

uFire.ai

MARTIAL ARTS ACADEMY — AMBASSADOR MARKETING

Martial Arts Families Recruit Other Families Give Your Students a Platform to Do What They Already Do

uFire connects Provo-area martial arts academies 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/MARTIAL-ARTS](https://ufire.ai/brands/martial-arts)

THE PROBLEM

Why Traditional Marketing Fails Martial Arts Academy Businesses

✗ Families Choose Schools Through Trusted Parent Networks

No parent Googles 'BJJ for my kid' and picks the first result. They ask other parents at school, church, and in neighborhood Facebook groups.

✗ Trial Classes Don't Convert Without Social Proof

Getting prospects through the door for a trial class is half the battle. Social proof from real families dramatically improves trial-to-enrollment conversion.

✗ High LTV With Low Marketing Investment

A family with two kids training for 3+ years is worth \$15,000+ in total revenue. Most academies spend far too little on the marketing that fills those mats.

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 train in martial arts or BJJ.

2**Ambassadors Post Authentically**

Real locals create genuine content about your martial arts academy 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 martial arts academy.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

**\$150–
\$200/mo**

Average family membership, with multi-year retention for committed students

\$15,000+

Lifetime value of a family with 2 kids training through their teens

37%

Of new boutique fitness clients come from referrals — even higher for martial arts

A martial arts family is worth \$15,000+ over their training lifetime. Belt ceremonies, kids' class highlights, and parent testimonials created by ambassador families drive enrollment decisions for every other family who sees them.

uFire.ai

GET STARTED TODAY

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

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

ufire.ai/brands/martial-arts

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