

**uFire.ai**

DOG TRAINING STUDIO — AMBASSADOR MARKETING

# The Most Powerful Dog Trainer Ad Is a Video of a Transformed Dog

uFire connects Provo-area dog trainers to local pet owners (250–10K followers) who post before/after obedience transformations and puppy class highlights. You pay per post. They find you clients who are desperate for exactly what you do.

UFIRE.AI/BRANDS/DOG-TRAINING

## THE PROBLEM

# Why Traditional Marketing Fails Dog Training Studios

### ✗ 🐕 Struggling Dog Owners Are Desperate — But Only Trust Referrals

"This trainer changed our dog's life" testimonials convert at extremely high rates. But struggling pet owners distrust ads and paid placements — they want proof from a real person whose reactive dog is now calm.

### ✗ 📺 Before/After Dog Content Goes Viral — Without Your Name

Dog transformation videos are among the most-shared content on TikTok and Instagram. Your clients are creating this content naturally — but none of it is channeled back to your business.

### ✗ 🏠 Neighborhood Dog Communities Are Untapped Referral Networks

Every neighborhood has dog owners who talk to each other on walks, at dog parks, and in Facebook groups. You need ambassadors living inside those communities to recommend you organically.

**THE UFIRE SOLUTION**

# Simple. Trackable. Human.

**1****Recruit Local Dog Owner Ambassadors**

We match your studio with verified local dog owners in Provo who are active on social media and whose followers include the pet-owner community you need to reach.

**2****Ambassadors Post Transformation Content**

Real pet owners share "reactive dog to calm dog" before/after videos, puppy class highlights, and genuine "this trainer changed everything" testimonials — content that converts instantly.

**3****Pay Per Post — Watch Clients Book**

80% of every dollar goes directly to ambassadors. You pay only when posts go live and local dog owners see your results.

## THE MATH

# Why **Ambassador Marketing** Wins for Dog Training Studios

**\$500–  
\$2,500**

Average dog training package (6-week obedience through private board & train)

**65  
million**

US dog-owning households — pet ownership surged post-pandemic

**#1  
channel**

Social proof is the dominant conversion factor for dog training services

A board-and-train client at \$1,500 refers two more clients who do the same. Ten ambassador posts costing \$400–\$1,000 that generate 3 new package enrollments deliver \$4,500 in immediate revenue — a 4.5–11x return before the referral chain begins.

**uFire.ai**

GET STARTED TODAY

# Ready to Become Provo's Most Recommended Dog Trainer?

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

**[ufire.ai/brands/dog-training](https://ufire.ai/brands/dog-training)**

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