

**uFire.ai**

SPECIALTY DESSERT SHOP — AMBASSADOR MARKETING

# Crumbl Proved This Works in Utah Let Us Run the Same Playbook for Your Local Dessert Shop

uFire connects Provo-area specialty dessert 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/DESSERT-SHOP](https://ufire.ai/brands/dessert-shop)

**THE PROBLEM**

# Why Traditional Marketing Fails Specialty Dessert Shop Businesses

✗ 🍪 **Limited-Time Flavors That Never Go Viral Locally**

Your weekly menu rotations and limited-edition items are the perfect social media content — but without local ambassadors, those reveals reach a small organic audience instead of thousands of Provo locals.

✗ 🎉 **Discovery Happens Through Social Sharing — But You're Not Systematic**

Specialty dessert shops are discovered when someone sees a friend's post and immediately wants to go. Most shops have no system to consistently generate that content from local community voices.

✗ 🏆 **Utah Is the Epicenter of Dessert Culture — Competition Is Fierce**

Crumbl, Chip, and dozens of local dessert concepts compete in Utah. Without strong local social proof and ambassador reach, even exceptional desserts can go undiscovered.

**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 dessert shop.

**2****Ambassadors Post Authentically**

Real locals create genuine content about your specialty dessert 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 specialty dessert shop.

## THE MATH

# Why **Ambassador Marketing** Outperforms Every Other Channel

## Crumbl's origin

Crumbl Cookies launched in Provo, UT using exactly this ambassador-first strategy

## \$5–\$15

Average dessert shop ticket — with addicted customers visiting weekly

## Weekly drops

Limited weekly menus create urgency content that drives same-day visits when shared by trusted locals

The dessert category in Utah is proven — Crumbl scaled to \$1B using ambassador and community marketing in this exact market. When local ambassadors share weekly menu reveals, cookie unboxing content, and flavor tier lists with their Provo followers, they drive the same-day urgency that fills your shop.

# uFire.ai

GET STARTED TODAY

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

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

[ufire.ai/brands/dessert-shop](https://ufire.ai/brands/dessert-shop)

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