



BLOWOUT BAR · DRY BAR · STYLING STUDIO

Every Blowout Ends With a Photo.

Make sure your brand is in every big-night-out photo. uFire puts your blowout bar behind Provo's most-shared moments.

ufire.ai - Provo, UT Launch - 2026



THE PROBLEM

Why Blowout Bars Struggle to Grow Past Their Loyal Core

- X Pre-event clients come in but don't refer** — Your best clients come in before dates, weddings, and events — and always share photos after. But they rarely credit your bar. You're in every photo; you're in no caption.
- X Slow midweek days drain profitability** — Weekends are packed. Tuesdays are dead. A systematic ambassador program drives bookings for the slow days you need to fill.
- X Competing with established dry bars is hard** — Drybar has national brand recognition. You have local quality and personal service. uFire bridges the gap with authentic peer recommendations that outperform national ads.



THE SOLUTION

uFire Changes Everything

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

Match you with event-lifestyle ambassadors

We find women in Provo who post about date nights, events, and lifestyle content — women whose audiences live the same getting-ready moments as your ideal clients.

2

They get blown out and share the moment

Ready for my night out content, hair flip reveals, event prep reels — content that organically places your bar at the center of Provo's best moments.

3

Their followers book for their next big night

When a follower sees gorgeous blowout content and asks where they got it done, you've earned a new client who's already pre-sold on your quality.



THE ROI

The Math Is Simple

\$960+

Annual LTV per client
(bi-monthly blowouts x
loyalty)

\$500-\$3K

Typical monthly blowout bar
marketing budget

70%

of blowout clients post
content after their
service

A 10-post uFire campaign costs \$500-\$1,000. Bringing in 8 new clients who visit bi-monthly at \$80/blowout generates \$7,680/year. That is an 8-15x return from a single campaign.



GET STARTED

Ready to Be in Every Big Night Out Photo?

- X** Pilot Package: 10 posts over 30 days. Track new booking inquiries. Zero long-term risk.
- X** Content formats: Blowout reveals, ready for date night content, event prep reels — natural content that lives where your clients already post.
- X** Event calendar strategy: Time campaigns around prom, homecoming, wedding season, and the holidays for maximum booking impact.

ufire.ai/brands/blowout-bar

Provo, UT - 2026 Launch - Limited Brand Spots Available