

**uFire.ai**

PET PHOTOGRAPHY — AMBASSADOR MARKETING

# Pet Owners Share Pet Photos Obsessively — Be the Photographer Behind Them

uFire connects Provo-area pet photographers to local pet owners (250–10K followers) who post portrait reveals, session behind-the-scenes, and "these photos are everything" testimonials. You pay per post. They fill your calendar.

UFIRE.AI/BRANDS/PET-PHOTOGRAPHY

**THE PROBLEM**

# Why Traditional Marketing Fails Pet Photographers

✗ 🐾 **Pet Photography Is Discovered Through Community — Not Search**

People spend extraordinary amounts on pet photos — but they find photographers through word-of-mouth from other pet owners, dog park conversations, and pet community groups, not Google ads.

✗ 📷 **Your Best Marketing Is Happening Without You**

Pet owners who love their portraits post them everywhere. But without a system to connect that organic sharing back to your business, you're generating word-of-mouth with no credit or booking conversion.

✗ 🐕 **Pet Communities Are Intensely Loyal — But Informally Connected**

Dog owners, cat parents, and exotic pet enthusiasts belong to tight-knit communities that share recommendations constantly. Without ambassador presence in those communities, you're invisible to your best prospects.

**THE UFIRE SOLUTION**

# Simple. Trackable. Human.

**1****Recruit Local Pet Owner Ambassadors**

We match your photography business with verified local pet owners in Provo who are active on social media and whose followings include fellow animal lovers ready to book sessions.

**2****Ambassadors Share Portrait Reveals**

Real pet owners post stunning portrait reveals, session previews, and authentic "I cried when I saw these" testimonials — content that immediately sparks inquiries from their pet-loving followers.

**3****Pay Per Post — Fill Your Sessions**

80% of every dollar goes directly to ambassadors. You pay only when posts go live, keeping your marketing cost predictable and performance-based.

THE MATH

# Why **Ambassador Marketing** Wins for Pet Photographers

**\$200–  
\$600**

Average pet portrait session package value

**\$143  
billion**

US pet industry spending — pet owners treat pets like family members

**Word-  
of-  
mouth**

Primary booking source for specialty pet photographers nationwide

Ten ambassador posts costing \$300–\$700 that generate 6 new session bookings at \$350 average deliver \$2,100 in immediate revenue — a 3–7x return. Pet owners who love their photos book again for new pets, milestones, and holiday sessions, compounding returns.

**uFire.ai**

GET STARTED TODAY

# Ready to Be the Photographer Behind Provo's Most Shared Pet Photos?

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

**[ufire.ai/brands/pet-photography](https://ufire.ai/brands/pet-photography)**

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