

uFire.ai

BREWERY & TAPROOM — AMBASSADOR MARKETING

Craft Beer Loyalty Is Tribal

Your Taproom Regulars Are Already Ambassadors — Let's Make It Official

uFire connects Provo area-area brewery and taprooms 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/BREWERY

THE PROBLEM

Why Traditional Marketing Fails Brewery & Taproom Businesses

✗  **Taproom Discovery Is Social — Not Search**

Craft beer enthusiasts discover new taprooms through friends, social posts, and community recommendations — rarely through Google. Without local ambassadors, you're invisible in the conversations that matter.

✗  **Regulars Who Don't Refer Formally**

Your taproom regulars are evangelical about your beer — they bring friends, recommend to colleagues, and post on their own. But without a system, that advocacy is sporadic and untracked.

✗  **Standing Out in a Growing Craft Scene**

Utah's craft beer scene is growing fast. Without strong community presence and social proof, your taproom blends into a crowded field of options for the discerning local beer drinker.

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 area who already love visit the brewery or taproom.

2**Ambassadors Post Authentically**

Real locals create genuine content about your brewery and taproom 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 brewery and taproom.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

**\$15–
\$40**

Average taproom ticket per visit including food pairings

**\$1,500–
\$3,000/yr**

Annual value of a weekly taproom regular

**Tribal
loyalty**

Craft beer communities are the most word-of-mouth-driven consumer segment in F&B

A weekly taproom regular is worth \$1,500–\$3,000 per year and brings friends on every visit. When local ambassadors share new tap reveals, taproom atmosphere content, and food pairing posts with their Provo-adjacent followers, they drive the discovery and loyalty that sustains craft taprooms.

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GET STARTED TODAY

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

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

ufire.ai/brands/brewery

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