



HAIR SALON · BLOWOUT BAR · NAIL SALON

More Bookings From Clients Who **Show, Don't Tell**

Your work is visually stunning. The only thing missing is a network of real locals posting it to the audiences who matter most — people in Provo.

ufire.ai · Provo, UT Launch · 2026

Human-Powered Brand Ambassadors



THE PROBLEM

The Problem With Salon Marketing Today

- **Instagram is where salons live — but most salon content never leaves the bubble.** You post your best work. Your followers are mostly people who already know you. The people in Provo who would become your best clients have never seen your feed.
- **New clients come from referrals, but referrals aren't systematic.** Your existing clients love you — but how often do they actually post about their color, their blowout, their nails? A referral that stays in someone's head never brings in a new booking.
- **Ads don't work the way trust works.** A Facebook ad for a blowout will be scrolled past. A post from a local woman showing off her silk press with a tag to your salon? That's a booking waiting to happen.

✂ **The status quo:** \$1,000/month on promoted posts. A Groupon discount that brings bargain hunters who never rebook. Your most loyal clients quietly referring you — but not consistently and not at scale.



THE SOLUTION

uFire Changes Everything

We recruit local beauty lovers — women with real followings in Provo — to post authentic before/after content, first-visit experiences, and service spotlights.

1

uFire recruits verified local ambassadors in Provo

Style-conscious locals with 250–10K followers on Instagram and TikTok — already posting about beauty, fashion, and lifestyle.

2

You launch a campaign — set your budget, post requirements, and brief

Before/after transformations, color reveals, nail art closeups, first-visit walk-throughs. Visual content that converts.

3

Real locals post authentic content. You pay per post.

No agency. No retainer. Real Provo women sharing real results with people who are ready to book.

💡 80% goes directly to the ambassador. You pay only for posts that go live.



THE ROI

Salon Clients Are Worth More Than You Think

\$2.5K

Client LTV per year
(high-end loyal client)

1–2wk

Fastest sales cycle
of any uFire industry

4%

Nano-influencer
engagement
vs 0.92% for mega-
influencers

What 10 targeted beauty posts deliver:

- 10 posts from local women → reaches 10,000–25,000 Provo-area followers who trust the person posting.
- 2 new clients booking color services at \$200/visit, rebooking 6x/year = \$2,400/client/year in new revenue.
- uFire campaign cost: \$500–\$800. New annual client revenue: \$2,400–\$5,000 per new client acquired.

 *"The salon business runs on trust and referrals. uFire is just a referral program with reach — every post is a personal recommendation to hundreds of people who look to that person for style inspiration."*



GET STARTED

Ready to Fill Your Book With Referral Clients?

- **Quick pilot:** 10 posts in 30 days. Track new client bookings by source. See results in your first month.
- **Beauty-first content:** Real before/afters, transformation reels, nail art reveals — the content that makes people pick up their phone and book.
- **Fastest ROI in the game:** Salons close the loop in 1–2 weeks. A post goes live Monday, a new client books by Friday.

ufire.ai

We're launching in Provo, UT — **limited brand spots available.**

ufire.ai · hello@ufire.ai

Provo, UT · 2026 Launch