

How My Salon Suite Mesa & Chandler Achieved

100% Occupancy in 5 Months



MY SALON Suite is one of the nation's leading salon suite concepts, offering high-end private suites that empower independent beauty professionals to grow their own businesses. Across its Mesa and Chandler, Arizona locations, there were 67 total suites with 11 vacancies to fill. The goal was to generate qualified leads, increase tours, and fill the remaining suites.

INTRODUCTION

In March 2026, Slick Marketers partnered with MY SALON Suite Mesa and Chandler to fill 11 remaining suites. After working with another agency, owners Jennifer and Michael Heim were ready for a new approach focused on quality leads.

Slick Marketers developed a customized strategy around each location's market, competition, and leasing needs. Through an omni-channel approach—including hyper-local outreach, social media management, SMS lead nurture and targeted advertising—they reached full occupancy in just five months.



118

Leads
Generated

327,242

Meta Ads
Impressions

\$30.24

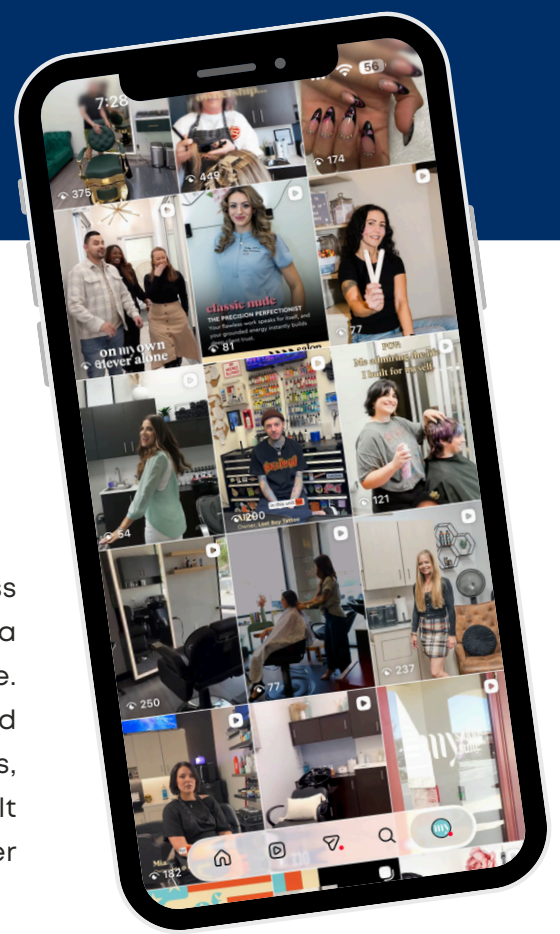
Cost per Lead

3,554

Website
Traffic

\$142,000

Annual
Revenue
Generated



SOLUTIONS

Slick Marketers implemented a coordinated digital strategy across both locations, combining Meta and Google Ads with social media management, hyper-local engagement, and SMS lead nurture. Campaigns were continuously refined based on lead quality and performance, while custom content highlighted the salons, available suites, and existing professional community. The result was a more consistent flow of qualified prospects and stronger follow-up throughout the leasing journey.

STRATEGIES FOR SUCCESS

Local Advertising

A targeted leasing strategy helped drive momentum in a crowded market. With hyper-local marketing and strategic digital outreach, all 11 available suites were filled.

Automated SMS Nurture

Automated SMS nurture kept leads engaged with timely follow-ups, tour reminders, and communication, helping convert interest into booked tours and leases.

Local Engaging Posts

Social media showcased the MY SALON Suite community through professional spotlights and tenant stories—building visibility, interest, and leasing momentum.



Jennifer Heim

My Salon Suite Mesa and Chandler AZ

Working with Slick Marketers helped us generate stronger leads, increase tours, and reach full occupancy across our Mesa and Chandler locations.

CONCLUSIONS

The success of MY SALON Suite Mesa and Chandler demonstrates the impact of a focused, localized marketing strategy. In just five months, 11 vacant suites were leased and both locations reached full occupancy—creating stronger momentum, improved lead flow, and a solid foundation for continued growth.

By reaching the right professionals with the right message, Slick Marketers helped turn available suites into new business owners. Consistent follow-up and targeted campaigns moved prospects from initial interest to scheduled tours and signed leases.



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