



# SOLA SALONS SHREVEPORT: EARLY MOMENTUM FOR SUCCESS



Sola Salons is the leading salon suite franchise in the nation, offering individual studio spaces to salon professionals for their independent beauty businesses. Sola Salons Shreveport is located on Youree Drive in Shreveport, Louisiana.

## INTRODUCTION

Owner of Sola Shreveport, Chet Lamey set out on a mission to establish a thriving community of beauty professionals. With 38 total studios, Chet aimed to attract and lease studios rapidly, striving for maximum occupancy in a relatively short period. This case study explores the strategies employed by the Slick Marketers Team to lease 38 studios before its official opening on December 2022, and how they achieved full occupancy within just four months!

## CHALLENGES



Overcoming challenges such as introducing the salon suite concept to the area's low awareness and predominantly traditional salon based community were the main priority. In addition to bringing the Sola brand awareness, our collaboration led to an impressive accomplishment. With our support, Sola Salons Shreveport achieved **full studio occupancy** in just **four** months.

**100%**

Occupied within  
4 months of  
Opening

**4,901**

Website Visits  
from 4 months of  
Marketing

**1070%**

Return On Ad Spend  
within 1st month of  
Opening

**325,340**

Impressions  
from 4 months  
of Marketing

**38**

Chairs Salon  
Studios Filled  
with Waitlist