

**uFire.ai**

DAYCARE / PRESCHOOL — AMBASSADOR MARKETING

# No Parent Chooses Daycare From an Ad — They Choose From the Mom They Trust

uFire connects Provo-area daycares and preschools to local parents (250–10K followers) who share classroom tours, happy drop-off moments, and staff spotlights. You pay per post. They fill your waitlist.

UFIRE.AI/BRANDS/DAYCARE-PRESCHOOL

## THE PROBLEM

# Why Traditional Marketing Fails Daycares & Preschools

✗ 🧐 **The Highest-Trust Purchase a Parent Makes**

Entrusting a child to a daycare is among the most emotionally intense purchasing decisions a parent will ever make. No ad can build that trust — only a recommendation from a parent who already loves your care can.

✗ 🏠 **Provo's Dense Family Networks Are Your Best Growth Channel**

With the youngest median age of any major US metro, Provo has tight-knit parent communities at every church, school, and neighborhood. Word-of-mouth travels fast — but only if you have a system to fuel it.

✗ 📅 **Waitlist Management vs. Proactive Enrollment Filling**

Many quality programs have waitlists — but when spots open, they need to fill fast. Without a proactive local ambassador network, spots sit empty while parents search elsewhere.

**THE UFIRE SOLUTION**

# Simple. Trackable. Human.

**1****Recruit Trusted Local Parent Ambassadors**

We match your program with verified local parents in Provo who are active community members and whose social followings include young families seeking childcare solutions.

**2****Ambassadors Share Authentic Environment Content**

Real parents post classroom tours, staff spotlights, curriculum explainers, and happy drop-off moments — the exact content that converts anxious parents into enrolled families.

**3****Pay Per Post — Fill Spots Faster**

80% of every dollar goes directly to ambassadors. You pay only when authentic posts reach your target audience in the Provo community.

## THE MATH

## Why **Ambassador Marketing** Wins for Daycares & Preschools

**\$800–  
\$1,800/mo**

Average monthly childcare tuition in the Provo area

**2–4  
years**

Average enrollment duration per child in early childhood programs

**Highest  
LTV**

Daycare is among the highest-LTV services any local business offers

One enrolled child at \$1,200/mo for 3 years generates \$43,200 in tuition. Ten ambassador posts costing \$500–\$1,500 that fill even one spot deliver a 30–90x return. In Provo's family-dense market, this is the most cost-efficient marketing channel available.

**uFire.ai**

GET STARTED TODAY

# Ready to Become the Daycare Every Provo Parent Recommends?

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

**[ufire.ai/brands/daycare-preschool](https://ufire.ai/brands/daycare-preschool)**

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