



NAIL ART STUDIO · SPECIALTY NAIL BAR · NAIL DESIGN

Your Clients' Nails Are Already Going Viral.

Nail art is the #1 visual niche on TikTok and Instagram. uFire puts your studio behind every set that gets shared.

ufire.ai - Provo, UT Launch - 2026



THE PROBLEM

Why Nail Artists Struggle to Break Out of Word-of-Mouth Plateau

- X Every set should be a marketing moment — but isn't** — Your clients post their nails constantly. But most posts don't tag you, don't reach new audiences, and don't convert. You're missing millions of organic impressions every month.
- X Artist referrals drive bookings — but they're slow** — New clients come almost exclusively from referrals and social discovery. A systematic ambassador program turns that trickle into a flood.
- X Competitor nail bars have better visibility** — The studio down the street seems to be everywhere online. Their work isn't better — they just have more people posting about them. uFire fixes that.



THE SOLUTION

uFire Changes Everything

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

Match you with beauty and lifestyle ambassadors

We find style-forward women in Provo with engaged local followings who post beauty content — people whose audiences genuinely care about nail art.

2

They come in for a set, post the reveal

Process videos, finished nail reveals, seasonal designs — the most viewed content categories on TikTok. Authentic posts that reach entirely new audiences.

3

Their followers become your next booked clients

Nail art referrals convert fast. When a follower sees incredible nails and asks who does them, you're already the answer.



THE ROI

The Math Is Simple

\$1,200+

Annual LTV per client
(monthly sets x brand
loyalty)

\$300-\$2.5K

Typical monthly nail studio marketing
budget

2B+

Monthly nail
content views
on TikTok
globally

A 10-post uFire campaign costs \$500-\$1,000. Bringing in just 6 new monthly clients at \$80/set generates \$5,760/year in new revenue — a 6-12x return from a single campaign.



GET STARTED

Ready to Make Your Studio the Most-Tagged in Provo?

- X** ✓ Pilot Package: 10 posts over 30 days. Track new booking inquiries. Zero long-term risk.
- X** ✓ Content formats: Nail art process videos, seasonal design reveals, finished set close-ups — viral content formats from real local women.
- X** ✓ Tag strategy: Every post tags your studio, driving direct booking traffic from new audiences.

ufire.ai/brands/nail-art-studio

Provo, UT - 2026 Launch - Limited Brand Spots Available