

uFire.

ENTERTAINMENT & EXPERIENCES

Cooking Classes Are the Perfect Date Night. Make Sure They Book With You.

Cooking class studios create intimate, photogenic, deeply social experiences — exactly the kind that gets posted, shared, and asked about. uFire builds an ambassador network that turns every class into a waitlist-building content campaign.

THE PROBLEM

Why Cooking Class Studio Businesses Struggle to Grow

You're Invisible Until Someone Posts About You

Cooking class studios are discovered almost exclusively through social posts and friend recommendations. Without ambassadors creating that content, you're invisible to your ideal customers.

Weekend and Date Night Slots Are Your Revenue Core

Friday and Saturday evening classes drive the majority of your revenue. When those slots go unfilled, it's lost income that can't be recovered. Ambassador content fills your calendar in advance.

Gift Cards and Special Occasion Market Goes Uncaptured

Cooking classes are perfect gifts — birthdays, anniversaries, holidays. Without ambassador content keeping you top-of-mind, customers buy experience vouchers for competitors they've seen on social.

THE SOLUTION

How **uFire** Works for Cooking Class Studio

1

Recruit Class Graduates as Ambassadors

We enroll guests who had an incredible class experience. They post the cooking process, the final dish reveal, the romantic atmosphere — to their entire social network.

2

Launch Date Night and Girls' Night Campaigns

'Best date night we've ever had' testimonials. 'We made pasta from scratch' dish reveal posts. 'Bachelorette cooking class' group content. Content that makes couples and friend groups immediately book.

3

Pay Per Post, Fill Every Session

Flat per-post pricing. When someone's planning a special occasion, your ambassador content is already in their feed suggesting your cooking class as the perfect answer.

THE NUMBERS

The Math Behind the Campaign

\$95

Average per-person
cooking class price

4

Average group size per
cooking class booking

88%

Of cooking class attendees
said a friend's
recommendation
influenced their booking

A 12-post ambassador campaign costs \$400–\$900. If it generates 15 new class bookings at \$380 average (4 people x \$95), that's \$5,700 — a 6–14x return.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Cooking Class Studio — powered by uFire.

ufire.ai/brands/cooking-class

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