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2025 MARKETING PROPOSAL

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Introduction



Objectives

To Generate B2B Sales Conversion For

Linen Hire
Laundry &
Commercial Cleaning Services

through Multi-Channel Marketing Approach.

Introduction

Target Audience & Market Segment

- Hospitality
- Healthcare
- Corporate & Commercial Sectors in key areas of London.

Industries Included:

Hotels & Stays, Student & Serviced Accommodations,
Restaurants,
Event Companies, Hospitals, Gyms,
Salons & Spas, Co-working spaces,
Corporate & Commercial spaces,
Retail & Shopping malls,
Transport & Travel,
Government & Public sectors

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Marketing Stragies

Awareness



Brand Products,
Brand Promotion,
Business Directory,
Print Media Ads,
CSR Campaigns &
SEO Growth

Consideration & Purchase



Cold Outreach,
Event & Trade shows,
Affiliate Marketing, Newsletter,
Current Associations,
CRO - A/B Testing
Bark & Data Broker

Referral & Upsell



Free services,
Tiered Rewards,
Loyalty Upgrades,
Damage Waiver Plans,
Subscription plans, Special pricing & premium service add-ons

PHASE 1

(0-3 Months, Short Term)

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FACTORS CONSIDERED

Objective

Direct Sales
Quick Conversion

Task Time

Short

Resource Availabilty

Manageable In Short Time

Budget

Low To Medium

Key Tactics

Cold Outreach
Newsletter
Lead Generation
Brand Promotion
Associated Channels

PHASE 2

(3-9 Months, Medium Term)

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FACTORS CONSIDERED



Brand Awarness
Lead Nurturing

Objective



Short - Medium Term

Task Time



Medium Term

Resource Availabilty



Medium To High

Budget



Print Media Ads (Free)
Summer Events
SEO Growth
CRO - A/B Testing

Key Tactics

PHASE 3

(9+ Months, Long Term)

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FACTORS CONSIDERED

Objective

Market Expansion
Industry leadership

Task Time

Long Term Planning
Long Term Impact

Resource Availabilty

Considerable Time & Efforts Required

Budget

Very High

Key Tactics

Promotion - Billboards
Print Media Ads - Magazines
Exclusive Trade Shows
Influencer Marketing
Business Directories
CSR Campaign

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PHASE 1

(0-3 Months, Short Term)

- RESOURCES
- PROMOTIONAL MATERIAL
- PROMOTIONAL OFFERS
- ACTION PLAN - Targets & Estimated Cost & Outcome
- MINI-MAX EXPECTATIONS
- PERFORMANCE METRICS & LEAD TRACKING SHEET

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Resources

Required during Phase 1



- Sales Representative per strategy 2 to 4



- Tools & Technology - CRM Software, A/B Testing Tools (Plugin/Manual Integration)

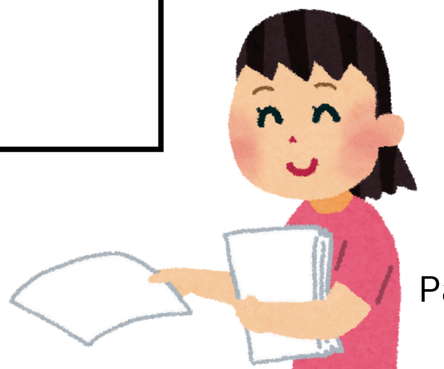


- Marketing Material - Branded attire, promotional material and samples

PROMOTIONAL MATERIAL

- Catalougues
- Flyers
- Business Cards
- Samples
- Laundry Bags
- Uniforms
- Branded Sales Kit
- Cover Letter
- Price Menu

Usage
COLD OUTREACH
BRAND PROMOTION - PEDICAB, EVENTS ETC.
SOCIAL MEDIA & DIGITAL PROMOTIONS
SAMPLE DISTRIBUTION



PROMOTIONAL OFFERS

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0-3 Months

BIG BUSINESSES

FREE SERVICE

- ***One-week free trial*** Once a week delivery, capped at maximum of 5 sets.
  Upon satisfied trial, contract term would be at least 12 months.
- ***One - time free cleaning services*** to Commercial Real Estates (JLL & Savilles), if they refer us to more offices.
  Similar for **Laundry services**.
- ***1 Month risk free trial service with no contract*** Pilot programs with High Potential Leads.
  Terms applied*, at least 1 year contract afterwards.

REFERRAL SCHEME

- **Gift Incentives** – Give a free service upgrade or product when they refer a new client. (Ex. free bath kits, bathrobe etc.)

PROMOTIONAL OFFERS

0-3 Months

SMALL BUSINESS

FREE SERVICES:
Limited sets trial in exchange of testimonials/social media engagement.
For say, 1 Bath pack giveaway for following us, like, repost and comment on our post with 5 shares.

REFERRAL SCHEME
Exclusive Discount: Discount voucher worth £40/early bird offers on next purchase for referrals.

RETENTION SCHEME
Loyalty Upgrades: Service upgrade for long term contracts or subscribed services.
For ex., 1 Free cleaning a month during 6 months on 3 years Linen Hire contract.

COLD OUTREACH

TACTICAL PLAN (3 MONTHS)

(A) Field Sales

TARGETS

Number of Visits

Twice a week by 3 members

Weekly Fields Visits

90 -120 businesses (Per day per member: 15-20)

Location

Primarily Central London, Zone 1 to 2

Task

- Meeting Decision makers or collecting key info for follow ups
- Distribution of sales kit



ESTIMATED COST : £2,160

EXPECTED OUTCOME - 3 MONTHS

METRIC	GOAL
TOTAL BUSINESS VISITS	1080-1440
LEAD FOR FOLLOW-UPS (5-10%)	54-144
MINIMUM CONVERSIONS (0.8-1.5%)	5-20
MAXIMUM CONVERSIONS (2 - 2.5%)	10-35



(B) Cold Emails

TARGETS

Weekly Emails & Cold Calls:

- 200 Emails (including FP's) & 100 cold calls (approx. 2400 emails & 1200 calls in 3 months) - 3 Days a week

Utilising 2-3 sales representatives

(1 on Emails & FP's, 1-2 on Cold Calls from the emails sent)

Areas to be covered

London

List of Businesses

Readily Available on Monday.com

ESTIMATED COST : BARE MINIMUM

EXPECTED OUTCOME - 3 MONTHS

METRIC	GOAL
COLD EMAILS CONVERSION	10-20%
COLD CALLS CONVERSION	1-3%
TOTAL MINIMUM CONVERSIONS	12
TOTAL MAXIMUM CONVERSIONS	35



(C) Linkedin

TARGETS

Messages per week

60 during 3 Days (20 per day) - 2220 in 3 months (including FP’s - 500 per month) utilising 1 Sales Representative

Areas to be covered

London

Task

Sending personalised messages & follows ups, engaging with posts & comments, sharing testimonials, offers and scheduling meetings and visits.

List of Contacts

To be searched regularly

ESTIMATED COST : £140

EXPECTED OUTCOME - 3 MONTHS

METRIC	GOAL
RESPONSE RATE (10-15%)	222-333
INTERESTED LEADS (30-40%)	66-133
MINIMUM CONVERSIONS (2%)	2
MAXIMUM CONVERSION (3%)	4



Newsletters

TARGETS

Newsletter Frequency:

Once a week (12 in 3 months) utilising ***3-4 Team members*** (1 Sender, 1 planner, 2 Marketing Assistant

Task:

CTA oriented emails towards sales conversion

Target Audience:

Existing CRM leads, New leads from proposed strategies



EXECUTION TIMELINE- WEEKLY

TASK	RESPONSIBLE TEAM	DEADLINE
Content Creation & Approval	Marketing Team	**Thursday-Friday**
Email Design	Marketing	**Tuesday**
Next week's Newsletter Idea submission	Marketing	**Wednesday**
Newsletter Dispatch	Marketing	**Thursday-Friday**
Weekly Tracking & Adjustments	Sales & Marketing	**Ongoing**

ESTIMATED COST : £0 - £88

EXPECTED OUTCOME - 3 MONTHS

METRIC	EXPECTED RATE	GOAL
EMAIL OPEN RATE	25 - 30%	**250-300**
CLICK-THROUGH RATE	3-5%	30-50
INTERESTED LEADS	20-25% (OF CLICKS)	5-15
CONVERSIONS	10-15%	1-2



Lead Generation

(A) PLATFORM - BARK



TARGETS - 4 WEEK TESTING

Leads Generation

08 -10 utilising 2 Team members

(1 for Leads Generation & 1 for contacting Leads)

Services to promote

Commercial Cleaning services only

Task

Connect, Follow-up & Convert

location

London

ESTIMATED COST : £68

EXPECTED OUTCOME - 1 MONTH

METRIC	GOAL
RESPONSE RATE	**40-50%**
COVERSION	1-2
APPROVAL FOR MORE LEAD GENERATION	CONVERSION RATE : 20% OR HIGHER



(B) PURCHASING B2B CONTACTS - DATA BROKER

TARGETS

Leads to be contacted per month

500 per Representative, 3000 in 3 months utilising 2 sales representative

Calls per day

55-60 per Representative during 3 days a week

Location

London



ESTIMATED COST : £918

EXPECTED OUTCOME - 3 MONTHS

SERVICE	LEADS	CONVERSION RATE (10%)	GOAL
LINEN HIRE / PURCHASE	40-50	10-15%	**4-8**
LAUNDRY	30-40	10%	3-4
CLEANING	20-30	10%	2-3
TOTAL	90-120	10-15%	9-18



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BRAND PROMOTION - PEDICAB

TARGETS

Total Flyer Distribution

200 flyer per tour
(1200 in 3 months)

Expected Launch Date

April ‘2025

Location

London



ESTIMATED COST : £35 - £70

EXECUTION PLAN

MONTH	DATES (EVERY 2 WEEKS)	FLYERS
APRIL	15TH - 30TH APRIL	**400**
MAY	15TH - 31ST MAY	400
JUNE	15TH - 30TH JUNE	400



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BUSINESS NETWORKING GROUPS & AFFILIATE MARKETING

Existing Associations

UKINBOUND
THE VOICE OF INBOUND TOURISM

300+ Members

BETA
British Educational Travel Association

800+ Members

OPERATOR MEMBER

189 Members
Operating in 17 countries

CHANNELING

FEATURE IN ASSOCIATION NEWSLETTER

In supplier spotlight sections of their websites or newsletter, blog posts and sponsoring industry trend reports to get featured.



LINKEDIN

LINKEDIN SALES NAVIGATOR PLAN, Hyper-personalised outreach.

Example: To Joanne from Full Power Utilities

"I noticed you're part of ASAP, and we specialize in linen hire for serviced apartments. Would love to discuss how we can collaborate through our referral program"

ASSOCIATION EVENTS (F2F NETWORKING)

Exhibit, Sponsor, or attend the conferences and events by following up with the concerned person for future and upcoming events



ESTIMATED COST : £750 - £1500

EXPECTED OUTCOME - 3 MONTHS

METRIC	GOAL
EXPECTED REACH	1000
RESPONSE RATE (1-3%)	10-30
CONVERSIONS (10-20%)	1-3



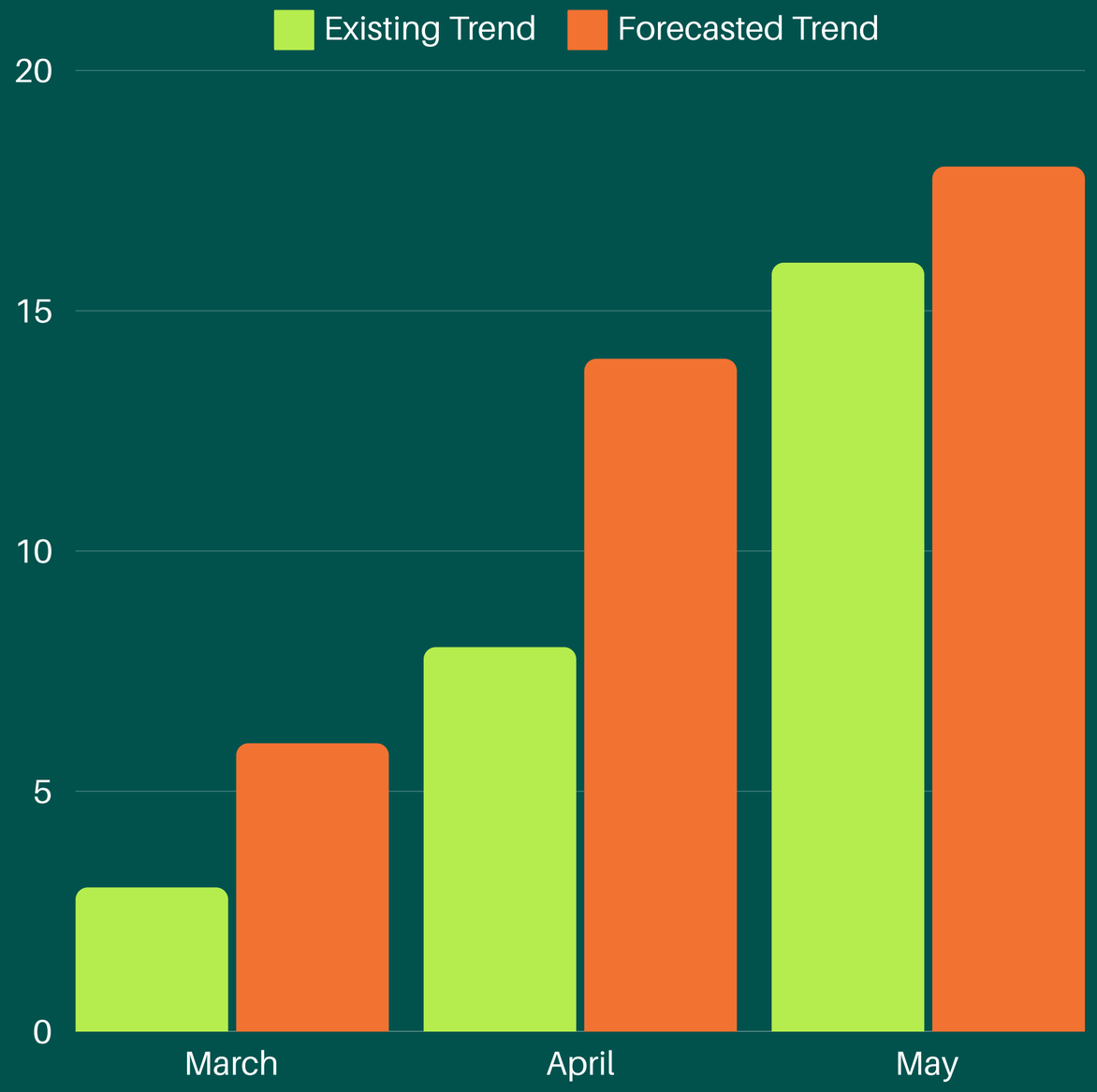
MINI-MAX EXPECTATIONS

Current Conversion Trend VS Proposed Conversion Plan

AS PER CURRENT TREND:
9 -10 conversions per month on an average. Total **30** conversions in 3 months

PROPOSED PLAN: 31 (minimum) - **85** (maximum) expected conversions towards the end of 3 months.

COST: Current plan incurs **£4k - £5k** per month implying **£12k - £15k** for 3 months whereas proposed plan estimates **£3.5k** for 3 months



PERFORMANCE METRICS

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MANAGEMENT: REPORTING METRICS

KPI	Description	Benchmark	Actual Performance	Variance	Action Plan
Total Newsletters Sent	X	4 per month	X	On Track	Maintain consistency
Open Rate (%)	X	25-30%	X	Below Target	Optimisation
Click-Through Rate (CTR) (%)	X	3-5%	X	On Track	Keep improving CTA placement & content
Response Rate (%)	X	20-25% (Of Clicks)	X	Above Target	-
Unsubscribe Rate (%)	X	Less than 2%	X	Below Target	Adjust frequency & content relevance
Total Leads for Follow-Ups	X	60-80	X	On Track	Prioritize high interest leads
Follow-Ups Conducted	X	100% of engaged leads	X	Below Target	Ensure all interested leads are contacted
Conversions (Closed Deals)	X	1 per month	X	On Track	Adjust the follow-up strategy

LEAD TRACKING SHEET

NEWSLETTER TRACKING

Metric	Target Per Week
Click-Through Leads Contacted	20-25
Opened Emails Contacted	15-20
Calls Made	40-45
Follow-up Emails Sent	30-40

FIELD SALES TRACKING

DATE	SALESPERSON	INDUSTRY	BUSINESS NAME	LOCATION	DECISION MAKER	VISITED (Y/N)	SPOKE TO DECISION MAKER? (Y/N)	INTEREST LEVEL (1-5)	NEXT ACTION (CALL, EMAIL, VISIT ETC.)	FOLLOW-UP DONE? (DATE & MODE)	CONVERSION (Y/N)	NOTES
06/03/2025	Rep 1	Hotel	XYZ	Mayfair	Steven	Y	Y	4	Send proposal via email	08/03/2025 (Visit)	Y	Onboarded

SALES TEAM: TRACKING LEADS SHEET

Google Ads Back-up Plan

Budget & Timeline - 1 month

Campaign Type	Daily Budget	Duration	Total Budget
Search Ads (High-intent keywords)	£50	30 Days	£1500
Display Ads (Brand awareness & Key marketing)	£20	30 Days	£600
Total Estimated Spend	£70	1 Month	**£2100**

Expected Outcome

Metric	Estimated Value
Click-Through Rate (CTR)	6%
Leads Per Month	35
Expected Conversions (10-30%)	**3-10 Clients**

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PHASE 2-3

3-12 Months

- **PROMOTIONAL OFFERSS**
- **SUSTAINED GROWTH STRATEGIES**

PROMOTIONAL OFFERS 3-12 Months

TIERED REWARDS

Increasing benefits for multiple referrals

Ex., First referral: £50 off
Third referral: £100 off

DAMAGE WAIVER PLAN

Upsell an insurance or protection plan covering accidental stains or damages to hired linens.

FLEXIBLE PAYMENT PLANS

For Long Term Contracts - Monthly or Bi-weekly Billings at 0% interest

EXAMPLE
Cintas (Uniform & Facility Services) provides custom payment schedules based on business cash flow cycles.

PROMOTIONAL OFFERS

3-12 Months Continued



Shield against inflation & market price hikes for long term contracts

EXAMPLE PERKS

1-Year Contract: Locked pricing for 12 months

3-Year Contract: No price increases + free priority support

Real-World Example:

Adobe Creative Cloud for Teams – Businesses get fixed subscription
pricing when signing multi-year agreements.

Loyalty Rewards Program >> Earn Points for Every Invoice Paid <<



EXAMPLE
Rewards:

5,000 points	***Free deep cleaning for common areas***
10,000 points	***10% discount on next invoice***
20,000 points	***Free linen restocking for one week***

Real World Example

American Express Business Rewards – Offers cashback and points for B2B spending, redeemable for travel or discounts.

PROMOTIONAL OFFERS

3-12 Months Continued

Linens for Good
Repurpose Used Linens for Charity
Donate discarded/soiled products

Impact

- Leads/Clients donate their old linens
- To be used for Marketing purposes in reports & photos

Real-world eExample
Marriott's Linens Donation Program: Marriott repurposes old linens into reusable fabric items for shelters.



Hygiene for All

Hygiene Kits with Every New Contract

LHS Partners with - School Hygiene Programs & Refugee Camps to donate Hygiene Kits on every contract signed.

Impact

- Clients can co-brand the kits with their logo.
- A Thank you certificate can be provided to the clients.

Real-world Example

Unilever's Lifebuoy "Help a Child Reach 5": Donates soap to prevent child deaths from poor hygiene.

SUSTAINED GROWTH STRATEGIES

Medium Term

PR Distribution Services - FREE

List under Appendix

Primarily boost awareness, sales in long term

Summer Events - FREE/NOMINAL COST

Listed under Appendix

At least 5 should be targeted by Year end

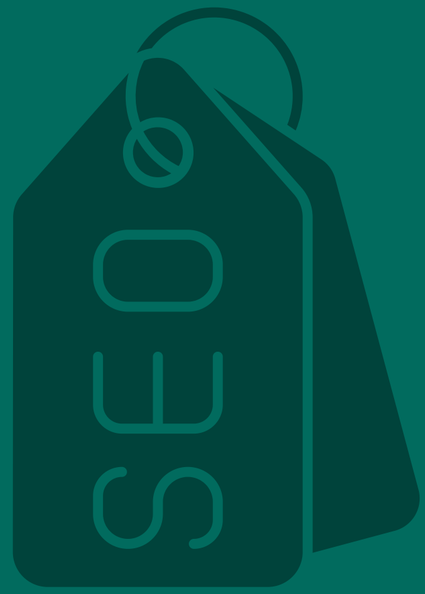
SEO Growth

Awareness & Long Term conversions

Attracts high intent visitors

CRO - A/B Testing

Improves Lead capture rate
and enhance user experience



SUSTAINED GROWTH STRATEGIES

Long Term



CSR Campaign



Business Directories



Billboards & Transport Ads



Hospitality Magazines



Influencer Marketing

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Appendix

Events and Trade Shows list

Airbnb Open 2025	Surface Design Show 2025
Skift Future of Lodging Forum 2025	Wyndham Hotels & Resorts Annual Conference 2025
Hotel Data Conference 2025	Hotel, Restaurant & Catering (HRC) 2025
Hospitality Leadership and Design Conference 2025	The Pub Show 2025
Decorex 2025	Taste of London 2025
Restaurant & Takeaway Innovation Expo 2025	Architect@Work 2025

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Appendix

Newspapers

- Evening Standard
- Metro
- The London Economic
- The Independent
- Time Out London
- The Guardian
- The Daily Mail

Hospitality Blogs

- Hotel Owner
- Hospitality News
- Boutique Hotelier
- Hotelier & Hospitality Design
- Hospitality Interiors
- The Caterer
- Hospitality Guild

PR Distribution Services - FREE

- PRLog
- PRWeb
- OpenPR
- NewswireToday
- Free-Press-Release.com

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Thank You!