

**uFire.ai**

PILATES STUDIO — AMBASSADOR MARKETING

# Pilates Is TikTok's Hottest Fitness Trend

## Local Studios Need Local Faces to Capitalize

uFire connects Provo-area Pilates studios to local community members (250–10K followers) who post authentic content about your business. You pay per post. They spread the word.

UFIRE.AI/BRANDS/PILATES-STUDIO

## THE PROBLEM

# Why Traditional Marketing Fails Pilates Studio Businesses

✗  **National Trend, Local Discovery Gap**

Everyone has seen Pilates content go viral — but when locals in Provo want to try it, they don't know which studio to trust. Without local social proof, you lose to whoever ranks first on Google.

✗  **Generic Studio Content Doesn't Drive Local Bookings**

Reformer content performs extremely well on TikTok — but your studio's own posts have limited local reach. You need real Provo locals creating content their neighbors actually see.

✗  **High-Value Clients Need Trust to Convert**

At \$30–\$60 per reformer session, Pilates is a considered purchase. Prospects need to see real locals loving your studio before they'll book a first class.

**THE UFIRE SOLUTION**

# Simple. Trackable. Human.

**1****Launch Your Campaign**

Set your budget, post requirements, and brief. We match you with verified local ambassadors in Provo who already love take Pilates classes.

**2****Ambassadors Post Authentically**

Real locals create genuine content about your Pilates studio and share it with their 250–10,000 followers. You pay only when posts go live.

**3****Watch Word-of-Mouth Scale**

Each post reaches local followers who trust the person posting — driving inquiries, bookings, and revenue to your Pilates studio.

THE MATH

# Why **Ambassador Marketing** Outperforms Every Other Channel

**\$30–  
\$60/session**

Average reformer session value — members book 2–4 times per week

**\$1,500–  
\$3,000/mo**

Monthly revenue potential per dedicated Pilates member

**Fastest  
growing**

Pilates is the #1 fastest-growing boutique fitness category in the US

A dedicated Pilates member generates \$500–\$1,500 per month in revenue. When local ambassadors create first-session content, posture transformation posts, and 'why I switched to Pilates' vlogs, they drive the exact discovery your studio needs from local audiences.

**uFire.ai**

GET STARTED TODAY

# Ready to Turn Provo's Community Into Your Marketing Team?

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

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

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