



BOUTIQUE FITNESS · YOGA · PILATES · CROSSFIT · BARRE

# More Members From the **Community You've Built**

Community IS your product. The best way to sell it is to let your members show the world what they've found.

ufire.ai · Provo, UT Launch · 2026

Human-Powered Brand Ambassadors



## THE PROBLEM

# The Problem With Boutique Fitness Marketing Today

- **You're selling a feeling, but running ads like you're selling a product.** New members don't join because of a promo graphic — they join because someone they respect said "you have to try this class."
- **Class intro offers kill your LTV math.** First-month-free promotions attract tire-kickers. Word-of-mouth referrals attract committed members who stay for years.
- **Your community is full of micro-influencers posting about everything except your studio.** They're already on TikTok and Instagram. They're just not talking about you — yet.

✂ **The status quo:** \$1,500/month on Facebook ads. Intro offer that barely breaks even. High churn. Your best members never post about you because nobody asked them to.



## THE SOLUTION

# uFire Changes Everything

We activate local ambassadors — people already in your target demographic — to authentically share your studio with their network.

1

### **uFire recruits verified local ambassadors in Provo**

Active, health-conscious locals with 250–10K followers who already follow the boutique fitness lifestyle.

2

### **You launch a campaign — set your budget, post requirements, and brief**

Class experience posts, transformation stories, "I finally found my studio" content. You define the vibe.

3

### **Real locals post authentic content. You pay per post.**

No long contracts. No upfront retainers. Pay only when content is live and reaching your community.

💡 80% goes directly to the ambassador. You pay only for posts that go live.



## THE ROI

# The Math Is Simple

**\$7.2K**

Member lifetime value  
(36 months × \$200/mo)

**10 → 3**

10 posts typically  
drives 3+ new sign-ups

**4%**

Nano-influencer  
engagement  
vs 0.92% for mega-  
influencers

### The math on a 10-post uFire campaign:

- 10 local posts → estimate 3 new members at \$200/month memberships.
- 3 members × \$200/mo × 36-month avg LTV = **\$21,600 in lifetime revenue.**
- uFire campaign cost: \$500–\$1,500. Return: \$21,600. That's a 14–43x ROI.

 *"The first month, we ran 12 uFire posts. Three new members signed up within two weeks — each one said they found us through someone they follow locally. That campaign paid for itself 10 times over."*



## GET STARTED

# Ready to Fill Every Class With **True Believers?**

- **Pilot Package:** 10 posts over 30 days. Track new member inquiries. Zero long-term risk.
- **Format options:** TikTok class walkthroughs, Instagram transformation reels, story-driven testimonials — you choose.
- **Community amplification:** Your existing members + new ambassadors create a flywheel of authentic local content.

**ufire.ai**

We're launching in Provo, UT — **limited brand spots available.**

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