londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

11/11/2024 – 17/11/2024

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£9,568.90

TOTAL INVOICES

8

NEW LEADS

31

“”

QUOTES SENT

21

ORDERS DELIVERED

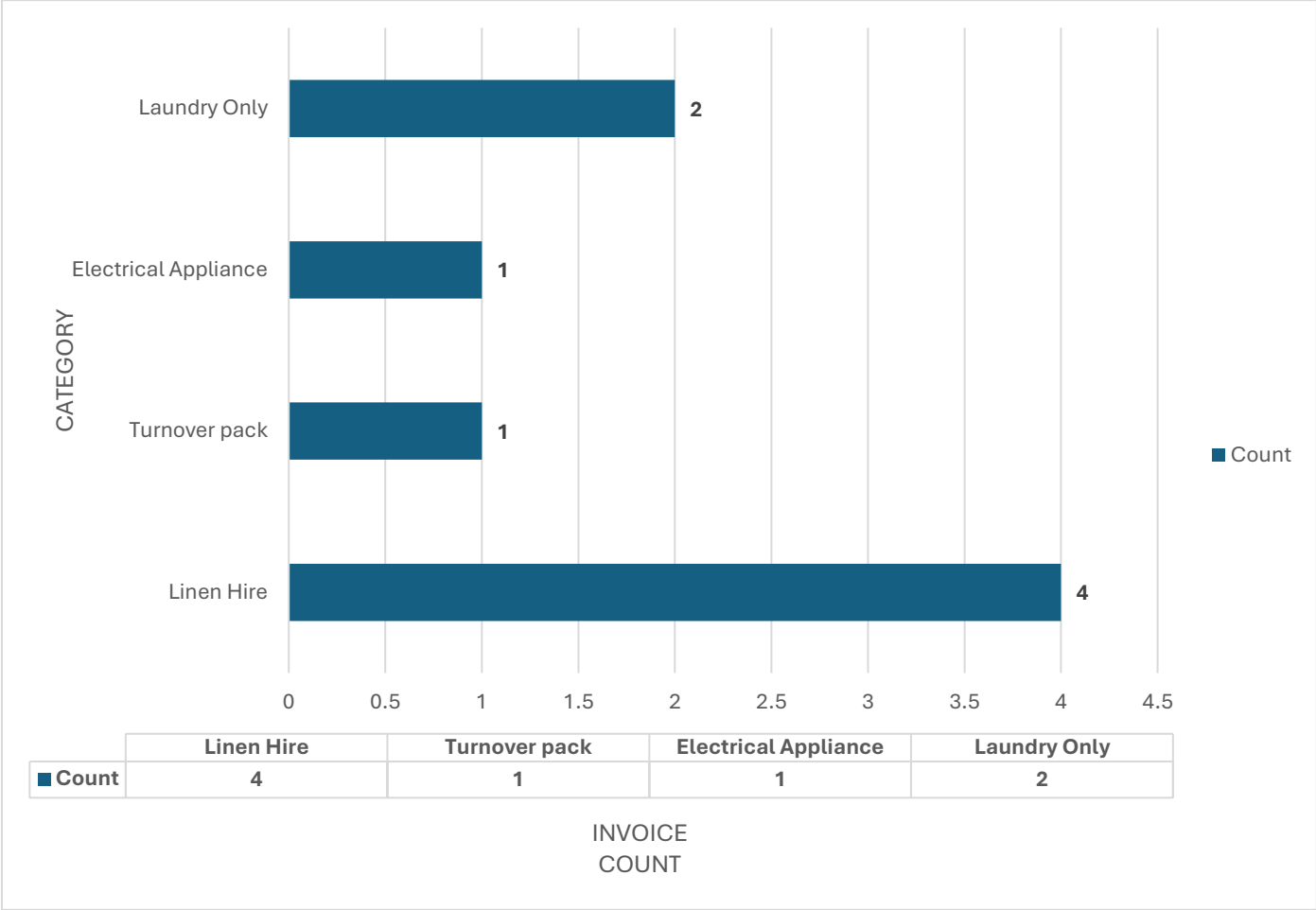
6

DETAILED GLANCE OF SALES (11/11/2024 – 17/11/2024)



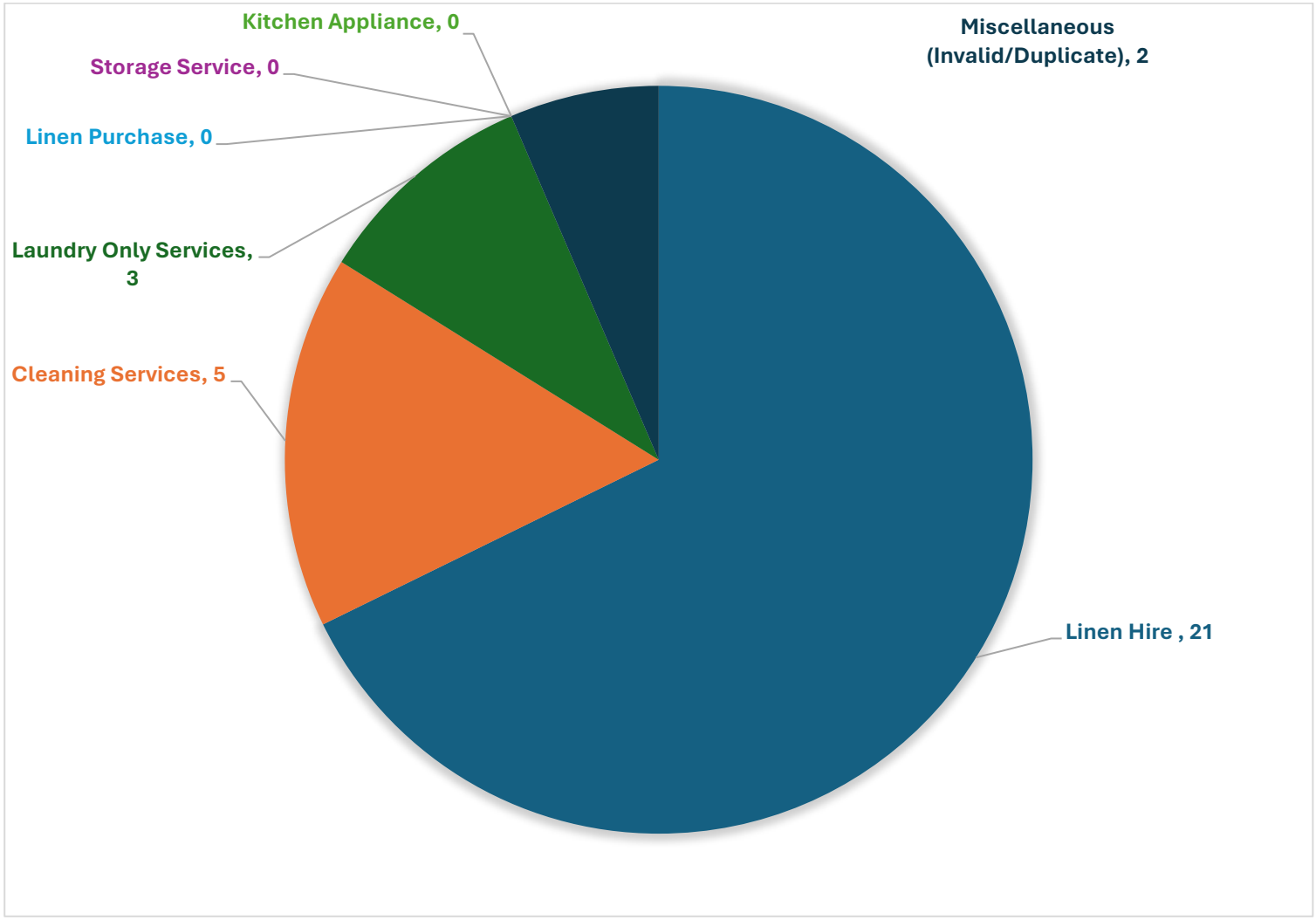
TOTAL AMOUNT - **£ 9,568.9**

INVOICE COUNT

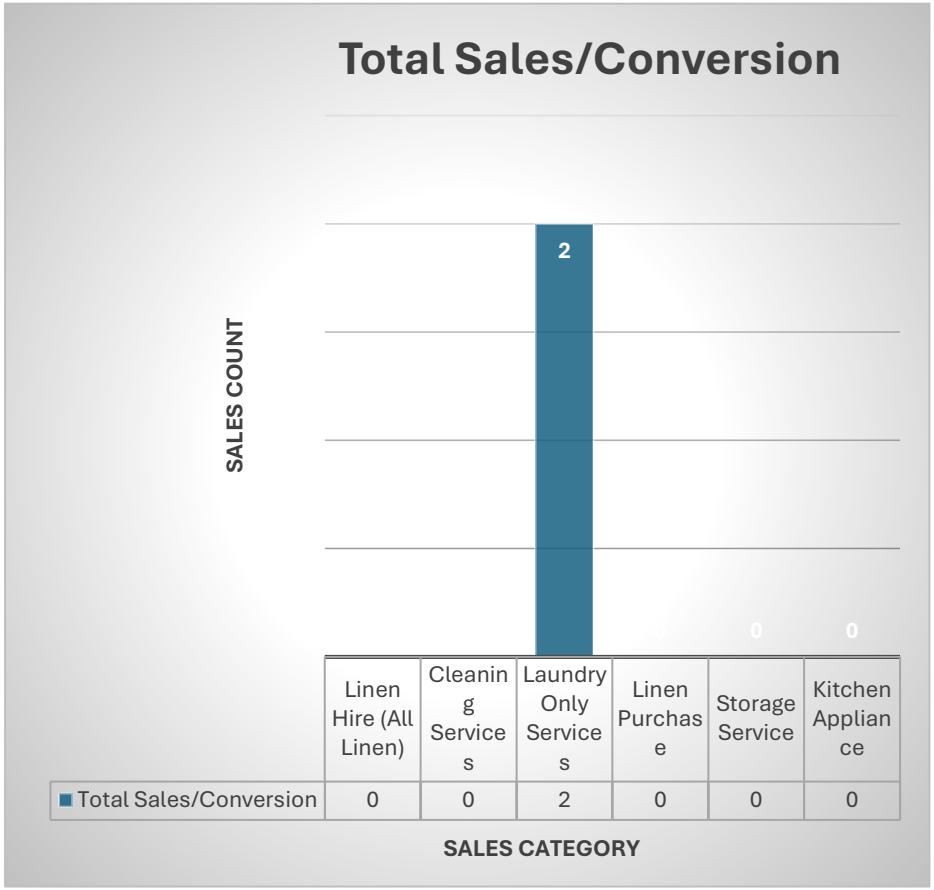


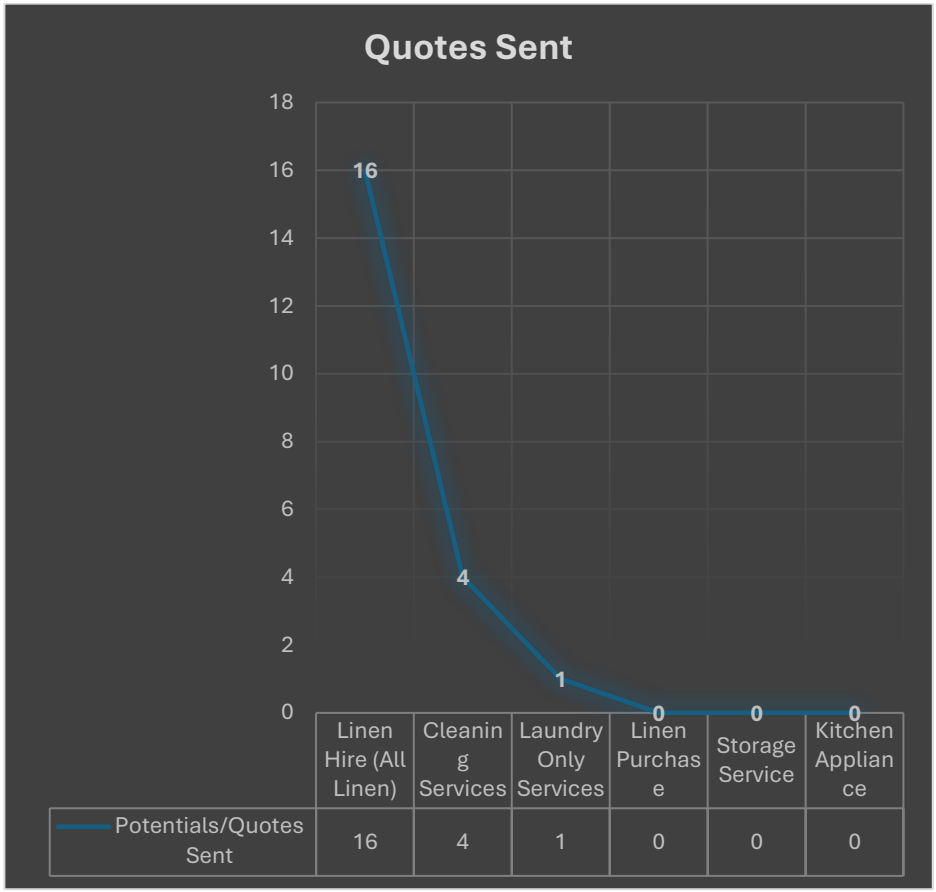
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only
Count	4	1	1	2

LEADS RECEIVED DURING THE WEEK (31)

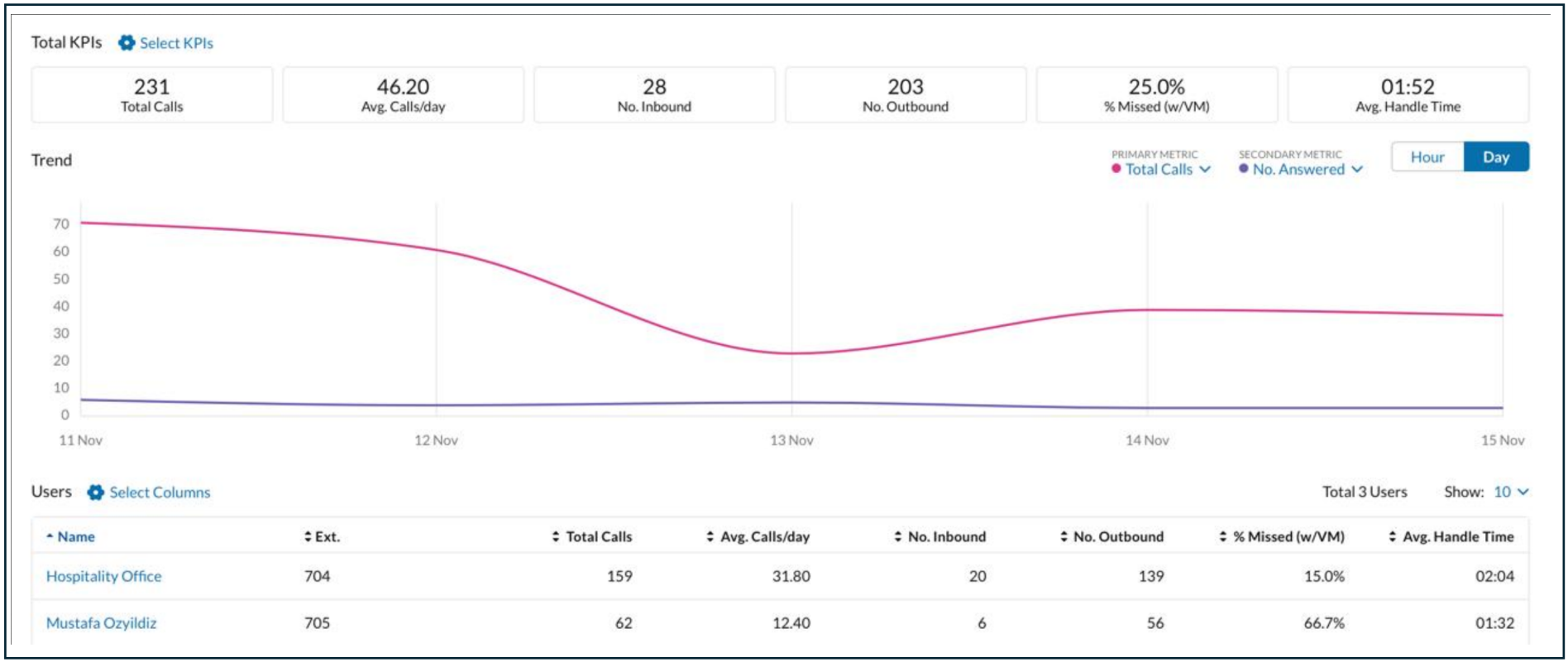


SALES TEAM ACTION

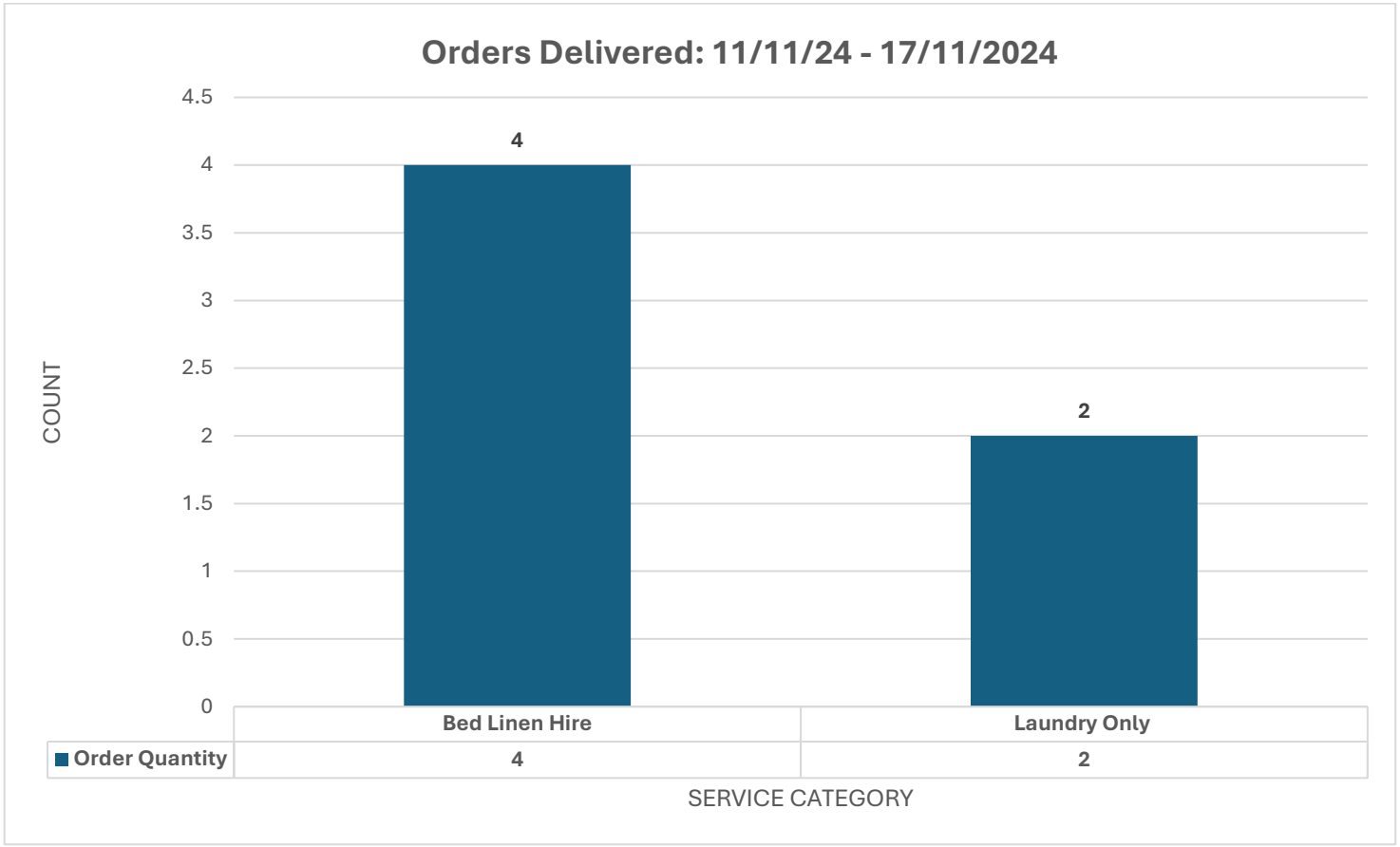




CALLS SUMMARY DURING THE WEEK



ORDERS DELIVERED



CLIENT FEEDBACK

CLIENT/LEAD INTERACTION	FEEDBACK RECEIVED	CHALLENGES FACED	CRM LINK
Carla Woodings – Linen Hire Services	Looking for Linen hire services but the lead is based outside London in Shropshire.	Tried to pitch Linen purchase but denied.	https://crm.londonisthospitality.com/admin/leads/index/4499
David Francis – Linen Hire Services	Looking for Linen hire but based outside London in South Wales.	Tried to offer linen purchase but it was not something he was interested in.	https://crm.londonisthospitality.com/admin/leads/index/4497
Stephen Kor – Linen Hire	Looking for Linen hire outside London – Edinburgh, Scotland.	Tried to pivot it to Linen purchase but he wasn't interested.	https://crm.londonisthospitality.com/admin/leads/index/4495

Nimo Aden – Cleaning Enquiry	Looking for a cleaning job.	Asked him to share his CV and will be passed to HR.	https://crm.londonisthospitality.com/admin/leads/index/4489

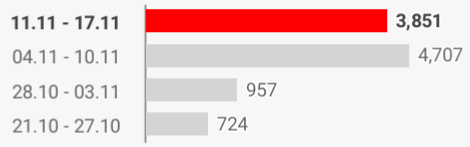
MARKETING PAID AD PERFORMANCE FOR THE WEEK (11/11/24 – 17/11/24)

Google Ads (PERFORMANCE)

IMPRESSIONS

3,851

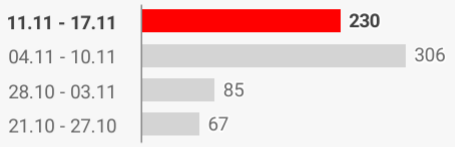
↓ -18.19%



CLICKS

230

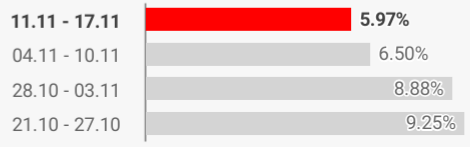
↓ -24.84%



CTR

5.97%

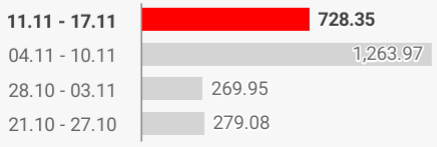
↓ -8.14%



COST

728.35 GBP

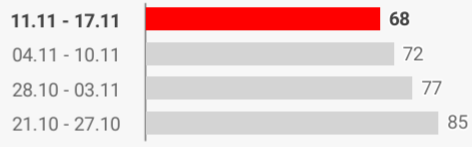
↓ -42.38%



IMPR. TOP

68%

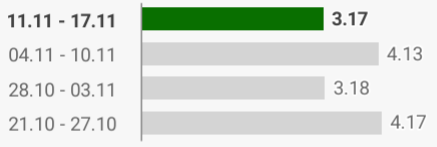
↓ -5.84%



AVG. CPC

3.17 GBP

↓ -23.34%



Worse than the previous period

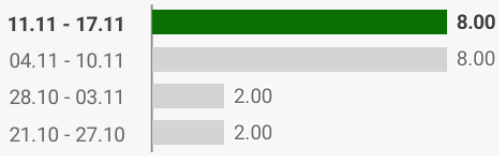
Better than the previous period

CONVERSION METRICS

CONVERSIONS

8.00

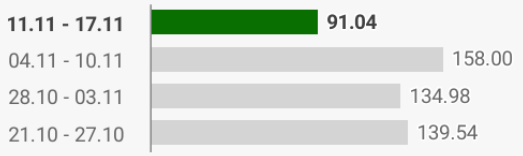
-



COST/CONV.

91.04 GBP

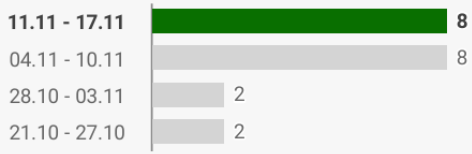
↓ -42.38%



CONVERSION VALUE

8

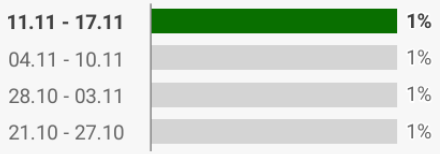
-



ROAS

1%

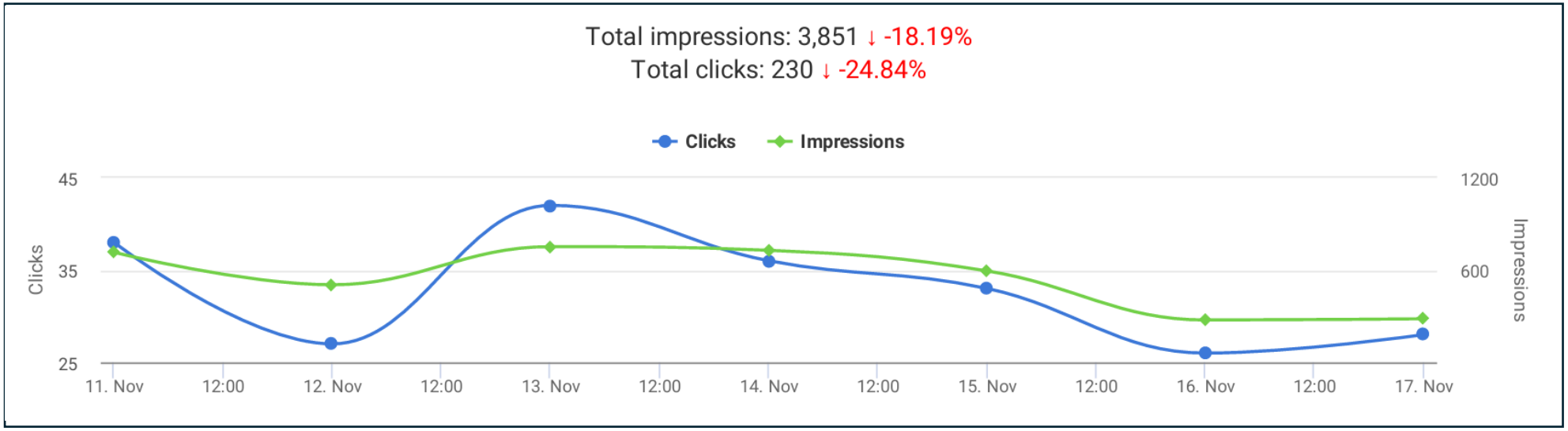
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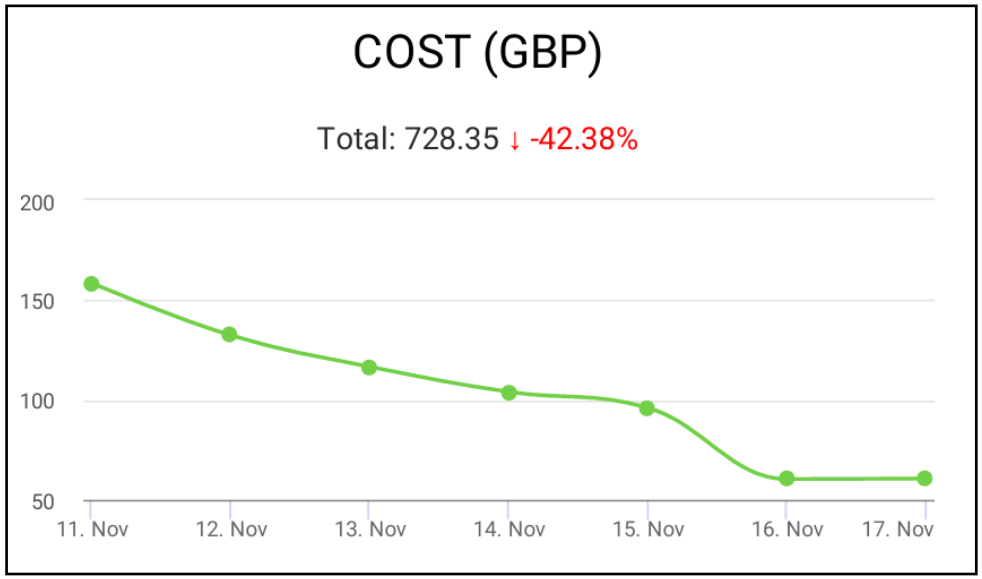


Worse than the previous period

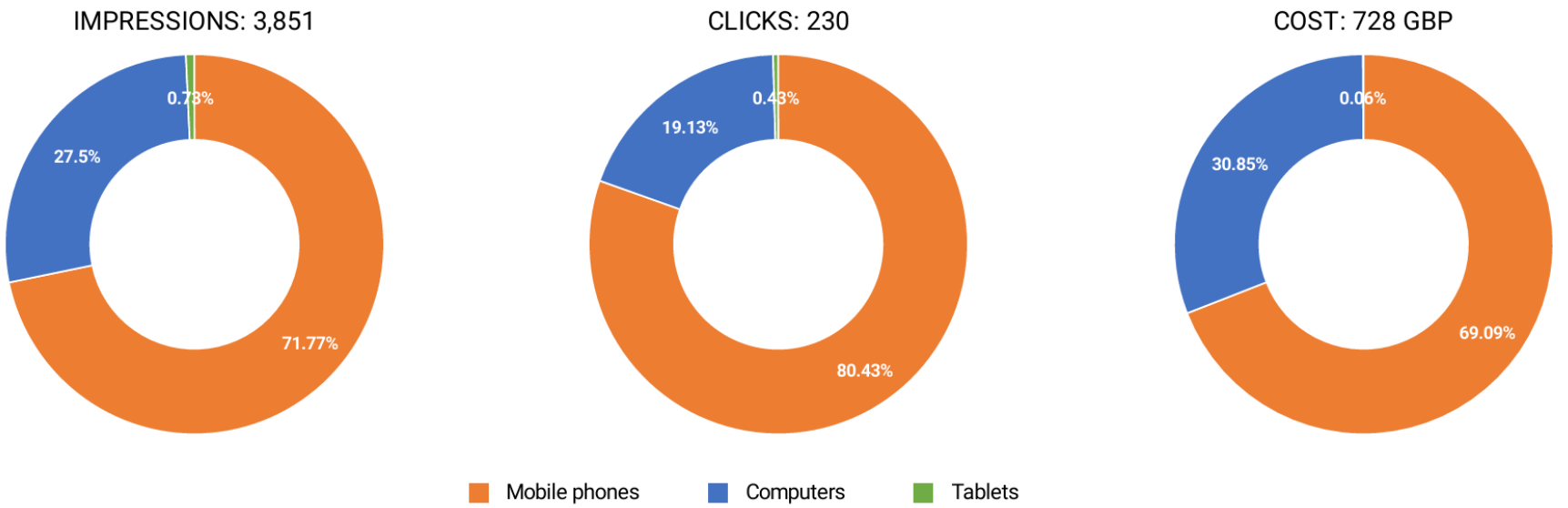
Better than the previous period

IMPRESSIONS & CLICKS





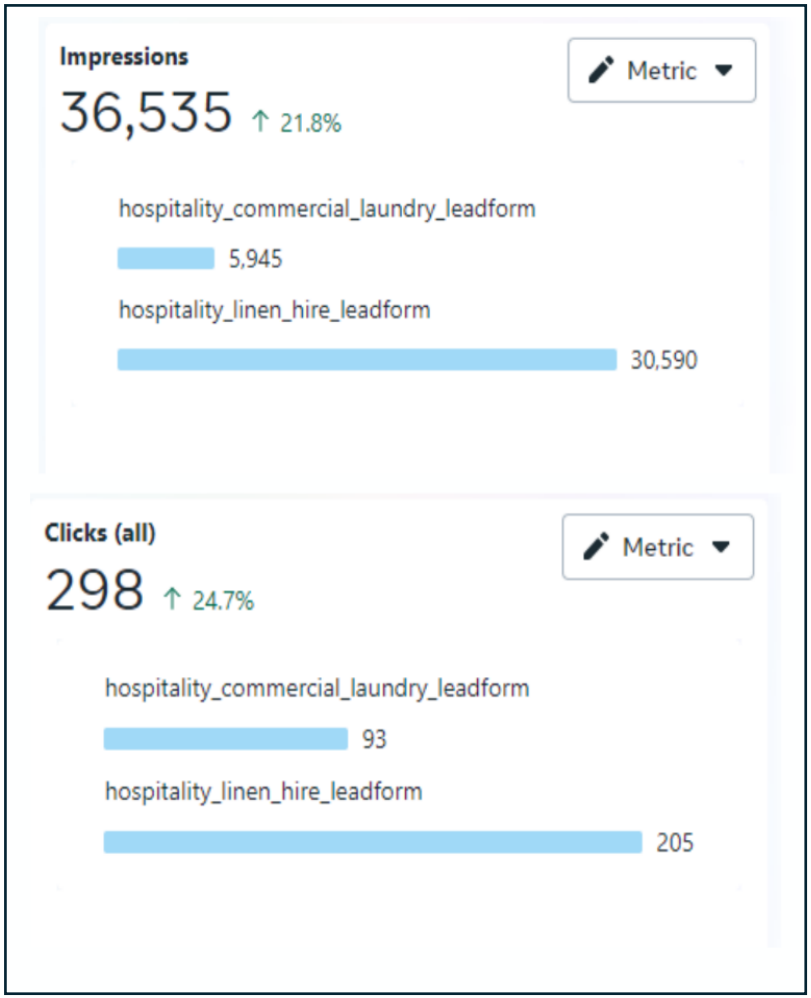
USER DEVICE PERFORMANCE

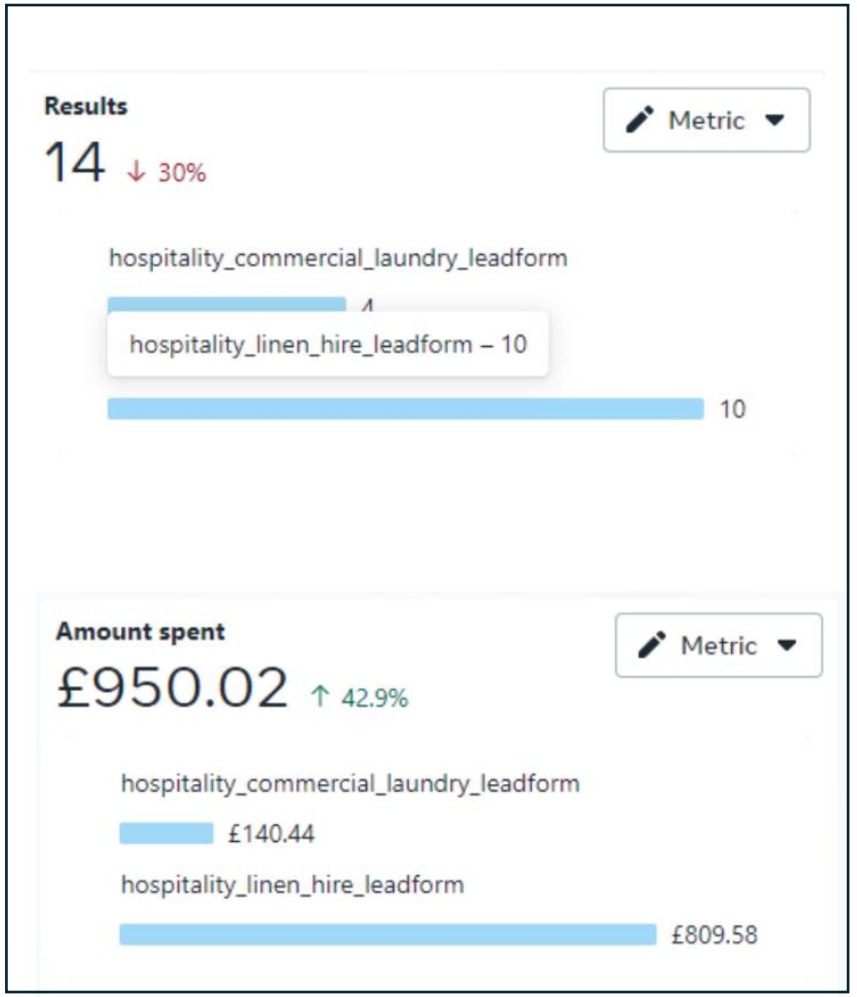


Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	2,764	185	503.21 GBP	4	125.80 GBP	2.16%	4.00	1%
Computers	1,059	44	224.72 GBP	4	56.18 GBP	9.09%	4.00	2%
Tablets	28	1	0.42 GBP	0	0.00 GBP	0.00%	0.00	-

Most of your website visitors are **using mobile phones (80%)**.
These users have made **4 conversions**. Average cost of conversion is **125.80 GBP**.

Meta Ads (PERFORMANCE)





Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	0	16
Cleaning Services	0	4
Laundry Only Services	2	1
Linen Purchase	0	0
Storage Service	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**2**	**21**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	4	699.16
Turnover pack	1	£8,388.00
Electrical Appliance	1	£426.00
Laundry Only	2	£55.74
Total	**8**	**£9,568.90**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	4
Laundry Only	2

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	21
Cleaning Services	5
Laundry Only Services	3
Linen Purchase	0
Storage Service	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	2
GRAND TOTAL	**31**

GOOGLE ADS (WEEKLY PERFORMANCE)

Date	Impressions	Clicks	CTR	Avg. CPC	Cost	Impr. (Abs. Top)	Impr. (top)	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
17/11/2024	283	28	9.89%	2.16 GBP	60.61 GBP	22%	70%	2	30.31 GBP	7.14%	2.00	3%
16/11/2024	275	26	9.46%	2.32 GBP	60.33 GBP	22%	69%	0	0.00 GBP	0.00%	0.00	-
15/11/2024	594	33	5.56%	2.91 GBP	96.02 GBP	18%	63%	2	48.01 GBP	6.06%	2.00	2%
14/11/2024	728	36	4.95%	2.89 GBP	104.04 GBP	16%	66%	2	52.02 GBP	5.56%	2.00	2%
13/11/2024	752	42	5.59%	2.78 GBP	116.58 GBP	23%	67%	0	0.00 GBP	0.00%	0.00	-
12/11/2024	504	27	5.36%	4.90 GBP	132.34 GBP	19%	67%	1	132.34 GBP	3.70%	1.00	1%
11/11/2024	715	38	5.32%	4.17 GBP	158.43 GBP	29%	75%	1	158.43 GBP	2.63%	1.00	1%

CAMPAIGN WISE PERFORMANCE

Campaign	Campaign type	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
Cleaning Services	search	3,161	181	5.73%	3.13 GBP	566.48 GBP	5	113.30 GBP	2.76%	5.00	1%
Hire Services	search	540	41	7.59%	3.36 GBP	137.83 GBP	3	45.94 GBP	7.32%	3.00	2%
Laundry Services	search	150	8	5.33%	3.01 GBP	24.04 GBP	0	0.00 GBP	0.00%	0.00	-

ORDER SCHEDULE FOR THIS WEEK (11/11/24 – 15/11/2024)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection both	18.11.2024	PM SLOT 12pm - 5pm	7751141620 / 020 7052 9149
Joyce Egbodion	Wenshome Ltd	**x5 Double linen sets -** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 33, Finley House, East Drive, Beaufort Park, NW9 4FD	DELIVERY	18.11.2024	PM SLOT 12pm - 5pm	7831378624
Steve Cogan	Airbnb	**5 Super King -** x4 PCs, x1 DC, x1 BS + x2 HT, x2 BT **-** **Error made on delivery last week 13/11, client will provide items for recollection**	26 Arminger Road, W12 7BB	Delivery & Collection both	19.11.2024	AM SLOT 9am - 12pm	7939200486
Kinda Ghanem	Building Clean London LTD	**6x DOUBLE LINEN SET (RENTAL + LAUNDRY)** Polycotton CUSTOMISED **9x SINGLE LINEN SET (RENTAL + LAUNDRY)** Polycotton CUSTOMISED **4x BATHMAT Polycotton**	1A Wellington Terrace, Flat 1 London	Delivery & Collection both	21.11.2024	AM SLOT 9am- 12pm	

Nima HP	Key Bridge LTD	**x50 Double Linen sets - x4 Pillowcases, x1 DC, x1 BS, + x2 BT, x2 HT**	72 Parkway, London, NW1 7AH - 76 Neal Street, London, WC2H 9AJ - 3 Golders Green Road, London, NW11 8DY - 5 Prince of Wales Terrace, London, W8 5PG - 253 Royal College Street London, NW1 9LU	Delivery + Collection	22.11.2024	PM SLOT 12pm - 5pm	7367707044
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection both	22.11.2024	PM SLOT 12pm - 5pm	7751141620 / 0208 7052 9149