

# uFire

AUTOMOTIVE & LIFESTYLE

# Auto Detailing Studio: Every Gleaming Detail Is a Referral Waiting to Happen

Auto detailing results are the most shareable automotive content online. Before/after transformations stop thumbs and drive bookings. uFire connects your Provo detailing studio to local car enthusiast...

## THE PROBLEM

# Auto Detailing Studio: Why Traditional Marketing Fails



## Customers Come Once, Then Forget You

Most detailing clients book on impulse. Without a community presence, they forget your name the moment they need their next appointment.



## Ad Spend Has Zero ROI

Facebook and Google Ads for detailing reach people who aren't ready to book. You spend \$500 to get 2 clicks — meanwhile your competitor gets 10 referrals from car enthusiasts.



## Every Strip Mall Has a Competitor

Price competition from budget detailers is brutal. You need to win on reputation — and reputation is built by word-of-mouth, not ads.

## THE SOLUTION

# How uFire Works

1

## Recruit Local Ambassadors

We find community members with 250–10K local followers who authentically match your auto detailing studio customer profile in Provo, UT.

2

## Launch Real Content

Ambassadors experience your auto detailing studio, create authentic posts, and share them with their local following. Real people, real content, real trust.

3

## Pay Per Post

80% of your campaign budget goes directly to ambassadors. No agency fees, no wasted clicks. Only pay when authentic content goes live.

## THE NUMBERS

## Auto Detailing Studio: The ROI Case

**\$350–  
\$2K**

Avg ceramic coat / full  
detail package

**4–8x**

Repeat bookings per year  
for auto enthusiasts

**92%**

Auto detailing leads from  
word-of-mouth or social  
discovery

A single ambassador post reaching 1,500 local car enthusiasts converts 3–8 new clients. At \$350–\$800 per detail, five posts generate \$5,000–\$25,000 in new bookings — before those clients refer their friends.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the auto detailing studio owners in Provo who are already growing through community ambassador marketing.

**[ufire.ai/brands/auto-detailing](https://ufire.ai/brands/auto-detailing)**

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