

**uFire.**

HOME & PROPERTY SERVICES

# **Dirty-to-Clean Transformations Go Viral. Your Company Should.**

Carpet cleaning before-and-afters are some of the most-shared home service content on the internet. Real homeowners showing real results drive real bookings — and uFire puts your company name in every post.

## THE PROBLEM

# Why Carpet & Upholstery Cleaning Businesses Struggle to Grow

### **Discovery Is Broken for Cleaning Companies**

Homeowners Google 'carpet cleaning near me' and see 5 companies. Price-shopping starts immediately with no trust or relationship to differentiate you.

### **Transformation Content Is Untapped Gold**

Carpet cleaning before-and-afters rack up millions of views on TikTok. But most cleaning companies have zero social presence to capitalize on it.

### **No Referral System = No Repeat Business**

Without a formal referral program, satisfied customers don't actively send you new business. They might mention you — but that's not a growth strategy.

THE SOLUTION

# How **uFire** Works for Carpet & Upholstery Cleaning

1

## Recruit Local Homeowners

We enroll homeowners in your service area as ambassadors. After their cleaning, they post the dramatic transformation to thousands of local followers.

2

## Post the Transformations

Your ambassador films the before, you clean, they film the after. That content goes to 500–10,000 local followers — all of whom have carpets that haven't been cleaned in two years.

3

## Pay Per Post, Scale What Works

Flat per-post pricing. No shared leads. Just local homeowners showing your work to their neighbors and driving bookings.

THE NUMBERS

## The Math Behind the Campaign

**\$350**

Average carpet cleaning  
job value

**18mo**

Average time between  
repeat bookings

**12x**

Engagement rate on  
before/after cleaning  
content vs. regular posts

A 10-post campaign costs \$400–\$900. If it generates 15 new bookings at \$350 each, that's \$5,250 upfront — plus \$5,250 again in 18 months when they rebook. A 12–26x return.

# Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Carpet & Upholstery Cleaning — powered  
by uFire.

**[ufire.ai/brands/carpet-cleaning](https://ufire.ai/brands/carpet-cleaning)**

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime