



PHENIX SALON SUITES ORANGE COUNTY: TRANSFORMING TURNOVER TO TRIUMPH

6 SUITES LEASED IN THE FIRST 2 WEEKS WITH SLICK



Phenix Salon Suites is a leading salon suite franchise in the nation, providing individual suite spaces for beauty, wellness and other professionals to operate their independent businesses. In South Orange County, Phenix Salon Suites has three locations: Lake Forest, Laguna Hills, and Rancho Santa Margarita.

INTRODUCTION

Dave Crocker, one of the three partners of Phenix Salon Suites in the OC, discovered Slick Marketers through the "PSS Managing Partners" Facebook group, where a fellow Phenix franchisee praised the agency as a "FANTASTIC" marketing company. At the time, with 10 salon suite vacancies, their occupancy was only 87%. Eager to improve, Dave booked a strategy session to learn what set Slick Marketers apart. This case study reveals the innovative strategies the Slick Marketers team implemented, resulting in an impressive **97% occupancy** in just four months!

CHALLENGES



The Slick Marketers team quickly identified the highly competitive landscape and low brand awareness as top priorities. South Orange County, Ca is saturated with salon suite concepts, ranging from franchise brands to standalone businesses, making it essential to establish Phenix as a leading name in the market. Emphasizing Phenix's exceptional management and support, flexible month-to-month lease options, and affordability was crucial for building a strong foothold in the community and attracting new tenants.

97%

Occupied within 4 months of Marketing

2,284

Website Visits from 4 months of Marketing

1852%

Return On Ad Spend within 4 months of Marketing

120,793

Impressions from 4 months of Marketing



SOLUTIONS

In April 2024, as the economy continued to soften and Phenix Salon Suites in the OC faced declining occupancy, Slick Marketers stepped in to help market and generate leads for their three South Orange County locations. By implementing a Meta advertising campaign, social media promotion, and a tenant retention program, they achieved near full occupancy in just four months. Their efforts included engagement, outreach, and eye-catching social media posts featuring tenant testimonials and success stories.

STRATEGIES FOR SUCCESS

Local Advertising

A successful leasing campaign launched amid a softening economy. Through local advertising and focused social media, **6 suites were leased in the first 2 weeks.**

Targeted Outreach

Direct messages and social engagement built genuine connections through quick responses and follow-ups, ensuring trust and preventing missed opportunities.

Local Engaging Posts

Phenix was promoted through engaging social media posts, tenant spotlights, and user content, which helped generate leads, schedule tours, and secure lease-ups.



Dave Crocker

Partner - Phenix Salon Suites in the OC

"We've had a surge in lead activity. Slick Marketers took us from 10 vacancies down to 4 within 2 weekw of working with them. I've been able to back fill turnover pretty consistently since working with Slick."

CONCLUSIONS

Slick Marketers achieved rapid success in increasing Phenix Salon Suites' occupancy in Orange County from **87% to 97%**, despite a period of high turnover. This was accomplished through strategic marketing, locally tailored content, effective social media management, targeted advertising, and engaging outreach. Their proactive leasing strategies and emphasis on building personal connections with prospective tenants allowed them to backfill many suites and **reach 97% occupancy** in just four months.



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