

# How Phenix East Harlem Achieved

## 100% Occupancy in 5 Months



Phenix Salon Suites is one of the fastest-growing salon suite concepts in the nation, offering high-end private suites that empower independent professionals to run their own businesses without the costly overhead of a traditional salon. Phenix Salon Suites East Harlem opened their brand new location in January 2025 with 38 suites to fill.

### INTRODUCTION

In December 2024, Slick Marketers joined forces with Phenix East Harlem to **lease out their 38 brand-new salon suites**. Despite the challenges of launching a new location in a competitive market, the partnership with owners Gabriel and Sara Abrams delivered remarkable results. Through a comprehensive marketing approach—including omni-channel strategies, hyper-local outreach, customized content, social media management, and targeted advertising—Phenix East Harlem **reached full occupancy within just five months**.



**356**

Leads  
Generated

**373,995**

East Harlem  
Page  
Impressions

**\$13.44**

Cost per Lead

**8,736**

Phenix East  
Harlem Page  
Traffic

**\$889,200**

Annual  
Revenue  
Generated



## OMNI-CHANNEL MARKETING



Delivering a cohesive, multi-channel experience across key touchpoints—including paid advertising, social media, website, SEO, and organic outreach—to ensure consistent engagement and visibility.

## HYPER-LOCAL TARGETING



Paid advertising efforts targeted a precise, hyper-local audience—specifically beauty and wellness professionals located within a 5-mile radius of the new salon suite location.

## SOCIAL MEDIA



Through compelling content, eye-catching visuals, and user-generated posts on Instagram and Facebook, the team boosted brand awareness and fostered a vibrant online community.

## ENGAGEMENT + OUTREACH



A well-rounded outreach and engagement strategy was put into action—leveraging social media interactions and direct messaging to build authentic connections, while timely, responsive support added a personal and exclusive touch.

# \$889,200



Phenix East Harlem successfully leased all **38 suites** in just five months. A strategic, multi-faceted marketing campaign—featuring omni-channel tactics, hyper-local targeting, tailored content, social media management, targeted ads, and dynamic outreach—helped establish the brand as a standout leader in the beauty space.



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