



FLOAT TANK · SENSORY DEPRIVATION · REST THERAPY

Nobody Googles Float Tanks. Their Friend Tells Them to Try It.

Float tank discovery is almost 100% word-of-mouth. uFire organizes that into a systematic referral engine for your studio.

ufire.ai - Provo, UT Launch - 2026



THE PROBLEM

Why Float Tank Studios Struggle to Acquire New Clients

- X The concept requires explanation — and ads can't do that** — Nobody knows what floating is until someone explains it. A 30-second ad can't convey the experience. But a 2-minute vlog from a real person who loved it? That converts.
- X First-float hesitation is a significant barrier** — Sensory deprivation sounds scary to first-timers. You have to get a trusted person to say you have to try this before most people will ever consider booking.
- X Your repeat clients are enthusiastic — but not reaching new people** — Your regulars rave about floating to everyone they meet. But they're doing it verbally, not in posts where hundreds of their followers could be converted.



THE SOLUTION

uFire Changes Everything

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

Match you with curious wellness adventurers

We find wellness-oriented people in Provo who post about self-improvement, stress relief, and unique experiences — people whose audiences would genuinely be curious about floating.

2

They have their first float and document the experience

You have to try this content, what floating for 90 minutes does to your brain, zen-state transformation vlogs — the exact content format that drives float tank bookings.

3

Their followers try floating for the first time at your studio

Float tank clients are almost always referred. When that referral comes from someone they follow and trust, your studio gets the booking.



THE ROI

The Math Is Simple

\$1,200+

Annual LTV per client
(monthly sessions x
loyalty)

\$500-\$3K

Typical monthly float studio
marketing budget

95%

of first-time float
clients referred by
someone they trust

A 10-post uFire campaign costs \$500-\$1,000. Converting 8 new monthly float clients at \$100/session generates \$9,600/year. That is a 10-19x return from a single campaign.



GET STARTED

Ready to Fill Your Float Tanks Every Day?

- X v Pilot Package: 10 posts over 30 days. Track new client inquiries. Zero long-term risk.
- X v Content formats: First float experience vlogs, what floating does to your brain content, zen-state transformation posts — the exact content that converts curiosity into bookings.
- X v Novelty advantage: Float tank content is inherently shareable — people love watching others experience unusual wellness practices for the first time.

ufire.ai/brands/float-tank

Provo, UT - 2026 Launch - Limited Brand Spots Available