

# uFire

SPECIALTY RETAIL

## Independent Bookstore: Readers Recommend Books AND Bookstores

Independent bookstores have the most loyal, vocal communities of any retail category. BookTok has 100 billion views. Bookstagram drives more purchases than any book review site. uFire connects your Pr...

## THE PROBLEM

# Independent Bookstore: Why Traditional Marketing Fails



## Amazon Is Impossible to Beat on Price

Independent bookstores can't compete on price or inventory breadth. The only winning strategy is community, curation, and experience — and that requires people talking about you.



## Book Discovery Is Completely Social

BookTok and Bookstagram are where readers discover what to read next — and where they discover WHERE to shop. Local stores with thoughtful staff picks win here.



## Foot Traffic Requires Active Community Investment

Bookstores that become community hubs thrive. Those that don't become invisible. Building that hub status requires consistent local presence.

## THE SOLUTION

# How uFire Works

1

## Recruit Local Ambassadors

We find community members with 250–10K local followers who authentically match your independent bookstore customer profile in Provo, UT.

2

## Launch Real Content

Ambassadors experience your independent bookstore, create authentic posts, and share them with their local following. Real people, real content, real trust.

3

## Pay Per Post

80% of your campaign budget goes directly to ambassadors. No agency fees, no wasted clicks. Only pay when authentic content goes live.

## THE NUMBERS

# Independent Bookstore: The ROI Case

**\$45–  
\$120**

Average basket at  
independent bookstores

**100B+**

Views on #BookTok — the  
fastest-growing reader  
community online

**78%**

Bookstore visitors who first  
discovered the shop via  
social or recommendation

A 12-post ambassador campaign reaching 18,000 local book lovers that converts 150 new visitors = \$6,750–\$18,000 in immediate revenue. Provo's BYU campus creates exceptional book-reader density — one of the best markets in the US for independent bookstores.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the independent bookstore owners in Provo who are already growing through community ambassador marketing.

**[ufire.ai/brands/bookstore](https://ufire.ai/brands/bookstore)**

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