

UNLOCK THE POWER OF

# SOCIAL SELLING

HOW TO REACH THE NEXT GENERATION OF CUSTOMERS



THE CHANGING DYNAMICS OF THE  
CONSTRUCTION INDUSTRY

**T**he construction industry is undergoing significant transformation as the next generation of skilled tradespeople enters the workforce. This shift brings new attitudes, behaviors, and expectations, especially regarding how these professionals engage with brands and make purchasing decisions.

Manufacturers of tools, equipment, and materials need to adapt to these changes by embracing modern marketing strategies. One of the most effective ways to do this is by engaging with their target audience on platforms where they are already active, such as Trade Hounds.

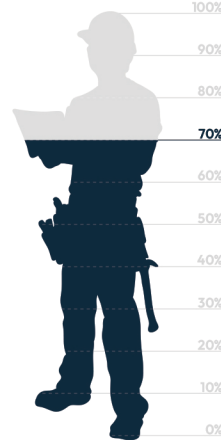
The Trade Hounds app is specifically designed for the construction industry, providing a unique opportunity for manufacturers to connect with, engage, and sell to this new generation of skilled

TRADE HOUNDS

70%

said they're more likely to buy a product if they see it on the Trade Hounds app.

\*Data from October 2024 poll



## WHY YOU SHOULD PAY ATTENTION TO SOCIAL SELLING

The way people buy products is changing rapidly, and the construction industry is no exception. Social selling—the practice of using social media to find, connect, understand, and nurture sales prospects—has become an essential part of modern marketing strategies. With up to half of skilled tradespeople retiring over the next 5



TRADE HOUNDS

# \$20 BILLION

Users spend **\$20 billion per year on materials and tools** to do their job

tradespeople. 400,000 Trade Hounds users spend over \$20 billion annually on materials and tools to do their jobs. Seven out of 10 Trade Hounds users visit supply houses at least once a week. By building a brand presence on this platform, manufacturers and their channel partners can tap into the power of social selling, foster authentic connections, build awareness and preference, and ultimately drive sales.



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to 10 years, a new generation of buyers — with new buying preferences — is entering the skilled trades.

In an October 2024 poll of Trade Hounds users, 70% said they're more likely to buy a product if they see it on the Trade Hounds app. Another poll found 75% use the app to learn about materials and tools.

According to [OptinMonster](#):

- 87% of buyers believe social media helps them make shopping decisions.
- Social selling generates 45% more opportunities than traditional sales channels.





- 40% of people say they've purchased a product online after seeing it used by a social media influencer.

These statistics highlight the growing importance of social media as a tool for product discovery and research, reinforcing why manufacturers should consider establishing a presence on platforms like Trade Hounds. Social platforms allow businesses to engage directly with potential customers, showcase products and new-product launches, and facilitate buying decisions through targeted ads and community interactions.

## Shifts in Purchasing Behavior: The Rise of Mobile Commerce and Social Shopping

More than ever, people are making purchasing decisions on their smart phones. According to [eMarketer](#), mobile e-commerce sales are expected to account for 45% of total e-commerce sales in 2024. Social media is becoming increasingly popular for discovering and purchasing products. Trade Hounds taps into these trends by offering a mobile-friendly app that leverages AI to allow people to discover and compare products and make purchases directly through the platform.

Trade Hounds provides a community-driven platform where tradespeople connect, share insights, and discover new tools and products that can make their jobs easier. This paves the way for manufacturers to engage directly with the people who are using (or could be using) their products.

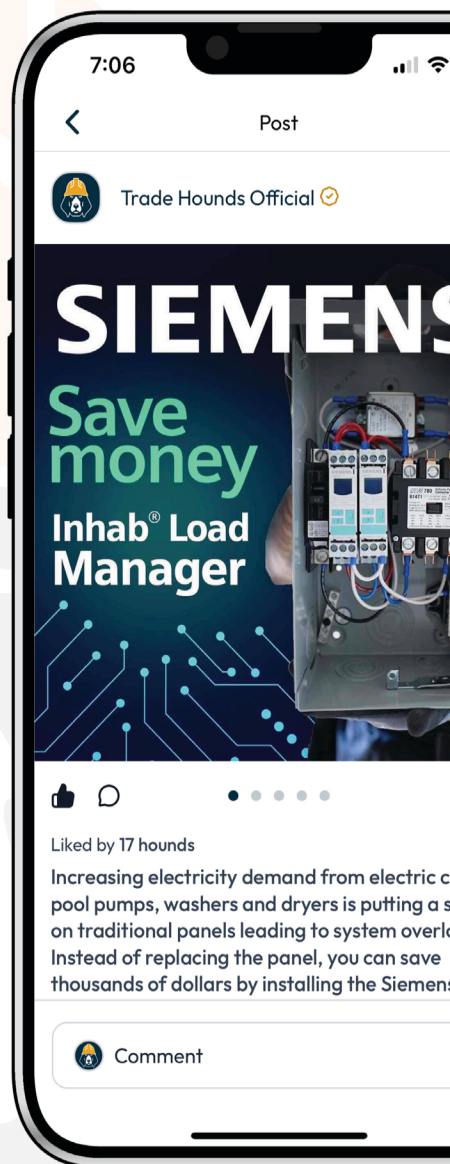
## Are you Listening?

Do you know what people are saying about your brand? That's where social listening comes in. Social listening allows companies to keep their finger on the pulse of how the public perceives their brand. Customers and potential buyers often share their thoughts and experiences on

Trade Hounds, whether positive or negative. By analyzing these posts, you can uncover:

- **Customer sentiment:** Are people happy with your products or services? What common compliments or complaints do they share?
- **Brand positioning:** How does your audience compare your brand with competitors? Are you known for quality, innovation, customer service, or something else?
- **Pain points:** Identifying recurring issues can help you address problems before they escalate and damage your brand's reputation.

When customers voice their sentiments, they provide valuable feedback that companies can use to refine their products or services. For instance, a company might notice sudden spike in negative mentions after a product launch. Social listening could reveal that customers are unhappy with a specific feature, prompting the company to address the issue directly and potentially turn a negative experience into a positive one.



By monitoring conversations around industry keywords, brands can also identify emerging trends or unmet needs. This information can inspire new product development or updates to existing offerings, ensuring that companies stay ahead of the curve.

## Engage and Build Stronger Relationships

Direct engagement is one of the most powerful aspects of social listening. When customers mention a brand, they often do so without tagging the official account. Without social listening, these conversations might go unnoticed. However, companies that proactively monitor Trade Hounds can jump in to answer questions, offer solutions, and even join in on positive discussions.

Engaging with users demonstrates that your brand is attentive and responsive, which helps build trust and loyalty. Here's how engagement can look:

- **Answering questions:** A user might post about an issue they're having with a product. By quickly responding with helpful advice, you can resolve their problem and show that you care.
- **Thanking customers:** Positive mentions are an opportunity to show gratitude. A simple "thank you" for a compliment can go a long way in building a positive image.
- **Joining conversations:** If there's a trending topic related to your industry, your brand can contribute to the conversation, establishing your business as a thought leader.

## Discover New Sales Leads

Trade Hounds can be a goldmine for sales teams looking to identify new leads. Customers often post about the challenges they face, and companies that actively listen can respond with relevant solutions. For instance, if someone posts about looking for recommendations for a new tool or service that your company offers, your sales team can engage directly, offering a suggestion or a promo code.

## Reaching Your Target Audience on Trade Hounds

Trade Hounds' user base is composed of a diverse range of skilled professionals across different experience levels, trades, industries, and company sizes. Here's a closer look:

### Experience Levels:

The platform attracts users at various stages of their careers:

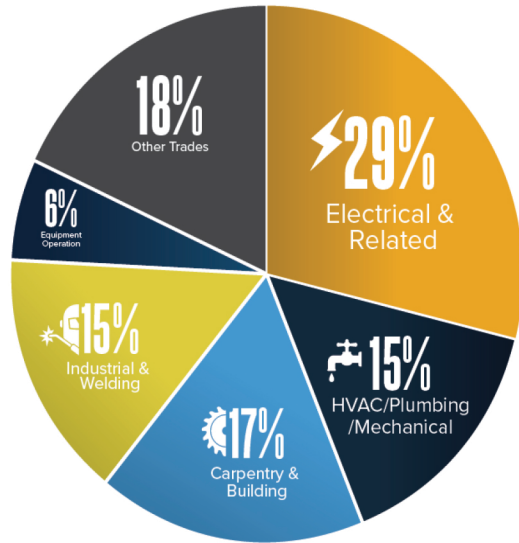
- **39% are apprentices**, who are early in their careers and eager to learn about new products, tools, and innovations. These users represent the next generation of skilled professionals and are highly receptive to new brands.
- **41% are journeymen**, experienced tradespeople who prioritize reliability and efficiency when making purchasing decisions. They often seek products that enhance their work and help them deliver quality results.
- **20% are masters**, industry veterans who possess extensive knowledge and expertise. These professionals not only make purchasing decisions but also serve as mentors and influencers, guiding apprentices and journeymen in the trade.





## Trades:

Trade Hounds supports a wide array of trades, with the following distribution:

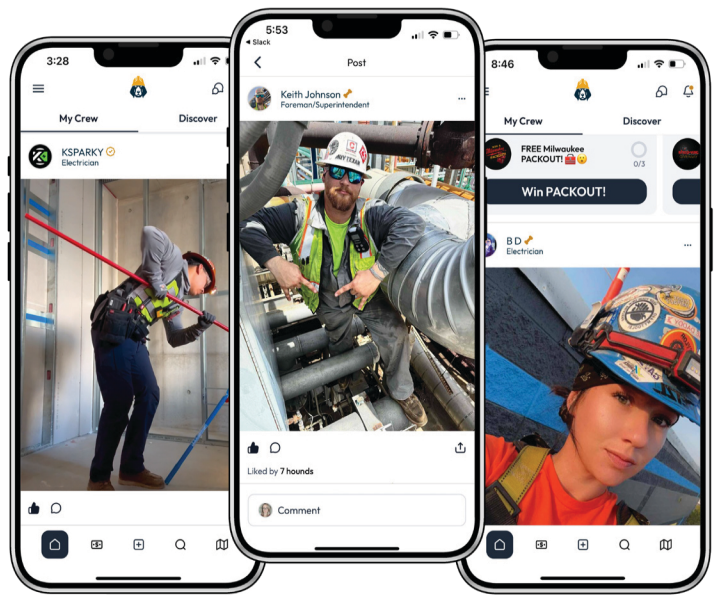


- **29% of users are in electrical and related trades**, making this the largest segment on the platform.
- **15% specialize in HVAC, plumbing, and mechanical work**, highlighting the demand for products suited to climate control and piping systems.
- **17% are involved in carpentry and building**, focusing on construction and woodworking.
- **15% work in industrial and welding fields**, which encompasses heavy machinery, fabrication, and more.
- **6% are equipment operators**, handling large machinery and construction vehicles.

## Industry Focus:

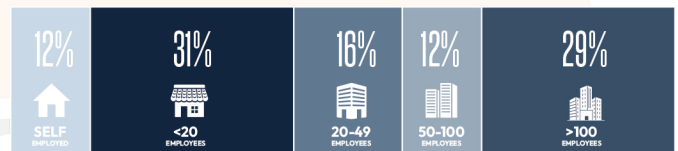
Trade Hounds users are active across various industries:

- **43% operate within the commercial sector**, working on projects like office buildings, retail spaces, and industrial parks.
- **27% are involved in residential construction and services**, addressing needs in housing and apartment complexes.



- **22% work in industrial settings**, which includes factories, manufacturing plants, and large-scale industrial projects.
- **3% engage in civil projects**, such as infrastructure, bridges, and roadways.
- **5% are associated with other specialized sectors**, representing unique trade applications.

## Company Size:



Users on Trade Hounds work for companies of varying sizes, reflecting a broad spectrum of organizational structures:

- **29% are employed by companies with over 100 employees.**
- **12% work for mid-sized companies with 50-100 employees.**
- **16% are part of small firms with 20-49 employees.**
- **31% work in small businesses with fewer than 20 employees**, emphasizing the role of smaller companies in the trade industry.



- **12% are self-employed**, representing independent tradespeople who run their own businesses and rely on trusted products and tools to manage their work efficiently.

79% of people say user-generated content highly impacts their purchasing decisions, making it an invaluable tool for building credibility.

## The Value of Trade Hounds

### Building Brand Presence in the Social Marketplace



### Direct Access to an Engaged, Targeted Audience

With over 400,000 users, Trade Hounds provides manufacturers with direct access to a highly targeted audience of skilled tradespeople. Unlike general social media platforms, Trade Hounds is industry-specific, ensuring that your marketing efforts are reaching those who are most likely to care about your products.

### Establishing Trust and Brand Loyalty

On Trade Hounds, users can build trust by engaging directly with the community, sharing valuable content, and demonstrating the benefits of their products. Skilled tradespeople value authenticity, and brands that can showcase real-world applications of their products can foster deeper connections and brand loyalty.

### Utilizing Authentic User-Generated Content

Social proof is one of the most powerful influencers of buying decisions. Trade Hounds allows manufacturers to leverage user-generated content (UGC), including product reviews, demonstrations, and success stories from the tradespeople themselves. According to [Stackla](#),

### Cost-Effective Advertising

Advertising on traditional platforms can be ineffective and broad. Trade Hounds allows for more precise targeting, with options to tailor campaigns based on trade, experience level, and location. This ensures that manufacturers get the most out of their marketing budgets by focusing on the audience segments most likely to purchase their products.

### Real-Time Feedback and Product Insights

The construction industry is constantly evolving, and tradespeople need solutions that address their current challenges. By engaging with users on Trade Hounds, manufacturers can gather direct feedback, helping them to refine products, address pain points, and even inspire the development of new solutions.



## HOW TRADE HOUNDS HELPS CONNECT YOU WITH THE NEXT GENERATION OF TRADESPEOPLE

### Developing Authentic Content that Resonates

The next generation of tradespeople values authenticity and practicality. Manufacturers should focus on creating content that highlights real-world applications, solves common pain points, and provides value to the end user.





## Educating Through Engagement

Use Trade Hounds to educate your audience about your products. Educational content—like how-to videos, safety tips, and product comparison guides—can position your brand as a knowledgeable and reliable resource in the industry.

## Leveraging Influencers to Build Credibility

Partnering with respected voices in the Trade Hounds community can help manufacturers gain credibility. When a well-regarded journeyman or master tradesperson endorses a product, it carries weight within the community. This type of influencer marketing can help build trust and drive sales.

## Optimizing the User Experience for Mobile

It's crucial for manufacturers to ensure their content is mobile-friendly. Whether it's video, images, or text, content should be easily consumable on smaller screens to maximize engagement.

## Trade Hounds Supply House Map: A Game-Changer for Buyers and Sellers

In addition to providing a platform for community and learning, Trade Hounds is also focused on offering utilities that solve daily pain points. Users complained that they waste time searching for materials. In a 2024 poll, fewer than 1 out of 10 users described their experience with distributor websites and apps as great. They asked us to create one source of truth to save them time on supply runs.



With a two-step go-to-market approach, manufacturers suffer when customers can't find what they sell at distributor branches. Our new supply house map helps manufacturers more effectively sell through their channel partners. The map is a powerful tool that enables users to quickly find nearby distributors carrying the products they need, all from within the Trade Hounds app. Built in partnership with leading manufacturers and distributors, this national database includes materials, supplies, tools and parts.

TRADE HOUNDS



Fewer than **1 out of 10** users described their experience with distributor websites and apps as great.

By integrating the supply house map into the app our users already use every day, we're creating a one-stop solution for tradespeople. It's more than just a convenience—it's about giving them back time to do what they do best.

## AI Product Search

In conjunction with our recently released supply house map, our new AI image search feature offers a game-changing solution for busy technicians and contractors on the job site. A camera icon now appears in the app's search bar, allowing users to simply upload an existing picture or take a new one.



Our advanced AI technology will automatically identify materials, tools and parts in the image, delivering relevant search results that showcase available products from nearby supply houses.

## Key Benefits of AI Image Search

- **Time-Saving Efficiency:** By eliminating the need for manual typing, technicians can quickly find what they need, allowing them to focus on the job at hand.
- **Enhanced Accuracy:** Our AI-driven technology ensures that users receive precise search results tailored to the exact item in the image, reducing the chances of miscommunication or ordering errors.
- **User-Friendly Experience:** With this intuitive feature, tradespeople of all skill levels can seamlessly navigate our platform. No more hunting for obscure parts or getting bogged

down by complex catalogs—just a quick photo and immediate results.

## The Future of Selling in the Construction Industry

As the skilled trades industry continues to evolve, so too must the marketing strategies of manufacturers. Trade Hounds offers a direct line to a new generation of tradespeople who are active, engaged, and ready to discover products that can help them succeed in their jobs. Ready to connect with the next generation of skilled trades? Start building your brand presence on Trade Hounds today. Email [contact@tradehounds.com](mailto:contact@tradehounds.com) to learn more and get started.



**Download the FREE app today!**

We'd love to learn more about your goals so we can help you achieve them.

