

uFire

SPECIALTY RETAIL

Outdoor & Adventure Gear Shop: The Hub of Provo's Outdoor Community

Provo is surrounded by world-class hiking, skiing, climbing, and cycling. Local outdoor gear shops are the community hub for those adventures. uFire connects your shop to the passionate Provo outdoor ...

THE PROBLEM

Outdoor & Adventure Gear Shop: Why Traditional Marketing Fails



REI Has Your Customers' Loyalty Points

REI's co-op model creates artificial loyalty. The only counter is deeper community trust and local expertise that a national chain can never offer.



Gear Recommendations Travel Through Outdoor Communities

'Where should I get my ski gear?' is asked in every Provo ski group, hiking club, and outdoor Facebook page. If your ambassadors aren't in those groups, REI gets the sale.



Seasonal Peaks Require Advance Community Building

Ski season, spring hiking, and fall cycling season require community awareness that takes months to build. Starting after the season is too late.

THE SOLUTION

How **uFire** Works

1**Recruit Local Ambassadors**

We find community members with 250–10K local followers who authentically match your outdoor & adventure gear shop customer profile in Provo, UT.

2**Launch Real Content**

Ambassadors experience your outdoor & adventure gear shop, 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

Outdoor & Adventure Gear Shop: The ROI Case

**\$200–
\$600**

Average outdoor gear transaction (seasonal gear, apparel, accessories)

94%

Outdoor enthusiasts who choose gear based on peer recommendation over advertising

**40+
trails**

Within 30 minutes of Provo — one of the densest outdoor recreation markets in the US

An active outdoor enthusiast spends \$1,500–\$3,000 per year on gear. A campaign converting 20 new regulars generates \$30,000–\$60,000 in annual revenue. Outdoor community trust compounds — one advocate in a hiking club influences 15–20 other purchasers.

uFire

Ready to Turn Your Community Into Your Marketing Team?

Join the outdoor & adventure gear shop owners in Provo who are already growing through community ambassador marketing.

ufire.ai/brands/outdoor-gear

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