

**uFire**

ADDITIONAL DISCOVERED NICHES

# **E-Bike Shop / Electric Scooter: E-Bike Culture Is Viral — Be the Shop That Starts It in Provo**

E-bikes are a community lifestyle purchase — people demo them, share the experience, and recruit their social circle. Provo's college demographic, cycling-friendly geography, and outdoor recreation cu...

**THE PROBLEM**

# E-Bike Shop / Electric Scooter: Why Traditional Marketing Fails



## E-Bike Discovery Is Peer-Driven and Visual

Nobody buys an e-bike without riding one or seeing someone they know ride one. Demo content, trail rides, and commute content from real local riders is how your shop gets discovered.



## Online Retailers Have the Price Advantage

Amazon and direct-to-consumer e-bike brands undercut local dealers on price. You win on service, local expertise, and community trust — but only if the community knows you.



## The E-Bike Community Self-Recruits

One person in a neighborhood buys an e-bike and within 6 months, three neighbors have one. You need to be the shop that triggers that chain reaction.

**THE SOLUTION**

# How **uFire** Works

**1****Recruit Local Ambassadors**

We find community members with 250–10K local followers who authentically match your e-bike shop / electric scooter customer profile in Provo, UT.

**2****Launch Real Content**

Ambassadors experience your e-bike shop / electric scooter, 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

## E-Bike Shop / Electric Scooter: The ROI Case

**\$1,500–  
\$8,000**

Average e-bike purchase price (entry-level to premium)

**65%**

E-bike purchasers influenced by seeing someone they know ride one

**127%**

E-bike market growth year-over-year in the US

An e-bike customer at \$3,000 average purchase + accessories + service = \$3,800+ first-year revenue. A campaign that drives 15 new e-bike purchases = \$57,000+ in first-year revenue. E-bike owners reliably refer neighbors — the community multiplier effect is exceptional.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the e-bike shop / electric scooter owners in Provo who are already growing through community ambassador marketing.

**[ufire.ai/brands/ebike-shop](https://ufire.ai/brands/ebike-shop)**

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