

uFire.

WEDDING & EVENTS INDUSTRY

Brides Hire the Planner Their Best Friend Used and Loved. Be That Planner.

Wedding planners are chosen almost entirely through referrals from other brides and vendors. 'You NEED to hire her' is the most common way planners get booked. uFire creates those moments at scale for your planning business.

THE PROBLEM

Why Wedding Planner Businesses Struggle to Grow

Planner Discovery Is 100% Referral-Driven

Brides don't hire wedding planners from Google Ads or cold outreach. They hire the planner a trusted friend enthusiastically recommended — and without ambassador content, you miss the moment that recommendation could happen.

High-Ticket Service Requires Maximum Trust

Wedding planning packages run \$3,000–\$10,000+. That purchase decision requires the highest level of trust — which only comes from seeing a real bride rave about her planning experience.

You Book 12–18 Months Out — and Miss Newly Engaged Couples

Without a consistent stream of ambassador content reaching newly engaged couples, you miss the brief window when they're actively deciding whether to hire a planner and which one to choose.

THE SOLUTION

How **uFire** Works for Wedding Planner

1

Recruit Past Brides as Ambassadors

We enroll brides who had a seamless, stress-free wedding because of you. They post their 'day-of' planning content, their 'I could not have done this without her' testimonials, and their vendor coordination behind-the-scenes.

2

Launch Planning Process Content Campaigns

'What a wedding planner actually does' education content, day-of timeline reveals, stress-free bride testimonials, vendor network highlights. Content that converts overwhelmed engaged couples into inquiries.

3

Pay Per Post, Fill Your Planning Calendar

Flat per-post pricing. When an overwhelmed newly engaged couple sees a friend's testimonial about how their planner saved the day, your name is the first one they reach out to.

THE NUMBERS

The Math Behind the Campaign

\$5,500

Average wedding planner package price (partial to full planning)

94%

Of couples who hired a wedding planner found them through personal referral or vendor recommendation

12mo

Average planning engagement lead time

A 12-post ambassador campaign costs \$400–\$900. If it generates 3 new planning contracts at \$5,500 each, that's \$16,500 — an 18–41x return on campaign spend.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Wedding Planner — powered by uFire.

ufire.ai/brands/wedding-planner

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