

DIGITAL PERMANENT CONTENT	PERIOD	MEGATREND	THEMATIC CONTENT	APPROACH	ACTIONS DIGITAL
<div>Studies and reports: Figures and behavior of the main hardware portfolio products / X-ray of the hardware products buyer.</div> <div>Paints and coatings</div> <div>Abrasives</div> <div>Pipes and fittings</div> <div>Electrical and lighting</div> <div>Waterproofing</div> <div>Steels, irons and aluminum</div> <div>Cement, concrete and aggregates</div> <div>Tools</div> <div>Welding</div> <div>Roof tiles and coverings</div> <div>Adhesives and additives</div> <div>Smithery</div> <div>Drywall and facades</div> <div>Equipment</div> <div>Industrial safety</div>	<div>Q1 (Jan-Mar)</div>	Phygital: physical store, digital channel and the omnichannel mix	<div>Customer experience</div> <div>Interactions</div> <div>Omnichannel</div>	<div>Evolution of the store or physical point of sale prioritizing immediacy, immersion and interaction.</div> <div>Understanding the customer's path to purchase.</div> <div>Effective customer communication of the customer with the business.</div> <div>Online presence, e-commerce, marketplaces, app, tech.</div> <div>Face-to-face service models: shelf vs. self-service.</div> <div>Interaction with people and with the product. Advice, proximity.</div> <div>Balanced relationship between e-commerce and in-store commerce.</div> <div>Advantages of both environments for building an integrative brand framework.</div> <div>Elements, software and technological developments for the phygital experience.</div> <div>Tools: Virtual Reality - Touch screens - RFID - CRM - chatbot.</div>	6 Newsletters (bimonthly)
	<div>Q2 (Apr-Jun)</div>	Remodeling: housing at the core	<div>Renovation of the spaces we inhabit</div> <div>Interior design</div> <div>Business support</div> <div>Professional customer and end consumer</div>	<div>The new central space for all activities of life.</div> <div>Generation of spaces more adapted for teleworking and digital education.</div> <div>Adaptation and finishing of new / used / "VIS" Social Interest Housing.</div> <div>Flexible and adaptable architecture and design.</div> <div>Customization of spaces.</div> <div>Small repairs.</div> <div>Home improvements.</div> <div>Bricolaje - DIY</div> <div>Sale of projects, not products.</div> <div>Consulting and customization of spaces.</div> <div>Finishing, construction systems and/or installations kits.</div>	6 Newsletters (bimonthly)
	<div>Q3 (Jul-Sep)</div>	Sustainability: commitment to business and the environment	<div>Environmental initiatives in the business</div> <div>As an attractive and differential offer of the business</div> <div>As consumer demand</div>	<div>The value of sustainability and the impact on hardware trade business models.</div> <div>Carbon footprints and other environmental impacts associated with trade.</div> <div>Sustainable and ethical practices aligned with the organization's values.</div> <div>The construction sector requires inputs with an environmental seal to achieve sustainable projects and certifications.</div> <div>Sustainable hardware suppliers: brands with an active environmental responsibility campaign with initiatives, from manufacturing to the final product.</div> <div>New and better ways to offer sustainable options to customers. Packaging and product disposal.</div> <div>Inventory and portfolio of products with environmental characteristics in their production, manufacture, packaging, disposal and use.</div> <div>Technology, an ally for environmentally responsible consumer information.</div> <div>Challenges and opportunities for trade in the incorporation of sustainability criteria in supply chains.</div>	6 Newsletters (bimonthly)

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Trends map

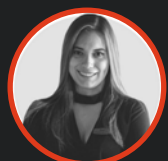
2023

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					DIGITAL
<div>Screws and fasteners</div> <div>Valves and pumps</div> <div>Automotive</div> <div>Hardware networks</div>	<div>Q4</div> <div>(Oct-Dec)</div>	<div>Digital transformation</div> <div>TOP Hardware stores</div>	<div>Online Presence</div> <div>Channel digitalization</div> <div>Online marketing of hardware products</div> <div>Operational efficiency</div> <div>Financial ranking</div>	<div>Digitalization strategies for hardware businesses as part of competitiveness and the new normal.</div> <div>Social networks, a communication and sales tool for businesses.</div> <div>Transactional websites, E-commerce and Market place for hardware stores.</div> <div>Application, regulations, operation, and platforms.</div> <div>Digital options in business for product sales, customer service and salesperson productivity.</div> <div>Optimization of internal management, sourcing and inventory.</div> <div>The top large, medium and small companies that sell the most. Financial analysis and economic performance of the hardware sector.</div>	<div>6 Newsletters</div> <div>(bimonthly)</div>



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