

# uFire

AUTOMOTIVE & LIFESTYLE

# Mobile Mechanic: The Trusted Mechanic People Beg to Share

Finding a trustworthy mechanic is among the top questions asked in every Provo neighborhood Facebook group and Nextdoor thread. A mobile mechanic who comes to you is even more remarkable. uFire builds...

## THE PROBLEM

# Mobile Mechanic: Why Traditional Marketing Fails



## Trust Is the Only Thing That Matters

Nobody takes their car to a mechanic they found from a flyer. The biggest barrier in auto repair is trust — and trust is built by community reputation, not advertising.



## You're Invisible When People Are Shopping

'Who's an honest mechanic in Provo?' is asked in neighborhood groups every week. If you don't have ambassadors vouching for you, someone else is getting the referral.



## Mobile Mechanics Are an Untapped Opportunity

The convenience of a mobile mechanic is extraordinary — but most potential clients don't even know this service exists.

## THE SOLUTION

# How uFire Works

1

## Recruit Local Ambassadors

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

2

## Launch Real Content

Ambassadors experience your mobile mechanic, 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

## Mobile Mechanic: The ROI Case

**\$150–  
\$500**

Average mobile mechanic  
service ticket

**87%**

Consumers who choose  
their mechanic based on  
recommendation vs. ads

**6.2×**

Higher conversion rate for  
mechanic referrals vs. cold  
digital ads

Provo households spend \$1,200–\$1,800 on vehicle maintenance annually. One ambassador who refers 5 new clients generates \$6,000–\$9,000 in first-year revenue. A campaign of 10 posts reaching 15,000+ local households typically yields 8–20 new loyal clients.

**uFire**

# Ready to Turn Your Community Into Your Marketing Team?

Join the mobile mechanic owners in Provo who are already growing through community ambassador marketing.

**[ufire.ai/brands/mobile-mechanic](https://ufire.ai/brands/mobile-mechanic)**

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