



PET SERVICES · GROOMING · DAYCARE · VETERINARY

More Pet Owners From the People **Their Pets** **Already Trust**

Pet owners only trust who their friends trust.

uFire turns local pet lovers into your most credible marketing channel.

ufire.ai · Provo, UT Launch · 2026

Human-Powered Brand Ambassadors



THE PROBLEM

The Problem With Pet Service Marketing Today

- **Pet owners treat their animals like family — and they're extremely protective of who cares for them.**

A stranger's Yelp review doesn't move the needle. A neighbor posting "Buddy comes home from his grooming looking and smelling incredible" absolutely does.
- **Pet content is among the most shared content online — and you're not capturing it.**

Every groom, every daycare drop-off, every happy pet pickup is a content opportunity. Most pet businesses do nothing with it.
- **Retention is high, but acquisition is hard.**

Once you have a pet owner as a client, they stay for life. The problem is getting that first visit — which almost always comes from a direct recommendation.

✂ **The status quo:** \$500/month on Yelp ads. A Facebook page with cute photos that only your existing clients see. Zero systematic way to reach Provo pet owners who haven't heard of you yet.



THE SOLUTION

uFire Changes Everything

We recruit local pet owners with real followings to share authentic experiences with your grooming, daycare, or veterinary practice — to other local pet owners.

1

uFire recruits verified local ambassadors in Provo

Pet-loving locals with 250–10K followers who already post about their dogs, cats, and animals — exactly who other pet owners follow and trust.

2

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

"First groom" reveals, happy daycare pickups, "our vet actually listens" stories — content that builds immediate trust with other pet parents in your city.

3

Real locals post authentic content. You pay per post.

No retainers. No paid strangers. Real Provo pet owners telling their real pet-owner networks about you.

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



THE ROI

Pet Owners Are Loyal Customers for Life

\$1K+

Annual recurring value
per loyal pet client

1–3wk

Typical time from
post to first booking

4%

Nano-influencer
engagement
vs 0.92% for mega-
influencers

Why pet services are perfect for uFire:

- Pet content gets shared and saved at extraordinary rates — a cute groom reveal can organically reach 10x the ambassador's follower count.
- Campaign cost: \$300–\$700. New client recurring annual value: \$600–\$2,000+ depending on service mix. ROI positive after the first new client.
- Pet owner communities in Provo are tight — neighborhood Facebook groups, dog parks, and local buy/sell groups all amplify word-of-mouth.

 *"My groomer? Absolute non-negotiable. I found her because someone in my neighborhood Facebook group posted their dog's before-and-after. I've*

been going every 6 weeks for 3 years. That one post made them thousands of dollars from just me."



GET STARTED

Ready to Become Provo's Most Trusted Pet Business?

- **Lowest-cost pilot:** Start at \$300–\$500/month — our lowest price point. 10 posts, 30 days, zero risk.
- **Visual-first content:** Pet grooms, happy arrivals, satisfied owners — the content that goes viral in local pet communities and sticks around forever.
- **Community penetration:** Reach Provo's dog parks, neighborhood groups, and pet-owner communities — the exact places where "who's your groomer?" gets asked every week.

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

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