



PHENIX SUITES CENTEREACH: 20 SUITES LEASED IN FIVE MONTHS



Phenix Salon Suites provides private, fully-equipped spaces for independent professionals to run their own businesses across North America and the UK. Phenix Centereach, located in the heart of Long Island, offers a prime location with a supportive environment for beauty and wellness entrepreneurs to thrive.

INTRODUCTION

Demetri Ballas, owner of Phenix Salon Suites in Centereach, NY, opened his doors on March 14, 2024, with the goal of building a thriving community of beauty professionals on Long Island. By November 2024, 18 out of 46 suites remained vacant during the slow leasing season. Despite some turnover, Demetri turned to Slick Marketers after hearing about their success with another Phenix location, aiming to fill the suites and create a vibrant, supportive environment. This case study highlights the strategies Slick Marketers used to lease 20 suites and achieve 93% occupancy in just five months.

CHALLENGES



Increasing brand awareness in a competitive market was a top priority for Phenix Centereach. Partnering with Slick Marketers helped drive visibility through targeted social media, Meta Ads and Google Ads campaigns to attract the right professionals. Along with boosting the Phenix Centereach brand, our collaboration led to a major success: Phenix Centereach reached 93% suite occupancy in just five months.

93%

Occupied within 5 months of Marketing

3,321

Website Visits from 5 months of Marketing

1351%

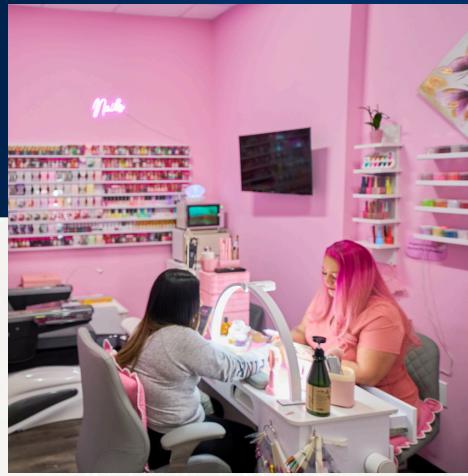
Return On Ad Spend within 5 months of Marketing

68,593

Impressions from 5 months of Marketing

20

Suites Filled



SOLUTIONS

In November 2024, Slick Marketers launched their marketing campaign, fully aware that the upcoming months—November and December—would be the toughest leasing period. Their goal was to lease as many of the 18 vacant suites as possible during the slow season and into the new year.

To achieve full occupancy in just five months, three key strategies were implemented: targeted local social media posts, eye-catching Instagram and Facebook ads, and active engagement with ideal beauty and wellness professionals in the Long Island region.

STRATEGIES FOR SUCCESS

Slick Marketers launched a successful campaign during the slow months by conducting local market research, engaging on social media, and running compelling Meta and Google ads, driving interest and filling vacancies efficiently.

By prioritizing quick responses and follow-ups, direct messages and social media engagement fostered authentic connections with potential tenants. This approach built trust and minimized missed opportunities due to team delays or miscommunication.

Slick Marketers highlighted the limited suite availability at Phenix Centereach with engaging posts, visuals, and user-generated content on Instagram and Facebook. They featured stunning suites and thriving suite owners to build excitement and attract interest.



Demetri Ballas
Phenix Managing Partner

“Working with Slick Marketers was a game changer. Their strategy helped us fill suites quickly and build a strong community for our professionals.”

CONCLUSIONS

Slick Marketers' swift success in leasing 20 suites was driven by a mix of strategic marketing, tailored content, social media management, targeted ads, and proactive outreach. Despite some turnover during the process, their focus on pre-leasing and building personal connections with potential tenants was key to achieving **93% occupancy within just five months of opening.**

