

**uFire.ai**

RAW PET FOOD STORE — AMBASSADOR MARKETING

# Raw Pet Food Parents Are Evangelical — Organize That Community Into Growth

uFire connects Provo-area raw pet food stores to local pet owners (250–10K followers) who post coat transformation content, feeding prep videos, and "I switched my dog and the results are unreal" testimonials. You pay per post. They convert your next loyal customers.

[UFIRE.AI/BRANDS/RAW-PET-FOOD](https://ufire.ai/brands/raw-pet-food)

## THE PROBLEM

# Why Traditional Marketing Fails Raw Pet Food Stores

### ✗ 🐾 Raw Feeding Converts Through Community — Not Ads

The switch to raw feeding is an identity shift driven almost entirely by community influence. Skeptical pet owners need to see a neighbor's dog transformed before they'll commit — a Facebook ad won't do it.

### ✗ 📺 Coat and Energy Transformations Are Incredible Content — Going Unseen

A dog with a gleaming coat, boundless energy, and improved health after switching to raw food is one of the most compelling before/after stories in the pet industry. But most of it lives in private pet owner groups.

### ✗ 🏪 Specialty Retail Needs Community Champions to Compete

Raw pet food stores can't compete with Chewy on price or convenience. They win on expertise, quality, and community trust — which requires real community voices, not just shelf signs.

**THE UFIRE SOLUTION**

# Simple. Trackable. Human.

**1****Recruit Local Raw-Feeding Ambassador Pet Owners**

We match your store with verified local raw pet food advocates in Provo — people already invested in premium pet nutrition whose followers trust their recommendations.

**2****Ambassadors Post Transformation Content**

Real pet owners share coat and energy transformation videos, feeding prep content, and passionate "I'll never go back" testimonials — the most compelling content in pet retail.

**3****Pay Per Post — Build a Loyal Customer Base**

80% of every dollar goes directly to ambassadors. Raw food converts once — and keeps coming back for monthly supply orders at high recurring value.

THE MATH

# Why **Ambassador Marketing** Wins for Raw Pet Food Stores

**\$150–  
\$400/mo**

Average monthly raw pet food spend per dog-owning household

**Evangelical**

Raw food converts are among the most vocal referral sources in pet retail

**High  
LTV**

Raw-feeding households rarely switch back — monthly recurring revenue for years

A raw-feeding customer at \$200/mo generates \$2,400/year in recurring revenue. Ten ambassador posts costing \$300–\$800 that convert 5 new monthly customers deliver \$12,000 in annual LTV — a 15–40x return on campaign spend with compounding referrals.

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GET STARTED TODAY

# Ready to Become the Raw Pet Food Store Every Provo Pet Parent Swears By?

We're launching in Provo, UT — raw pet food stores are among the first to go live. Limited brand spots available.

**[ufire.ai/brands/raw-pet-food](https://ufire.ai/brands/raw-pet-food)**

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