

uFire.ai

BOBA SHOP — AMBASSADOR MARKETING

Boba Is the Most Instagrammable Drink in America

Let Locals Put Your Cup on Their Feed

uFire connects Provo-area boba shops 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/BOBA-SHOP](https://ufire.ai/brands/boba-shop)

THE PROBLEM

Why Traditional Marketing Fails Boba Shop Businesses

✗ 🥤 **Visual Product, Invisible Local Discovery**

Boba content floods social media globally — but local Provo students and families still default to the nearest shop they've heard of. Without local ambassador presence, you lose to familiarity.

✗ 🎓 **BYU Demographic Is Your Goldmine — And Untapped**

BYU's 30,000+ students are boba's primary demographic. But without a formal ambassador program reaching them through peer networks, you're relying on geographic proximity alone.

✗ 📱 **Your Competitors Are Already On TikTok**

The boba shops winning in college-adjacent markets have systematic social media strategies. Without ambassador amplification, you're outpaced by competitors who formalize what you do organically.

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 order boba.

2

Ambassadors Post Authentically

Real locals create genuine content about your boba shop 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 boba shop.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

\$7–\$15

Average boba order with toppings — with loyal customers ordering 3–5 times per week

30K+

BYU students — the largest boba-consuming demographic in Utah County

TikTok-native

Boba content is among the top-performing food categories on TikTok and Instagram

A loyal boba customer ordering 3 times per week is worth \$1,000–\$2,000+ per year. When local ambassadors share drink pull shots, new flavor reveals, and ASMR boba content with their campus and Provo social networks, they drive the daily foot traffic that sustains your shop.

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GET STARTED TODAY

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

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

ufire.ai/brands/boba-shop

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