

uFire.ai

KIDS' SALON — AMBASSADOR MARKETING

A Kid's First Haircut Is a Social Media Moment — Own It

uFire connects Provo-area children's salons to local parents (250–10K followers) who post adorable haircut moments and first-cut celebrations. You pay per post. They bring every parent in the neighborhood.

UFIRE.AI/BRANDS/KIDS-SALON

THE PROBLEM

Why Traditional Marketing Fails Children's Salons

✗ ✂ **Parents Choose Kids' Salons Entirely Through Word-of-Mouth**

Finding a salon that is "great with nervous kids" is the #1 thing parents tell each other. No ad can communicate that the way a trusted parent's experience can.

✗ 📸 **First Haircut Milestones Create Viral Moments — Elsewhere**

Parents are already sharing first haircut photos and videos. Without an ambassador system, all that organic content drives zero bookings back to your chair.

✗ 📍 **Colorful Studios Generate Content — But You're Not Capturing It**

Your fun, kid-friendly environment is a natural content studio. Every visit is a potential post. But most of that UGC disappears into personal feeds without tagging your business.

THE UFIRE SOLUTION

Simple. Trackable. Human.

1**Recruit Local Parent Ambassadors**

We match your salon with verified local parents in Provo who have young children and active social followings — the exact demographic you need to reach.

2**Ambassadors Post First-Cut Celebrations**

Real parents document haircut milestones, dramatic reveals, and happy kid moments from your chair — content that resonates instantly with other parents.

3**Pay Per Post — Watch Bookings Fill**

80% of every dollar goes directly to ambassadors. You control the budget, paying only when posts go live and audiences see your salon.

THE MATH

Why **Ambassador Marketing** Wins for Children's Salons

**6–8
weeks**

Average return visit frequency for children's haircuts

2–3 kids

Average children per Provo family — multiple clients per household

**\$25–
\$45**

Average children's haircut ticket in the Provo market

A family with two kids visiting every 6–8 weeks generates \$600–\$1,200/year in recurring revenue. Ten ambassador posts costing \$300–\$800 that bring in 5 new families deliver a 5–10x annual return — plus those families tell their neighbors, creating compounding growth.

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GET STARTED TODAY

Ready to Make Your Salon Every Provo Parent's First Call?

We're launching in Provo, UT — children's salons are among the first to go live. Limited brand spots available.

ufire.ai/brands/kids-salon

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