

**uFire.ai**

BARRE STUDIO — AMBASSADOR MARKETING

# Barre Clients Instagram About It Constantly Redirect That Energy Into Referrals

uFire connects Provo-area barre studios to local community members (250–10K followers) who post authentic content about your business. You pay per post. They spread the word.

UFIRE.AI/BRANDS/BARRE-STUDIO

## THE PROBLEM

# Why Traditional Marketing Fails Barre Studio Businesses

### ✗ 📱 **Your Members Are Creating Content — For Themselves, Not You**

Young Provo moms and professionals post about their barre practice constantly — but without a system, your studio gets zero credit or bookings from that content.

### ✗ 🎀 **High Loyalty With Low New Member Acquisition**

Barre studios are beloved by their members, but word-of-mouth is informal and inconsistent. You're relying on organic buzz without any engine behind it.

### ✗ 🏪 **Boutique Price Point Needs Strong Social Proof**

At \$25–\$40 per class, barre competes with every other boutique fitness option. Social proof from trusted local women is the most powerful conversion tool for your price point.

**THE UFIRE SOLUTION**

# Simple. Trackable. Human.

**1****Launch Your Campaign**

Set your budget, post requirements, and brief. We match you with verified local ambassadors in Provo who already love take barre classes.

**2****Ambassadors Post Authentically**

Real locals create genuine content about your barre studio and share it with their 250–10,000 followers. You pay only when posts go live.

**3****Watch Word-of-Mouth Scale**

Each post reaches local followers who trust the person posting — driving inquiries, bookings, and revenue to your barre studio.

THE MATH

# Why **Ambassador Marketing** Outperforms Every Other Channel

**\$80–  
\$150/mo**

Average barre membership value among loyal practitioners

**Young moms  
+  
professionals**

Provo's ideal barre demographic is highly social media active

**37%**

Of new boutique fitness clients come from referrals

A dedicated barre member stays 12–24 months and introduces friends to the studio. Ambassador 'shaking at the barre' reels, elegant studio ambiance, and 3-month transformation content drive enrollment from Provo's highly social young professional demographic.

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GET STARTED TODAY

## Ready to Turn Provo's Community Into Your Marketing Team?

We're launching in Provo, UT — barre businesses are among the first to go live. Limited brand spots available.

[ufire.ai/brands/barre-studio](https://ufire.ai/brands/barre-studio)

No contracts. Pay per post. Cancel anytime. 80% goes directly to ambassadors.