



DENTAL PRACTICE

# More Patients From Systematic Word-of-Mouth

Word-of-mouth is your #1 acquisition channel — uFire makes it scalable, trackable, and consistent for the first time.

ufire.ai · Provo, UT Launch · 2026

Human-Powered Brand Ambassadors



## THE PROBLEM

# The Problem With Dental Marketing Today

- **Google Ads cost \$50–\$150 per click — with zero trust built in.** Someone clicking your ad has never heard of you. They're choosing between you and five other dentists on the results page, based on stars and photos alone. That's a terrible first impression and an expensive one.
- **New patients don't try a dentist they've never heard of.** Dentistry is intimate and anxiety-inducing for most patients. They go to who their coworker recommended, who their neighbor raved about, who their friend tagged in an Instagram story.
- **Cosmetic dental patients are leaving thousands on the table.** A patient who posts about their Invisalign results or whitening transformation — with a tag to your practice — is worth 10 Google ads. But nobody is asking them to post.

✂ **The status quo:** \$3,000/month on Google Ads. \$150/click. Leads who ghost. No trust, no relationship, high cost per acquisition — when a patient who loves you already has 800 Instagram followers.



## THE SOLUTION

# uFire Changes Everything

We systematize word-of-mouth — recruiting local ambassadors who post real experiences about your practice to their real local networks.

1

### **uFire recruits verified local ambassadors in Provo**

Trusted locals with 250–10K followers who can authentically share experiences with dental care, cosmetic services, and family-friendly practices.

2

### **You launch a campaign — set your budget, post requirements, and brief**

Smile transformation stories, Invisalign journey posts, "finally found a dentist I trust" content — exactly the trust-building content Google Ads can't deliver.

3

### **Real locals post authentic content. You pay per post.**

No retainers. No waste. Every post is a real personal recommendation reaching hundreds of potential patients who are already primed to trust it.

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



## THE ROI

# Dental Patient LTV Makes Every Post a Bargain

**\$15K+**

Patient lifetime value  
(family + cosmetic high  
end)

**\$150**

Cost per click  
on Google Ads (no trust)

**4%**

Nano-influencer  
engagement  
vs 0.92% for mega-  
influencers

### The math on a 10-post uFire campaign:

- 10 local posts → 10,000–25,000 Provo impressions from people locals already trust.
- 1 new family acquired (2 adults + 2 kids) = \$2,000+/year in routine care alone, \$15K+ LTV.
- uFire campaign: \$1,500–\$2,500. One new family patient: \$15K+ LTV. The math is undeniable.

🦷 *"Patients don't trust strangers with their mouths — they trust who their neighbors recommend. uFire turns your happiest patients into a systematic referral engine. That's what \$150/Google-click can never buy."*



GET STARTED

# Ready to Replace Google Ads With Real Recommendations?

- **Pilot package:** 10 posts over 30 days. Track new patient inquiries. Compare cost-per-acquisition to your current Google Ads spend.
- **Cosmetic-first campaigns:** Target Invisalign, whitening, and smile design — the highest LTV services with the most shareable visual results.
- **Trust that compounds:** Every post stays live. Every story gets saved. Your reputation builds online the same way it builds offline — through real people vouching for you.

**ufire.ai**

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

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