

**uFire.ai**

DANCE STUDIO — AMBASSADOR MARKETING

# Every Recital Is a Content Creation Event

## Let Your Students' Families Be Your Marketing Department

uFire connects Provo-area dance studios to local community members (250–10K followers) who post authentic content about your business. You pay per post. They spread the word.

UFIRE.AI/BRANDS/DANCE-STUDIO

**THE PROBLEM**

# Why Traditional Marketing Fails Dance Studio Businesses

✗ 📺 **Recital Content Disappears After the Performance**

Hundreds of videos are recorded at every recital — but they live on parents' phones instead of driving enrollment for your studio. You're sitting on a goldmine of unused marketing.

✗ 👤 **Enrollment Decisions Happen in Parent Networks**

Families choose dance studios from other families — at school, church, and in neighborhood communities. Your studio has no formal presence in those conversations.

✗ 💰 **High LTV Students Start Young and Stay for Years**

Dance students enrolled young stay for 10+ years. Most dance studios have no structured referral system to accelerate enrollment of those high-value long-term families.

**THE UFIRE SOLUTION**

# Simple. Trackable. Human.

**1****Launch Your Campaign**

Set your budget, post requirements, and brief. We match you with verified local ambassadors in Provo who already love enroll their child in dance classes.

**2****Ambassadors Post Authentically**

Real locals create genuine content about your dance studio and share it with their 250–10,000 followers. You pay only when posts go live.

**3****Watch Word-of-Mouth Scale**

Each post reaches local followers who trust the person posting — driving inquiries, bookings, and revenue to your dance studio.

THE MATH

# Why **Ambassador Marketing** Outperforms Every Other Channel

**\$80–  
\$150/mo**

Average dance enrollment per student, with families enrolling multiple children

**\$10,000+**

Lifetime tuition for a student enrolled from age 5 through high school

**Community-driven**

Dance recital content is the #1 driver of studio discovery in family communities

A dance family enrolled for 10 years generates \$10,000+ in tuition. When parent ambassadors share recital highlights, first-class moments, and student progression content, they drive enrollment directly from the communities where dance decisions are made.

**uFire.ai**

GET STARTED TODAY

# Ready to Turn Provo's Community Into Your Marketing Team?

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

**[ufire.ai/brands/dance-studio](https://ufire.ai/brands/dance-studio)**

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