

How Sola Salons Merrick Park Achieved

Full Studio Occupancy in 6 Months



Sola Salons is the leading salon suite franchise in the nation, offering individual studio spaces to salon professionals for their independent beauty businesses. Sola Salons Merrick Park is located in Coral Gables, an affluent suburb of Miami, Florida.

INTRODUCTION

In June 2022, Slick Marketers partnered with Sola Salons Merrick Park to help lease their new **34-chair salon suites**. Overcoming challenges such as introducing the salon suite concept to the area's predominantly Spanish-speaking community, our collaboration led to an impressive accomplishment. Sola Salons Merrick Park achieved **full studio occupancy** in just **six months**, backed by a robust marketing strategy encompassing omnichannel marketing, hyper-local targeting, custom content, social media management, targeted ads, and engaging outreach.



732

Leads Generated

1,405,676

Sola Merrick Park Page Impressions

\$13.30

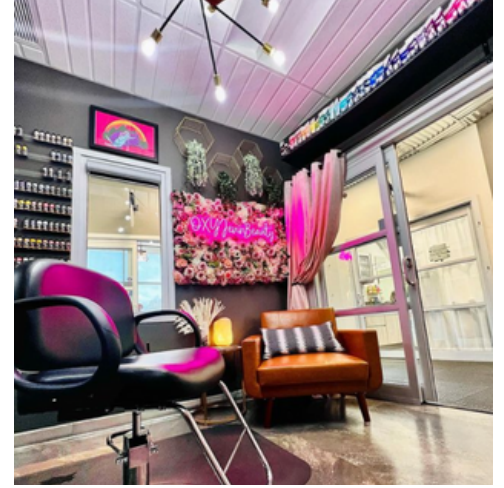
Cost per Lead

19,034

Sola Merrick Park Page Traffic

\$675,840

Annual Revenue Generated



OMNI-CHANNEL MARKETING



Providing a seamless and integrated experience across various communication channels and touchpoints, such as paid ads, social media, website, search engine optimization, and organic outreach.

HYPER-LOCAL TARGETING



Paid ad campaigns were focused on reaching a highly specific and localized audience, namely beauty and wellness professionals that were working within 10 miles of the new location.

SOCIAL MEDIA



Utilizing engaging posts, captivating visuals and user-generated content on Instagram and Facebook, the team built brand awareness and created a strong online community.

ENGAGEMENT + OUTREACH



A comprehensive engagement and outreach strategy was implemented. Direct messages sent in Spanish aided in building genuine connections. Responsive customer support also provided a sense of exclusivity and catered to inquiries.

\$675,840



Sola Salons Merrick Park filled **21 studios before opening**, achieving **full occupancy within six months**. A strategic marketing campaign, utilizing omnichannel strategies, hyper-local targeting, custom content, social media management, targeted ads, and engaging outreach, solidified Sola Salons Merrick Park's position as a **trendsetter** in the beauty industry.

