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## Trends map

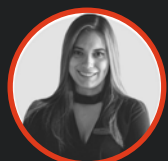
# 2023

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| DIGITAL PERMANENT CONTENT   | PERIOD                         | MEGATREND  | THEMATIC CONTENT  | APPROACH  | ACTIONS DIGITAL                                     |
|---|--------------------------------|--|---|---|---|
| <p>Studies and reports: Figures and behavior of the main hardware portfolio products / X-ray of the hardware products buyer.</p> <hr/> <p>Paints and coatings</p> <hr/> <p>Abrasives</p> <hr/> <p>Pipes and fittings</p> <hr/> <p>Electrical and lighting</p> <hr/> <p>Waterproofing</p> <hr/> <p>Steels, irons and aluminum</p> <hr/> <p>Cement, concrete and aggregates</p> <hr/> <p>Tools</p> <hr/> <p>Welding</p> <hr/> <p>Roof tiles and coverings</p> <hr/> <p>Adhesives and additives</p> <hr/> <p>Smithery</p> <hr/> <p>Drywall and facades</p> <hr/> <p>Equipment</p> <hr/> <p>Industrial safety</p> | <p><b>Q1</b><br/>(Jan-Mar)</p> | <p>Phygital: physical store, digital channel and the omnichannel mix</p> | <p>Customer experience</p> <hr/> <p>Interactions</p> <hr/> <p>Omnichannel</p>   | <p>Evolution of the store or physical point of sale prioritizing immediacy, immersion and interaction.</p> <hr/> <p>Understanding the customer's path to purchase.</p> <hr/> <p>Effective customer communication of the customer with the business.</p> <hr/> <p>Online presence, e-commerce, marketplaces, app, tech.</p> <hr/> <p>Face-to-face service models: shelf vs. self-service.</p> <hr/> <p>Interaction with people and with the product. Advice, proximity.</p> <hr/> <p>Balanced relationship between e-commerce and in-store commerce.</p> <hr/> <p>Advantages of both environments for building an integrative brand framework.</p> <hr/> <p>Elements, software and technological developments for the phygital experience.</p> <hr/> <p>Tools: Virtual Reality - Touch screens - RFID - CRM - chatbot.</p>   | <p>3 Newsletter<br/>(Distributed one per month)</p> |
|   | <p><b>Q2</b><br/>(Apr-Jun)</p> | <p>Remodeling: housing at the core</p>                                   | <p>Renovation of the spaces we inhabit</p> <hr/> <p>Interior design</p> <hr/> <p>Business support</p> <hr/> <p>Professional customer and end consumer</p> | <p>The new central space for all activities of life.</p> <hr/> <p>Generation of spaces more adapted for teleworking and digital education.</p> <hr/> <p>Adaptation and finishing of new / used / "VIS" Social Interest Housing.</p> <hr/> <p>Flexible and adaptable architecture and design.</p> <hr/> <p>Customization of spaces.</p> <hr/> <p>Small repairs.</p> <hr/> <p>Home improvements.</p> <hr/> <p>Bricolaje - DIY</p> <hr/> <p>Sale of projects, not products.</p> <hr/> <p>Consulting and customization of spaces.</p> <hr/> <p>Finishing, construction systems and/or installations kits.</p>   | <p>3 Newsletter<br/>(Distributed one per month)</p> |
|   | <p><b>Q3</b><br/>(Jul-Sep)</p> | <p>Sustainability: commitment to business and the environment</p>        | <p>Environmental initiatives in the business</p> <hr/> <p>As an attractive and differential offer of the business</p> <hr/> <p>As consumer demand</p>     | <p>The value of sustainability and the impact on hardware trade business models.</p> <hr/> <p>Carbon footprints and other environmental impacts associated with trade.</p> <hr/> <p>Sustainable and ethical practices aligned with the organization's values.</p> <hr/> <p>The construction sector requires inputs with an environmental seal to achieve sustainable projects and certifications.</p> <hr/> <p>Sustainable hardware suppliers: brands with an active environmental responsibility campaign with initiatives, from manufacturing to the final product.</p> <hr/> <p>New and better ways to offer sustainable options to customers. Packaging and product disposal.</p> <hr/> <p>Inventory and portfolio of products with environmental characteristics in their production, manufacture, packaging, disposal and use.</p> <hr/> <p>Technology, an ally for environmentally responsible consumer information.</p> <hr/> <p>Challenges and opportunities for trade in the incorporation of sustainability criteria in supply chains.</p> | <p>3 Newsletter<br/>(Distributed one per month)</p> |



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 MARKETING

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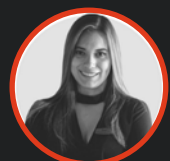
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|---|------------------------|---|---|--|---|
| Screws and fasteners<br>Valves and pumps<br>Automotive<br>Hardware networks | <b>Q4</b><br>(Oct-Dec) | Digital transformation<br>TOP Hardware stores | Online Presence<br>Channel digitalization<br>Online marketing of hardware products<br>Operational efficiency<br>Financial ranking | Digitalization strategies for hardware businesses as part of competitiveness and the new normal.<br>Social networks, a communication and sales tool for businesses.<br>Transactional websites, E-commerce and Market place for hardware stores.<br>Application, regulations, operation, and platforms.<br>Digital options in business for product sales, customer service and salesperson productivity.<br>Optimization of internal management, sourcing and inventory.<br>The top large, medium and small companies that sell the most. Financial analysis and economic performance of the hardware sector. | 3 Newsletter<br>(Distributed one per month) |



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