



# EXPLORE

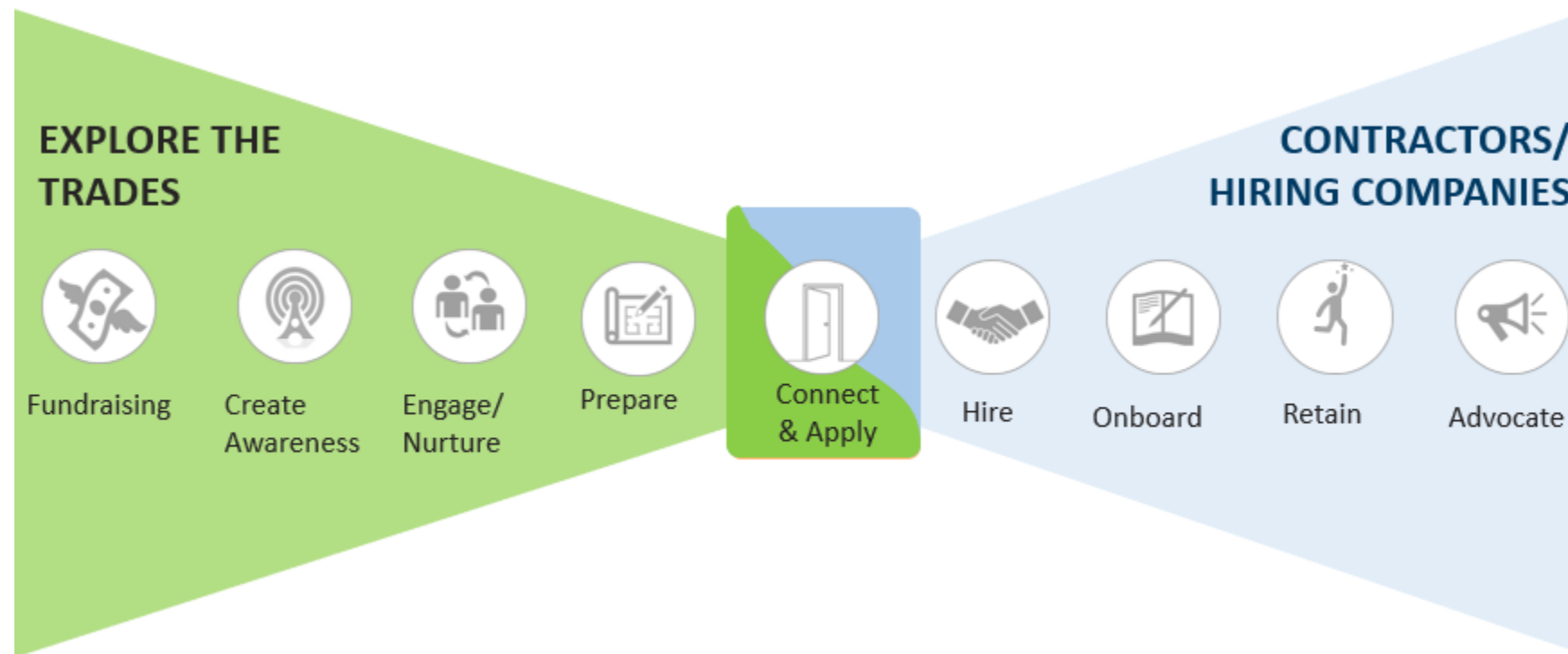
## THE TRADES

PLUMBING • HVAC • ELECTRICAL



# Our Purpose

*Bridging the technical talent gap in the service trades of plumbing, heating, cooling and electrical.*



# 2021 Initiatives

---

1. Increasing Awareness: Contractors & Young Adults
2. Engage: Regional Test Market
3. Engage: Create Five Tools & Activities
4. Fundraising: Identify Contributors/Expand Network

# 2021 Initiatives

## Increasing Awareness: Contractors & Young Adults



Top Three Questions About a Career in the Trades  
(3:19)

# 2021 Initiatives

---

## Engage: Regional Test Market

- Emphasizing local partnerships
- Utilizing the “Career Day in a Box”
- Beta test: Partnership with NexTech Academy
  - <https://explorethetrades.org/schoolequipmentdonations/>

# 2021 Initiatives

---

## Engage: Five Tools & Activities

- “What Trade Is Right For Me?” Quiz: 13,000+ completions!

**Plumber** | **Electrician** | **HVAC Technician**

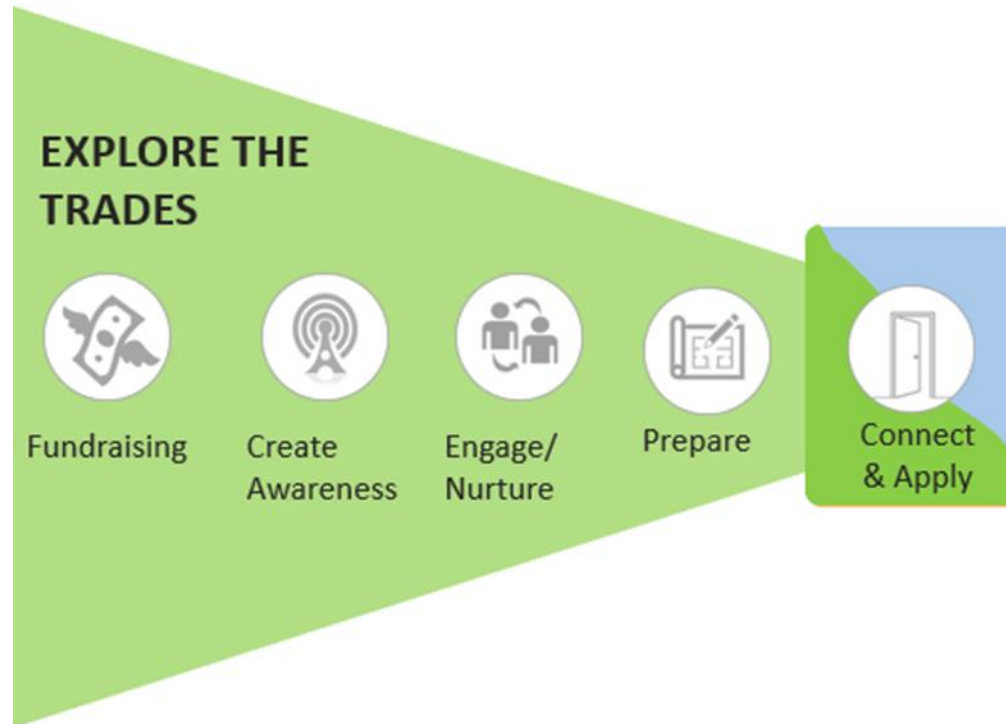
**Which Trade is Right for Me?**

Answer these questions and discover the trade that's meant for you. You'll see the results at the end of the quiz, and we'll also email them to you.

Calls to Action: information-based & job searching campaigns

# 2021 Initiatives

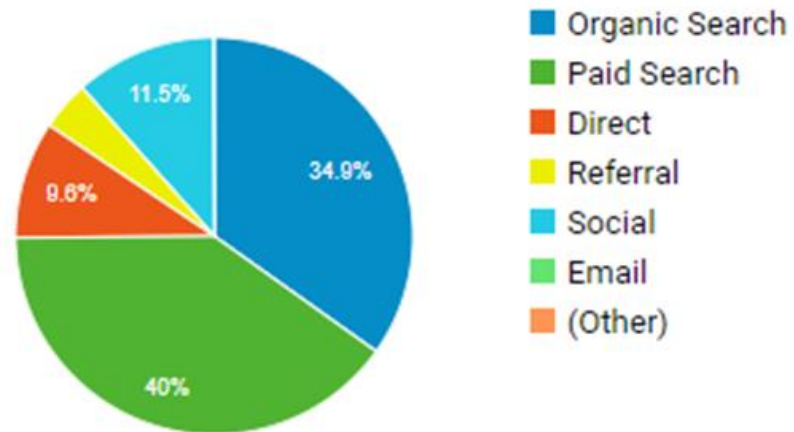
## Fundraise: Identify Contributors/Expand the Network



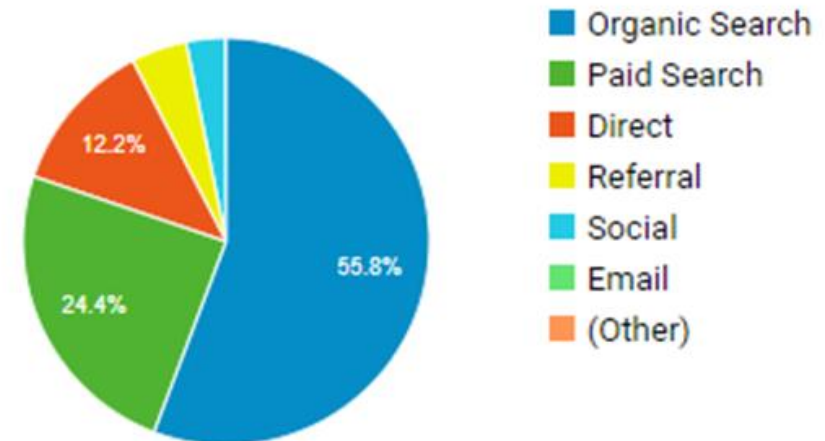
- Partnership
  - *Bridging the gap to the trades*
  - *Impacts vendors and manufacturers*
- Financial Support

# Reaching Our Audience

Mar 1, 2020 - Jun 30, 2020



Mar 1, 2021 - Jun 30, 2021



## Top Keywords & Impressions:

1. How to become a plumber
2. Trades
3. How to become an electrician

4. Explore The Trades
5. Becoming a plumber



# Reaching Our Audience (2020)

1.	<a href="#">Explore The Trades   Explore the Trades   Which Trade is Right for you?</a>	<b>20,351</b> (7.85%)	18,913 (8.67%)	00:02:34
2.	<a href="#">Explore The Trades   Explore the Trades   How to Become a Plumber</a>	<b>17,114</b> (6.60%)	13,739 (6.30%)	00:01:18
3.	<a href="#">What Trade Is Right For You - Explore The Trades</a>	<b>16,128</b> (6.22%)	15,002 (6.88%)	00:02:41
4.	<a href="#">Resources For New Trades Workers - Explore The Trades</a>	<b>15,757</b> (6.08%)	11,902 (5.46%)	00:00:39
5.	<a href="#">Explore The Trades   Plumbing, HVAC &amp; Electrical Careers</a>	<b>14,611</b> (5.64%)	11,269 (5.17%)	00:01:17
6.	<a href="#">How To Become A Plumber - Explore The Trades</a>	<b>11,884</b> (4.58%)	9,795 (4.49%)	00:01:08
7.	<a href="#">Explore The Trades   Explore the Trades   How to become an Electrician</a>	<b>9,116</b> (3.52%)	7,888 (3.62%)	00:02:07
8.	<a href="#">Explore The Trades   Electricians - Apprenticeship Programs</a>	<b>7,283</b> (2.81%)	5,474 (2.51%)	00:01:28
9.	<a href="#">New To The Trades - Explore The Trades</a>	<b>6,857</b> (2.64%)	5,212 (2.39%)	00:00:41
10.	<a href="#">Explore The Trades   Explore the Trades   Apprenticeships &amp; Training</a>	<b>6,586</b> (2.54%)	5,719 (2.62%)	00:01:58

Pageviews:  
259,252

Unique Pageviews:  
218,038

Avg. Time on Page:  
1:24

# Reaching Our Audience (2021 YTD)

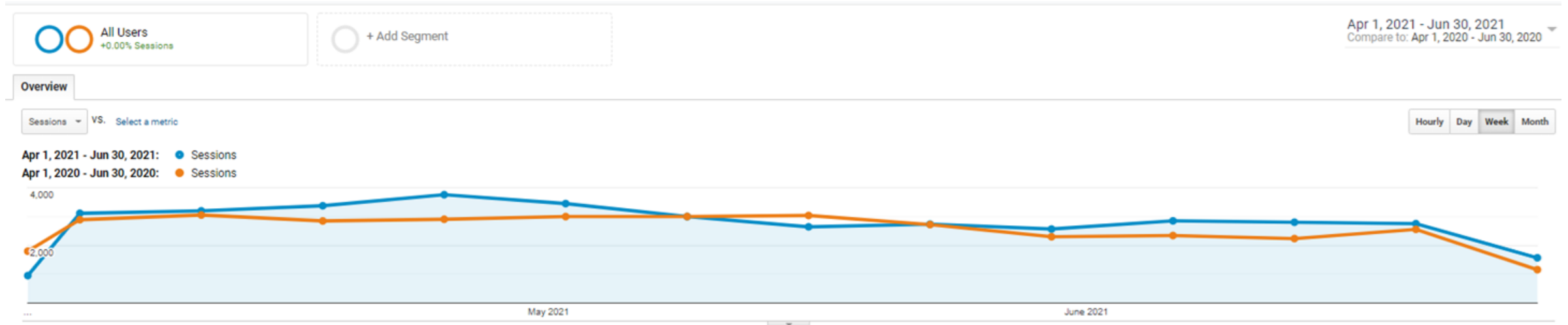
1. <a href="#">How To Become A Plumber - Explore The Trades</a>	<b>23,873</b> (13.88%)	20,179 (14.07%)	00:01:12
2. <a href="#">What Trade Is Right For You - Explore The Trades</a>	<b>17,439</b> (10.14%)	15,503 (10.81%)	00:03:37
3. <a href="#">Resources For New Trades Workers - Explore The Trades</a>	<b>14,911</b> (8.67%)	11,759 (8.20%)	00:00:50
4. <a href="#">How To Become An Electrician - Explore The Trades</a>	<b>9,960</b> (5.79%)	8,106 (5.65%)	00:01:00
5. <a href="#">Apprenticeships - Explore The Trades</a>	<b>8,033</b> (4.67%)	6,791 (4.73%)	00:01:20
6. <a href="#">Electricians - Apprenticeship Programs - Explore The Trades</a>	<b>6,997</b> (4.07%)	6,095 (4.25%)	00:01:25
7. <a href="#">New To The Trades - Explore The Trades</a>	<b>6,989</b> (4.06%)	5,264 (3.67%)	00:00:53
8. <a href="#">Licensing Information For Trades Professionals - Explore The Trades</a>	<b>6,162</b> (3.58%)	5,463 (3.81%)	00:02:24
9. <a href="#">Plumbers - Apprenticeship, Journeyman, and Master Plumbers: Understanding the Difference - Explore The Trades</a>	<b>5,969</b> (3.47%)	5,134 (3.58%)	00:01:32
10. <a href="#">Trade Schools - Explore The Trades</a>	<b>5,384</b> (3.13%)	5,019 (3.50%)	00:01:34

Pageviews:  
172,004

Unique Pageviews:  
143,432

Avg. Time on Page:  
1:28

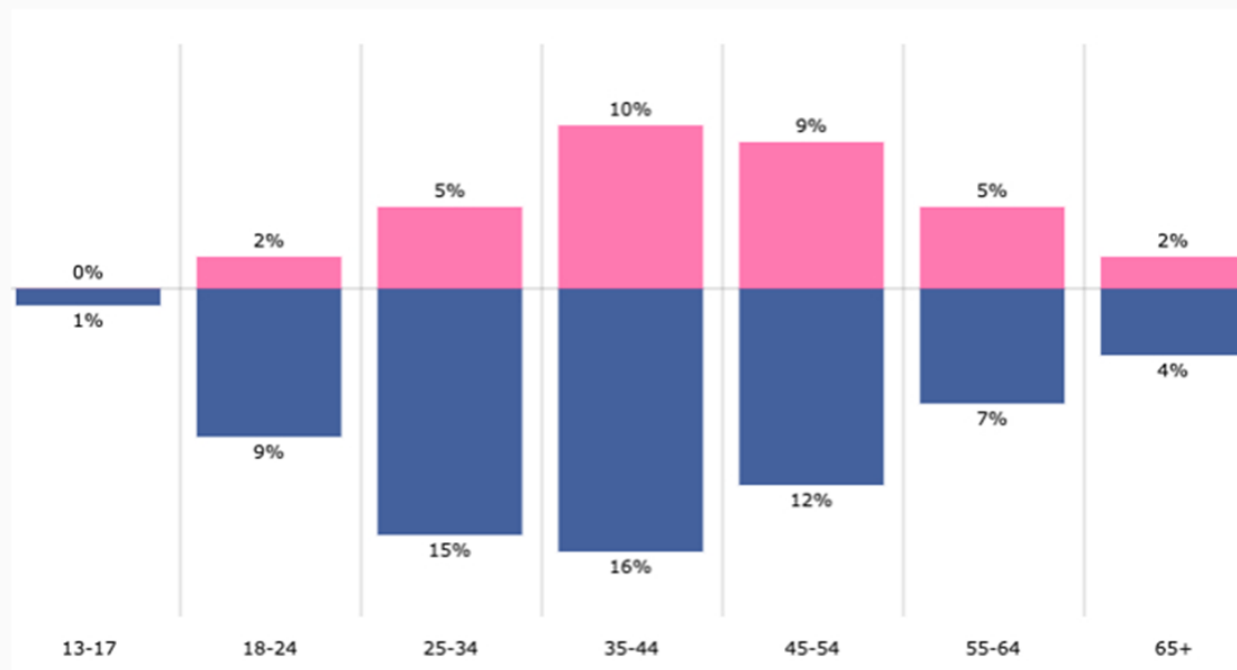
# Total Website Traffic (Apr-June)





# Reaching Our Audience



**Top Demographic:** Men between the ages of 35-44

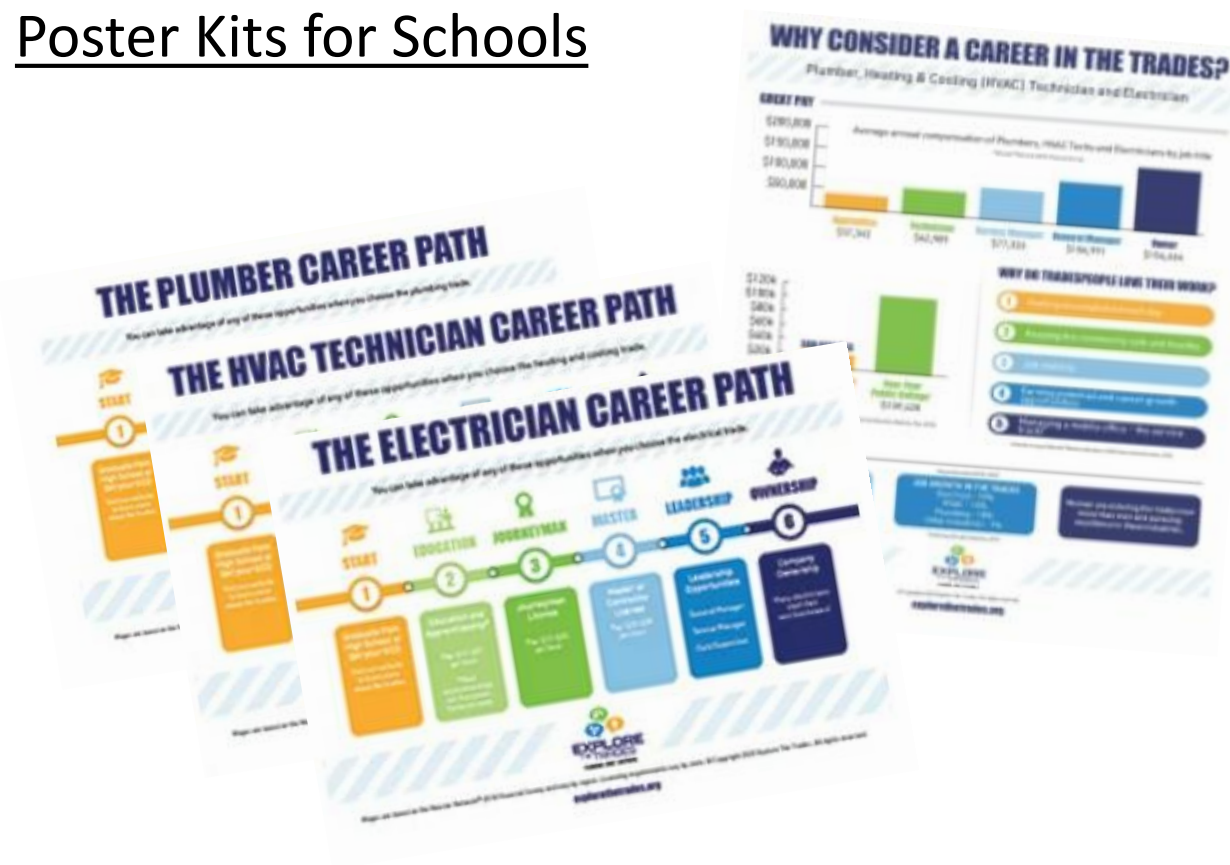


Page Likes: 1,900  
(up from 1,481 12/31/20)

FEMALE  
 **34.6%**  
 MALE  
 **65.4%**

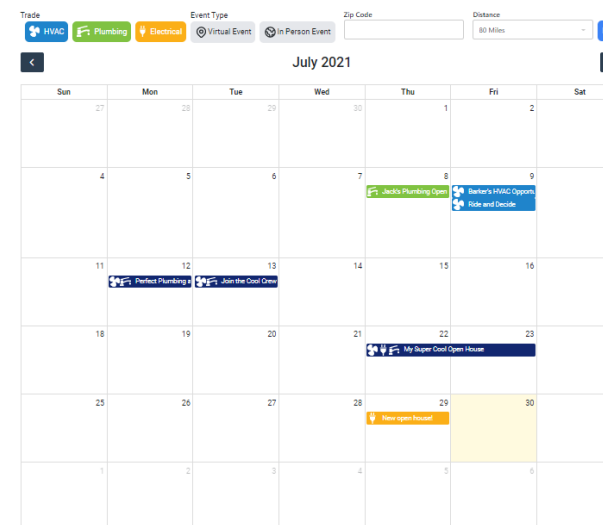
# What's Next?

## Poster Kits for Schools



## Outreach Calendar

Explore The Trades will allow residential service contractors to post any hiring or career exploration events happening at their companies.





# Super Meeting 2021

---

## **“Passion & Partnership” Fundraising Cocktail Hour**

*Join Explore The Trades as we kick off Super Meeting week with a fundraising cocktail hour! This charitable event will provide you with valuable networking time, as well as the opportunity to learn from your partnerships as you build your future workforce.*

Tuesday, October 12 from 5-7 p.m. at Tesoro  
*(on-property at JW Marriott Marco Island Beach Resort)*

<https://interland3.donorperfect.net/weblink/WebLink.aspx?name=E171715&id=15>

# 2021 Initiatives

## Fundraise: Identify Contributors/Expand the Network

### A Look Back to 2020

- 142 Donors
- \$471,533





# Thank You!

---

More information may be found at:

[www.explorethetrades.org/industrypartners](http://www.explorethetrades.org/industrypartners)

Kate Cinnamo

[katec@explorethetrades.org](mailto:katec@explorethetrades.org)

651-789-8518