

uFire.ai

CHILDREN'S PHOTOGRAPHY — AMBASSADOR MARKETING

Every Family Photo Gets Shared — The Photographer's Name Should Travel With It

uFire connects Provo-area children's photographers to local parents (250–10K followers) who post session sneak peeks, portfolio reveals, and behind-the-scenes content. You pay per post. They fill your calendar.

UFIRE.AI/BRANDS/CHILDRENS-PHOTOGRAPHY

THE PROBLEM

Why Traditional Marketing Fails Children's Photographers

✗ 📸 Mom Communities Are Where Photographer Recs Happen

When parents want family portraits, they ask their mom group, their church community, or their neighborhood app. A beautiful website or paid ad rarely converts — a trusted parent's recommendation always does.

✗ 🌸 Seasonal Mini-Sessions Create Time-Pressure — With No Amplification

Fall and spring mini-sessions book fast — but only among parents who already know you. Reaching new families during those narrow booking windows requires a word-of-mouth engine running in advance.

✗ 🖼️ Portfolio Sharing Happens Everywhere Except Your Booking Page

Clients share your beautiful work on social media, but without tags, links, or a referral structure, that organic discovery never converts into bookings for your studio.

THE UFIRE SOLUTION

Simple. Trackable. Human.

1**Recruit Local Parent Ambassadors**

We match your photography business with verified local parents in Provo who are active social media users and whose audiences include families considering portrait sessions.

2**Ambassadors Share Sneak Peeks and Testimonials**

Real clients post session previews, behind-the-scenes moments, and authentic testimonials — the exact content that drives inquiries from other parents who want the same results.

3**Pay Per Post — Watch Your Calendar Fill**

80% of every dollar goes directly to ambassadors. You pay only when posts go live, keeping full control over your marketing spend.

THE MATH

Why **Ambassador Marketing** Wins for Children's Photographers

**\$300–
\$800**

Average portrait session package value in Provo market

**Annual
recurrence**

Families often book yearly — back-to-school, holiday, newborn sibling

**#1
referral**

Word-of-mouth is the primary booking source for portrait photographers

A photography client who books annually at \$500/session and refers 2 friends generates \$3,500+ in value over 3 years. Ten ambassador posts costing \$400–\$1,000 that drive 5 new session bookings deliver a 10–15x immediate return — with referral compounding after.

uFire.ai

GET STARTED TODAY

Ready to Be the Photographer Every Provo Mom Group Recommends?

We're launching in Provo, UT — children's photographers are among the first to go live. Limited brand spots available.

ufire.ai/brands/childrens-photography

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