

Recruitment Playbook

for the Crane & Load-Handling Industry

NCCCO
FOUNDATION

Created by the NCCCO
Foundation in partnership
with SmallBox.



Welcome to the team.

The crane industry faces a critical need to attract and develop the next generation of skilled operators. Historically, recruitment has relied on personal, word-of-mouth connections. While this produced a highly capable workforce, it is no longer sufficient to meet current and future demand for quality team members. To ensure long-term workforce sustainability and excellence, the industry must adopt recruitment strategies that are scalable, targeted, and reflective of modern realities.

Developed by the NCCCO Foundation in collaboration with SmallBox, this Recruitment and Workforce Development Playbook is designed to support that shift. Grounded in research, operator insights, and real-world testing, it provides a practical framework for expanding outreach while honoring the values, responsibilities, and skill requirements of the profession. Rather than focusing solely on job titles or credentials, this toolkit emphasizes core attributes that consistently align with successful operators: problem-solving, focus, accountability, and attention to detail.

The toolkit is intended for contractors, crane companies, training providers, associations, and workforce partners. By adopting a shared, research-based approach, the industry can strengthen awareness, improve alignment, and ensure a steady supply of qualified operators.

In the Playbook

On the Roster: Priority Audiences for Crane Industry Recruitment

Identification of the specific groups the industry should focus on reaching with recruitment messaging. Defining these audiences helps ensure communication reflects their motivations, experiences, and career goals, making outreach more relevant and effective.

Learning the Game: Digital Marketing Mini-Guide

Guidance on how to scale recruitment by reaching people where they are, focusing on practical, repeatable approaches adaptable to different markets and budgets. This includes an overview of A/B testing and recommended digital platforms.

Making the Call: Targeted Messaging Toolkit

Simple, copy and paste messages and headlines tailored to each priority audience—Women in Trades, Truck Drivers with CDLs, and Construction Workers in Transition—to help individuals see themselves in crane careers and take action.

From the Bench: Campaign Asset Library

Downloadable tools and other creative assets to help people imagine themselves in the profession, including targeted graphics for digital platforms and images of real people and job sites.

Why does the playbook work?

01

GROUNDING IN REAL VOICES:

It uses language drawn directly from crane operators to ensure the messaging is credible and reflects the pride, leadership, and responsibility the profession demands.

02

DESIGNED FOR SELF-IDENTIFICATION:

It uses qualities-based messaging—calm under pressure, attention to detail, problem solving—to help the right people recognize that they already possess the strengths needed to succeed.

03

TAILORED TO DISTINCT AUDIENCES:

It provides targeted messaging frameworks that speak directly to the motivations of women in the trades, CDL drivers, and construction workers looking to level up.

04

CREATED FOR INDUSTRY-WIDE AMPLIFICATION:

The playbook includes clear, easy-to-use messaging guidelines that create consistency across employers, training providers, associations, and partners. When the industry speaks with a unified voice, awareness grows faster, trust deepens, and marketing efforts amplify one another instead of competing or fragmenting the message.

05

PRACTICAL, TESTED, AND ADAPTABLE:

Every element is designed to be repeatable across markets, organizations, and budget sizes. Messaging frameworks and assets were validated through digital testing and can be implemented immediately.

Replay: Our Research & Testing Approach

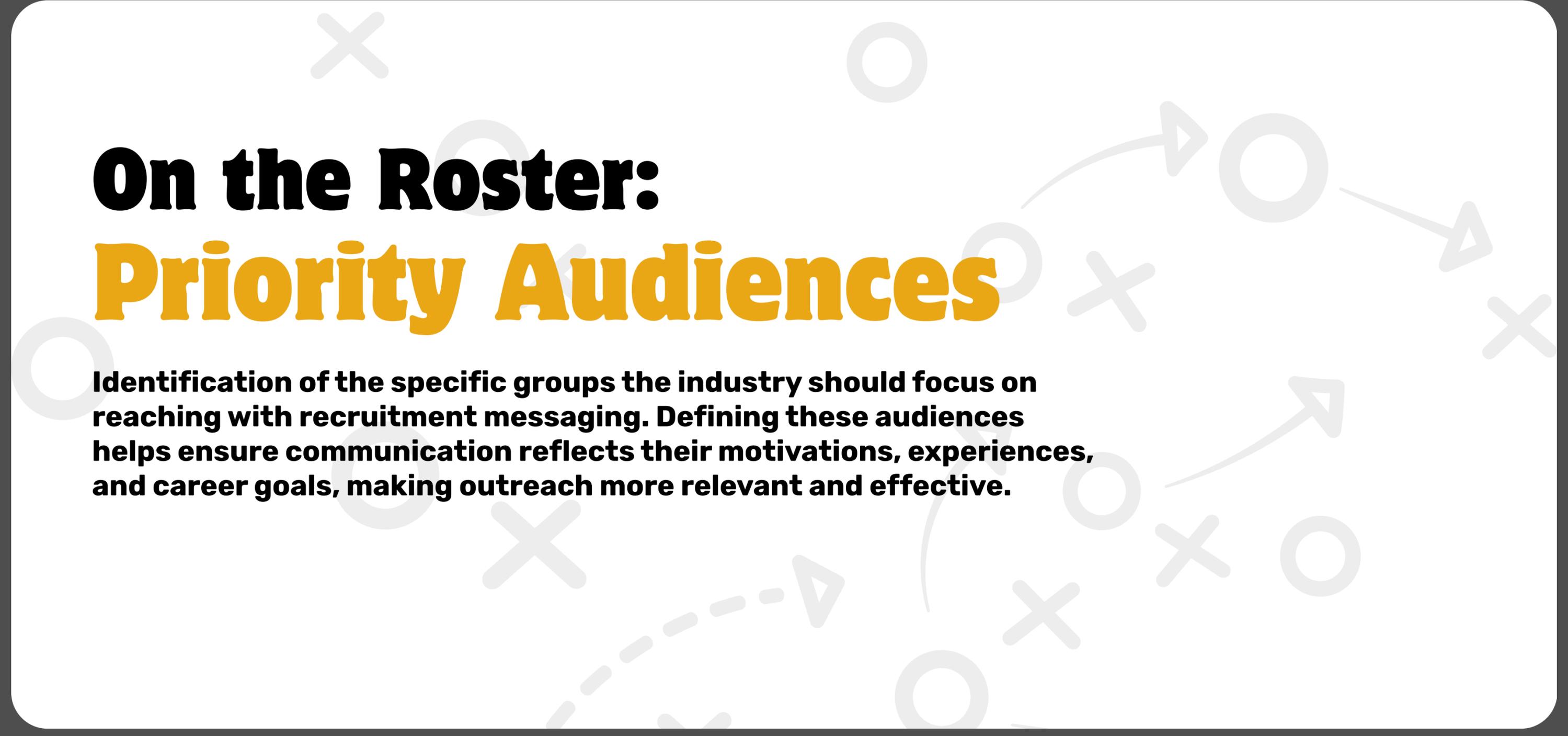
The toolkit is grounded in six months of insight from individuals in the crane and load handling industry and validated through real-world testing.

Insight Gathering

SmallBox conducted interviews and focus groups with a diverse group of current crane operators across the country to explore what draws people to the profession, what keeps them there, and how they describe the work. This was reinforced with secondary research.

A/B Campaign Validation

Messaging and visual assets were deployed in live digital recruitment campaigns over a focused 30-day period in the Indianapolis, IN, and Houston, TX, markets, in partnership with Dittoe PR. We tracked performance metrics on Meta and Google ads to include the most resonant and engaging messaging in this toolkit.



On the Roster: **Priority Audiences**

Identification of the specific groups the industry should focus on reaching with recruitment messaging. Defining these audiences helps ensure communication reflects their motivations, experiences, and career goals, making outreach more relevant and effective.

Finding the Right Team

The following three audiences were selected based on their size, the overlap of their skills and knowledge with the crane industry, and evidence of current transitions into the field: Women in the Trades, Truck Drivers with CDLs, and Construction Workers in Transition.

Recruitment is most effective when it speaks directly to the people most likely to see themselves in the profession. When communication is designed to reach everyone in the same way, it often becomes too general to resonate with anyone in particular. By identifying priority audiences, the industry can focus its outreach on groups that have clear pathways into crane careers.

The three audiences highlighted in this toolkit were selected because their existing skills, work experiences, and career motivations closely align with the demands and opportunities of crane operation. By tailoring messaging to reflect their experiences, motivations, and career goals, the industry can make outreach more relevant, more compelling, and more likely to inspire the right individuals to explore a career in cranes.

Player Profile

Women in the Trades

- While there are about a million women working in construction now, they account for less than 11% of workers in Industry and less than 5% of skilled trade occupations.
- Currently women only make up 4 percent of the workforce but the number continues to grow each year and hit a record high of over 314,000 in 2021 and over the last few years has grown by almost one third.
- In 2021, the number of women working in trades occupations reached the highest level ever, at just over 314,000. During the last five years, the number of tradeswomen increased by almost one-third (32.1 percent). More women work as tradeswomen than as dental hygienists or veterinarians. Yet tradeswomen are only 3.9 percent of those who work with the tools in construction. However, these trends show that construction careers are attracting an increasing number of women.
- Women are generally perceived as less competitive applicants for trade jobs because they have less relevant previous experience.
- There are stereotypes in society that trade work requires extreme physical strength and that it is low-quality, low-paying work. These prevailing ideas often prevent women from seeking careers in trade industries.
- Career and school guidance counselors and family members don't tell women about trade career potential. These industries don't gear their marketing women, as advertisements typically feature men.
- Females applying to trade jobs and apprenticeships tend to downplay their accomplishments and past work experiences compared to male applicants. This can inadvertently give interviewers the impression that the female applicants are less qualified.

See [Making the Call](#) for messaging targeted to Women in the Trades.

Player Profile

Truck Drivers with CDLs

- **What are the demographics of US truck drivers?**
 - Truck drivers today are older than the average U.S. worker. Government data shows the average driver age is 47, while some industry surveys place it closer to 58. Baby Boomers make up 20.7% of truck drivers, while Gen X holds the largest share at 40.8% of the workforce. Millennials account for 30.7% and Gen Z just 7.5%.
 - 20% of Class B CDL holders are women, and just 4% of Class A CDL holders are women, despite making up 47% of the workforce as a whole.
 - Women currently hold 12.6% of all truck transportation jobs, primarily in dispatch, administration, and customer service.
 - White driver representation fell from 77% in 2014 to 63% in 2023. At the same time, Hispanic and Black drivers rose to now each represent 23%, reflecting an increasingly representative labor pool.
 - In 2023, 14% of truck drivers held a post-secondary degree, up from 9% in 2008.
- **A Class B CDL is needed to operate some cranes.**

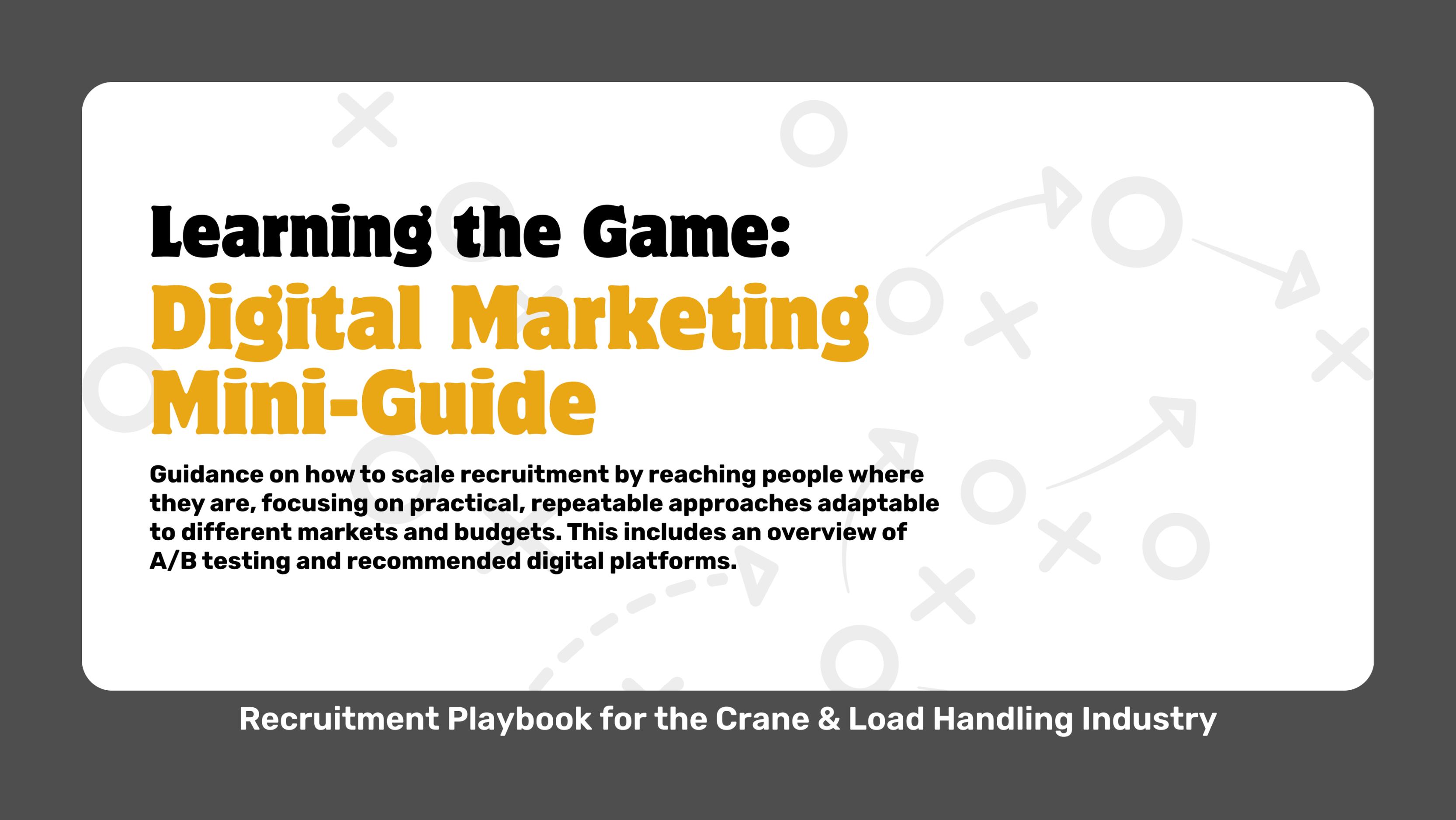
See [Making the Call](#) for messaging targeted to Truck Drivers with CDLs.

Player Profile

Construction Workers in Transition

- The top three occupations in the Construction Industry Sector are construction laborers, carpenters, and construction managers.
- In 2023, the construction industry sector had an average annual wage of \$65,932.
- Of the total workforce, 11.7% identify as women and 88.3% as men.
- Construction employees choose to leave their jobs for various reasons, including a lack of career advancement opportunities, burnout, safety concerns, low wages, lack of benefits, unstable employment, poor management, lack of training and development, and a lack of appreciation.
- Stunted growth: Are there clear paths of growth for construction workers—professional development, leadership roles, ability to balance work and life.
- Burnout: Mental health issues resulting from burnout have led to construction workers having the highest rate of suicide of any profession.
- Low wages: Ability to make a higher wage can lead some to seek roles that can pay more or have pay structures with more autonomy.
- Accountability and leadership: Workers for whom being one part of a larger team isn't enough, roles in which they can be a leader or a key part of decision-making.

See [Making the Call](#) for messaging targeted to *Construction Workers in Transition*.



Learning the Game: **Digital Marketing** **Mini-Guide**

Guidance on how to scale recruitment by reaching people where they are, focusing on practical, repeatable approaches adaptable to different markets and budgets. This includes an overview of A/B testing and recommended digital platforms.

Recruitment Playbook for the Crane & Load Handling Industry

Game Plan

We've outlined at a high level the strategy that supported our A/B testing campaign in order to offer a clear, structured framework for executing digital recruitment effectively –whether internally or with a qualified individual or agency. The combination of these recommendations with the Messaging Toolkit and Assets provides the basic tools needed to build focused campaigns.

The playbook's tested creative direction helps ensure the work aligns with what actually resonates in crane recruitment, creating consistency across the industry and efficiency with limited budgets.

As a note: While our budget was larger, a small, targeted digital campaign can typically launch with a media budget of \$1,000–\$3,000 per month, depending on market size.

The Playing Field: Digital Platforms

We chose Meta and Google advertising networks for their scalable, data-driven tools to reach, influence, and convert prospective talent.

Platform

Core Benefit for Recruitment

Messaging Style

Meta Ads (Facebook & Instagram)

Reaches passive candidates and allows targeting by interests, behaviors, and job titles.

Identity-driven, emotionally resonant.

Excels at: "That sounds like me."

Google Ads (Display)

Captures high-intent searches (e.g., "construction jobs near me") and allows retargeting.

Direct, results-focused.

Excels at: "I'm already thinking about this."

Gametape

Key Takeaways from Campaign Testing

01 VALIDATE EXISTING SKILLS

The strongest-performing messaging recognized what individuals already know how to do. Messages emphasizing building on current skills consistently outperformed those implying a complete career change.

03 GOOGLE DISPLAY IS MORE EFFICIENT THAN META

While a multi-channel approach is recommended to create multiple audience touchpoints, Google Display offers the strongest return on investment when budget constraints require prioritization. It outperformed Meta 2:1.

02 PRIORITIZE OUTCOME-DRIVEN MESSAGING

Headlines and descriptions that led with clear outcomes, such as higher pay, leadership, control, and advancement, achieved higher click-through rates than general or aspirational language. Recruitment messaging must be concrete and specific.

04 TAILOR TO AUDIENCES

While shared themes exist, each audience has distinct priorities:

- **Women in the Trades** responded to meaningful, respected work and belonging.
- **CDL Drivers** were motivated by financial upside and reduced training time/cost.
- **Tradespeople Looking to Level Up** responded to authority, responsibility, and control.

Gametape

Campaign Performance

Click-Through Rate (CTR) served as the primary Key Performance Indicator for the digital campaign, allowing us to directly measure the persuasive strength of creative combinations and determine which messages most effectively motivated action.

Platform	Spend	Clicks	CTR	Benchmark
Google Ads (Display)	\$17,345	109,670	1.11%	.46%
Meta Ads (Facebook & Instagram)	\$16,900	41,272	1.86%	1.17%

Meta Ads Rulebook (Facebook & Instagram)

Why Meta?

- Over 3 billion monthly active users across platforms globally.
- Over 2 billion daily active users on Facebook alone.
- Strong usage among adults 25–54, the core skilled trades age range.

Why does this matter?

- You can reach passive candidates who are not actively job searching.
- Advanced targeting allows you to reach users by interests (e.g., construction, CDL driving, military service), behaviors, geography, age, and even job titles.

About Meta Ad Targeting

For our Meta campaigns, we used demographic and psychographic targeting within Meta Ads Manager to reach specific workforce audiences. Ads were delivered to defined audience segments based on age, location, gender, job background, interests, and online behaviors that aligned with crane career pathways.

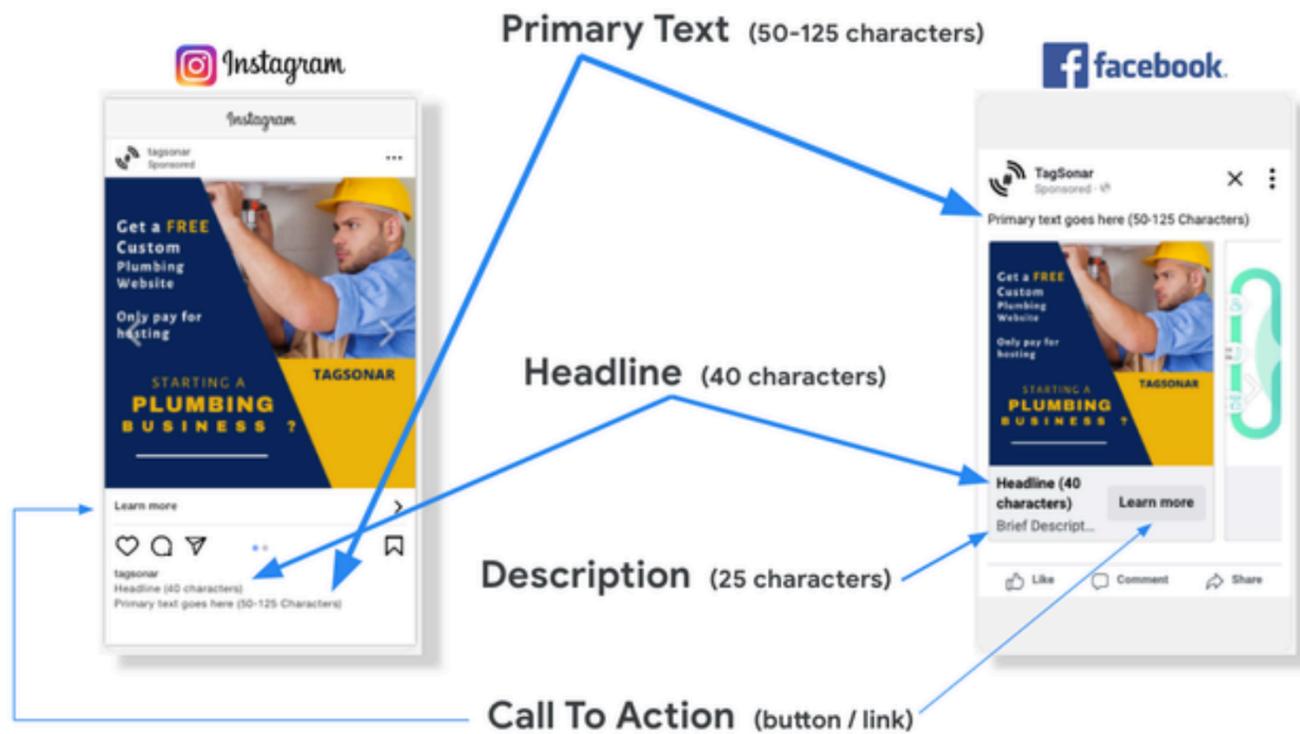
Demographic targeting is when you choose characteristics such as age range, gender, job title, or geographic location to define who should see your ad. Instead of showing ads broadly, you narrow delivery to people who realistically align with the role.

Psychographic targeting focuses on interests, behaviors, and motivations. Rather than only identifying who someone is, this approach helps identify what drives them—such as interest in skilled trades, career advancement, financial independence, leadership, or heavy equipment. Your ads are then delivered to people whose online activity signals alignment with those motivations.

Meta Ads Rulebook

Ad Components

Meta ads are typically seen in social feeds, Stories, and Reels. Because users are scrolling, the ad must interrupt attention quickly.



Headline	Description	Call to Action
<p>This appears directly beneath the visual.</p> <p>Purpose:</p> <ul style="list-style-type: none"> Reinforce the main message Deliver a clear takeaway Support conversion <p>Best Practices:</p> <ul style="list-style-type: none"> Short and direct (often under 8-10 words) Benefit-oriented Clear and action-driven 	<p>This is optional and not always shown depending on placement.</p> <p>Purpose:</p> <ul style="list-style-type: none"> Add supporting detail Reinforce urgency or clarity Clarify an offer <p>Because visibility varies, it should be helpful but not essential to understanding the ad.</p>	<p>This button provides a clear next step and is a critical part of conversion.</p> <p>Meta includes preset CTA buttons like:</p> <ul style="list-style-type: none"> Learn More Sign Up Apply Now Download

Note: Learn more about running Meta ads with [Meta Blueprint](#).

Meta Ads Rulebook

Stats: Targeted Demographics & Psychographics

Based on our A/B testing campaign, we suggest combining the following criteria with resources from the playbook's [Targeted Messaging frameworks](#) and [Asset Library](#) to successfully recruit crane operators in a Meta (Facebook & Instagram) campaign.

Target Audience	Demographics	Psychographics
<u>Women in the Trades</u>	<ul style="list-style-type: none"> • Ages: 30-45 • Genders: Women • Education level: High school graduate, Professional Degree, Associate's Degree 	<ul style="list-style-type: none"> • Industries: Maintenance, Construction, Installation and Repair, Transportation, Production • Affinities: Construction industry, Career and job listings, DIY-ers
<u>Truck Drivers with CDLs</u>	<ul style="list-style-type: none"> • Ages: 30-45 • Genders: Men • Education level: High school graduate 	<ul style="list-style-type: none"> • Industries: Transportation • Affinities: Trucking Industry in U.S., Semi-trailer trucks
<u>Construction Workers in Transition</u>	<ul style="list-style-type: none"> • Ages: 30-45 • Genders: All • Education level: High school graduate 	<ul style="list-style-type: none"> • Industries: Construction and Extraction, Production • Affinities: Construction industry, Career and job listings, DIY-ers, Carpentry, Construction management, Home construction, Construction engineering

MVPs: Top Performing Meta Ads

Women in the Trades

To understand what messaging resonated most with potential crane operators, we tested a range of headlines, visuals, and calls to action.

Headlines	Descriptions	Visuals
<p>Take charge of your trade career—lead, grow, and step into a crane operator role.</p>	<p>Translate your job site experience into leadership— become a crane operator.</p>	
<p>Command Respect on Every Job</p>	<p>Become a crane operator and show them what real leadership looks like.</p>	
<p>Be the Boss. Lead the Way.</p>		

MVPs: Top Performing Meta Ads

Truck Drivers with CDLs

To understand what messaging resonated most with potential crane operators, we tested a range of headlines, visuals, and calls to action.

Headlines	Descriptions	Visuals
<p>Already have a CDL? Get certified to run cranes and earn more money per job.</p>	<p>Advance your career and take home higher pay with crane operation</p>	
<p>Run Cranes. Make More Money.</p>	<p>Save time and money becoming a crane operator with your existing CDL.</p>	
<p>CDL Drivers Can Earn More.</p>		

MVPs: Top Performing Meta Ads

Construction Workers in Transition

To understand what messaging resonated most with potential crane operators, we tested a range of headlines, visuals, and calls to action.

Headlines	Descriptions	Visuals
Level Up with Crane Operation	Become a crane operator and open doors to bigger pay and higher roles.	 
Take a Big Step Up with Cranes	Turn your construction experience into a career with more pay, control, and chances to grow.	

Google Ads Rulebook

Why Google Display Ads?

- Over 8.5 billion searches per day globally.
- Control of over 90% of the global search engine market share.
- Extensive targeting capabilities.

Why does this matter?

- Google captures high-intent searches (e.g., “CDL career change,” “jobs without college degree,” “construction jobs near me”).

About Google Display Ad Targeting

For our Google Display campaigns, we used display advertising with keyword and placement targeting, not traditional search ads. Ads appeared on websites aligned with construction, trucking, and workforce topics, using keyword signals to identify relevant content across the Display Network.

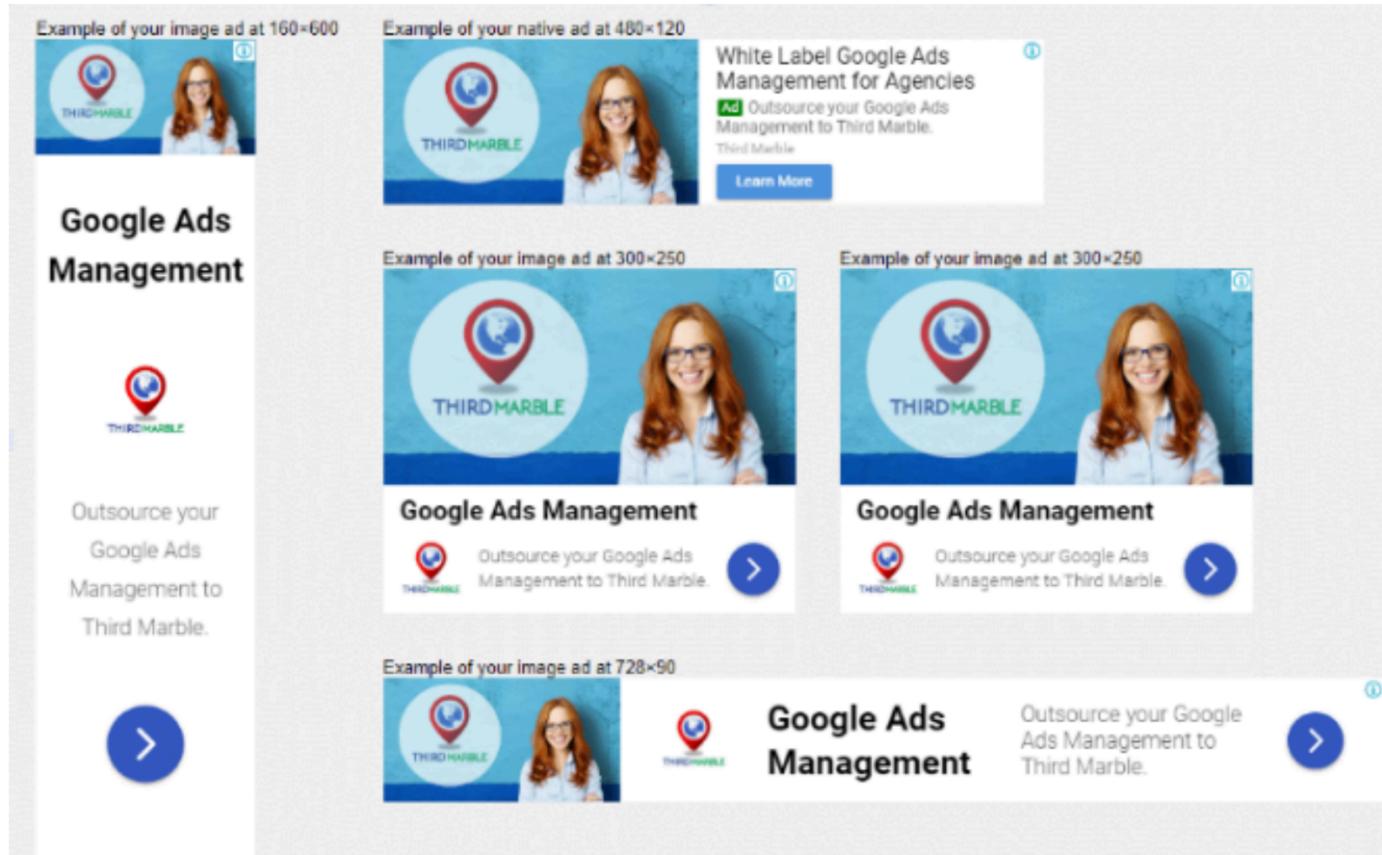
Keywords are the words or phrases you choose that match what someone types into Google. When someone searches for a term related to your keywords, your ad can appear in the search results.

Website targeting is when you choose specific websites (or types of websites) where you want your ads to appear. Instead of waiting for someone to search, your ad shows while they are browsing certain sites.

Google Ads Rulebook

Display Ad Components

Google Display ads appear across websites, apps, and YouTube. Unlike social feeds, these ads often appear while users are reading content or browsing.



Headline	Description
<p>Google allows multiple short headlines (typically up to 30 characters each). The platform automatically rotates and tests combinations.</p> <p>Purpose:</p> <ul style="list-style-type: none"> • Capture attention in small banner spaces • Deliver immediate clarity • Enable automated A/B testing <p>Best Practices:</p> <ul style="list-style-type: none"> • Keep language concise and clear • Highlight a direct benefit • Avoid overly complex phrasing 	<p>Short supporting text (usually up to 90 characters).</p> <p>Purpose:</p> <ul style="list-style-type: none"> • Clarify the offer • Reinforce value • Encourage action <p>Because these ads may appear in small formats, clarity and brevity are critical.</p>

Note: Learn more about running Google display ads with [Google Ads Help](#).

Google Ads Rulebook

Stats: Targeted Sites and Keywords

Based on our A/B testing campaign, we suggest combining the following criteria with resources from the playbook's [Targeted Messaging frameworks](#) and [Asset Library](#) to successfully recruit crane operators in a Google (Display) campaign.

Target Audience	Targeted Sites	Keywords
<u>Women in the Trades</u>	milwaukeeetool.com, carhartt.com, ariat.com, dovetailworkwear.com, lowes.com, bootbarn.com, tractorsupply.com, dewalt.com	trade jobs for women, women in construction, women in trades, best trades for women, national association for women in construction
<u>Truck Drivers with CDLs</u>	trucking.org, freightwaves.com, truckingdive.com, cdllife.com	diesel truck stop near me, truck driving companies, truck stops near me, LTL freight carriers, top trucking companies, overnight truck parking near me
<u>Construction Workers in Transition</u>	Acontractortool.com, harborfreight.com, tractorsupply.com, carhartt.com, parts.cat.com, lowes.com, dewalt.com, wrangler.com, milwaukeeetool.com, menards.com	construction jobs, construction jobs near me, construction employment, local construction jobs, Construction jobs hiring near me, heavy duty machines

MVPs: Top Performing Google Ads

Women in the Trades

To understand what messaging resonated most with potential crane operators, we tested a range of headlines, visuals, and calls to action.

Headlines	Descriptions	Visuals
<p>Build a career where you're in-demand and in control—become a certified crane operator.</p>	<p>Turn your trade experience into a high-impact career you can be proud of. Get into cranes.</p>	
<p>Build Something That Matters</p>	<p>Earn more, grow your skill set, and set yourself apart with a crane certification.</p>	
<p>Use Your Skills to Go Higher</p>		

MVPs: Top Performing Google Ads

Truck Drivers with CDLs

To understand what messaging resonated most with potential crane operators, we tested a range of headlines, visuals, and calls to action.

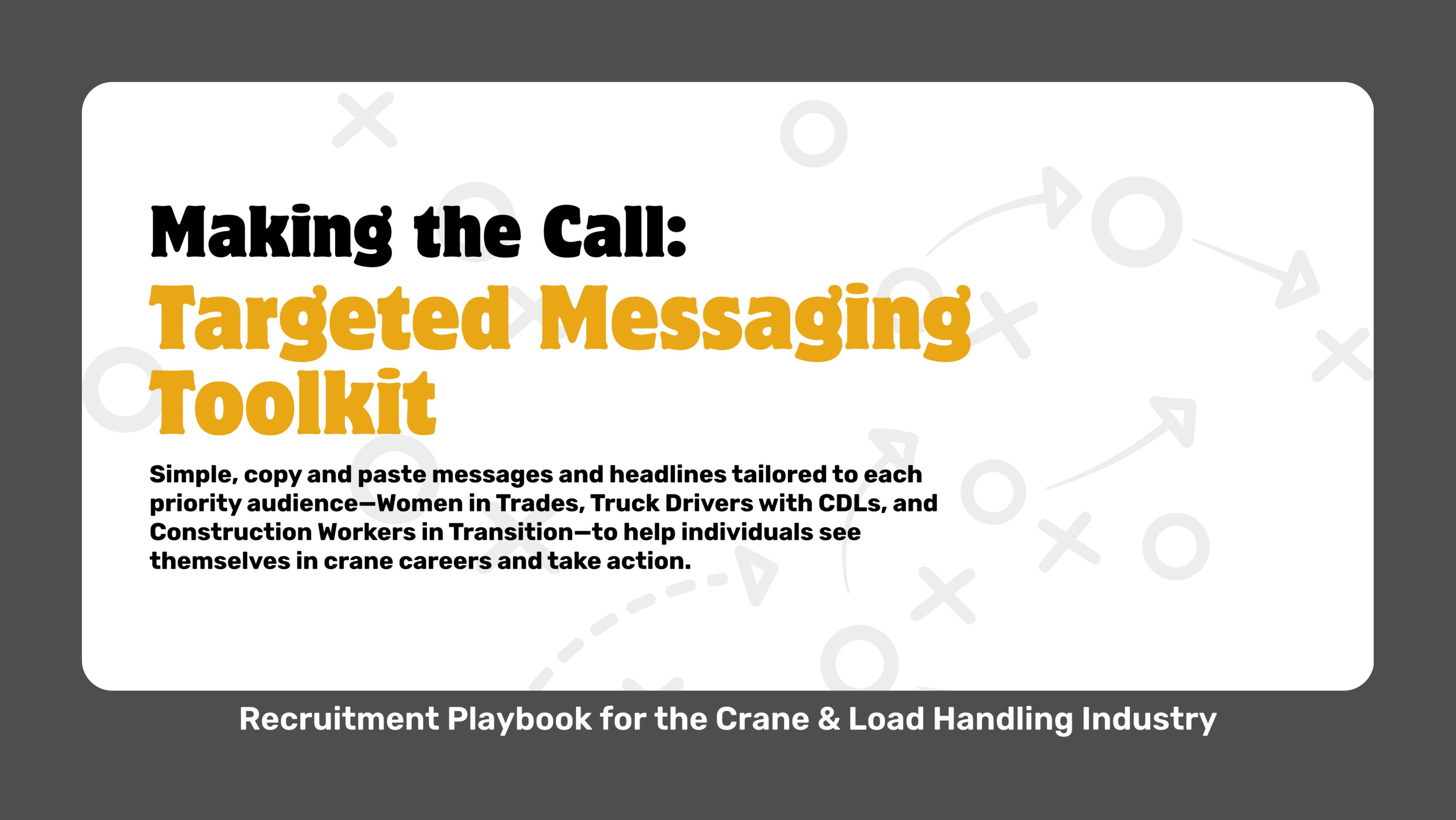
Headlines	Descriptions	Visuals
<p>Already have a CDL Get certified to run cranes and earn more money per job.</p>	<p>Advance your career and take home higher pay with crane operation</p>	
<p>Run Cranes. Make More Money.</p>	<p>Save time and money becoming a crane operator with your existing CDL.</p>	
<p>CDL Drivers Can Earn More.</p>		

MVPs: Top Performing Google Ads

Construction Workers in Transition

To understand what messaging resonated most with potential crane operators, we tested a range of headlines, visuals, and calls to action.

Headlines	Descriptions	Visuals
Call the Shots on the Job.	Use your experience to run cranes and lead crews with the confidence your role demands.	
Your Skills. Your Crew.	Step into the crane cab and call the shots on every project you're a part of.	
Lead Your Own Team on the Job.	Take control of your career and the crew with a crane operator certificate.	



Making the Call: **Targeted Messaging** **Toolkit**

Simple, copy and paste messages and headlines tailored to each priority audience—Women in Trades, Truck Drivers with CDLs, and Construction Workers in Transition—to help individuals see themselves in crane careers and take action.

Recruitment Playbook for the Crane & Load Handling Industry

Pre-game: About the Toolkit

Consistent communication across the industry ensures that no matter where someone encounters information about crane careers, through a training provider, employer, association, website, or digital ad, they hear the same clear, compelling story.

When messaging is aligned:

- The profession feels credible and trusted. Consistency reinforces the industry's commitment to safety, leadership, and professionalism.
- The value proposition becomes clear. Financial stability, independence, responsibility, challenge, and pride are communicated in a unified way.
- New audiences can see themselves in the role. Whether women in the trades, CDL drivers, construction workers, or veterans, aligned messaging helps individuals recognize their own strengths in the profession.
- Marketing dollars work harder. Shared themes and language create repetition across channels, increasing recognition and response.
- The industry's reputation strengthens over time. A cohesive voice builds long-term awareness and respect.

What's in it? How can I use it?

This toolkit contains messaging specially crafted to resonate with Women in Trades, Truck Drivers with CDLs, and Construction Workers in Transition across the United States.

BRAND STORY

Your brand story is a distillation of your narrative that connects with audiences on an emotional level. A brand story resonates with audiences, builds trust, inspires action, and makes the work you do memorable.

JOB DESCRIPTION

Crane operator job descriptions should do more than list duties and requirements. They should help people recognize themselves in the role. By emphasizing qualities like focus, problem-solving, accountability, and attention to detail, the language connects potential candidates to the mindset needed for the work. When job descriptions also highlight the responsibility, pride, and impact of helping build communities, they create a stronger connection and help quality candidates imagine themselves stepping into the profession.

TARGETED MESSAGING

Grouped by audience, themed sets of headlines and related key messages constitute the building blocks of your future marketing and communications efforts. They are clear, concise distillations of the most important stories you should be telling to each target audience. By using these components to “build” content—for social media, collateral, presentations, and more—you can tell a consistent, compelling story in language tailored to resonate with your audiences

Brand Story

Build Something That Matters

There are those people who've always loved cranes—the kind of kids who had every Tonka truck, could name every machine on a job site, and knew just what they wanted to do. And then there are the people who had never thought about cranes until they found out what a career in the industry could actually mean for their future. For both, operating a crane is more than just a job. It's a source of pride—helping bring hospitals and schools to communities that need them, building infrastructure from the ground up, and leaving your mark on the skylines of cities across the country. Few people can point at a structure that will last generations and tell their kids, "I built that."

But working in cranes is about building something that matters in your own life, too. It's the kind of career that builds stability and financial freedom for operators and their whole family. For a job that doesn't require a college degree, that's rare. But even rarer is a job that will always be in demand and the independence that comes with it.

Then there's the control. As a crane operator, you take on a huge amount of responsibility, team leadership, and independence as one of the last lines of defense in safety. Operators call the shots—what they say goes.

That level of control, leadership, and trust is a big shift for many who get into the role. It's not just the responsibility of protecting their team that drives operators, it's also the pride of being the expert in charge of one of the most critical roles on the job site.

After all this, we still haven't even touched on what most operators would tell you is the most rewarding part: the challenge. Operating a crane pushes you to new heights. It fuels your sense of adventure, your pride in what you've helped build and accomplish, and the team that you work to send home safely at the end of the day. Every day, every situation yields a new set of challenges to be overcome. Solving problems fuels them.

The control, the precision, the thinking on your feet, the hands-on work, the teamwork, the adventure, the source of pride, the financial independence. If this is what drives you, then cranes can deliver.

A higher calling is out there. Become a crane operator and build something that matters.

Job Description

Qualities of a Crane Operator

Crane operators play a critical role on every jobsite, responsible for moving massive materials with precision, focus, and care. The role requires individuals who stay calm under pressure, think several steps ahead, and take safety seriously. Successful operators are problem solvers who pay close attention to detail, communicate clearly with their team, and take pride in doing complex work well. Every lift presents a new challenge, and operators are trusted to make smart decisions that protect the crew, the equipment, and the project. For people who enjoy responsibility, hands-on work, and the satisfaction of helping build something that lasts, crane operation offers a challenging and rewarding career.

You might be a good fit for a career as a crane operator if you...

- Take responsibility seriously, especially when it comes to safety and teamwork.
- Stay calm and focused when the stakes are high.
- Pay close attention to details and take pride in doing things the right way.
- Naturally think a few steps ahead and enjoy solving problems as they arise.
- Communicate clearly and work well with others on a jobsite.
- Enjoy hands-on work and the challenge of operating complex equipment.
- Like the idea of playing a critical role in building structures that last for generations.

Targeted Messaging

Women in the Trades

Women in the trades are a minority, having to build support systems in a male dominated industry, working to build trust quickly to be effective and respected. Becoming a crane operator gives them the opportunity to build something meaningful—a career they can be proud of, a skillset that no one can take from them, and a financial freedom and independence beyond what many women in the trades and life would have thought possible.

MESSAGING THEMES

Build something that matters.

Be the boss, lead the way.

Every day a new challenge.

MORE ABOUT THIS AUDIENCE:

- *Player Profile*
- *Meta Ads Targeting*
- *Top Performing Meta Ads*
- *Google Ads Targeting*
- *Top Performing Google Ads*

Messaging for Women in the Trades

Build something that matters.

HEADLINES	SUPPORTING MESSAGES
<p>Build the skyline. Expand your horizon.</p>	<p>Operating a crane is more than a job—it's a path to confidence, independence, and financial stability. It's an opportunity to create the future you want for you and your family with your own two hands. You can build things that can last generations.</p>
<p>Build something that matters. Build the life you want as a crane operator.</p>	<p>Build a skillset that will always be in demand, always challenging, and always yours as a crane operator. It's something that no one can take away from you—no matter what life throws your way. With a job in the crane industry, you can find job stability, competitive pay, and a career path that can keep you growing.</p>
<p>Build a career that will always be in demand, always challenging, and always yours.</p>	<p>Become a crucial part of building hospitals, skyscrapers, schools, and essential infrastructure. Not everyone can point to the skyline and say, "I built that." The team, the worksite, the task at hand may change, but the sense of accomplishment never fades. With a job in cranes, your work changes whole communities and lasts generations.</p>

Messaging for Women in the Trades

Be the boss, lead the way.

HEADLINES	SUPPORTING MESSAGES
<p>Move the world. Be unstoppable. The power is yours as a crane operator.</p>	<p>With strong pay, benefits, and opportunities to grow, it offers a secure future you can build with your own hands. For women, it's a powerful way to prove your skills, defy stereotypes, and take control of your future. A career in cranes can be a chance to be part of something bigger.</p>
<p>Lead from above—become a crane operator.</p>	<p>Crane operation is more than a job—it's a path to confidence, independence, and financial stability. Become a leader on the worksite, the person that calls the shots when it comes to safety and teamwork. The work can't happen without you. Find your higher calling.</p>
<p>Call the shots from inside the biggest machines on the site.</p>	<p>Crane operators hold a huge amount of responsibility for worksite precision, safety, and communication. You can be in the position to affect change and get paid to call the shots. The power to change things is yours with a career in the crane industry.</p>

Messaging for Women in the Trades

Every day a new challenge.

HEADLINES	SUPPORTING MESSAGES
<p>Let your confidence take you higher as a crane operator.</p>	<p>Step into a career where no two days are the same. Operating a crane challenges you to solve tough problems, push yourself to the limit, and hold the safety of the team in your hands. It's as rewarding as it is challenging—offering opportunities to do something new every day.</p>
<p>Move mountains. Change skylines. Rise to the challenge as a crane operator.</p>	<p>Not everyone is built for a job like this—outside, in the weather, under the open sky. But those who are, understand there's nothing else that will reward you like operating a crane. Coast to coast, crane operators are in demand in the US and around the world. It's a career that can take you further than you'd imagine.</p>
<p>Join an industry that can take you to heights you never imagined.</p>	<p>Lift up others while breaking down barriers. Becoming a crane operator puts you in control of one of the biggest pieces of equipment on the job. It's a powerful opportunity to prove your capability, build your confidence, and earn respect in the industry.</p>

Targeted Messaging

Truck Drivers with CDLs

Truck drivers and crane operators share some characteristics that make this move a logical one. Having a CDL can shorten the training process and bring critical skills with it. Like crane operators, truck drivers work with large machines, they work independently, travel consistently, work odd hours, and can spend days away from home, and do all of this solo. What attracts them is the pay, consistent employment, a new challenge every day, and the chance to get to call the shots—if they don't work, nobody does.

MESSAGING THEMES

Every day a new challenge.

Make great money.

An essential role with more control.

MORE ABOUT THIS AUDIENCE:

- *Player Profile*
- *Meta Ads Targeting*
- *Top Performing Meta Ads*
- *Google Ads Targeting*
- *Top Performing Google Ads*

Messaging for Truck Drivers with CDLs

Every day a new challenge.

HEADLINES	SUPPORTING MESSAGES
<p>Take your CDL to new heights as a crane operator.</p>	<p>Translate the skills you already have to a role that changes and challenges you every day—and rewards you it. Bring your commitment to safety, confidence in operating large machinery, and sense of adventure to a job that pushes you to new heights. Step up with a job in cranes.</p>
<p>Use your CDL to move mountains, build bridges, and change skylines.</p>	<p>Step into a dynamic career that takes you places, challenges you to problem solve, and is always in demand. With a CDL, you can get certified as a crane operator and get started in a career that offers financial stability and adventure. Every day, every site, every crane offers new challenges and new opportunities to grow.</p>
<p>You've got the drive to do something bigger. Elevate your career—become a crane operator.</p>	

Messaging for Truck Drivers with CDLs

Make great money.

HEADLINES	SUPPORTING MESSAGES
<p>Big machines, bigger reward. Use your CDL to run cranes.</p>	<p>Becoming a crane operator pushes you, offering you reward and responsibility in equal measure. It's a role that's in demand, competitively paid, and offers opportunities for growth as you gain certifications. It's the kind of career that puts you in the driver's seat of your own financial future.</p>
<p>Your CDL can help you build financial freedom—as a crane operator.</p>	<p>Crane operation is more than a job—it's a path to confidence, independence, and financial stability. With strong pay, benefits, and opportunities to grow, it offers a secure future you can build with your own hands. Operators with significant experience find opportunities to teach, work for crane owners, and more. Get certified and gain the skills to level up your career path for years to come.</p>
<p>Become a crane operator and build a bigger future for yourself.</p>	

Messaging for Truck Drivers with CDLs

An essential role with more control.

HEADLINES	SUPPORTING MESSAGES
<p>Let your confidence take you higher as a crane operator.</p>	<p>Use your CDL to get into a career that puts you in the driver's seat of a critical role on the worksite. It's a role that requires focus and patience, balances independence and team leadership, challenge and reward. You can translate your skillset into a career where you can help build something that will last for generations to come.</p>
<p>Move mountains. Change skylines. Rise to the challenge as a crane operator.</p>	<p>With a job in the crane industry, you'll be a crucial member of the team—entrusted with huge and powerful machines. With that power comes the responsibility of ensuring the safety of teams and assets worth huge amounts—and the financial reward of that kind of leadership. Take on a career that's worth the challenge.</p>
<p>Join an industry that can take you to heights you never imagined.</p>	<p>Your CDL can be the start of a career that gives you the satisfaction of building something that matters with your own two hands—while sleeping in your own bed each night. With a job in cranes, you're in control, the expert on the limits of your machine. All while working with a team, outside, under the open skies. Fuel your sense of adventure while becoming a leader.</p>

Targeted Messaging

Construction Workers in Transition

They're already working in construction, but they're looking for what's next—specifically a way to earn more, have more control, and find a role that won't burn them out mentally or physically. Becoming a crane operator offers them a way to level up their career and plan for their future.

MESSAGING THEMES

Call the shots.

Chase the horizon.

Take a big step.

MORE ABOUT THIS AUDIENCE:

- *Player Profile*
- *Meta Ads Targeting*
- *Top Performing Meta Ads*
- *Google Ads Targeting*
- *Top Performing Google Ads*

Messaging for Construction Workers in Transition

Call the shots.

HEADLINES	SUPPORTING MESSAGES
<p>Step into the worksite's largest role. Start your career in cranes.</p>	<p>You've been a part of the crew on worksite after worksite, seeing the good and the bad- and now you're ready for what's next. With a job in the crane industry, you can put your problem-solving skills and calm under pressure to work in the biggest seat on the site. You'll not only command one of the most impressive machines on the job, but also take control of your own future with a career that's stable, well-paid, and always in demand.</p>
<p>Build things, move mountains, find financial stability—all from atop a crane.</p>	<p>You're known for precision, calm under pressure, and finding solutions no matter what the worksite throws your way. As a crane operator, you can take those strengths to new heights in a career that's in demand, well-paid, and puts you in control. With opportunities across the country (and world), you're within reach of a stable, rewarding role that offers both financial security and career growth.</p>
<p>Crane operation can push your career higher and build your financial foundation.</p>	<p>You know from working in construction that ensuring safety and efficiency with heavy machinery takes a cool, confident head and the ability to make big decisions fast. Put your experience to work and be rewarded for building a stronger, safer worksite for everyone—all from within the operator's cab.</p>

Messaging for Construction Workers in Transition

Chase the horizon.

HEADLINES	SUPPORTING MESSAGES
<p>Leave your mark on the horizon, become a crane operator.</p>	<p>You know your way around a worksite, but you want more. Becoming a crane operator can feed your sense of adventure. Every crane is a new challenge, every worksite a new set of problems to solve, and every team a new dynamic. Choose a career that can continue to push and excite you—and also comes with epic views.</p>
<p>Chase adventure, conquer new challenges, find a higher calling.</p>	<p>Find the variety you crave with a job in the crane industry. Each day brings new challenges, environments, and opportunities to build something bigger. Crane operators are in demand, and the adventure is part of the job. While every project is different, the sense of purpose and pride remains the same.</p>
<p>A career in cranes can give you financial freedom from under the open sky.</p>	<p>Becoming a crane operator means becoming expert in knowing your limits, putting your communication skills to use and building trust quickly with teams. It's a job that requires control, precision—and the ability to think critically and solve problems with confidence. Working with cranes pushes you every day and rewards you for the effort. You can build something that matters with a career in cranes.</p>

Messaging for Construction Workers in Transition

Take a big step.

HEADLINES	SUPPORTING MESSAGES
<p>A higher calling is out there. Become a crane operator and achieve more.</p>	<p>You've worked in what seems like every construction job under the sun, but you're ready for something bigger—more responsibility, more respect, more money. With a job in cranes, you can find a career path that can take you places, get you credentialed in and licensed for the biggest machines on the worksite, and increase your financial stability. It's all waiting for you to take a big step up.</p>
<p>Level up your career with a job in the crane industry.</p>	<p>With a job in the crane industry, when you stop, all work stops. The responsibility and control are in your hands. All the experience you've built can be a stepping stone to a role that calls the shots. There are countless ways to grow once you get started, from licenses to credentials, and experience lifting things you'd never imagined—and it's all just waiting for you. Start the rest of your career today. Get into cranes.</p>
<p>Get into a career everyone looks up to—get into cranes.</p>	

The background of the slide features a white rounded rectangle on a dark grey background. Scattered throughout the white area are various light grey icons: circles, crosses, and arrows. Some arrows are curved, and some are straight with triangular heads. The overall aesthetic is clean and modern, suggesting a strategic or creative theme.

From the Bench:

Campaign Asset Library

Downloadable tools and other creative assets to help people imagine themselves in the profession, including targeted graphics for digital platforms and images of real people and job sites.

Recruitment Playbook for the Crane & Load Handling Industry

Campaign Asset Library

As part of the Crane Industry Recruitment and Workforce Development Playbook, a set of digital assets was developed to help organizations put the messaging and strategy into practice. These assets are designed to make it easier for industry partners to reach potential operators where they already spend time online, while maintaining consistent messaging across markets and organizations.

The digital assets include a collection of ready-to-use advertising and communication materials built around the messaging frameworks. These assets can be used across multiple digital platforms, including social media, digital display advertising, and recruitment websites.

Together, these digital assets translate the playbook's strategy into practical tools that industry organizations can quickly deploy, adapt, and scale. By combining tested messaging with flexible digital formats, the playbook enables partners to run consistent, authentic recruitment campaigns that help more people discover the opportunities available in the crane and load-handling industry.

Scan the QR code for quick access!



Find the asset library at www.mycranecareer.com/playbook