



475K+

YOUTUBE SUBSCRIBERS

61M+

YOUTUBE VIEWS

500K+

TIKTOK FOLLOWERS

9.5M+

TIKTOK LIKES

99K+

FACEBOOK FOLLOWERS

56K+

INSTAGRAM FOLLOWERS

AUDIENCE & DEMOGRAPHICS



94% male



82% located in U.S.



53% age range 25-44



15 MILLION+ monthly reach

ROGER WAKEFIELD, LEED AP

MASTER TRADESMAN &
SOCIAL MEDIA INDUSTRY
LEADER

MEET ROGER

I teach people to get into the trades, grow in the trades, launch their own business, and lead their industry on social media. I started as The Expert Plumber, and learned firsthand how YouTube can grow your customer base, business, authority, and legacy.



ROGER WAKEFIELD, LEED AP

ABOUT

Advocate for the trades and largest blue collar influencer on social media. Be successful without student debt. Founder of The Trades Academy, The Trade Talks Podcast, The Texas Whiskey Society and LeakPro.

PREVIOUS STAGES

- Vid Summit
- Social Media Marketing World
- University of Texas
- Powerful Professionals
- VidCon
- Master Networks Connect
- Roofing Process Conference
- Smart Film Entrepreneurs
- 365 Driven
- Sticker Shock Speaking Academy
- People of Video
- VidFest

PAST & PRESENT PARTNERS

- LOWE'S
- FERGUSON
- MILWAUKEE
- QUICKFITTING
- RINNAI
- JOBBER
- COTTONELLE
- RIDGID

TOPICS

- How to G.R.O.W. your local business with Social Media
- Influencer Marketing: Understanding your Target Audience
- The G.R.O.W. System to Make Your Phone Ring Masterclass For Residential Service Providers
- The Importance of Networking
- How YouTube Could Amplify Any Business
- How you can make more M.O.N.E.Y. today



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