



CHIROPRACTIC & FUNCTIONAL MEDICINE

New Patients From the Only Source **They** **Actually Trust**

Nobody tries a new chiropractor without a recommendation.
uFire turns that truth into your most powerful growth engine.

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Human-Powered Brand Ambassadors



THE PROBLEM

The Problem With Chiropractic Marketing Today

- **Chiropractic care is a referral-first industry — full stop.** Patients don't try a new chiropractor because they saw an ad. They try one because someone they trust told them "this doctor changed my life." No ad budget replicates that.
- **Functional medicine patients are health-conscious and research-driven.** They're active on social media, they follow wellness accounts, and they trust people in their community. A local woman posting about her functional medicine journey reaches exactly the audience that converts.
- **Your transformation stories aren't being shared.** You have patients who have gone from chronic pain to full mobility, from fatigue to energy. Those stories are sitting in your office, invisible to the thousands of people in Provo who need exactly what you offer.

🗂️ **The status quo:** \$2,000/month on SEO and Facebook ads reaching people with no intent and no trust in you specifically. Meanwhile, your best patients haven't told a single friend — publicly.



THE SOLUTION

uFire Changes Everything

We build a network of local health-conscious ambassadors who share real patient journey content with their real local audiences.

- 1 uFire recruits verified local ambassadors in Provo**
Active, health-focused locals with 250–10K followers who post about wellness, fitness, and family health.
- 2 You launch a campaign — set your budget, post requirements, and brief**
Pain-to-relief journeys, "I finally found relief" stories, functional health education posts — content that converts health seekers into patients.
- 3 Real locals post authentic content. You pay per post.**
No upfront commitment. Every post is a trusted recommendation reaching people who are already interested in what you do.

💡 80% goes directly to the ambassador. You pay only for posts that go live.



THE ROI

One New Patient Pays For the Whole Campaign

\$6K

Patient lifetime value
(high end, functional med)

3–6wk

Typical sales cycle
from first post to first visit

4%

Nano-influencer
engagement
vs 0.92% for mega-
influencers

The math on a 10-post uFire campaign:

- 10 posts × avg 1,500 followers = 15,000 local wellness-minded impressions from trusted sources.
- 1 new patient, 3 months of care at \$100/week = \$1,200 immediately. Full care plan: \$2K–\$6K LTV.
- uFire campaign: \$1,000–\$1,500. 1 new patient LTV: \$2K–\$6K. ROI: 2x–6x per patient.

 *"Chiropractic and functional medicine run on transformation stories. A patient who went from chronic back pain to hiking again — posting about your practice — is worth more than a year of SEO spend."*



GET STARTED

Ready to Let Your Patients' Stories Do the Selling?

- **Pilot package:** 10 posts over 30 days. Health-journey focused content. Zero long-term commitment.
- **Wellness niche targeting:** Reach Provo's active, health-conscious community — exactly the patients who value what you do and can afford it.
- **Trust architecture:** Each post builds social proof that compounds. 50 posts over 6 months = a permanent body of local evidence that your practice changes lives.

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We're launching in Provo, UT — **limited brand spots available.**

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