

uFire.ai

AQUATIC / EXOTIC PET STORE — AMBASSADOR MARKETING

Aquarium Hobbyists Find Their Store Through the Hobby Community — Become That Store

uFire connects Provo-area aquatic and exotic pet stores to local hobbyists (250–10K followers) who post tank setup reveals, new exotic arrivals, and coral placement content. You pay per post. They bring the entire hobby community through your doors.

UFIRE.AI/BRANDS/EXOTIC-PET-STORE

THE PROBLEM

Why Traditional Marketing Fails Aquatic & Exotic Pet Stores

✗ **Hobbyist Communities Are Tight — But You're Not Inside Them**

Aquarium hobbyists and exotic pet owners belong to clubs, forums, and online communities where they share store recommendations constantly. If you're not represented by community voices in those spaces, you don't exist to them.

✗ **High-Ticket Purchases Need Trusted Social Proof**

A reef tank setup can cost thousands. Hobbyists making that investment want guidance from people they trust in the community — not a banner ad. Expert community ambassadors are your most valuable sales channel.

✗ **Unique Inventory Creates Buzz — That Evaporates Without Amplification**

New exotic arrivals, rare coral frags, and specialty livestock create excitement — but only if the right people see it in time. Without community ambassadors posting about arrivals, your most exciting inventory goes unnoticed.

THE UFIRE SOLUTION

Simple. Trackable. Human.

1

Recruit Local Hobbyist Ambassadors

We match your store with verified local aquarium enthusiasts and exotic pet owners in Provo whose social followings include the hobby community you need to reach.

2

Ambassadors Post Tank and Store Content

Real hobbyists share tank setup reveals featuring your livestock, new arrival alerts, species guides, and "this store has everything" community content that drives immediate foot traffic.

3

Pay Per Post — Build a Community Store

80% of every dollar goes directly to ambassadors. You pay only when posts reach your target hobby community with authentic, credible recommendations.

THE MATH

Why **Ambassador Marketing** Wins for Exotic Pet Stores

**\$200–
\$2,000+**

Average transaction value for reef/exotic setup and livestock purchases

**Monthly
spend**

Active hobbyists return monthly for food, supplements, and new additions

**Community
hub**

Local specialty stores become the gathering point for the entire hobby community

An active reef hobbyist spending \$150/mo on livestock and supplies generates \$1,800/year. Ten ambassador posts costing \$300–\$800 that convert 6 new regular customers deliver \$10,800 in annual revenue — and each hobbyist recruits their own circle of enthusiasts.

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GET STARTED TODAY

Ready to Become Provo's Go-To Store for the Entire Hobby Community?

We're launching in Provo, UT — aquatic and exotic pet stores are among the first to go live. Limited brand spots available.

ufire.ai/brands/exotic-pet-store

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