

uFire.

ENTERTAINMENT & EXPERIENCES

Art Night Photos Post Themselves. Make Sure Your Studio Gets Tagged.

Paint-your-own and pottery studios create inherently shareable moments — the creative process, the reveal, the 'I made this!' pride. uFire turns every class night into organic content reaching thousands of local potential guests.

THE PROBLEM

Why Pottery & Paint-Your-Own Night Businesses Struggle to Grow

Discovery Happens Through Visual Social Content

Art experience venues are found through Instagram posts and friend shares — not search ads. Without ambassadors, your studio is invisible to the friends of everyone who loved their visit.

Group Outing Market Is Chronically Undercaptured

Girls' night, date night, birthday party — art studios are perfect for these occasions. But without ambassador content placing you top-of-mind, groups choose other activities instead.

Weeknight Capacity Goes Unfilled

Thursday and Sunday nights often have empty seats. Ambassador content timing-targeted to drive weeknight bookings can turn your slowest nights into consistent revenue.

THE SOLUTION

How **uFire** Works for Pottery & Paint-Your-Own Night

1

Recruit Creative Class-Goers as Ambassadors

We enroll guests who had an amazing class experience. They post their finished piece, the creative process, and the social atmosphere — to friends who are exactly the audience you want.

2

Launch Art Night Reveal Campaigns

Finished pottery reveals, painted canvas unveilings, 'girls' night at the studio' atmosphere posts. Content that makes every person's friend group say 'we need to do that.'

3

Pay Per Post, Fill Every Session

Flat per-post pricing. When someone's friends start planning a group outing, your ambassador's content ensures your studio is the first suggestion on the table.

THE NUMBERS

The Math Behind the Campaign

\$45

Average per-person art
night ticket price

6

Average group size per
studio booking

82%

Of art studio visitors came
based on a friend's
recommendation or social
post

A 15-post ambassador campaign costs \$500–\$1,200. If it generates 30 new attendees at \$45 each, that's \$1,350 upfront — plus all the groups who come back monthly.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Pottery & Paint-Your-Own Night —
powered by uFire.

ufire.ai/brands/pottery-studio

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime