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CHILDREN'S BOUTIQUE & MOM CLOTHING

Utah Moms Share What Their Kids Wear — Make It Your Boutique

In Provo, mom-to-mom word-of-mouth is the most powerful marketing channel in existence.
uFire makes it systematic.

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Human-Powered Brand Ambassadors

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THE PROBLEM

The Problem With Boutique Marketing Today

- **Provo moms already have the network — they just don't know to promote your boutique.** Utah has one of the highest birth rates in the US and a uniquely connected LDS family culture. Moms share everything — restaurants, pediatricians, schools. They just need a reason to share your boutique specifically.

- **Boutique clothing is hyper-visual and emotion-driven.** A photo of adorable matching sibling outfits from your store gets saved, shared, and DM'd constantly. But unless a real local mom posts it, it looks like an ad instead of a recommendation.

- **You're competing against Amazon and big box stores on price — and you can't win there.** You win on uniqueness, quality, and community connection. uFire is how you tell that story at scale.

> 💸 **The status quo:** $800/month on Instagram promoted posts reaching no one specific. Occasional influencer gifting with no tracking. Your loyal customers love you but never post because nobody made it easy.

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THE SOLUTION

uFire Changes Everything

We recruit local Utah moms with real followings to authentically share your boutique — their kids in your clothes, their families in your store, their honest recommendation to their circle.

1 **uFire recruits verified local ambassadors in Provo**
Utah moms with 250–10K followers who already post about family life, kids' fashion, and local shopping — trusted by hundreds of other moms.

2 **You launch a campaign — set your budget, post requirements, and brief**
Outfit-of-the-day posts, new arrivals unboxings, "dressed them for church in this" content — the exact posts that make Utah moms stop scrolling and ask "where'd you get that?"

3 **Real locals post authentic content. You pay per post.**
No fake influencers. No agency markup. Real Provo moms telling their real networks about your real boutique.

💡 80% goes directly to the ambassador. You pay only for posts that go live.

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THE ROI

Utah Moms Are Your Best Marketing Channel

$1.5K	**1–2wk**	**4%**
Max monthly campaign budget for boutiques	Sales cycle — fastest consumer close rate	Nano-influencer engagement vs 0.92% for mega-influencers

The Utah mom network effect:

- Provo has some of the highest household density and family connectivity in the US. A recommendation in one mom's feed reaches her entire ward, PTA, and friend group.

- 10 local mom posts → 10,000–20,000 targeted impressions from exactly the demographic that buys children's clothing.

- Campaign cost: $500–$1,000. 5 new loyal customers at $200–$400/year each = $1,000–$2,000/year in new recurring revenue — from one campaign.

👗 *"We put an ad on Facebook. Then a local mom posted a photo of her twins in our matching sets. The Facebook ad got 12 clicks. The mom's post got 340 saves. The answer was obvious."*

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GET STARTED

Ready to Become Every Provo Mom's Favorite Store?

- **Seasonal campaigns:** Back-to-school, holiday matching sets, Easter, first-day-of-school — align posts with the exact moments Utah moms are buying.

- **Mom micro-community targeting:** Posts reach ward groups, PTA networks, and neighborhood clusters — the tight-knit communities where recommendations spread instantly.

- **Low budget, high return:** Start at $500/month for 10 posts. This industry has the fastest close rate we see — expect results in the first 30 days.

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We're launching in Provo, UT — **limited brand spots available.**

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