

Marketing skills lab



05-2026



Marketing skills lab



Welcome

01. We meet quarterly
02. We share experiences
03. We interact & collaborate
04. We learn & grow
05. We record and release presentations

Marketing skills lab



Agenda

01. Marketing activities Q2+Q3
02. Social media best practices
03. Dealer marketing financial support
04. TK EMEA Brand Center
05. Wrap up and Q&A

Interactivity

Q&A and Polls

- POLL: Scan this QR code or join at slido.com # 2340693
- LIVE CHAT: our team is available to answer your questions



2026 Marketing & Events Plan

Q2
Q3

Products

Aftermarket: New filter & ColdCube
Advancer S – low GWP refrigerant – Pre-launch at IAA
E-Volution Undermount – Pre-launch at IAA

Campaigns

Life Cycle Assesment – educational series
Fuel crisis – Dealer toolkit, a complete guide to fuel efficiency , including sales battle card

Editorial

Blog	An answer to rising fuel prices
Blog	5 myths on e-axle refrigeration
Blog	The sustainable cold chain – 6 ideas for cutting back on emissions
Social media	IAA warm up
Social media	Innotrans warm up

Events

Transpotec Logitec	13-16 May 2026	Milan, IT
Stellantis B2B Day	20 May 2026	Leuven, BE
Road Transport Expo 2026	30 June – 2 July 2026	Stoneleigh, UK
IAA	15-20 September 2026	Hannover, DE
Innotrans	22 – 25 September 2026	Berlin, DE

SOCIAL MEDIA BEST PRACTICES

Making it BIG online

Social media best practices

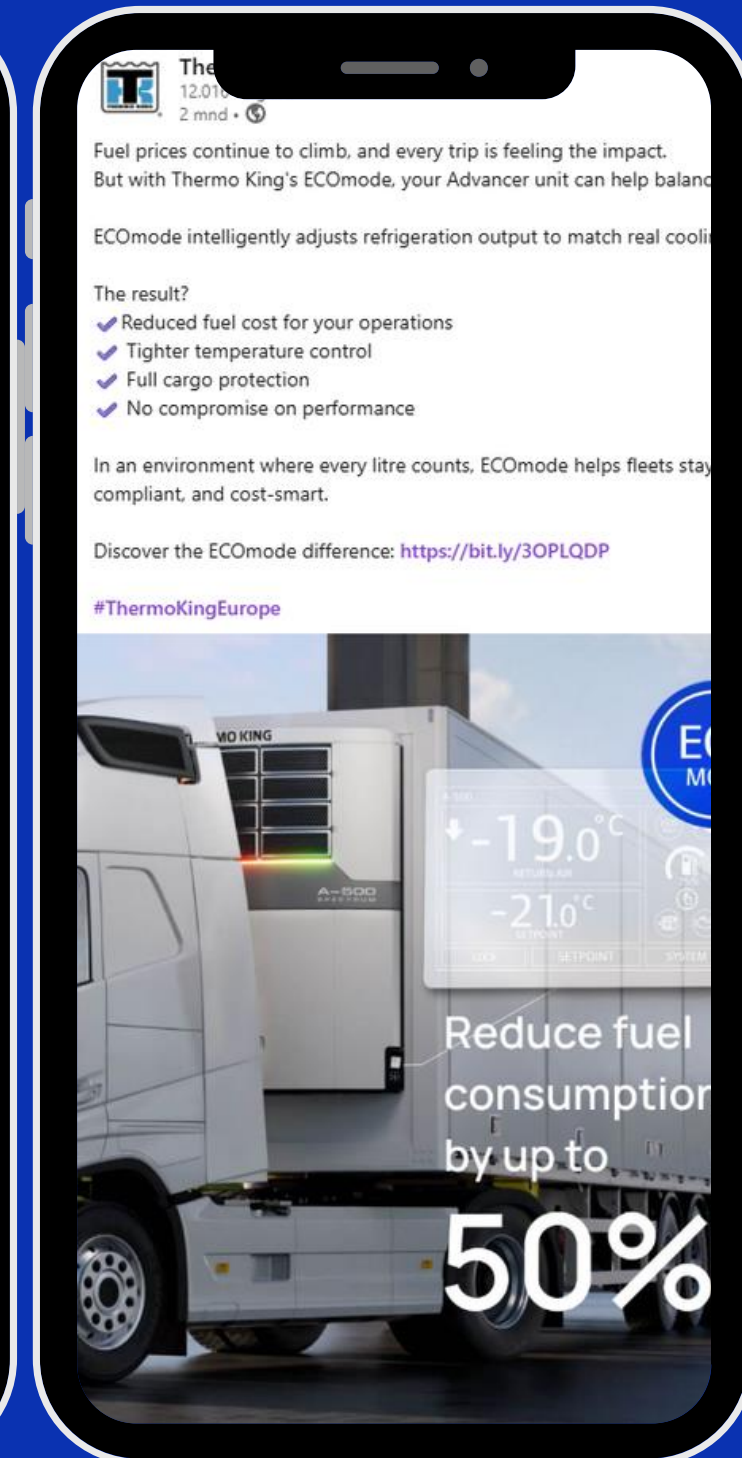
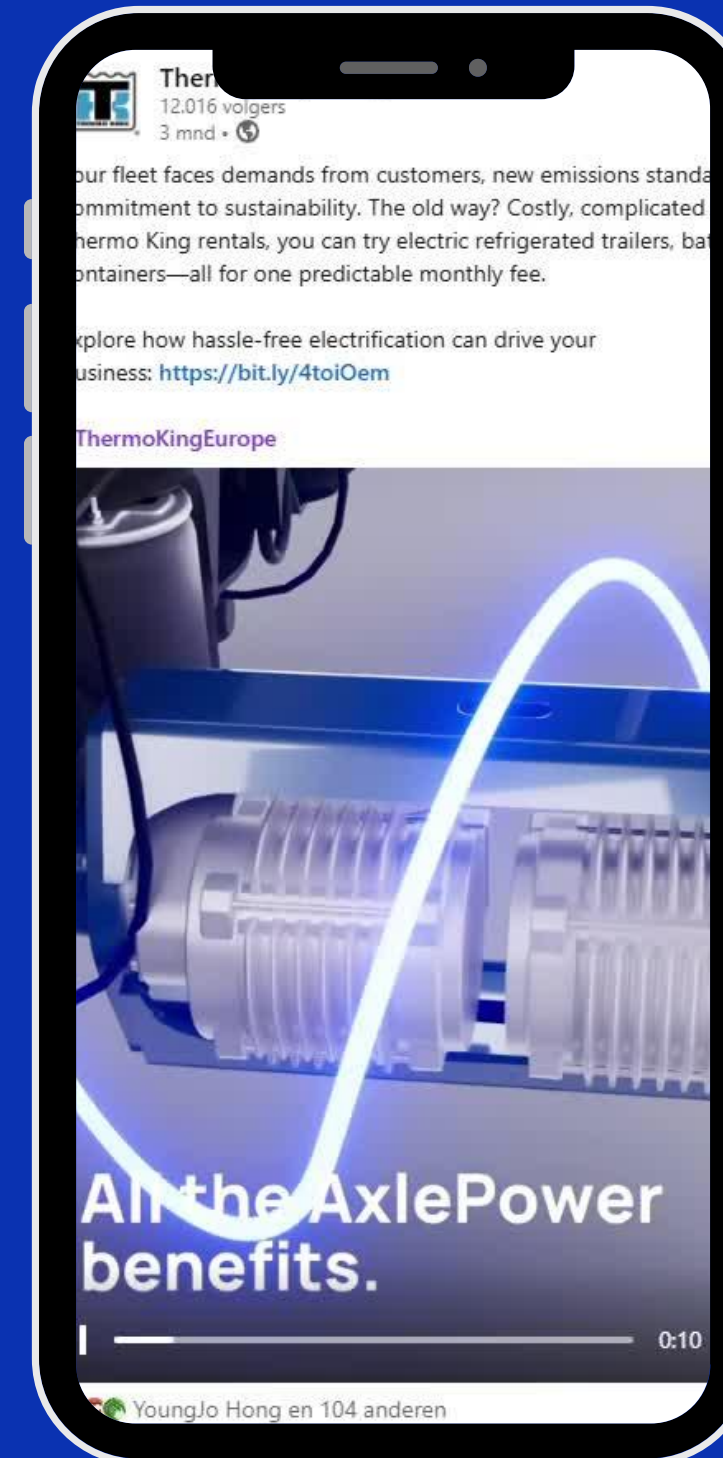
Start with the audience, not the brand

Give every post one clear purpose

Focus on value, not just promotion



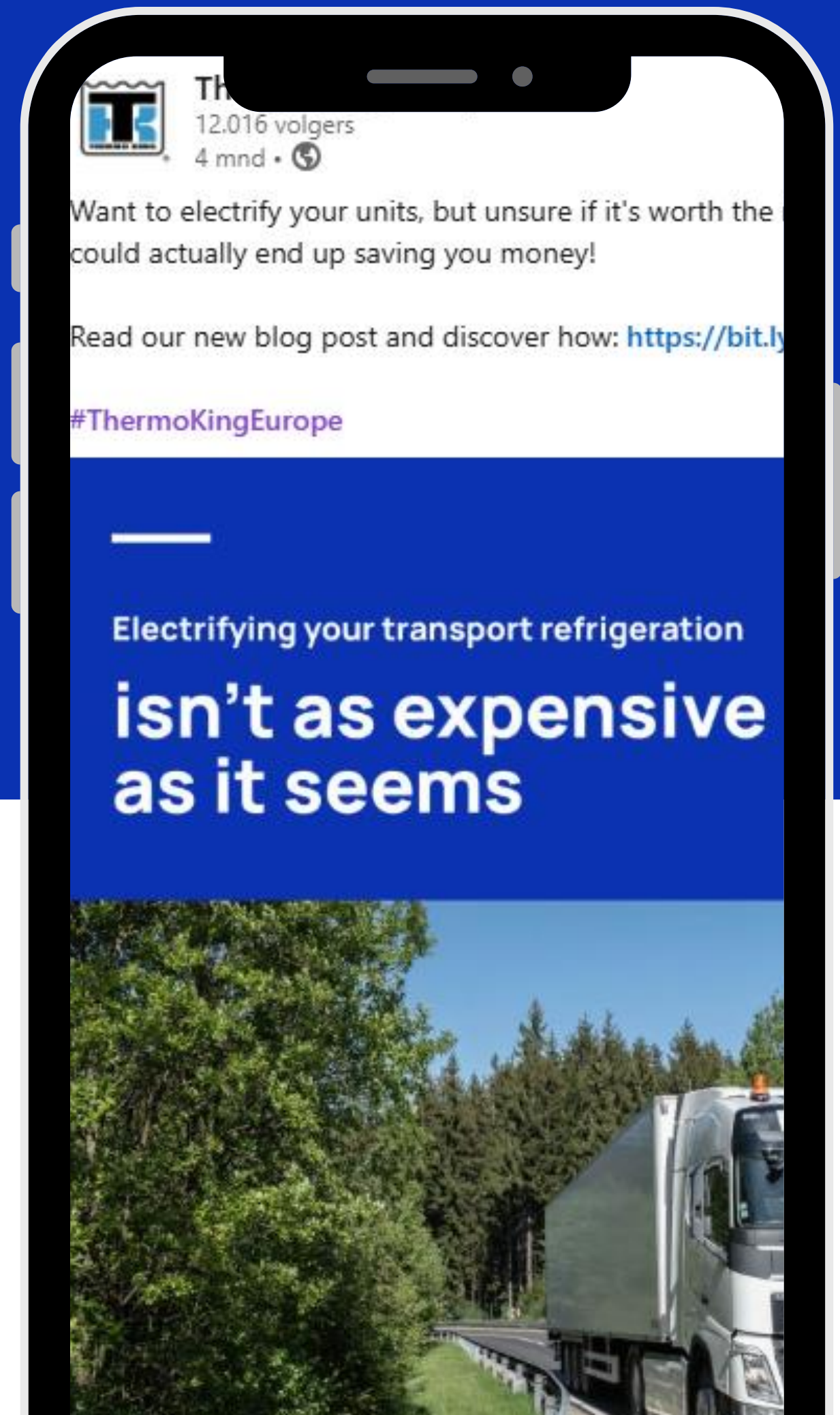
What makes a strong social post

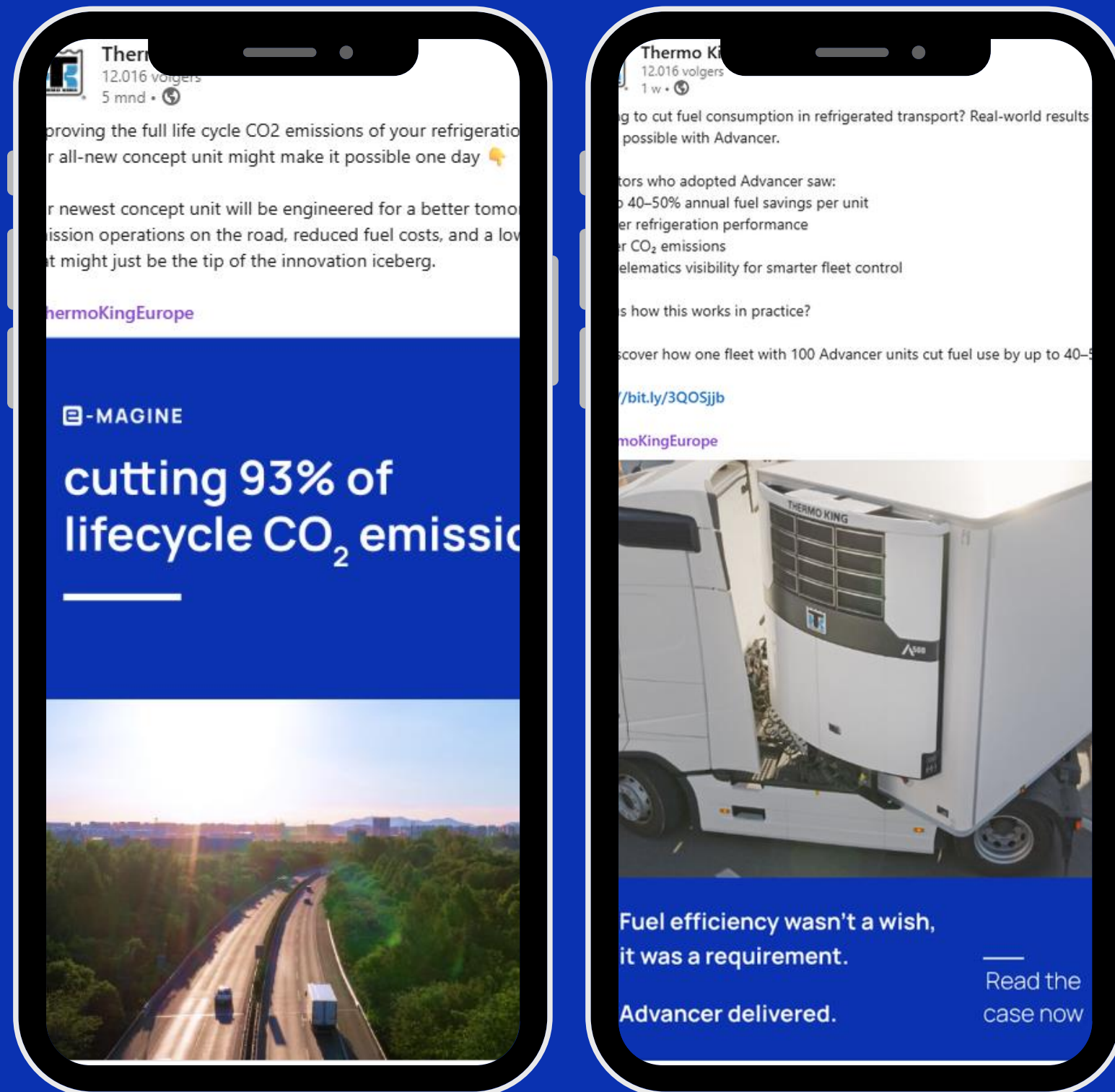


Use a strong hook

Grab your audience's attention in the first 3 seconds with a strong hook.

The hook can be a question, a surprising statement, or a common problem that people face.

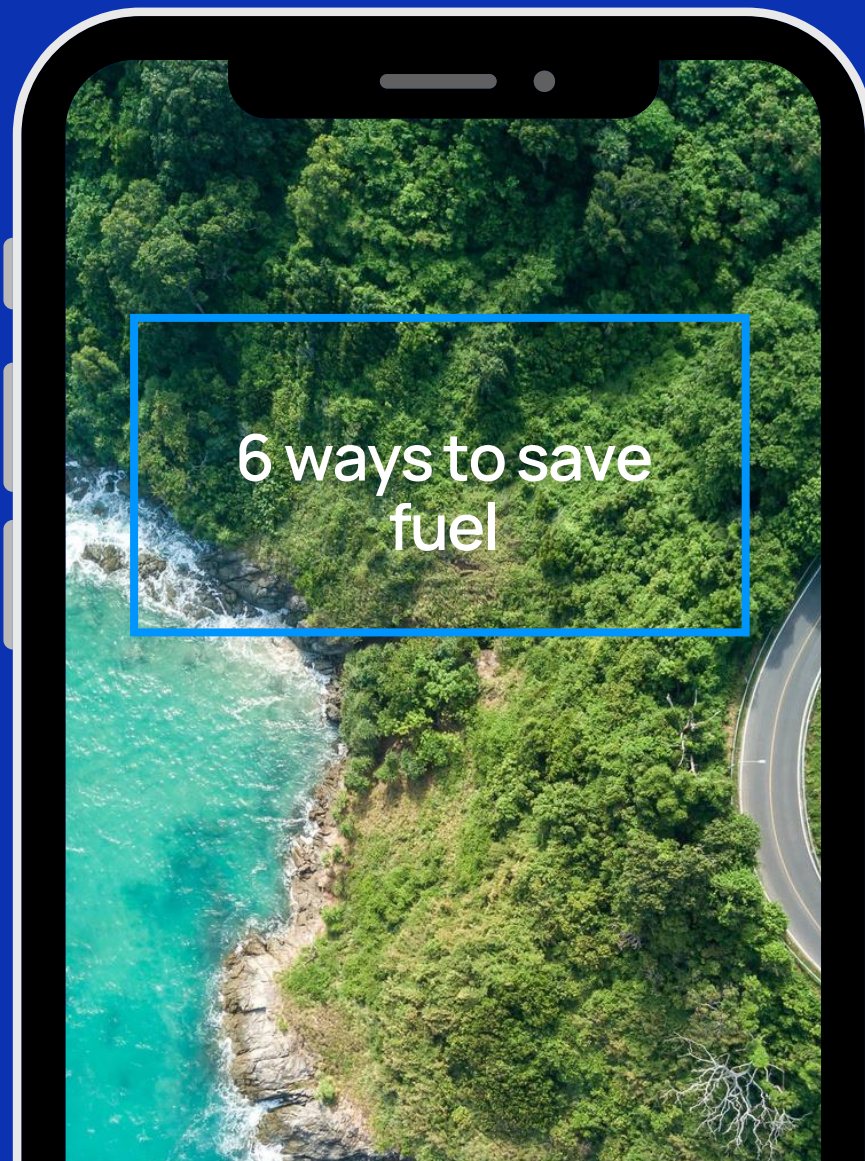




Create value for the audience

Proof

Make it credible





Invite the audience to interact

Add a CTA (Call To Action).

Visual support



1584 LIKES



188 SAVES



205 COMMENTS



355 SHARES



A desk setup featuring a laptop, a vase with a plant, and a large '@' symbol. The laptop screen displays the Thermoking logo and text: 'THERMOKING HIGH VOLTAGE CERTIFIED WORKSHOP'.

Use (hash)tags with purpose

Tag relevant people or partners

Don't over-tag

Use hashtags selectively

#ThermoKingEUROPE

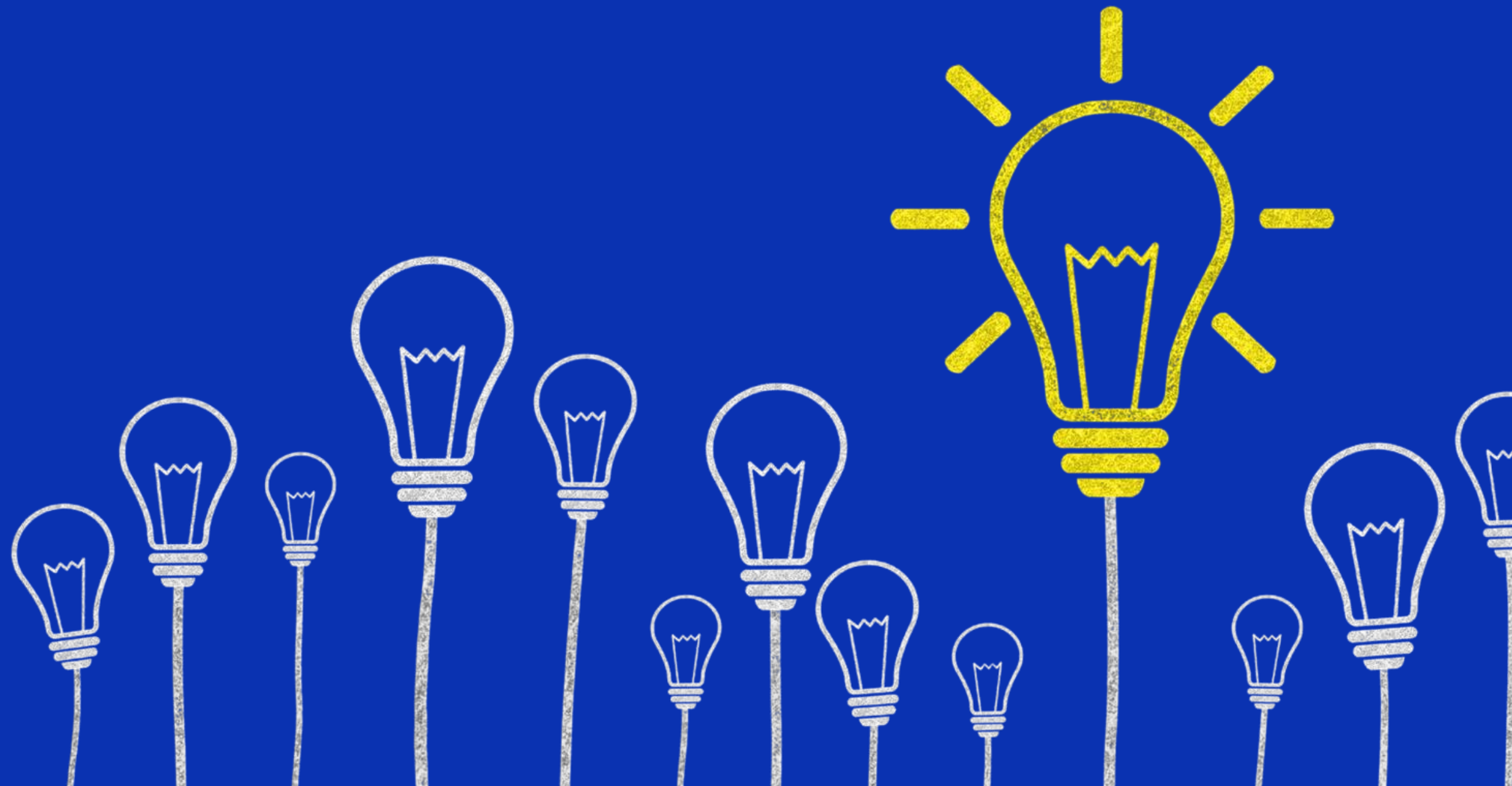
**New Post
Loading...**



— Starting from
a strong
template is
not cheating,
it's working
smarter.

- TK EMEA Marketing Cloud
- Adapt, or just copy
- Tag Thermo King Europe

Share your
questions
in the live
chat



DEALER MARKETING FINANCIAL SUPPORT

Dealer marketing financial support

01

2025 COOP wrapped

02

Best practices

03

Conclusion

COOP definition & re-imbbursement

COOP = Thermo King re-imbbursement of marketing expenses to dealers

Categories	Refund TK/DN
Marketing expenses	50-50%
Customer visits	40-60%
Trade shows / events	50-50% national 70-30% international
Exhibition & demo units	Fixed amount per unit type

2025 COOP

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Together we invest approx.

€ 2.000.000

on dealer marketing via COOP

Let's make sure it counts !!!
Let's spend the investment wisely !!!

Marketing channel mix & budget allocation

CATEGORIES	INDUSTRY AVERAGE	
Customer communication & retention	25%	
Digital lead generation, On-line marketing	20%	
Events, trade shows, Customer visits	15%	
Local branding & advertising	15%	
Content, social media	10%	
Sales enablement	5%	
Website optimization	5%	
Business development, demos, new tactics	5%	

Comparing the results

CATEGORIES	INDUSTRY	TK COOP
Customer communication & retention	25%	0,5%
Digital lead generation, On-line mkt	20%	5%
Events, trade shows, Customer visits	15%	39%
Local branding & advertising	15%	43%
Content, social media	10%	0%
Sales enablement	5%	5%
Website optimization	5%	0%
Business development, demos, new tactics	5%	13%

Conclusion

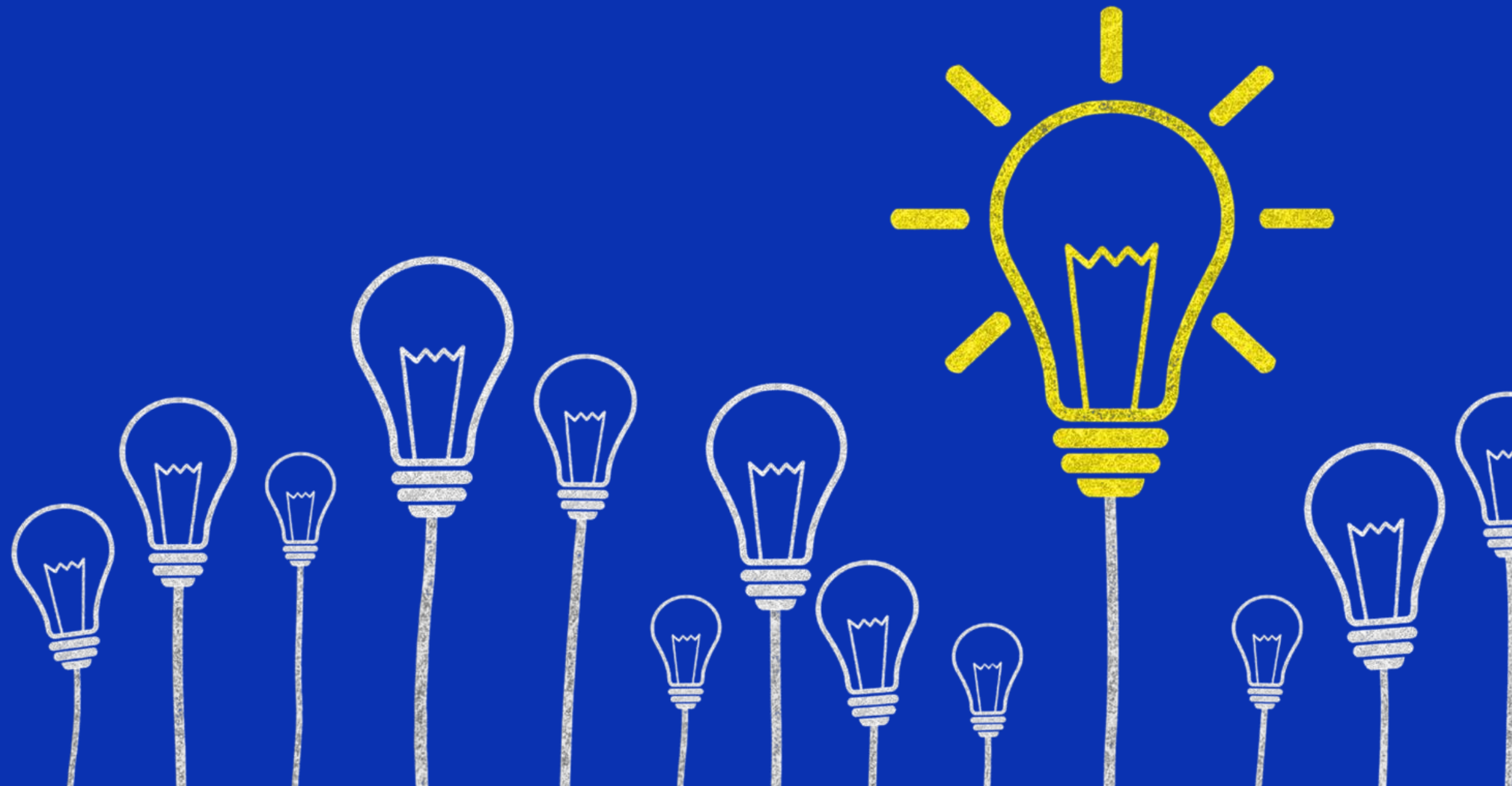
CATEGORIES	IDEAL	COOP
Customer communication & retention	25%	5%
Digital lead generation, On-line mkt	20%	5%
Events, trade shows, Customer visits	15%	39%
Local branding & advertising	15%	43%
Content, social media	10%	0%
Sales enablement	5%	5%
Website optimization	5%	0%
Business development, demos, new tactics	5%	13%

We appear to be consistently either underspending or overspending.

We need to reassess our €2M marketing investment and begin shifting toward a more balanced and effective channel mix.

We're here to help, but we also need your support.

Share your
questions
in the live
chat



TK EMEA Brand Center

A digital hub that stores
branded assets

Thermo King EMEA brand center

01

One central source
for brand guidance

02

Easy access to
ready-to-use assets

03

Built for TK EMEA needs

04

Supports consistency,
efficiency, and quality



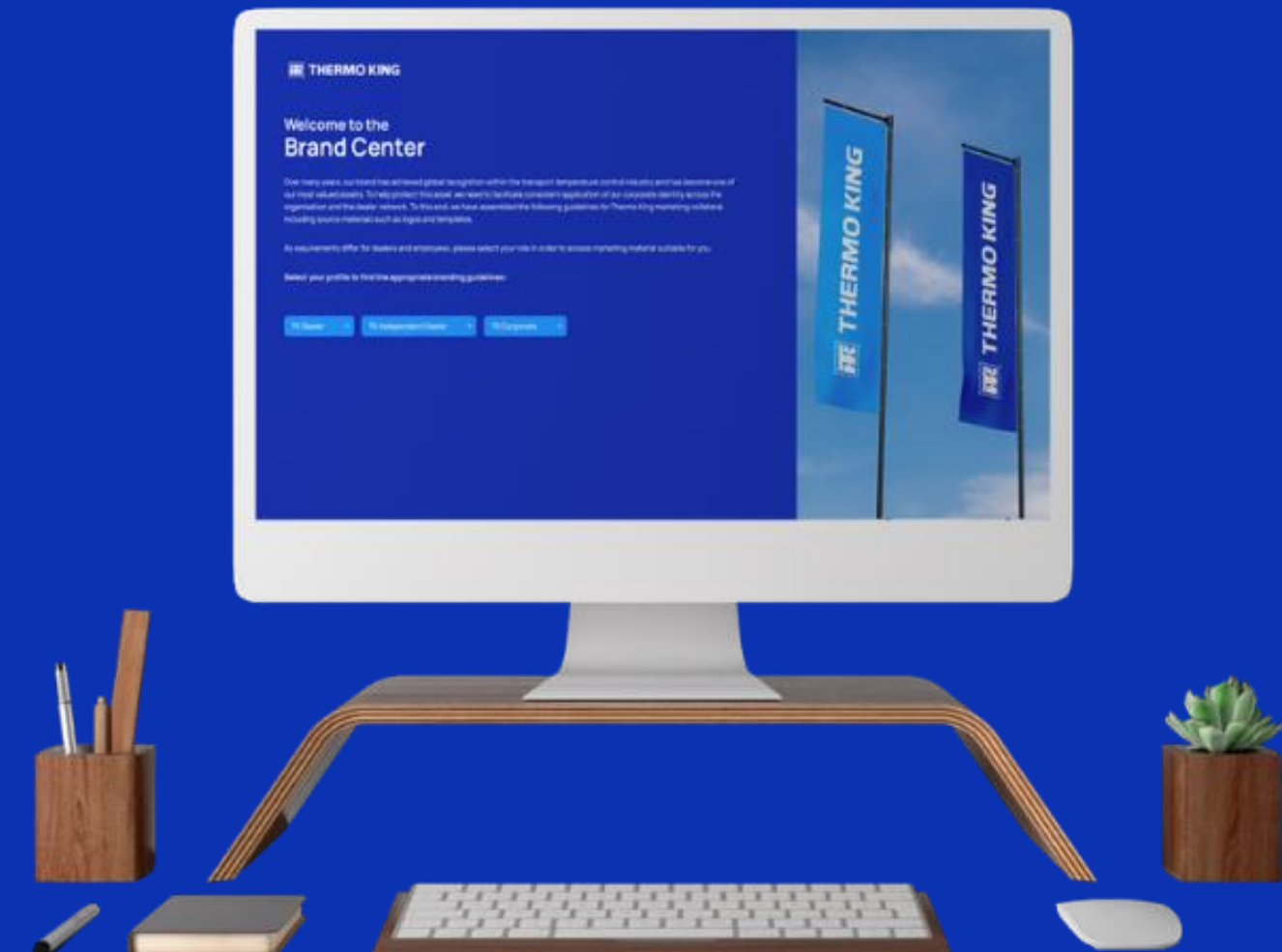
Access via TK Marketing Cloud

TK owned dealers & employees

1. Open Climate Zone
2. Navigate to About our company
3. Go to Our businesses
4. Choose Thermo King EMEA
5. Access TK Marketing Cloud

TK independent dealers

1. Log in to Iservice
2. Click on EMEA Infocentral
3. Access TK Marketing Cloud



Quiz

→ Slido.com
#2340693



Which Thermo King logo is correct?

A



THERMO KING

B



THERMO KING

Which Thermo King logo is correct?

→ Slido.com
#2340693



A



THERMO KING

B



THERMO KING

Quiz

→ Slido.com
#2340693



Which Thermo King logo is correct?

A



B



Quiz

→ Slido.com
#2340693

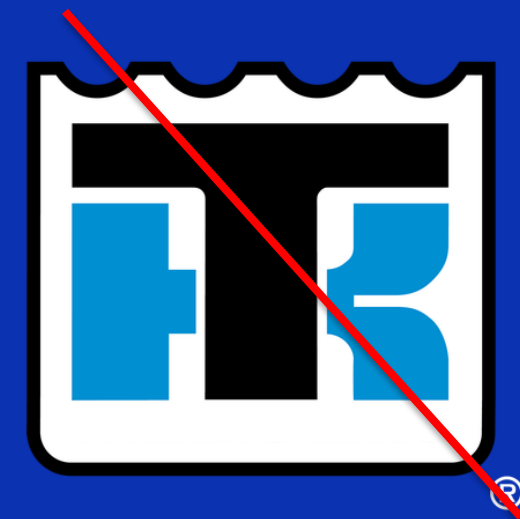


Which Thermo King logo is correct?

A



B



Thermo King logo: 2 essentials

01

The words THERMO KING

02

Trademark ®



THERMO KING



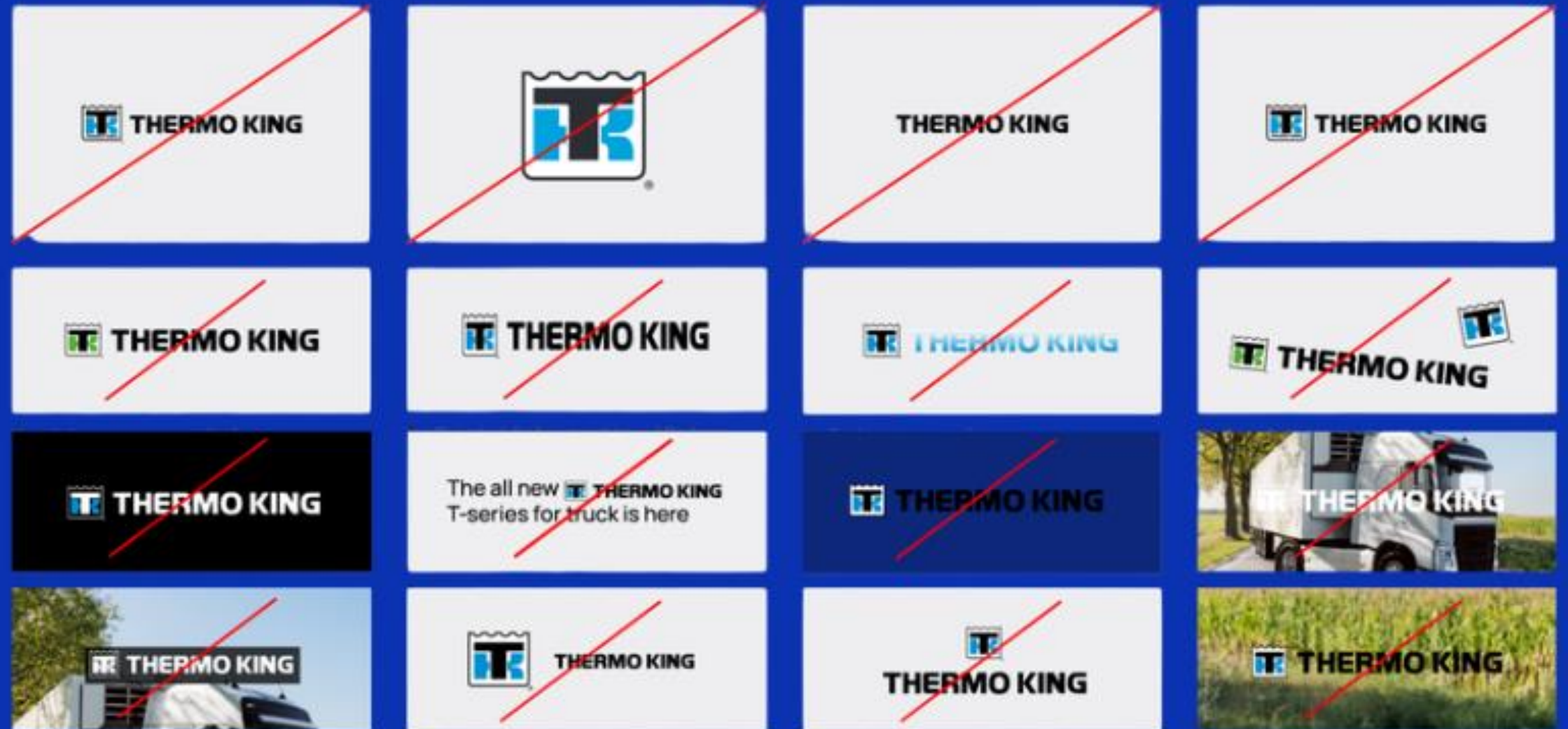
Thermo King logo: 2 essentials

01

The words THERMO KING

02

Trademark ®



Live demo



WRAP UP

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Key take-aways

01. Social media is a powerful communications medium
02. Rethink your COOP spent
03. Thermo King logo and its 2 must-have elements

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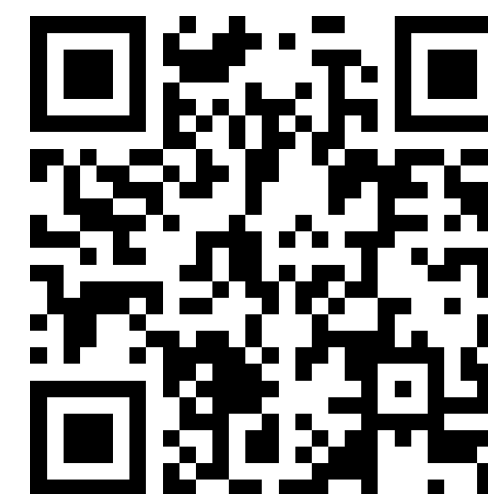


We
meet
again

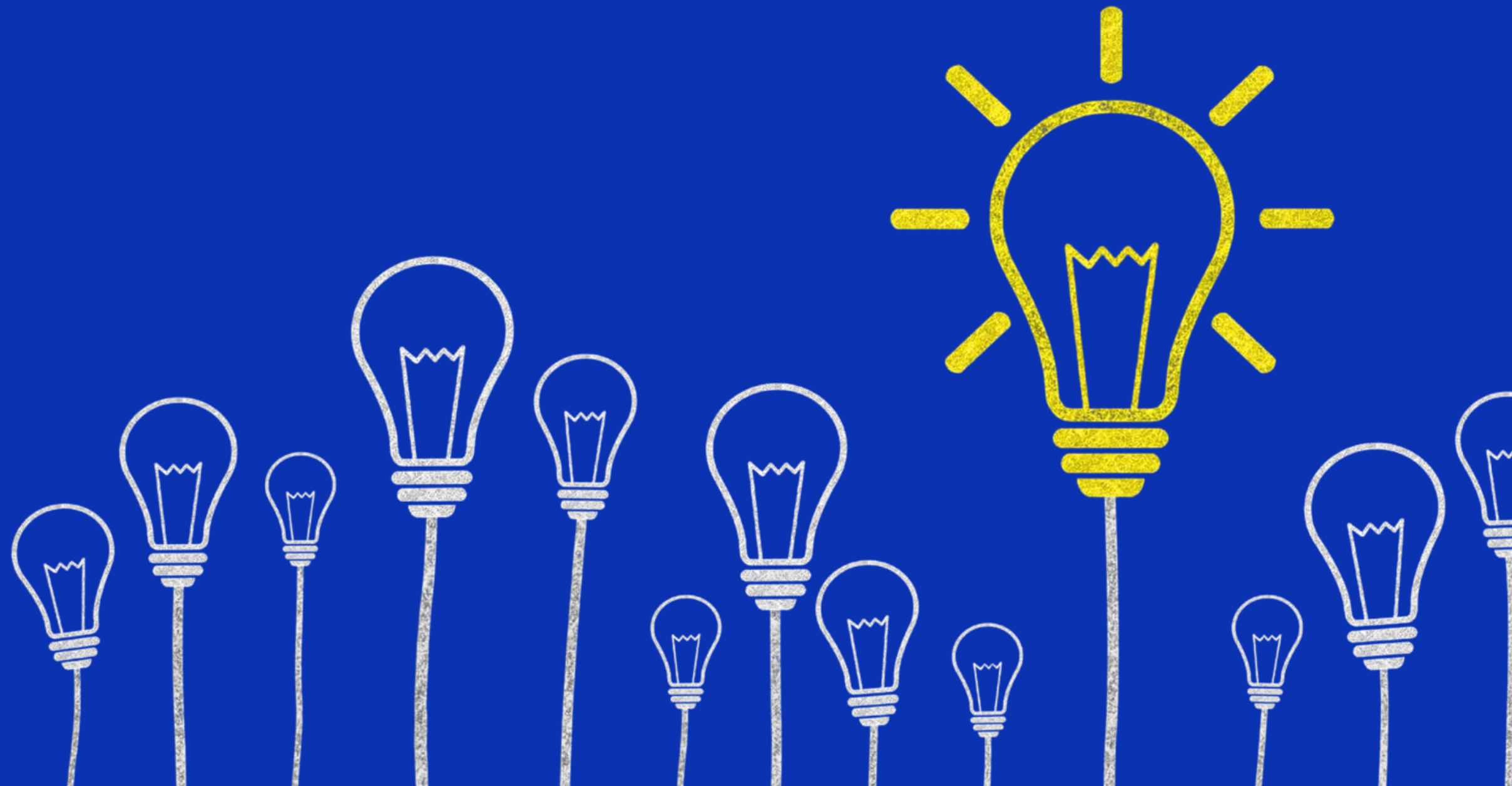


Friday
28/08/2026

Vote now



Let's
talk



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Recap available via TK Marketing Cloud &
TK Marketing Matters

marketing.europe@thermoking.com

Let's stay
in touch



Thermo King

EUROPE

europe.thermoking.com



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Thank
you