

uFire.

WEDDING & EVENTS INDUSTRY

Happy Couples Share Their Wedding Photos With Everyone. Be in Every Caption.

'Who was your wedding photographer?' is the most asked question among engaged couples. uFire builds an ambassador network of newlyweds who share your stunning work — and your name — to every engaged person in their network.

THE PROBLEM

Why Wedding Photographer Businesses Struggle to Grow

Photographer Discovery Is 100% Referral-Driven

Engaged couples find their photographer through friends' wedding albums and social posts — not Google Ads. Without ambassador content systematically spreading your work, you miss the moment couples are actively searching.

Your Booking Window Is 12–18 Months Out

Wedding photographers book a year or more in advance. Without a consistent ambassador content stream reaching newly engaged couples, you miss your window before the calendar fills up with competitors.

Portfolio Content Disperses Without Credit

Every photo you take gets shared by the couple to family and friends. But without your name in every caption, hundreds of referral opportunities disappear with each wedding.

THE SOLUTION

How **uFire** Works for Wedding Photographer

1

Recruit Newlywed Ambassadors

We enroll recently married couples who are obsessed with their wedding photos. They post their favorites — with your name front and center — to their networks of engaged friends and soon-to-be-engaged couples.

2

Launch Wedding Gallery Content Campaigns

'Sneak peek' preview posts, 'one year anniversary' throwbacks, 'we cry every time we look at these photos' emotional testimonials. Content that makes every engaged person immediately want to know who you are.

3

Pay Per Post, Fill Your Booking Calendar

Flat per-post pricing. When a friend gets engaged and starts searching for a photographer, your ambassador content is already in their feed — and your name is the first DM they send.

THE NUMBERS

The Math Behind the Campaign

\$3,500

Average wedding
photography package
price

91%

Of couples found their
wedding photographer
through social media or
personal referral

12mo

Average booking lead time
— ambassador content
primes the pipeline year-
round

A 12-post ambassador campaign costs \$500–\$1,200. If it generates 4 new bookings at \$3,500 each, that's \$14,000 — an 11–28x return on campaign spend.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Wedding Photographer — powered by
uFire.

ufire.ai/brands/wedding-photographer

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