

From Zero to Hero

HOW SOLA SALONS CAMPBELL REACHED 100% OCCUPANCY



Sola Salons Campbell | Case Study

Sola Salons, a leading salon suite concept, empowers beauty and wellness professionals as entrepreneurs. **Sola Salons Campbell**, in affluent Campbell, California, faced the task of quickly bringing in 32 salon professionals to occupy its suites.

A BOLD MISSION: ACHIEVING FULL OCCUPANCY PRIOR TO OPENING

In September 2019, collaborating with Leasing and Operations Manager, John Paredes, Slick Marketers launched a hyper-localized digital marketing campaign for Sola Salons Campbell, aiming to fully lease all 32 salon suites. Using **email blasts, Meta ads, social media, and direct messages**, the campaign successfully filled all studios **within 5 months**, exceeding the expected February 2020 opening date. This effort generated **\$72,601 in monthly revenue** with a remarkable **1118% return on ad spend (ROAS)**.



STRATEGIC PROWESS

Slick Marketers' Blueprint for Success

Slick Marketers devised a comprehensive local marketing strategy to achieve the goal of filling all 32 salon suites:



Meta Ads Campaign



Social Media



Engagement



Email Campaigns

100%

Occupied Pre-Opening

\$72,601

Monthly Revenue

3.5X

Traffic Growth

1118%

Return On Ad Spend

\$871,212

Annual Revenue

The Race Against Time: Filling 32 Salon Suites in a Snap



OUTSTANDING OUTCOME



100% Occupancy

By January 16, 2020, all 32 salon suites at Sola Salons Campbell were fully leased, exceeding our initial goal.



Engaged Community

The social media strategy created an active and vibrant online community, with followers sharing and promoting the brand.



Increased Online Visibility

The Meta ads campaign increased online visibility, reaching 68,000 people monthly and attracting salon professionals actively seeking salon suite spaces.



Positive Feedback

Salon professionals appreciated the personal and responsive social media approach, resulting in positive feedback.

CONCLUSION

\$871,212



The partnership between Sola Salons Campbell and Slick Marketers demonstrated the power of **strategic digital marketing**. Remarkable and enduring results were achieved. Sola Salons Campbell has maintained **full occupancy**, generating an impressive **annual revenue of \$871,212**.

