

uFire.ai

FOOD TRUCK — AMBASSADOR MARKETING

Food Trucks Don't Have a Fixed Location Their Social Following IS Their Storefront

uFire connects Provo-area food trucks to local community members (250–10K followers) who post authentic content about your business. You pay per post. They spread the word.

[UFIRE.AI/BRANDS/FOOD-TRUCK](https://uFire.ai/brands/food-truck)

THE PROBLEM

Why Traditional Marketing Fails Food Truck Businesses

✗ **Location Uncertainty Kills Discovery**

Your food truck's biggest barrier is that customers don't know where you'll be. Without strong local followers who check your posts daily, you're invisible to most of Provo.

✗ **Social Following = Revenue — But You're Growing Slowly**

Every follower is a potential customer. Food trucks that grow their local following fastest win — but organic growth without ambassador amplification is painfully slow.

✗ **Great Food That's Hard to Find**

The best food truck in Provo fails if people don't know when and where to find it. Location discoverability through local ambassadors is existential for food truck growth.

THE UFIRE SOLUTION

Simple. Trackable. Human.

1**Launch Your Campaign**

Set your budget, post requirements, and brief. We match you with verified local ambassadors in Provo who already love find and visit the food truck.

2**Ambassadors Post Authentically**

Real locals create genuine content about your food truck and share it with their 250–10,000 followers. You pay only when posts go live.

3**Watch Word-of-Mouth Scale**

Each post reaches local followers who trust the person posting — driving inquiries, bookings, and revenue to your food truck.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

**\$10–
\$25**

Average food truck ticket per customer visit

Location-based

Every local follower who sees your location post is a potential same-day customer

Ambassador reach

20 local ambassadors each sharing your daily location = 10,000–200,000 potential views daily

A food truck's social following is its storefront. When local ambassadors share your daily location, 'I finally found this truck' content, and mouth-watering food process videos with their Provo followers, you convert social reach into the foot traffic that is your only revenue source.

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GET STARTED TODAY

Ready to Turn Provo's Community Into Your Marketing Team?

We're launching in Provo, UT — food truck businesses are among the first to go live. Limited brand spots available.

ufire.ai/brands/food-truck

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