

**uFire**

ADDITIONAL DISCOVERED NICHES

# **Birth Doula / Postpartum Doula: Every Provo Mother Who Had a Doula Tells Every Pregnant Friend**

Doula services are 100% referred by other mothers. Trust is absolute. Provo's high birth rate and tight community create the perfect market. Every woman who had a doula becomes an evangelist. uFire fo...

## THE PROBLEM

# Birth Doula / Postpartum Doula: Why Traditional Marketing Fails



## Pregnant Women Ask Other Mothers, Not Google

'Did you have a doula?' is one of the most common pregnancy questions in Provo mom communities. If you're not being recommended in those conversations, your competitors are.



## Doula Discovery Must Happen Early in Pregnancy

Expectant mothers typically book doulas in the second trimester. Community visibility in the first trimester is when you capture clients — long before they're actively searching.



## Doula Awareness Is Still Growing in Provo

Many Provo families have never considered a doula — but once they understand the value, they're completely committed. Education + trusted referrals expands and captures the market.

**THE SOLUTION**

# How **uFire** Works

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

We find community members with 250–10K local followers who authentically match your birth doula / postpartum doula customer profile in Provo, UT.

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

Ambassadors experience your birth doula / postpartum doula, 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

# Birth Doula / Postpartum Doula: The ROI Case

**\$800–  
\$2,500**

Average birth doula package (prenatal visits + birth support + postpartum)

**100%**

Doulas who cite word-of-mouth as their primary or only marketing channel

**Highest  
in US**

Birth rate in Provo, UT — new potential clients every single day

A birth doula package at \$1,500 average, plus postpartum support = \$2,000–\$3,000 per client relationship. A campaign generating 15 new clients = \$30,000–\$45,000 in revenue. Provo's birth rate means perpetual demand — the market never stops replenishing.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the birth doula / postpartum doula owners in Provo who are already growing through community ambassador marketing.

**[ufire.ai/brands/birth-doula](https://ufire.ai/brands/birth-doula)**

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