

Fronius UK Marketing Topic Roadmap Q1 & Q2



2023



- ▶ MagicCleaner and Acerios social media content including application posts.
- ▶ Shareable content.

- ▶ MagicCleaner trade press advertising

- ▶ Tech Tip Tuesdays - short videos, ideal for sharing. Focus on TransSteel.

- ▶ TransSteel trade press advertising

- ▶ MIG/MAG & TIG Torch shareable content

- ▶ TPS/i manual shareable content

- ▶ Tech Tip Tuesdays - short videos, ideal for sharing. Focus on TSP/i.

- ▶ TPS/i trade press advertising

Focus on the welding system TransSteel and TransSteel Pulse.

Focus on Welding Automation as solution provider in robotics and hard automation

Focus on cleaning of stainless-steel TIG welds and surfaces with MagicCleaner and hot-active-plasma surface cleaning with Acerios.

Focus on different features and benefits of Fronius welding torches.

Campaign strengthening position of manual TPS/i systems, including software & hardware.

Sustainability/Health & Safety PR and Blog Topics

Resource-saving and efficient surface cleaning | Weld sequencing
UV radiation and heat and flame protection

Electric shock, heat protection | Welding ergonomics
Webinar on sustainability