



SOLA SALONS SHREVEPORT: EARLY MOMENTUM FOR SUCCESS



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 Shreveport is located on Youree Drive in Shreveport, Louisiana.

INTRODUCTION

Owner of Sola Shreveport, Chet Lamey set out on a mission to establish a thriving community of beauty professionals. With 38 total studios, Chet aimed to attract and lease studios rapidly, striving for maximum occupancy in a relatively short period. This case study explores the strategies employed by the Slick Marketers Team to lease 38 studios before its official opening on December 2022, and how they achieved full occupancy within just four months!

CHALLENGES



Overcoming challenges such as introducing the salon suite concept to the area's low awareness and predominantly traditional salon based community were the main priority. In addition to bringing the Sola brand awareness, our collaboration led to an impressive accomplishment. With our support, Sola Salons Shreveport achieved **full studio occupancy** in just **four** months.

100%

Occupied within
4 months of
Opening

4,901

Website Visits
from 4 months of
Marketing

1070%

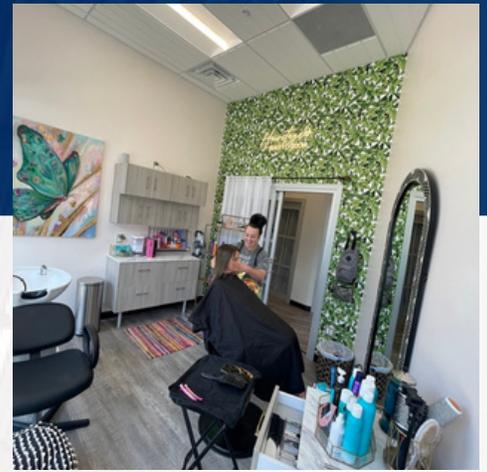
Return On Ad Spend
within 1st month of
Opening

325,340

Impressions
from 4 months
of Marketing

38

Chairs Salon
Studios Filled
with Waitlist



SOLUTIONS

In July 2022, Slick Marketers began their marketing efforts nearly six months prior to the anticipated opening date. The goal was to lease as many of the **38-chair suites** as possible prior to the location opening its doors in December.

Three effective solutions were employed to reach full occupancy in just 4 months after opening: a great pre-leasing campaign, engagement and outreach and an eye-catching social media profile.

STRATEGIES FOR SUCCESS

Slick Marketers launched a successful pre-leasing campaign months before the official opening, utilizing local advertising, social media, and early leasing incentives, resulting in 21 studios being leased before the grand opening.

Direct messages and engagement on social channels built genuine connections by prioritizing quick responses and follow-ups with potential tenants, ensuring trust and preventing missed opportunities from team-related delays or miscommunication.

Slick Marketers strategically promoted Sola Shreveport's upcoming studio rentals with engaging posts, visuals, and user-generated content on platforms like Instagram and Facebook. They showcased state-of-the-art studios and amenities to generate excitement.



Chet Lamey
Sola Shreveport Owner

"Slick Marketing has assisted with my social media/marketing **from day one** since I joined the Sola Salons community. Nikki and Kim have been **phenomenal** in assisting me with **growing** our brand in the community and also helping with **retention**."

CONCLUSIONS

Slick Marketers rapid success in **leasing 38 studios** can be attributed to a combination of strategic marketing, custom content, social media management, targeted ads, and engaging outreach. Their **proactive approach** to pre-leasing and a focus on building personal connections with prospective tenants played a significant role in their journey to **100% occupancy within just four months** of opening.

