

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



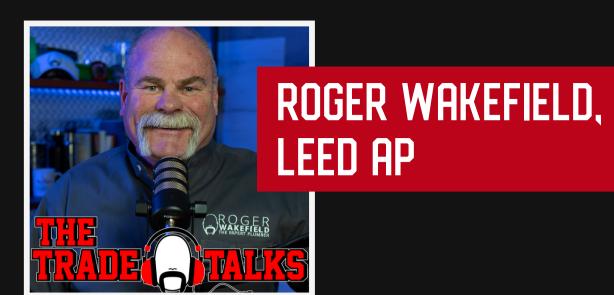
**15 MILLION+** monthly reach

# 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.



#### **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.

## PAST & PRESENT PARTNERS

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

### 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

#### **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





