

SOLA SALONS BRYAN AND
COLLEGE STATION

TURNING VACANCIES INTO VICTORY

HOW 15 STUDIOS WERE
FILLED IN 7 MONTHS



Sola Salons, the nationwide leader in the salon suite industry, supports over 20,000 beauty professionals. In Bryan and College Station, TX, these two locations are among the first Sola franchise sites. Competitive commercial real estate prices created more affordable options for beauty pros, causing a decline to 15 empty suites and a notable departure from their previously full occupancy.

FROM EMPTY TO ENERGIZED: FILLING THE VOID OF 15 EMPTY SUITES

In need of an effective marketing system, a hyper-local marketing program launched in August of 2023. Despite being an older established location, franchise owner, Stephen Maeker, had a strong reputation in the local market.

Maeker knew he needed to leverage a customized marketing program to promote his local experience and focus in excellence in customer service. Within 7 months, both locations achieved full occupancy.



**Meta Ads
Campaign**



**Market
Research**



**Social Media
Management**



**Instagram
Outreach**

247,243

Impressions
(# of ad views)

100%

Occupied within
7 Months

2,330

Traffic to
Landing Page

\$0.60

Cost per
Click





Marketing Strategy: An Attack on All Fronts



A targeted Meta ad campaign was launched to attract tenants by highlighting Sola Bryan and College Station's strong local reputation and vibrant community.

Extensive market research conducted to analyze the local beauty industry, identify competitors and prospects, and capitalize on market opportunities.

Managed social media, emphasizing tenant retention, community growth, and Sola Salons' benefits to build a strong online presence.

Instagram outreach centered on building relationships with ideal salon suite renters, including beauty professionals, to generate organic buzz.

Leasing managers gave tours to prospective tenants, offering a firsthand look at the vibrant community and salon studios, driving lease sign-ups.

RESULTS: MARKETING EFFORTS CONVERGE



Our multi-pronged approach delivered **outstanding** results. Meta ads generated 247,243 impressions, **boosting awareness**. The website garnered 2,330 form fills, reflecting the campaign's **effectiveness** with a cost-efficient \$42.50 cost per lead.

CONCLUSION

In just **seven** months, Sola Bryan and College Station, transformed from being a ghost town to a thriving facility with **full occupancy**. By leveraging the franchise owner's strong local reputation and focusing on excellence in customer service, Slick Marketers successfully revitalized the two Sola Salons sites. The customized marketing efforts led to a remarkable turnaround and underscores the importance of targeted marketing strategies and a commitment to local engagement in overcoming challenges in a competitive real estate market.



slickmarketers.com



(714) 496-4499



nikki@slickmarketers.com

