

**uFire.ai**

ICE CREAM SHOP — AMBASSADOR MARKETING

# Ice Cream Brings Families Together

## Let Local Families Put Your Scoop on Their Feed

uFire connects Provo-area ice cream 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/ICE-CREAM-SHOP

**THE PROBLEM**

# Why Traditional Marketing Fails Ice Cream Shop Businesses

✗ 🍦 **Family Fun Visits That Don't Generate Referrals**

Every family that visits your shop has a great time — but without a referral system, that joy stays offline. You're missing hundreds of potential 'we went here and it was amazing' social posts daily.

✗ 📸 **The Ice Cream Photo Moment Isn't Reaching You**

Every customer takes a photo of your ice cream before eating it. Without a system to direct that content toward your business, you're missing daily organic marketing opportunities.

✗ ☀️ **Seasonal Revenue Requires Maximum Summer Discovery**

Summer is your peak season — but many families only discover new ice cream shops when someone they trust recommends them. Without ambassador outreach, you miss families who never knew you existed.

**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 ice cream shop.

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

Real locals create genuine content about your ice cream 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 ice cream shop.

## THE MATH

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

**\$6–  
\$15**

Average ticket per family member — families of 4 generate \$24–\$60 per visit

**2–3  
times/month**

Average visit frequency for a loyal family ice cream shop customer

**Feel-good  
content**

Ice cream is the #1 joyful family experience content category on social media

A loyal ice cream family visiting twice monthly with 4 people generates \$600–\$1,500 per year. When local ambassadors share scoop reveal videos, flavor wall tours, and 'first ice cream of summer' content with their Provo family communities, they drive the foot traffic 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 — ice cream shop businesses are among the first to go live. Limited brand spots available.

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

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