

uFire.ai

SWIM SCHOOL — AMBASSADOR MARKETING

Every Parent in Provo Is Looking for Swim Lessons **We Get You Into the Mom Group Chat**

uFire connects Provo-area swim schools 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/SWIM-SCHOOL

THE PROBLEM

Why Traditional Marketing Fails Swim School Businesses

✗ 🧒 Parents Choose Swim Schools From Other Parents — Exclusively

Safety-sensitive purchases like swim lessons are never made from ads. A mom's enthusiastic recommendation is the only marketing that converts anxious parents.

✗ 📣 You're Invisible in the Communities Where Decisions Are Made

Provo mom Facebook groups, neighborhood apps, and church communities are where swim lesson decisions happen. Your current marketing doesn't reach these channels.

✗ 🌊 Competitive Market With No Differentiation

Multiple swim schools serve Provo families. Without strong word-of-mouth and social proof, you compete purely on price — a race you cannot win.

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 enroll their children in swim lessons.

2**Ambassadors Post Authentically**

Real locals create genuine content about your swim school 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 swim school.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

**\$100–
\$200/mo**

Average swim lesson enrollment value per child — plus years of ongoing training

\$5,000+

Lifetime value of a child enrolled from age 4 through competitive swimming

**Safety-
first**

Swim lessons are the #1 safety-motivated purchase for young families

A child enrolled in swim lessons from age 4–18 generates \$5,000+ in tuition. When parent ambassadors share 'my toddler just swam' milestone content with Provo mom communities, they drive enrollment directly from the most trusted channel available.

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GET STARTED TODAY

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

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

ufire.ai/brands/swim-school

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