

**uFire**

**SPECIALTY RETAIL**

# **Health Food & Supplement Store: Health Shoppers Are Evangelical — Let Them Evangelize**

Health-conscious consumers are among the most vocal advocates for their favorite stores, supplements, and wellness products. They share their routines, their finds, and their local secrets constantly...

## THE PROBLEM

# Health Food & Supplement Store: Why Traditional Marketing Fails



## Whole Foods and Amazon Dominate Search

Online searches for health food return Amazon and national chains first. Local health food stores need community-level marketing that algorithms can't replicate.



## Product Discovery Happens Peer-to-Peer

'Have you tried this probiotic?' conversations happen in Provo gym communities and mom groups every day. You need to be in those conversations.



## Loyal Customers Are Your Greatest Untapped Asset

Your regulars spend \$200–\$500/month and have done so for years — but they've never been given a platform to formally share their loyalty.

**THE SOLUTION**

# How **uFire** Works

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

We find community members with 250–10K local followers who authentically match your health food & supplement store customer profile in Provo, UT.

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

Ambassadors experience your health food & supplement store, 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

# Health Food & Supplement Store: The ROI Case

**\$150–  
\$400**

Average monthly spend for regular health food & supplement shoppers

**91%**

Health supplement purchasers influenced by peer recommendation

**\$50B+**

US health food & supplement market, growing 8% annually

A referred health food shopper has a 3-year LTV of \$5,400–\$14,400. A campaign reaching 25,000 local health enthusiasts that converts 20 new regulars generates \$108,000–\$288,000 in three-year value.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the health food & supplement store owners in Provo who are already growing through community ambassador marketing.

**[ufire.ai/brands/health-food-store](https://ufire.ai/brands/health-food-store)**

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