

SOLA SALONS RENTON LANDING

A TRIUMPH IN DIGITAL MARKETING



Sola Salons, the nation's premier salon suite concept, empowers over 20,000 beauty and wellness professionals on their entrepreneurial journey. Located in Renton, a sought-after Seattle suburb, Sola Salons Renton Landing initiated construction in early 2023, facing the challenge of filling its 40-chair salon suite facility in a fiercely competitive market.

AN UPHILL BATTLE

Marketing efforts kicked off in the fall of 2022, before construction even began. This decision was made in response to Renton's competitive market, which included traditional salons and salon suite concepts. Despite the initial construction schedule aiming for completion in June 2023, the location achieved full occupancy a month after opening, signaling a highly successful launch.

The Slick Marketers strategy revolved around market insight, digital exposure, and in-person engagement.



Meta Ads
Campaign



Market
Research



Social Media
Management



Instagram
Outreach



Reservation Tours
and Open Houses

305,497

Monthly
Revenue

100%

Occupied a Month
After Opening

3,501

Traffic on
Landing Page

\$22.73

Cost per
Lead





Marketing Strategy: An Attack on All Fronts



A targeted Meta advertising campaign was launched, leveraging data-driven insights and demographics to attract potential tenants and showcase the advantages of Sola Salons Renton Landing.

Extensive market research informed our digital marketing strategy, helping us understand the local beauty industry, identify competitors, and capitalize on trends.

Slick Marketers managed Sola Renton Landing's Instagram and Facebook accounts, curating content that highlighted the inviting studios and Sola Salons' benefits. This fostered an appealing online presence.

Outreach efforts on Instagram involved collaboration with local influencers, beauty professionals, and potential tenants, creating organic buzz and excitement.

Leasing managers organized reservation tours and open houses, offering prospective tenants a firsthand experience of the studios. This built trust and excitement.

RESULTS: MARKETING EFFORTS CONVERGE



Our multi-pronged approach delivered **outstanding** results. Meta ads generated 305,497 impressions, **boosting awareness**. The website garnered 3,501 form fills, reflecting the campaign's **effectiveness** with a cost-efficient \$22.73 cost per lead.

CONCLUSION

In just **five** months, Sola Salons Renton Landing transformed from being under construction to **full occupancy**, underscoring the impact of effective digital marketing. This case study showcases the **pivotal role** of Slick Marketers in utilizing Meta ads, conducting market research, managing social media, and outreach efforts in a competitive industry in Renton, Washington.



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