

Indiana PHCC

Plumbing Workforce Development Program

www.thebestcareer4you.com



Request Job Information

Earn while you learn.



Goal: Reach the 18 -24 year old market and promote *'the modern profession of plumbing'* in a way that will persuade them to provide their contact information and request further information about a plumbing career in Indiana. This simple, yet successful, site offers attractive statistics on the earning potential and job security of a plumbing career in Indiana and includes functionality that connects interested recruits with potential employers in the state.

Background Research: There are numerous materials about the plumbing profession but they aren't hitting the target and they aren't 'cool' enough.

Stage 1: Developed a small mini website that graphically and stylishly appeals to the demographic. Domain names were researched on what value proposition hits the audience the most effectively.

The *'modern profession of plumbing'* is prominent and covers three main areas for someone to request information about a career that:

1. Pays you to learn.
2. Gives you outstanding earning potential.
3. Offers you job security.

How the site works:

The system is designed to send out an email to the requestor with some general information. The response is designed to be read on a mobile device. The requestor's email is then sent out to an Indiana PHCC member in that county and they have 48 hours to personally make contact with the requestor.

Statistics to date:

The ads have been viewable on Google search result pages by approximately 762,000 people. Over 5000 people clicked through to the workforce development site to read more. 230 submitted the form.

What we learned: One size does not fit all. Not all messages resonated with all responders. Ongoing testing with different key words and graphics is giving us data for future stages. Most submissions were made during the workday, but submissions peaked during the hours of 7-9 p.m.

No college needed and *good pay* are important motivators for this audience. The younger audience prefers texting over email. The concept of apprenticeship is not something they understand.

Top performing ads were:

- **Great Career – No College.** See 3 reasons for surprise with the modern profession of plumbing.
- **Indiana Jobs Available.** You will be surprised by this job. The modern profession of plumbing.
- **Best Indiana Job Openings.** Pay is the #1 reason to love this. See 3 reasons to love plumbing.

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