

uFire

SPECIALTY RETAIL

Vintage / Thrift Boutique: Thrift Haul Content Is Your Best Advertisement

'Thrift haul' content generates billions of views monthly. Local, curated vintage shops are the darlings of the sustainable fashion movement. uFire connects your Provo vintage boutique to local thrift...

THE PROBLEM

Vintage / Thrift Boutique: Why Traditional Marketing Fails



Discovery Depends on Who Shares Your Finds

Vintage stores live by social discovery. If your shop isn't appearing in local thrift haul content, you're missing the #1 channel that drives foot traffic.



Inventory Changes Faster Than You Can Post

The urgency of 'this won't be here tomorrow' is vintage's superpower — but only if people know about new inventory in real time.



Sustainable Fashion Is Booming, But Discovery Is Local

The sustainable fashion community is enormous — especially in Provo's college demographic. But they find new shops through peer recommendations, not ads.

THE SOLUTION

How uFire Works

1

Recruit Local Ambassadors

We find community members with 250–10K local followers who authentically match your vintage / thrift boutique customer profile in Provo, UT.

2

Launch Real Content

Ambassadors experience your vintage / thrift boutique, 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

Vintage / Thrift Boutique: The ROI Case

**\$35–
\$95**

Average curated vintage boutique transaction

127%

Growth in 'thrift haul' social searches year-over-year

68%

Gen Z and Millennials who prefer thrifting over fast fashion

A single thrift haul video reaching 5,000 local viewers drives 50–150 in-store visits within 48 hours. At \$45 average transaction, that's \$2,250–\$6,750 in revenue from one ambassador post. A full campaign of 8–12 posts creates sustained discovery momentum.

uFire

Ready to Turn Your Community Into Your Marketing Team?

Join the vintage / thrift boutique owners in Provo who are already growing through community ambassador marketing.

ufire.ai/brands/vintage-boutique

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