

uFire.

HOME & PROPERTY SERVICES

Every Move Is Shared on Social. Make Sure Your Trucks Are in the Post.

Moving is one of the most-shared life moments on social media. New home reveals, moving day chaos, 'we finally did it' posts — it's all content. uFire puts your company name in every piece of it.

THE PROBLEM

Why Moving Company Businesses Struggle to Grow

Moving Leads Are Dominated by Aggregators

Moving.com and HireAHelper sell the same leads to 5–10 movers simultaneously. You're in a bidding war on price before you even get on the phone.

Moving Is the #1 Stress Point in Life Transitions

Scared, overwhelmed movers hire based on trust above all. A friend's recommendation is the only thing that cuts through the anxiety of trusting strangers with everything they own.

New Home Content Is Already Being Created

Your customers are already posting their move-in day, new home reveal, and 'we made it' moment. Your company just isn't in any of it.

THE SOLUTION

How **uFire** Works for Moving Company

1

Recruit Recent Movers as Ambassadors

We enroll satisfied customers who recently moved. They post their new home reveal, moving day highlights, and 'best moving company' endorsements to thousands of local followers.

2

Launch New Home Reveal Campaigns

Move-in day content, new neighborhood introductions, 'we couldn't have done it without them' testimonials. Life milestone content that spreads organically.

3

Pay Per Post, Win Every Neighborhood Move

When someone in your city announces they're moving, their network has already seen your ambassador content. You get the call first.

THE NUMBERS

The Math Behind the Campaign

\$2,200

Average local residential
moving job value

63%

Of movers chose their
company based on
personal recommendation

4x

More likely to book from a
friend referral than a
search ad

A moving campaign costs \$500–\$1,200. If it generates 5 new jobs at \$2,200 each, that's \$11,000 in revenue — a 9–22x return from authentic word-of-mouth.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Moving Company — powered by uFire.

ufire.ai/brands/moving-company

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