

2026

INDUSTRY INSIDER

PACKAGE

INCLUSIONS

TradieWives

Industry Insider

Become a name TradieWives trust.

The Industry Insider is TradieWives' most sought-after partnership - and for good reason. It's built for service providers who are ready to own their category within the TradieWives community. This isn't advertising. It's deep community integration, consistent visibility, and genuine lead generation, all backed by a dedicated account manager.

As an Industry Insider, your brand becomes the recognised leader in your space. No competitor can hold the same category positioning for the duration of your partnership.

Annual partnership. Limited spots available.

WHAT'S INCLUDED

Brand Authority & Category Ownership

- Exclusive category partner recognition (e.g. Accounting Partner)
- Industry Insider logo featured within the community
- Featured listing in the TradieWives directory
- Logo on the TradieWives Directory landing page

Community Integration:

- TradieWives team recommendations on relevant community posts
- Tagged in community discussions where your services are relevant
- Links shared on relevant posts to drive lead generation
- Facebook community recognition and expertise badge

Content Visibility:

- 52 Facebook posts across the year
- 2 Instagram reels reshared to stories
- 1 paid advertising campaign run within the TradieWives ecosystem
- 2 value-adding blog posts
- 2 newsletter partner features
- 1 solus EDM to the TradieWives database

PR & Brand Exposure:

- Opportunity to sponsor conference activities
- Opportunity to collaborate on a PR angle and be pitched alongside TradieWives to relevant media (news, research, and findings-based stories)

Support:

- Dedicated account manager
- Monthly planning check-in and quarterly in-person meetings
- Client portal for tracking results

GET IN TOUCH

Reach out to the TradieWives partnerships team to discuss availability and pricing.

partnerships@tradiewives.com.au

