

**uFire**

ADDITIONAL DISCOVERED NICHES

# Meditation / Mindfulness Studio: Mindfulness Is Going Mainstream — Be Provo's Destination Studio

Mindfulness and meditation have crossed into mainstream wellness culture. Studios that capture community word-of-mouth grow exponentially. uFire connects your Provo meditation studio to local wellness...

## THE PROBLEM

# Meditation / Mindfulness Studio: Why Traditional Marketing Fails



## Meditation Feels Inaccessible to Most People

'I could never quiet my mind' is the most common reason people don't try meditation. Community voices who've overcome that exact barrier normalize the practice and remove the entry barrier.



## Discovery Happens Through Wellness Communities

Yoga studios, fitness communities, therapists, and wellness advocates are where meditation studio referrals originate. Ambassador content in those communities puts you in front of exactly the right audience.



## National Apps Have Dominated the Category

Calm and Headspace have captured the 'solo meditation' market. But in-person studios offer community, accountability, and depth that apps can never replicate. You need to communicate that through community voices.

**THE SOLUTION**

# How **uFire** Works

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

We find community members with 250–10K local followers who authentically match your meditation / mindfulness studio customer profile in Provo, UT.

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

Ambassadors experience your meditation / mindfulness studio, 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

# Meditation / Mindfulness Studio: The ROI Case

**\$80–  
\$200**

Average monthly  
meditation studio  
membership

**285M**

Adults worldwide who  
practice meditation  
regularly, growing 10%  
annually

**77%**

People who first try a  
meditation studio based on  
a friend's recommendation

A meditation studio member at \$120/month for 18 months = \$2,160 per client. A campaign converting 30 new members = \$64,800 in 18-month revenue. Meditation students consistently refer friends who are stressed — a perpetual, self-renewing referral pool.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the meditation / mindfulness studio owners in Provo who are already growing through community ambassador marketing.

**[ufire.ai/brands/meditation-studio](https://ufire.ai/brands/meditation-studio)**

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