

uFire.ai

COFFEE SHOP — AMBASSADOR MARKETING

In Provo, the Coffee Shop Is the Social Hub

Be the One People Post About

uFire connects Provo-area coffee 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/COFFEE-SHOP

THE PROBLEM

Why Traditional Marketing Fails Coffee Shop Businesses

✗ ☕ **Social Hubs Win on Community Presence — Not Ads**

BYU students, young professionals, and remote workers choose their coffee shop based on what friends recommend and what they see on social media — not Google Ads.

✗ 📸 **Your Drinks Are Gorgeous — But Not Getting Local Reach**

Latte art and seasonal drinks generate enormous organic engagement — but without geo-targeted local ambassadors, that content doesn't reach the Provo locals who can actually visit.

✗ 🏢 **Competing With Chains That Have Massive Ad Budgets**

Starbucks and Dutch Bros spend millions on marketing. You can't outspend them — but you can out-community them with real local ambassadors who authentically advocate for your shop.

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 visit the coffee shop.

2**Ambassadors Post Authentically**

Real locals create genuine content about your coffee 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 coffee shop.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

**\$1,500–
\$3,000/yr**

Annual revenue from a daily coffee customer visiting 5 days per week

**BYU +
30K
Students**

Largest non-alcoholic social hub demographic in Utah — your ideal ambassador pool

**Community
hub**

Coffee shops in Provo are cultural gathering places — word-of-mouth is the primary discovery channel

A daily coffee customer is worth \$1,500–\$3,000 per year. When local ambassadors share their morning ritual content, latte art reveals, and 'my coffee spot' lifestyle posts with their Provo followers, they drive the recurring 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 — coffee shop businesses are among the first to go live. Limited brand spots available.

ufire.ai/brands/coffee-shop

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