

Sola Salons | A Case Study in Pandemic Resilience

Problem

Beauty professionals were devastated by the pandemic, unable to work and with no unemployment benefits to help them make ends meet. Sola Salons Palm Desert was on the verge of ruin, with only 50% occupancy and three mandatory shutdowns. **The business was bleeding nearly \$40,000 per month.** Slick Marketers helped them achieve 100% occupancy and a growing waitlist within six months.

Solution

As the pandemic changed everyone's way of living, Slick Marketers and Sola Salons Palm Desert engineered a

The Plan of Attack

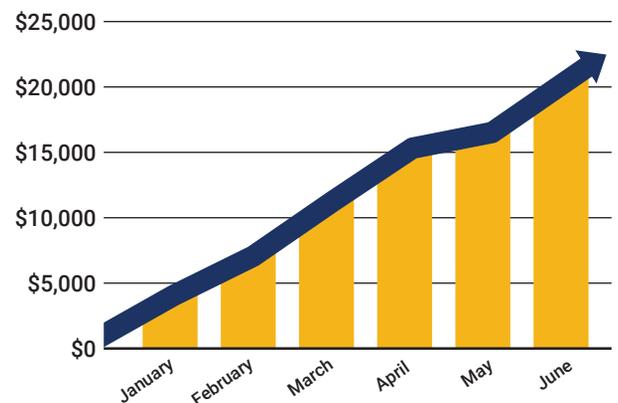
- › Omnichannel Marketing
- › Hyper-Local Focus
- › Value-Added, Custom Content
- › Social Media Advertisement
- › Engagement + Outreach



"It was in my heart to support my beauty pros when they had no other source of income. Slick Marketers was instrumental in our ability to help these families."

Daniel Zech

\$74,940 revenue generated in 6 months



RESULTS

Within six months of the new and innovative marketing strategy, the team reached 100% occupancy with a high demand waitlist from well qualified beauty pros. Sola Salons Palm Desert secured their foothold amongst the beauty community as the industry leader.

524.50%

ROI

Return on Investment

2498%

ROAS

Return on Advertising Spend*

**100%
Occupancy**

*For every \$1 spend on advertising, the return was \$24.89.

