

uFire.

WEDDING & EVENTS INDUSTRY

Wedding Flowers Are Photographed By 200 People at Every Event.

Florals are the most photographed element of any wedding — bouquet shots, ceremony arches, reception tables. Every photo is potential marketing for your studio. uFire makes sure your name travels with every one of them.

THE PROBLEM

Why Wedding Florist Businesses Struggle to Grow

Your Best Marketing Is Created at Every Wedding — Without You

Every wedding photographer, every guest, every couple posts your floral arrangements. But without ambassador content ensuring your name is attached, hundreds of referral opportunities disappear with each event.

Floral Discovery Is Entirely Visual and Social

Brides find their florist on Instagram, Pinterest, and through photos tagged at venues. Without ambassador content systematically spreading your work, you're invisible during the crucial inspiration phase.

The Inspiration-to-Booking Gap Is Bridged by Referral

A bride sees gorgeous florals at a friend's wedding and immediately asks 'who did the flowers?' Without a formal ambassador program, that question — and the booking — goes to whoever the friend remembers.

THE SOLUTION

How **uFire** Works for Wedding Florist

1

Recruit Newlywed Ambassadors

We enroll brides and wedding guests who fell in love with your florals. They post bouquet shots, ceremony arch photos, and 'she did my best friend's flowers and I had to have her for mine' testimonials.

2

Launch Floral Reveal Campaigns

Bridal bouquet reveals, ceremony arch transformations, reception tablescape content, 'this arrangement took my breath away' testimonials. Content that reaches brides in their inspiration-gathering phase.

3

Pay Per Post, Build Your Wedding Season Pipeline

Flat per-post pricing. When a bride is gathering floral inspiration and sees your arrangements in a friend's wedding post, your name is already the answer to 'who did your flowers?'

THE NUMBERS

The Math Behind the Campaign

\$3,200

Average wedding floral budget per event

87%

Of brides found their florist through social media or personal recommendation

3–5

Weddings per weekend at peak season — each a marketing opportunity

A 12-post ambassador campaign costs \$400–\$900. If it generates 4 new wedding floral contracts at \$3,200 each, that's \$12,800 — a 14–32x return on campaign spend.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Wedding Florist — powered by uFire.

ufire.ai/brands/wedding-florist

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime