

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**.

