

**uFire**

**SPECIALTY RETAIL**

# **Women's Boutique: Your Community Is Your Fashion Brand**

Women's boutique fashion lives and dies by social proof. Try-on hauls, new arrival reveals, and 'I found this amazing boutique' content are the best-performing retail content formats. uFire connects y...

**THE PROBLEM**

# Women's Boutique: Why Traditional Marketing Fails



## Amazon and SHEIN Are Everywhere

Price competition from fast fashion is unwinnable. The only way local boutiques survive is by building genuine community connection — something online giants can never replicate.



## Social Media Requires a Content Machine

Running a boutique while maintaining a high-quality social presence is exhausting. You need local creators generating authentic content you can't produce alone.



## Foot Traffic Is Unpredictable

Without consistent community presence, your foot traffic depends on chance. Ambassador content creates intentional visits from motivated shoppers.

**THE SOLUTION**

# How **uFire** Works

**1****Recruit Local Ambassadors**

We find community members with 250–10K local followers who authentically match your women's boutique customer profile in Provo, UT.

**2****Launch Real Content**

Ambassadors experience your women's 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

## Women's Boutique: The ROI Case

**\$85–  
\$250**

Average transaction value  
at women's specialty  
boutiques

**73%**

Women who discover new  
boutiques through social  
media content

**4.2×**

Higher purchase intent  
from peer recommendation  
vs. brand advertising

A 12-post ambassador campaign generates authentic try-on content reaching 20,000+ local women. Converting 3% = 600 new in-store visitors. At \$85 average basket, that's \$51,000+ in potential new revenue from a \$600–\$1,200 investment.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the women's boutique owners in Provo who are already growing through community ambassador marketing.

**[ufire.ai/brands/womens-boutique](https://ufire.ai/brands/womens-boutique)**

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