

uFire.ai

CROSSFIT BOX — AMBASSADOR MARKETING

CrossFit Grows Through Community Word-of- Mouth

Let Us Put Your Box in More Conversations

uFire connects Provo-area CrossFit boxes 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/CROSSFIT

THE PROBLEM

Why Traditional Marketing Fails CrossFit Box Businesses

✗ 🏆 **The Best Marketing Is Already Happening — Just Not for You**

Your members are talking about CrossFit to everyone. Without a system to capture and amplify that advocacy, you're growing slower than your community energy should allow.

✗ 📺 **Paid Ads Feel Inauthentic to CrossFit Culture**

CrossFit is built on authenticity and community. Polished ads feel out of place — real member content and community advocacy convert far better.

✗ 📉 **Churn Requires Continuous New Member Acquisition**

CrossFit boxes experience meaningful member churn. Without steady new member inflow, losing a few athletes can quickly impact your financials.

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 try CrossFit.

2**Ambassadors Post Authentically**

Real locals create genuine content about your CrossFit box 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 CrossFit box.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

**\$150–
\$250/mo**

Average CrossFit membership — one member is worth \$1,800–\$3,000/year

37%

Of new boutique fitness clients come from referrals (Mariana Tek, 2024)

Cult following

CrossFit members are 3x more likely to actively recruit friends than general gym members

A CrossFit member stays 12–18 months, worth \$1,800–\$4,500. When ambassadors share WOD completion reels, transformation stories, and community culture content with local followers, they drive the word-of-mouth that fills your box.

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GET STARTED TODAY

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

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

ufire.ai/brands/crossfit

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