

# uFire

SPECIALTY RETAIL

## Home Goods & Gift Shop: Be the First Gift Shop They Think Of

Gift giving is a trust-based, peer-influenced decision. 'Where did you get that?' and 'where should I shop for a housewarming gift?' are questions asked constantly in Provo's community-oriented neighb...

## THE PROBLEM

# Home Goods & Gift Shop: Why Traditional Marketing Fails



## Amazon Gets the Last-Minute Gift Purchase

When people don't have a local shop in mind, they default to Amazon. Your store only wins if you're already in their mental shortlist — and that requires constant community presence.



## Revenue Is Spiky Around Holidays

Gift shops live and die by Mother's Day, Christmas, and Valentine's Day. Building year-round community awareness smooths that volatility.



## Discovery Requires Word-of-Mouth

You can't compete with big box stores on awareness. But you can win on community trust. 'My neighbor always shops there' is worth more than any billboard.

**THE SOLUTION**

# How **uFire** Works

**1****Recruit Local Ambassadors**

We find community members with 250–10K local followers who authentically match your home goods & gift shop customer profile in Provo, UT.

**2****Launch Real Content**

Ambassadors experience your home goods & gift shop, create authentic posts, and share them with their local following. Real people, real content, real trust.

**3****Pay Per Post**

80% of your campaign budget goes directly to ambassadors. No agency fees, no wasted clicks. Only pay when authentic content goes live.

## THE NUMBERS

# Home Goods & Gift Shop: The ROI Case

**\$55–  
\$180**

Average gift shop transaction (specialty/artisan products)

**82%**

Gift purchasing decisions influenced by social media discovery or recommendation

**6–8x**

Annual purchase occasions per loyal gift shop customer

A loyal gift shop customer makes 6–8 purchases per year at \$75 average = \$450–\$600 annual value. A 10-post campaign acquiring 30 new loyal customers generates \$13,500–\$18,000 in first-year revenue — plus every gifted item becomes a product discovery moment.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the home goods & gift shop owners in Provo who are already growing through community ambassador marketing.

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

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