



Maxed Out in 3.5 Months

HOW SOLA SALONS OGDEN QUICKLY FILLED UP **15 STUDIOS**

Sola Salons Ogden | Case Study

THE STARTING POINT: STRONG LEADS, BUT SLOW MOVE-INS

Slick Marketers was initially hired to handle marketing for Sola Salons Ogden in an effort to attract beauty professionals to rent salon suites. While our marketing efforts generated a strong volume of leads, we soon discovered that the studios were not filling up as expected.

THE CONVERSION GAP: LEADS WERE THERE, BUT MOVE-INS LAGGED

After analyzing the market more deeply, we identified a key issue: Sola Salons Ogden had priced themselves too high compared to nearby competitors. Other salon suite providers were offering rental rates at approximately \$50 per week less, leading to the perception that Sola was too expensive. Despite strong interest, pricing was a barrier to conversion.

STRATEGIC PROWESS

Slick Marketers' Blueprint for Success

Slick Marketers devised a comprehensive local marketing strategy to achieve the goal of filling all 15 remaining studios:



Meta Ads
Campaign



Social Media



Engagement

100%

Occupied with-
in 3.5 of New
Campaign

\$47,388

Increase in
Revenue over
3.5 Months

3949%

Return On
Ad Spend



Rapid Growth: How Strategic Marketing Filled 15 Suites Fast



TURNING INTEREST INTO MOVE-INS

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THE RESULTS



In April 2024, rolled out the new pricing structure through targeted digital marketing campaigns.



Within just 3.5 months, by mid-July 2024, we successfully filled the remaining 15 salon suites.



Sola Salons Ogden reached full occupancy with all 33 studios rented out—a record success.

CONCLUSION

By aligning marketing with strategic pricing, Slick Marketers turned around leasing for Sola Salons Ogden in record time. Recognizing market trends, adjusting strategies, and executing targeted campaigns proved the power of smart marketing and pricing alignment. This case study highlights the importance of market-based pricing and effective digital marketing in driving outstanding results.

\$47,388

Increased revenue
in 3.5 months

