

EXPERT

ACCESSORY RANGE



EXPERT ACCESSORY
RANGE
THE BEST YOUR TOOL CAN GET.

Dealer Marketing Assets

GROW YOUR ONLINE SALES WITH COMPELLING MARKETING ASSETS FROM BOSCH

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Start the journey



Bosch Professional Accessories.



BOSCH

EXPERT
DEALER MARKETING ASSETS - GETTING STARTED

Table of Content

> RANGE OVERVIEW

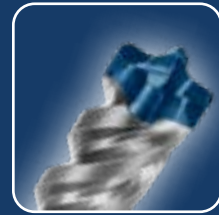
Explore the range:



Abrasives



Cutting and Grinding



Drill Bits



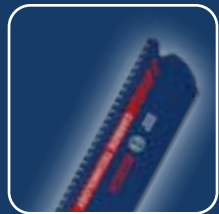
Hole Saws



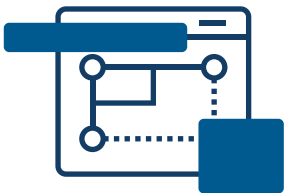
Multitool Accessories



Machine and System Accessories

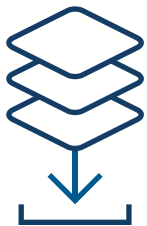


Saw Blades



HOW TO USE

Getting Started	04
Awareness: Promote EXPERT	07
Consideration: Grow sales	09
Conversion: List EXPERT	14



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Online Banners Awareness	17	Performance Challenger	23
Online Banners Consideration	18	Email & Landingpages	24
Social Media Awareness	19	Infographics/Editorial Content	28
Technology Videos	20	Application Pictures	30
Testimonial Videos	21	Product Videos	31
Social Media Consideration	22	On-Site Keywords	32



EXPERT DEALER MARKETING ASSETS - GETTING STARTED

Use these online marketing assets to inform and influence your online buyer as they explore and make buying decisions.

1. AWARENESS



Content to grab your buyers' attention during about a new offering.



2. CONSIDERATION



Content to inform and persuade the buyer to choose EXPERT.



3. CONVERSION



Content to convince the buyer they are making the right purchase.



EXPERT DEALER MARKETING ASSETS - GETTING STARTED

Grow your online sales with compelling marketing assets from Bosch

> GROW SALES WITH BOSCH ONLINE ASSETS



THE POWER of the Dealer Marketing Assets

Source: Hubspot.com



AWARENESS

> + **75 %**
Increase in **shop visits**
with social media

> + **200 %**
Increase in **shop visits**
with ad banners

> + **44 %**
Increase in **buying intent** with product banners

> + **45 %**
Improvement in **buyer communication** with infographics

> + **50 %**
Increase in **buying intent** with focus product page

CONSIDERATION

CONVERSION

> + **25 %**
Online **sales increase** with product pictures & videos

> + **45 %**
Sales increase with well designed email

> + **50 %**
Increase in sales with Search Ads




EXPERT DEALER MARKETING ASSETS

Set up a product detail page

> GET STARTED WITH LISTING BOSCH EXPERT


EXPERT



EXPERT SDS plus-7X
Concrete drill bits

FOR ROTARY HAMMER DRILLS

UP TO
3x*




Lasts up to 3x longer than
standard hammer drill bits


■ Long life drilling reinforced concrete


■ Extremely durable drill bit tip with BOSCH Carbide Technology


Material




For construction professionals drilling concrete and reinforced concrete regularly, for example for fixings and installations, the Bosch Expert SDSplus-7X Hammer Drill Bit offers peerless performance, reliability and longevity. It is the Expert accessory for SDS plus rotary hammer drills.









STANDARD DRILL BITEXPERT







Ensure product name is correct and includes EXPERT

Ensure to Include the machine information

Ensure to include the product benefits, using the benefit icons and bullet point text

Ensure to include material information

Use the long description for more information to help buyers

Implement product pictures (packed and unpacked), application pictures and videos to show the products in action

EXPERT DEALER MARKETING ASSETS

How to Use: Awareness



1. AWARENESS

Use the awareness phase content to grab your user's attention and introduce them to EXPERT, the new best-in-class range from Bosch Accessories.

Download the Awareness Phase assets:

[Online Banners](#)

[Social Media](#)

[Email Templates](#)

[Videos](#)

[Campaign Landing Page](#)

[On-site Keywords](#)

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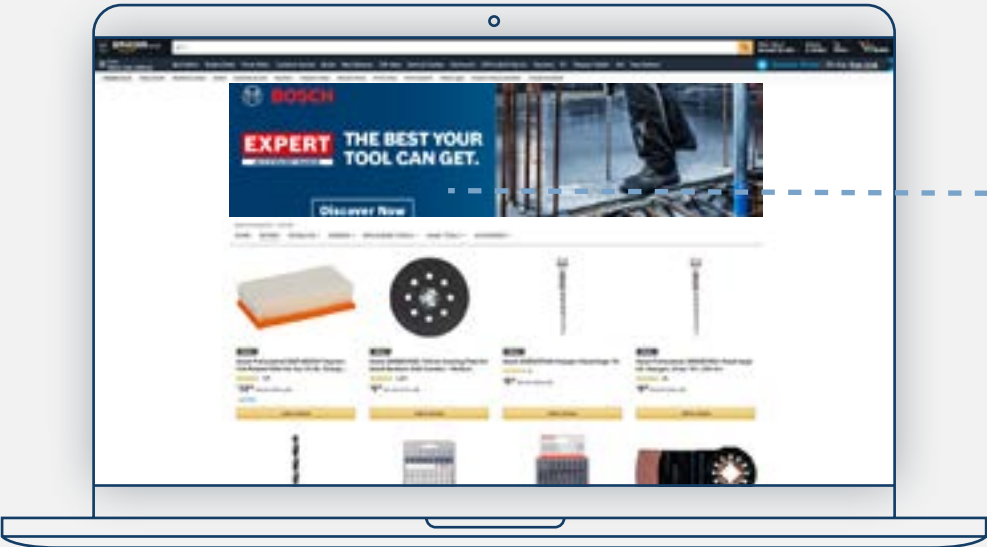


EXPERT DEALER MARKETING ASSETS

How to Use: Awareness

HOW TO USE

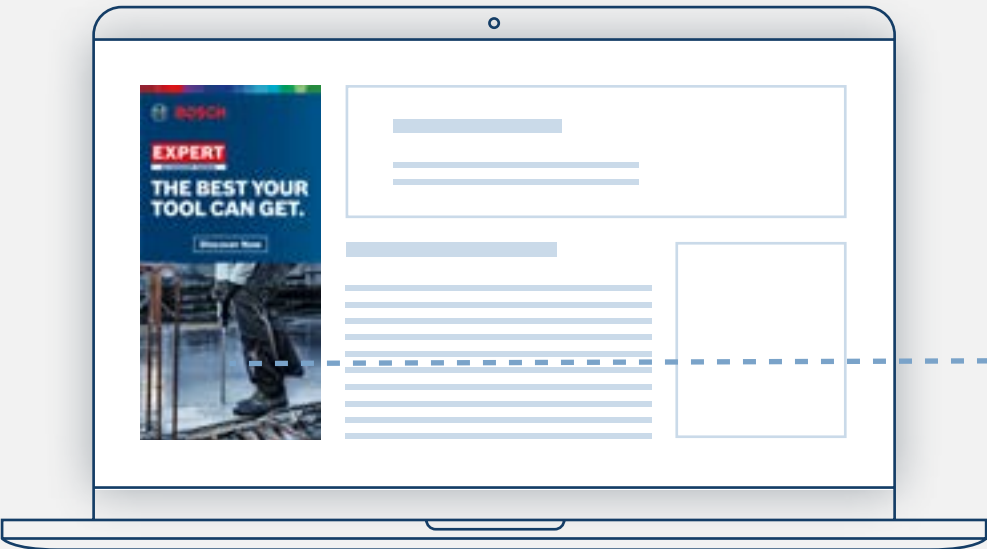
Awareness Web Banner



Awareness Email



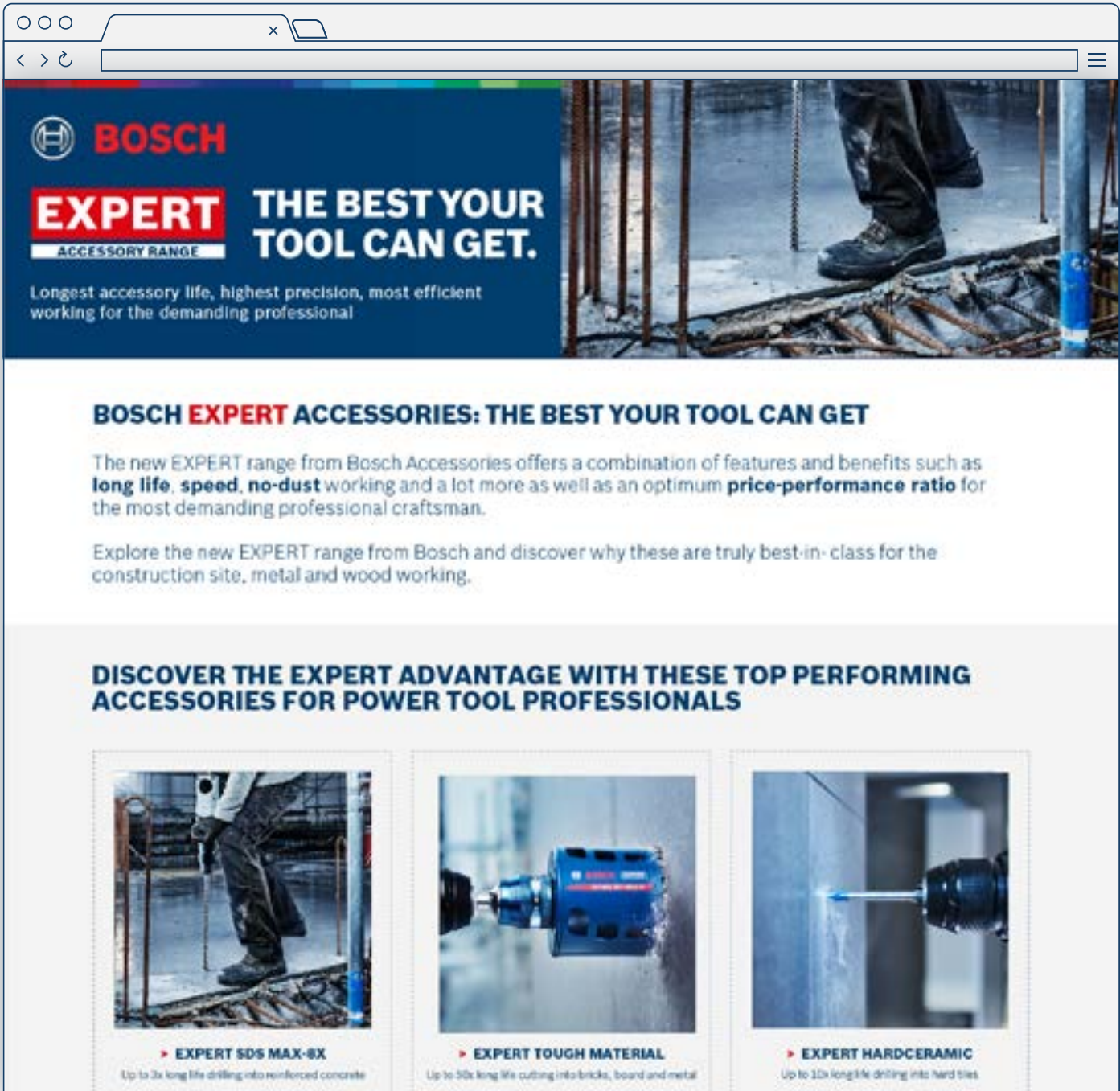
Awareness Ad Banner



Grab user's attention with the awareness assets



Awareness Landing Page



Link the banners to the awareness landing page



EXPERT DEALER MARKETING ASSETS

How to use: Consideration Online Assets



2. CONSIDERATION

Use the consideration phase assets to provide the users with the winning arguments to inform and persuade them to choose Bosch EXPERT.

Download the Consideration Phase assets:

Online Banners [↗](#)

Infographics [↗](#)

Email Templates [↗](#)

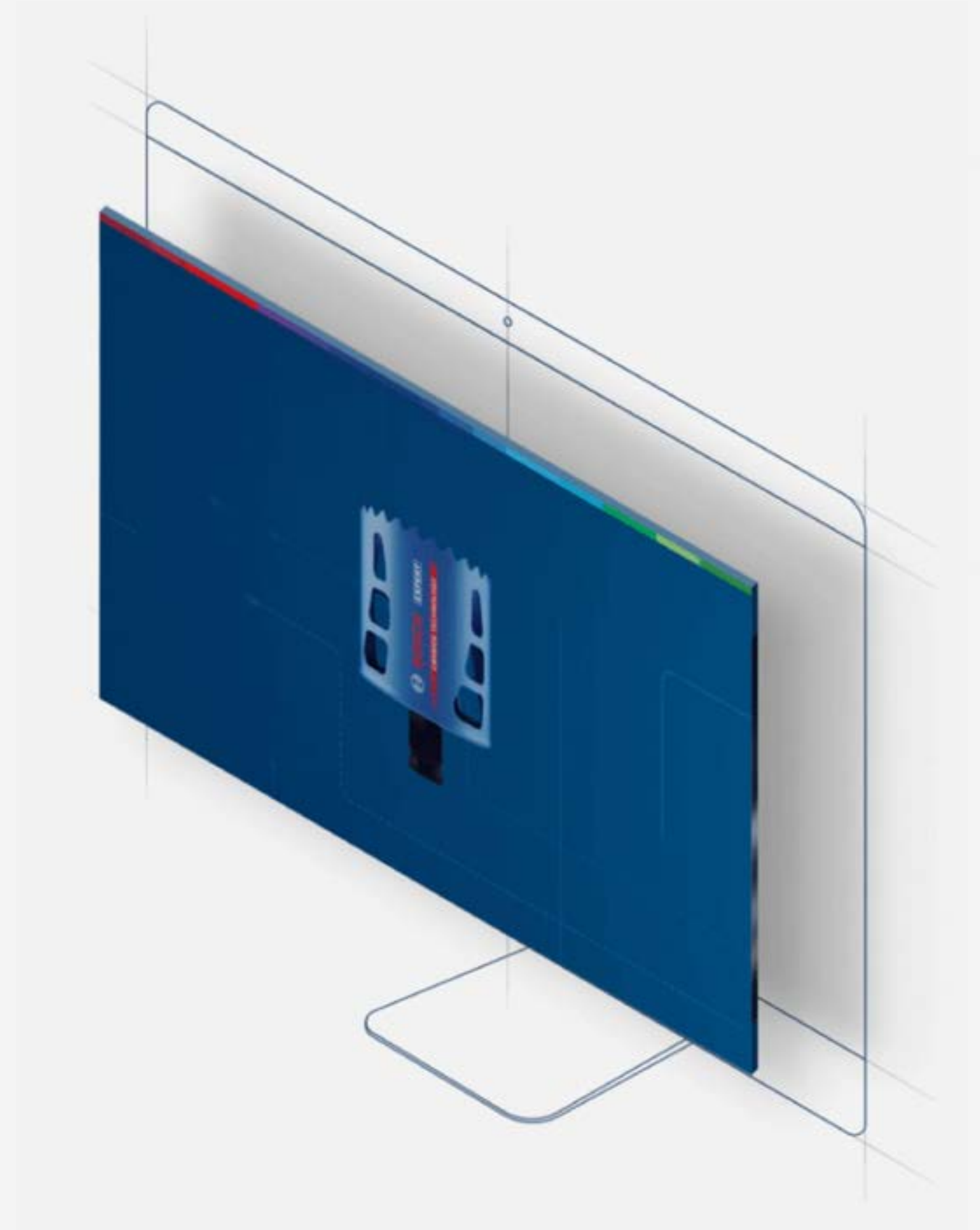
Videos [↗](#)

Campaign Landing Page [↗](#)

On-site Keywords [↗](#)

Social Media [↗](#)

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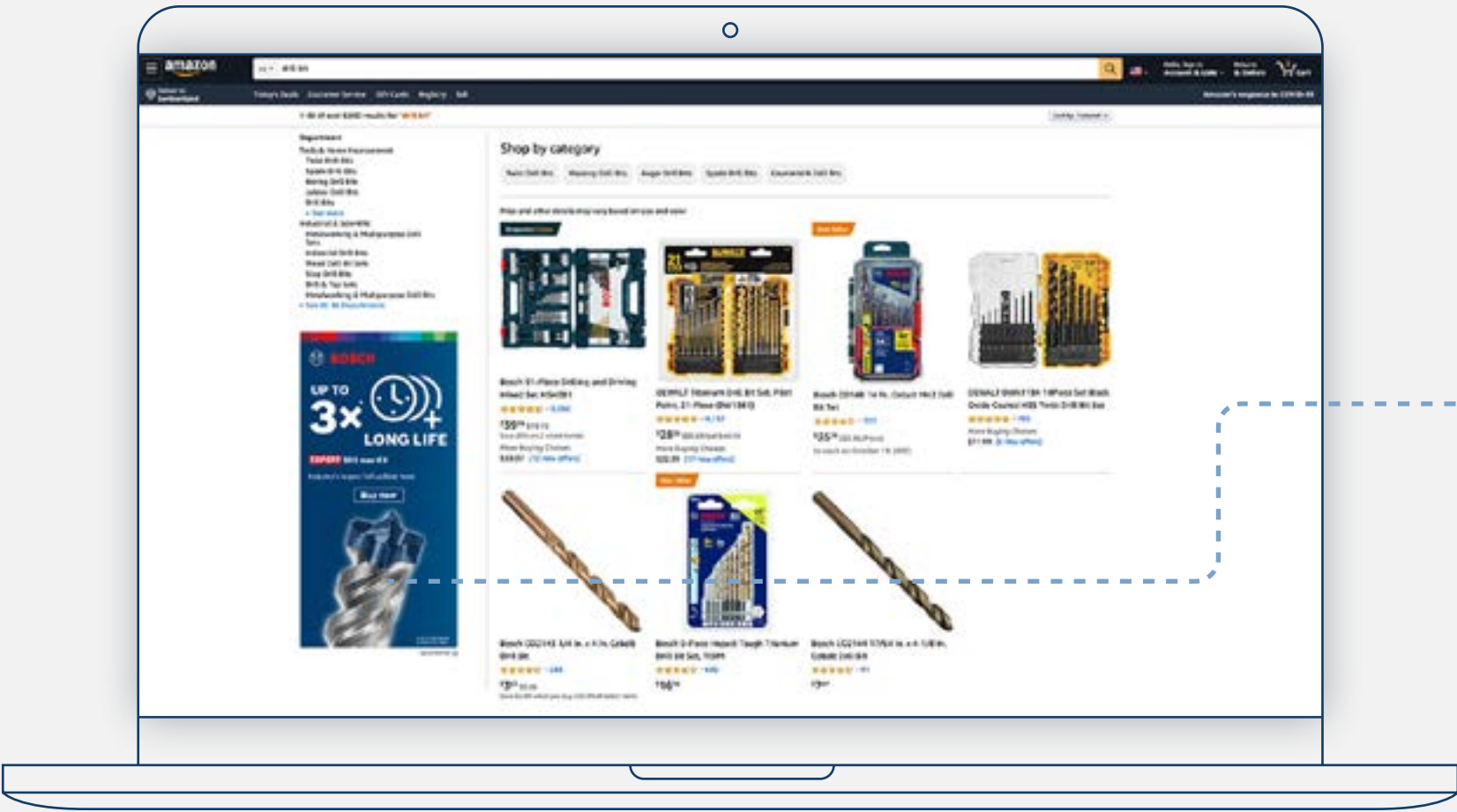


EXPERT DEALER MARKETING ASSETS

How to use: Consideration Banner

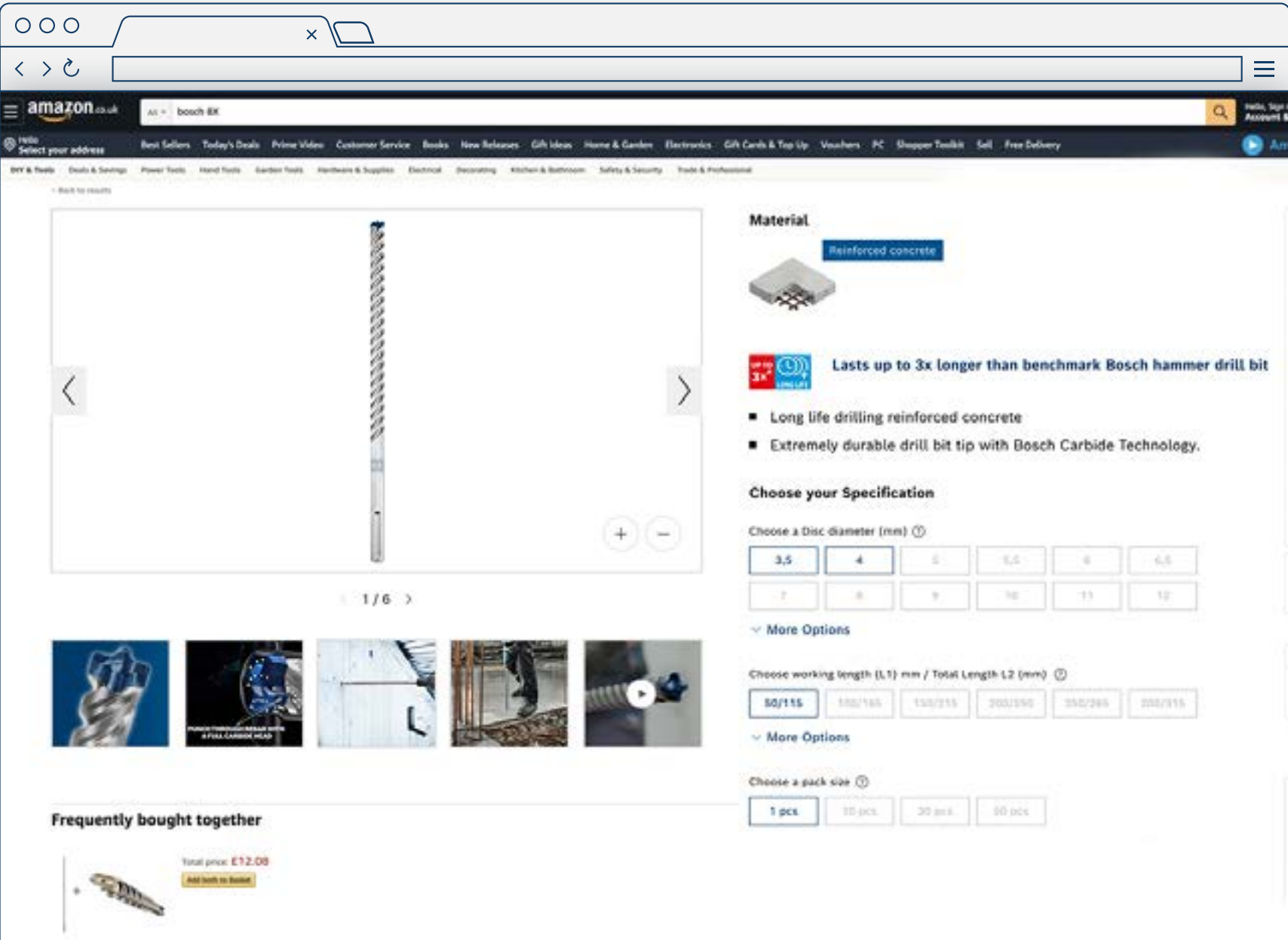
HOW TO USE

Consideration Banner



Use the consideration banners to promote a focus product

Product Page



Link the banner to the product page



EXPERT DEALER MARKETING ASSETS

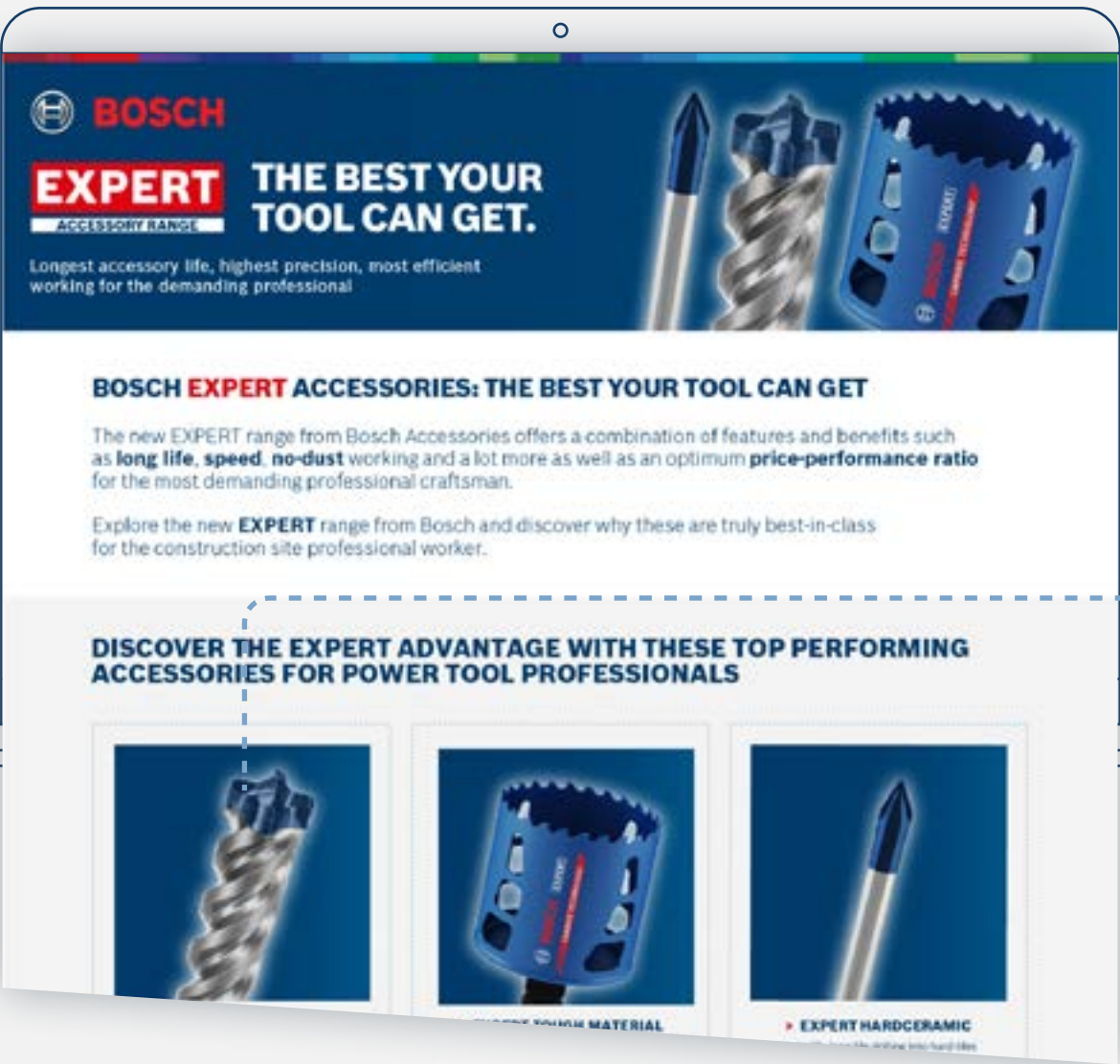
How to use: Email templates and campaign landing pages

➤ HOW TO USE

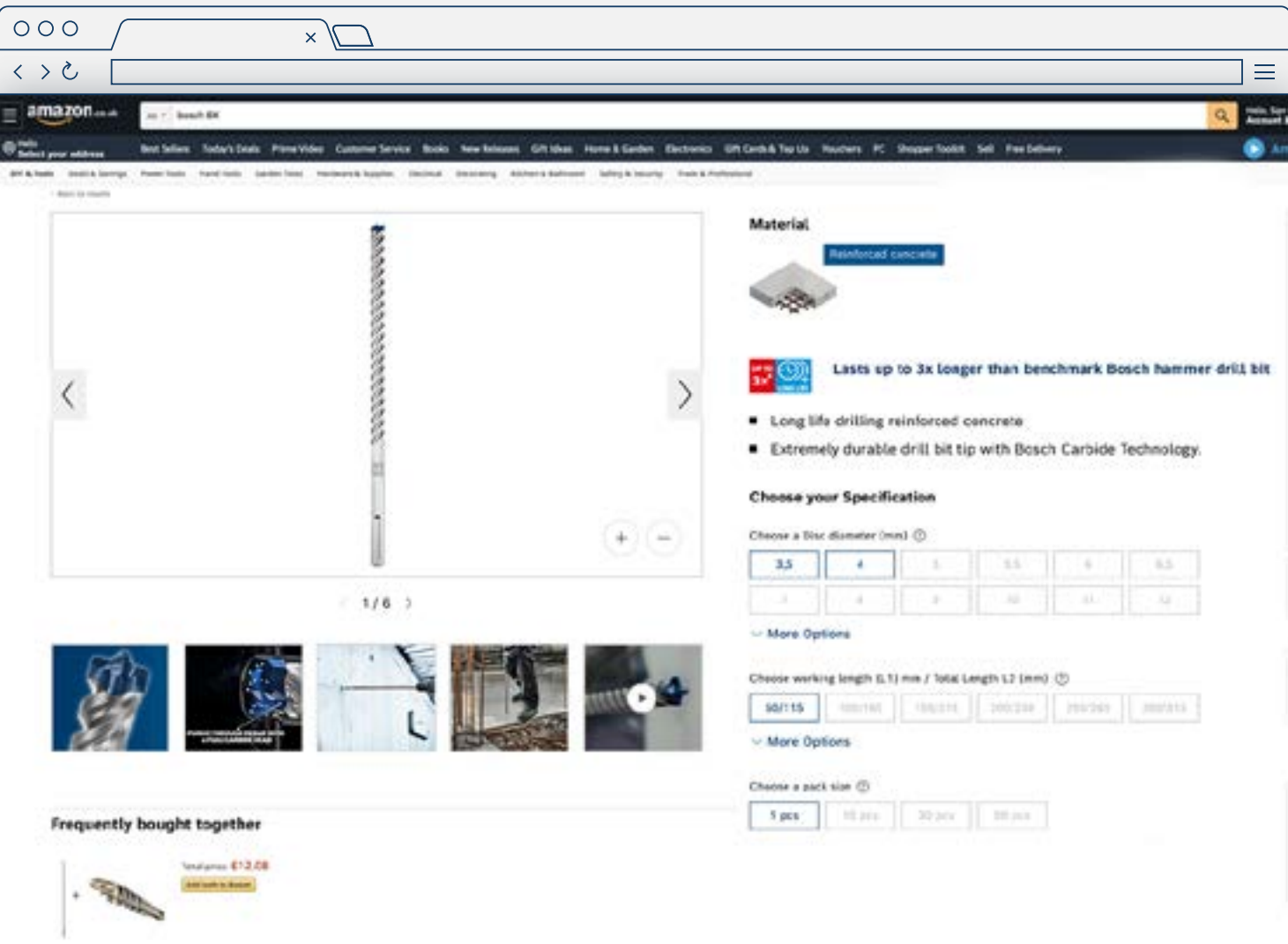
Product-Focused Email



Campaign Landing Pages



Product Page



Link to the product pages for your users to buy

Use product-focused emails to send users to the product-focused landing pages

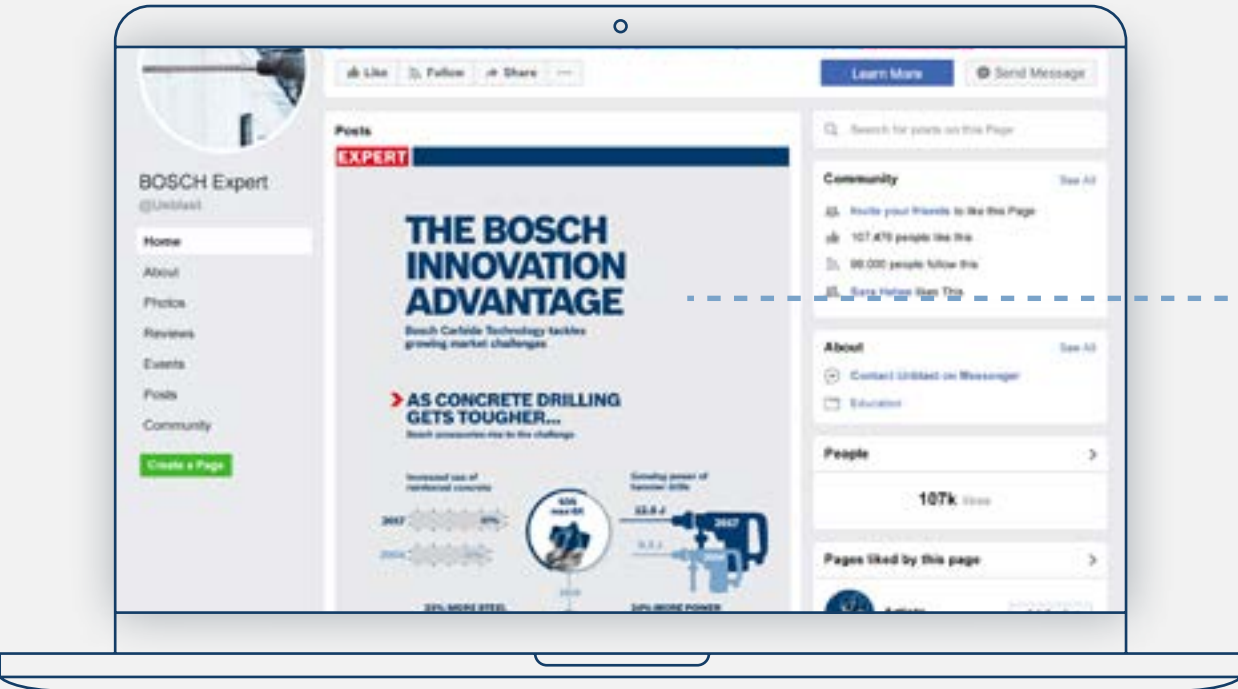


EXPERT DEALER MARKETING ASSETS

How to use: Infographics

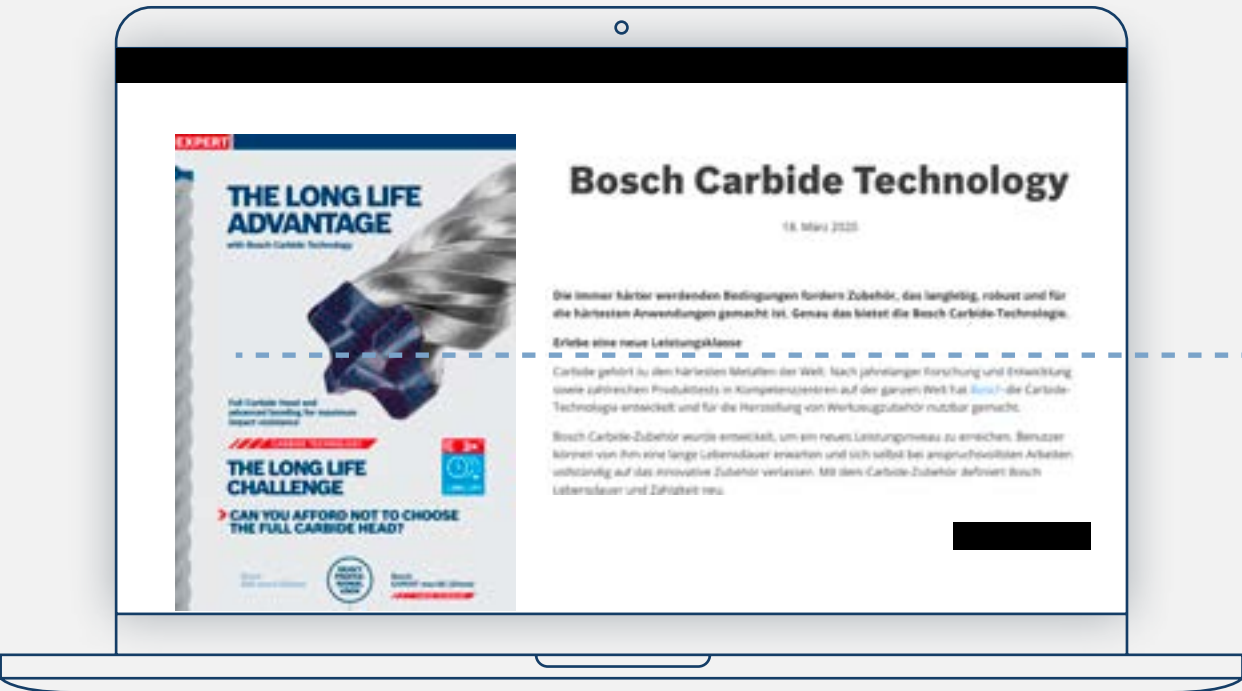
HOW TO USE

Product-Focused Infographic (Social Media)

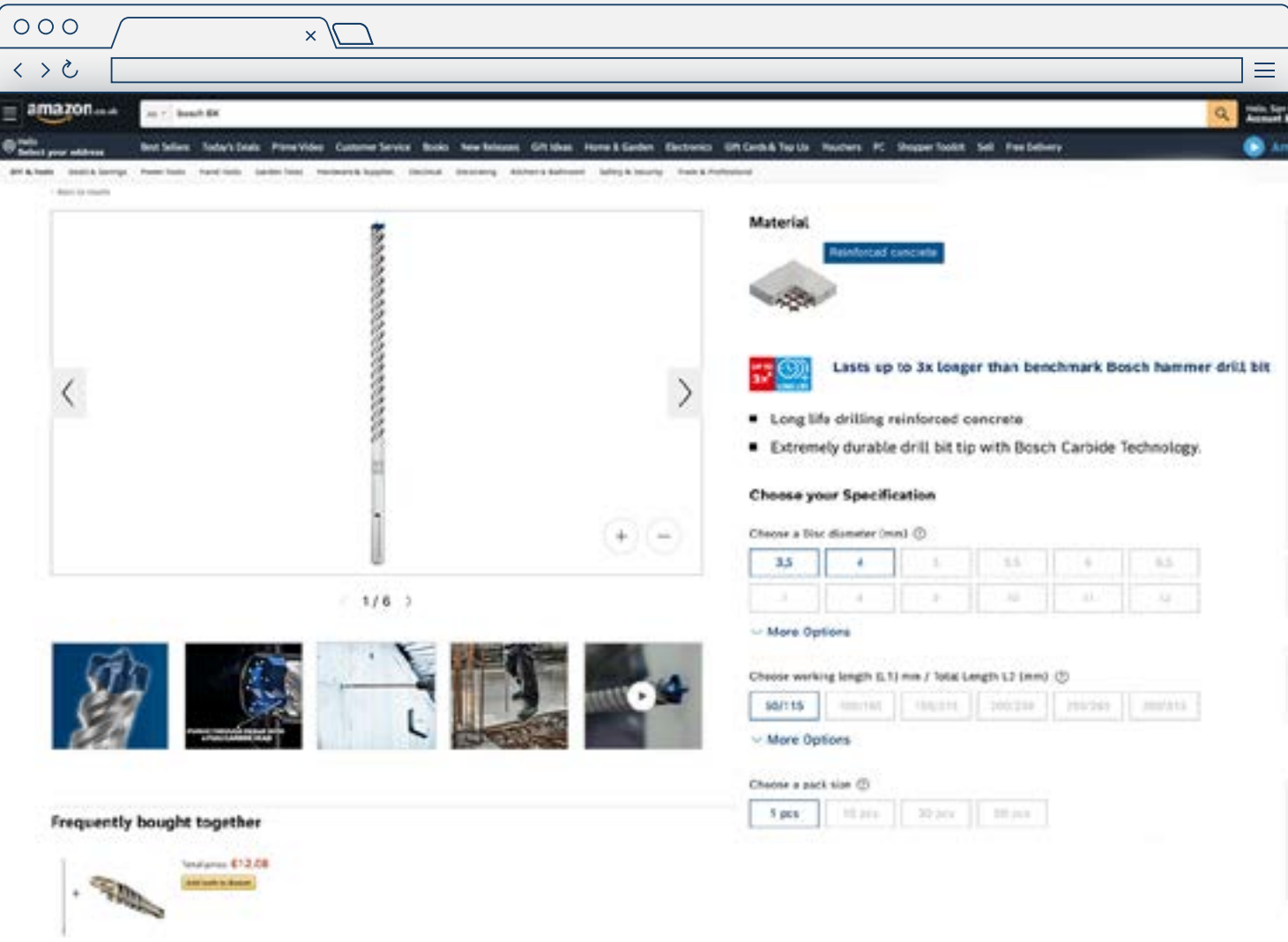


Use the infographics to highlight the benefits of a product

Product-Focused Infographic (Dealer's Website)



Product Page



Link to the product pages for the users to buy

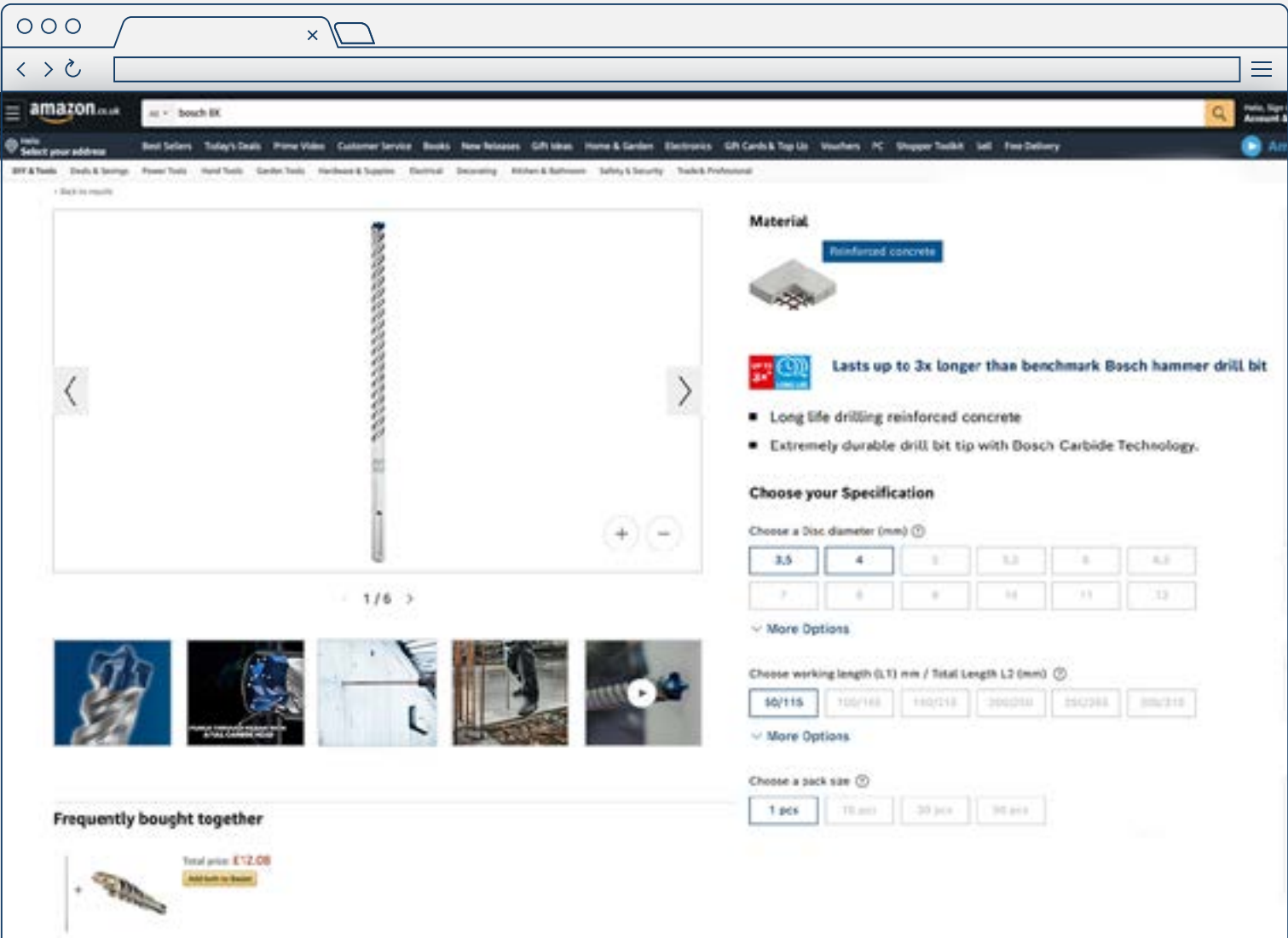


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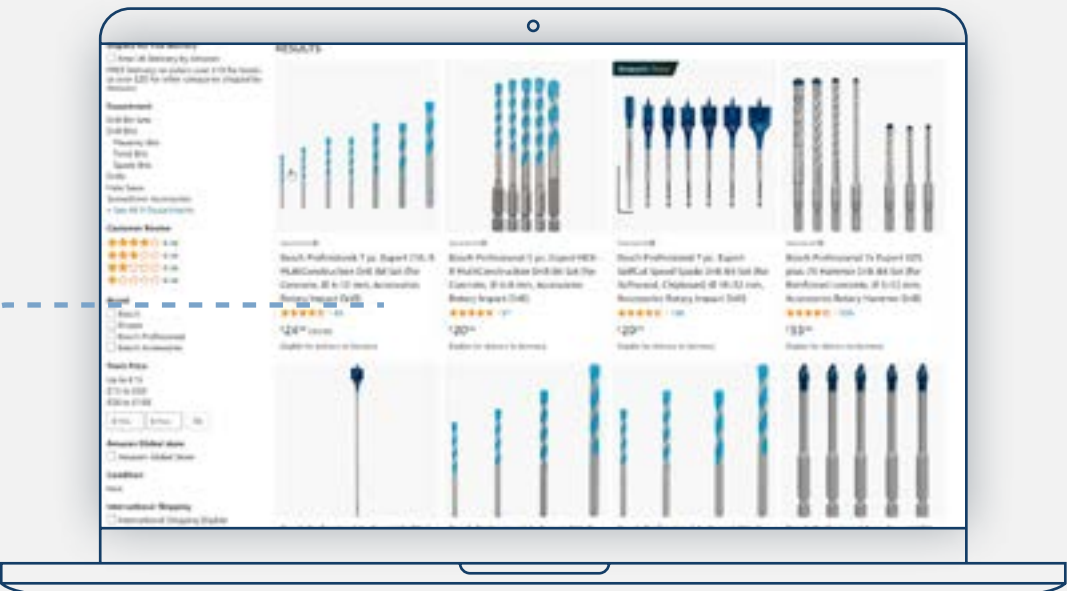
How to use: On-Site-Keywords

HOW TO USE

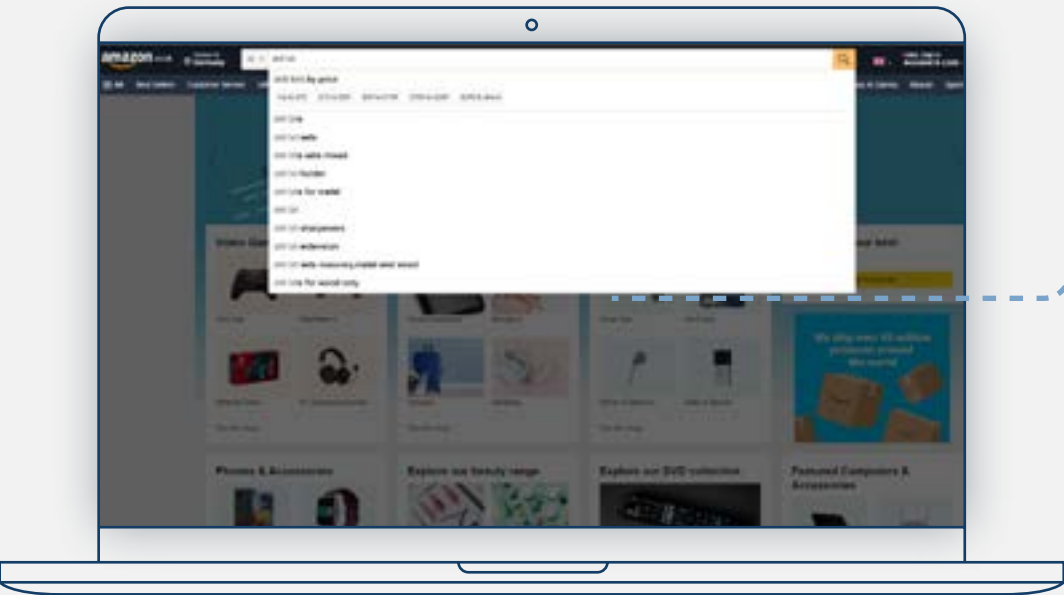
Product Page



Search Results



Dealer's Website



Help users find products on your page



EXPERT DEALER MARKETING ASSETS

How to Use: Conversion Assets

3. CONVERSION

The Conversion assets consist of all relevant buying information to convince the user they are buying the right product: **product descriptions, applicaton pictures and videos. Product and packaging pictures, material information** etc.

Download the Range Overview content:

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[Cutting and Grinding](#)

[Drill Bits](#)

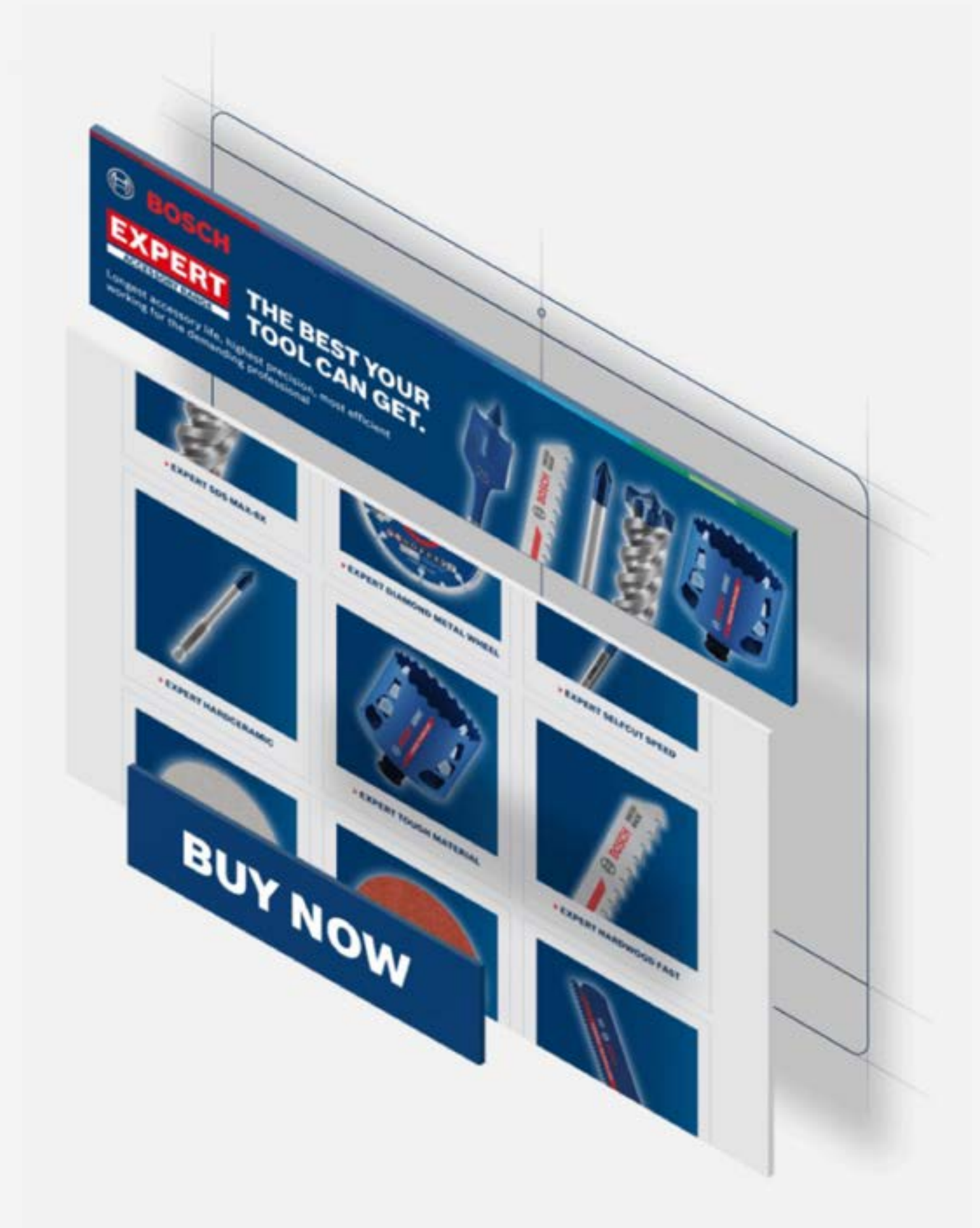
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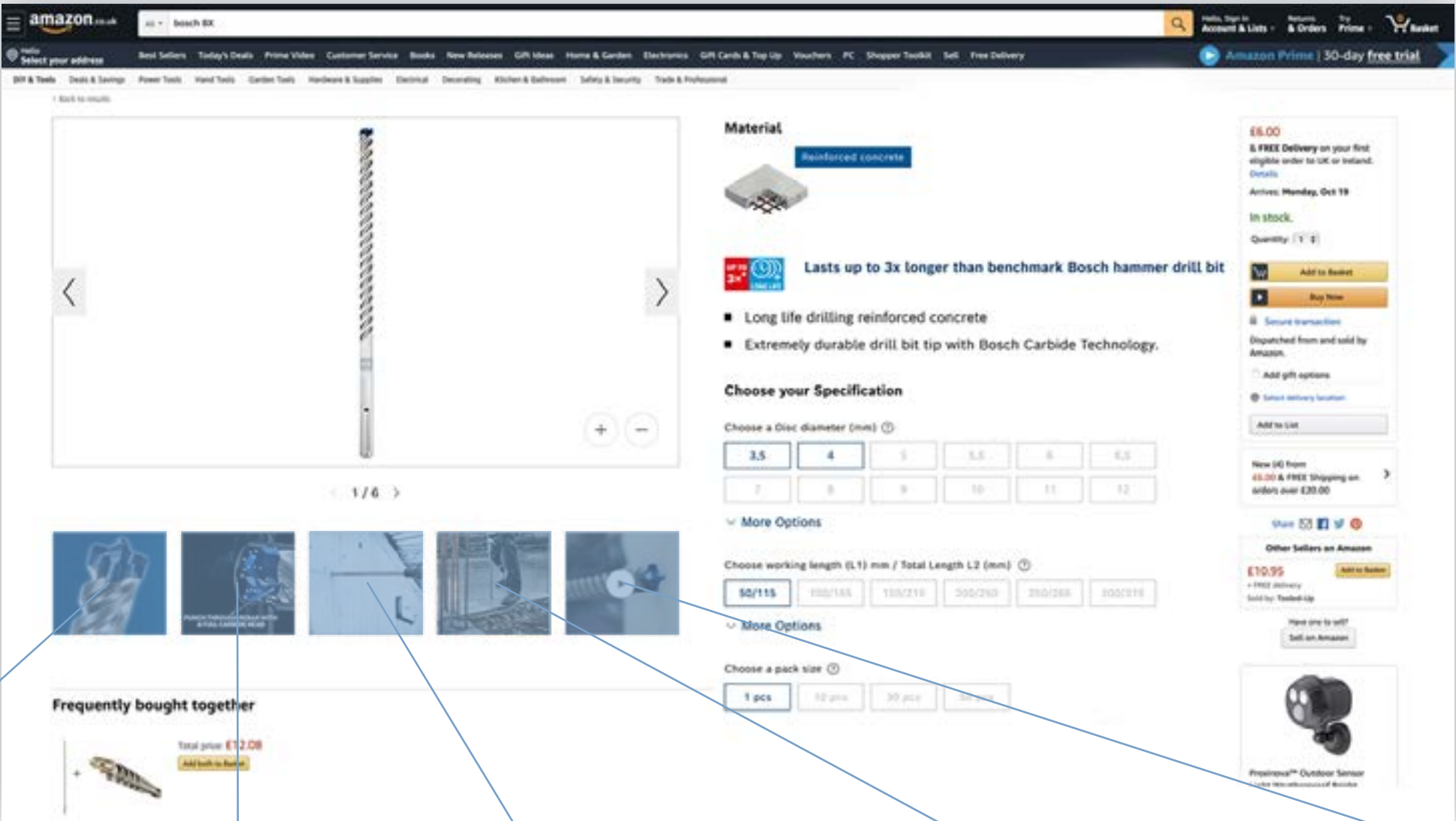


EXPERT DEALER MARKETING ASSETS

How to Use: Conversion Assets

PREVIEW ASSETS

Product Page



Spider chart

Animations

Product Pictures

Usage Pictures

Videos



EXPERT DEALER MARKETING ASSETS

Download Assets



DOWNLOAD ASSETS

Download the assets for all the phases:

Online Banners

Email Templates

Landing Page Templates

Editorial Pages

Social Media Assets

Performance Challenger

Infographics

Videos

On-site Keywords

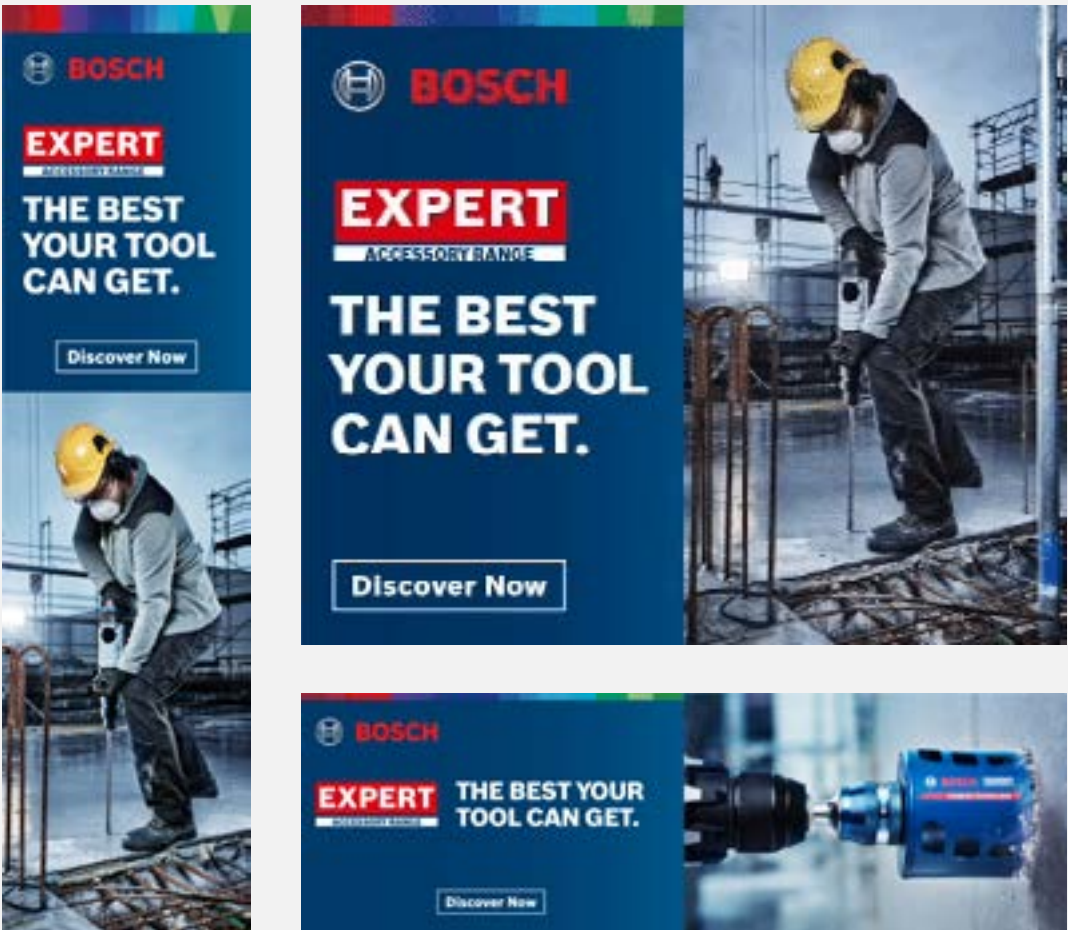


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ONLINE BANNERS: AWARENESS

For Construction



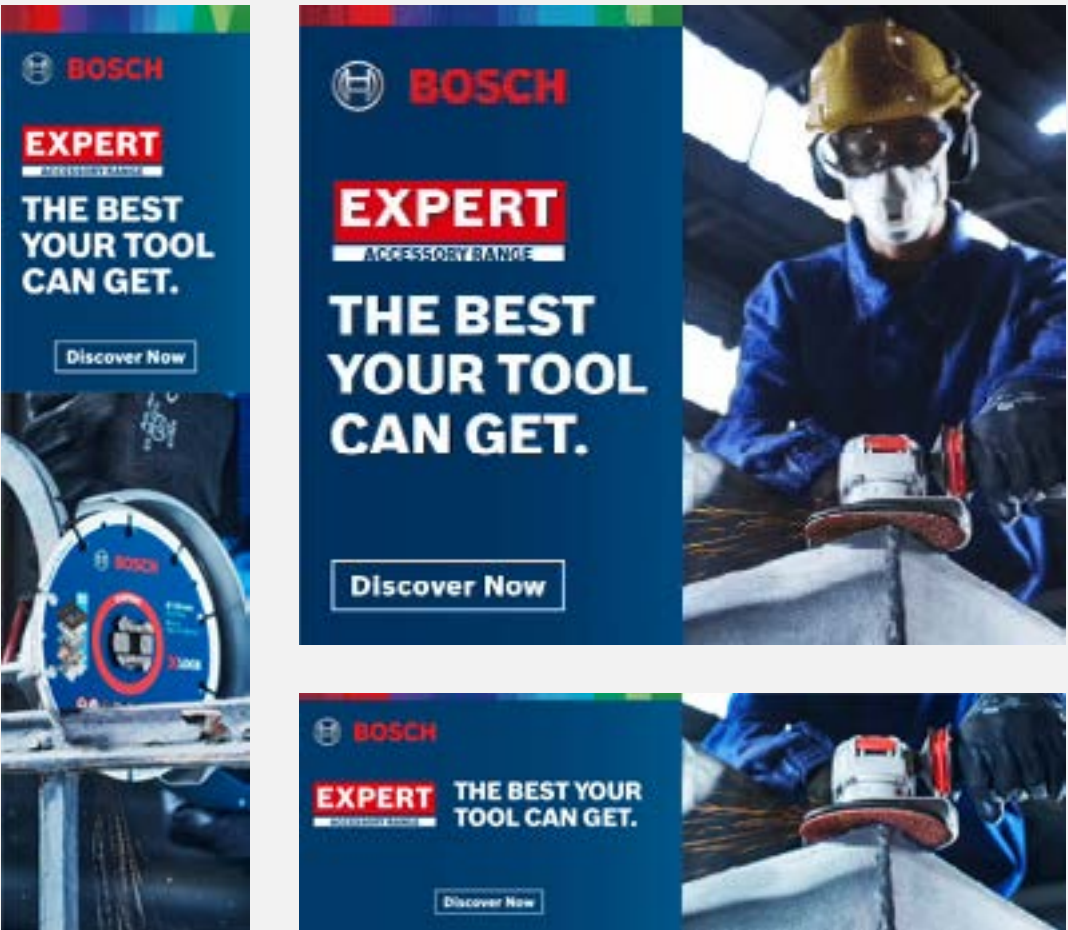
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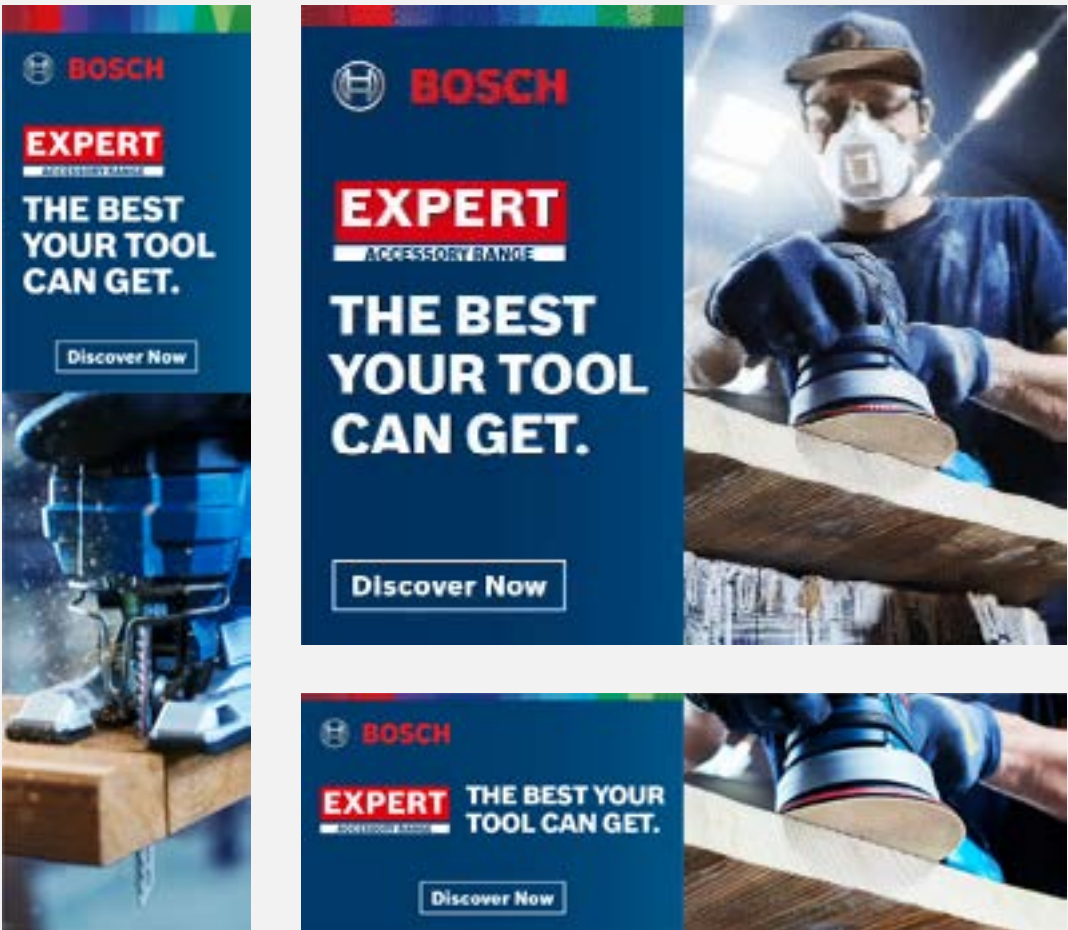
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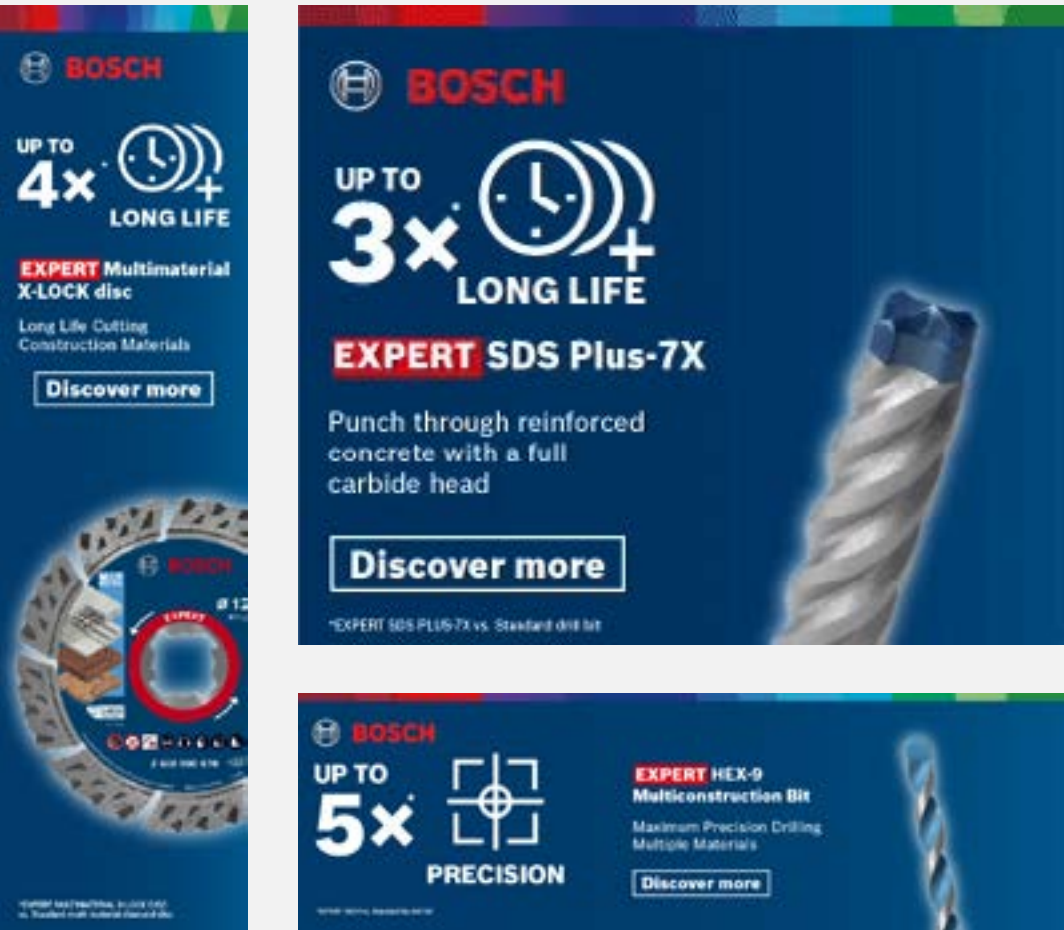
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>
 ONLINE BANNERS: CONSIDERATION

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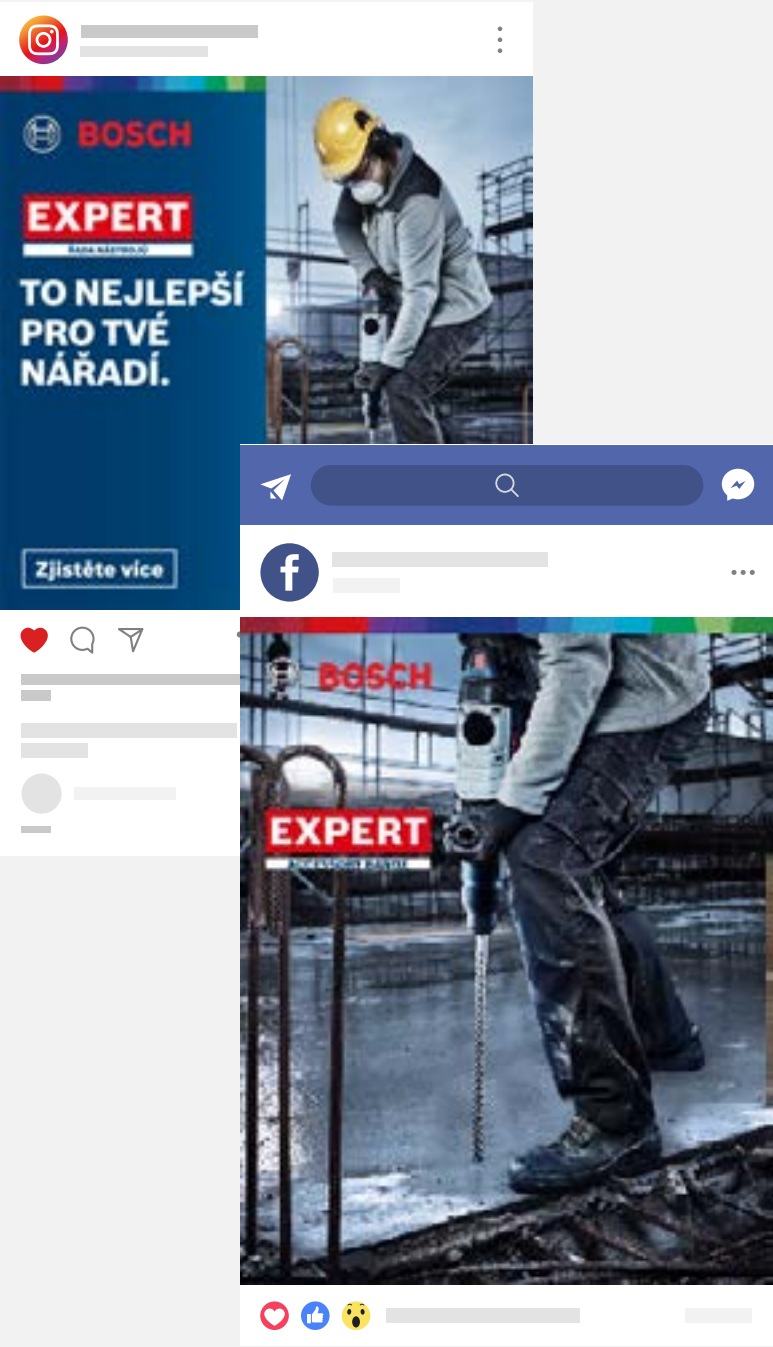
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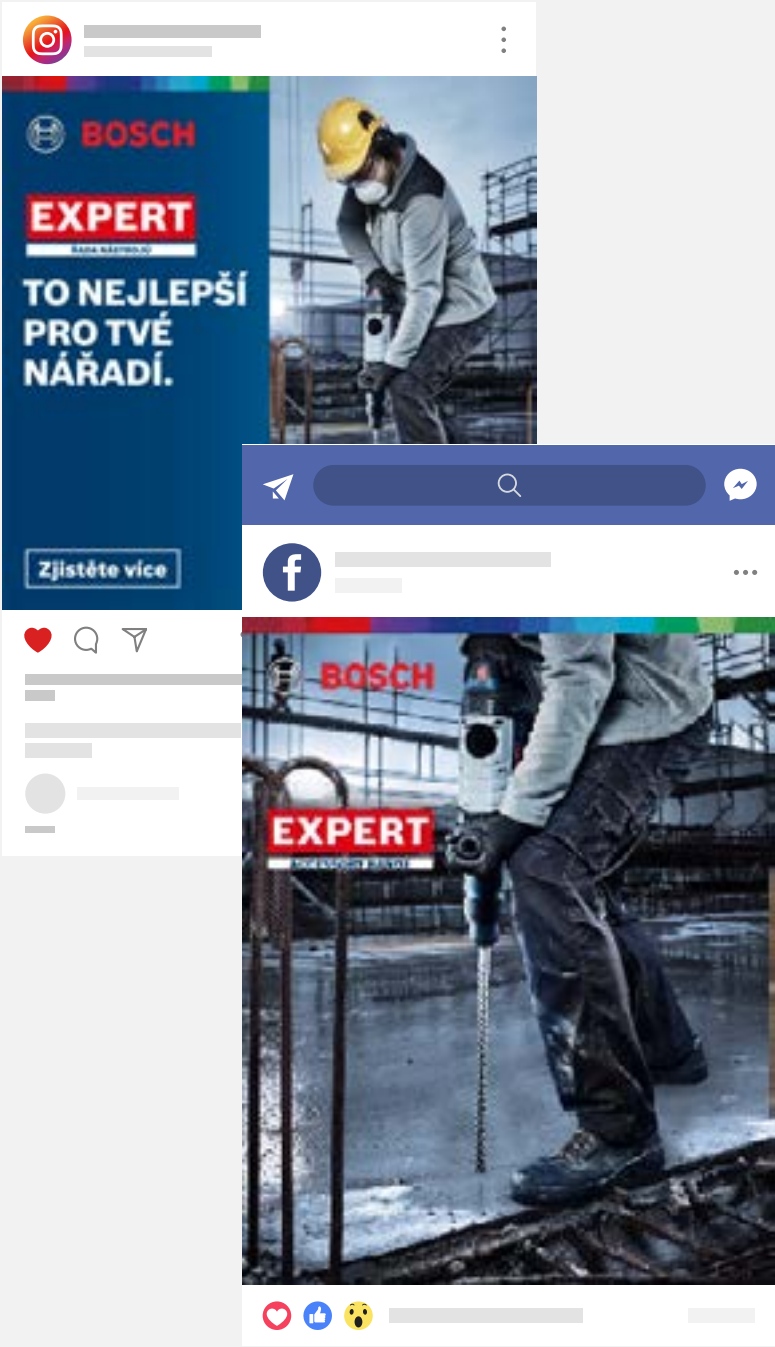
SOCIAL MEDIA ASSETS: AWARENESS

General



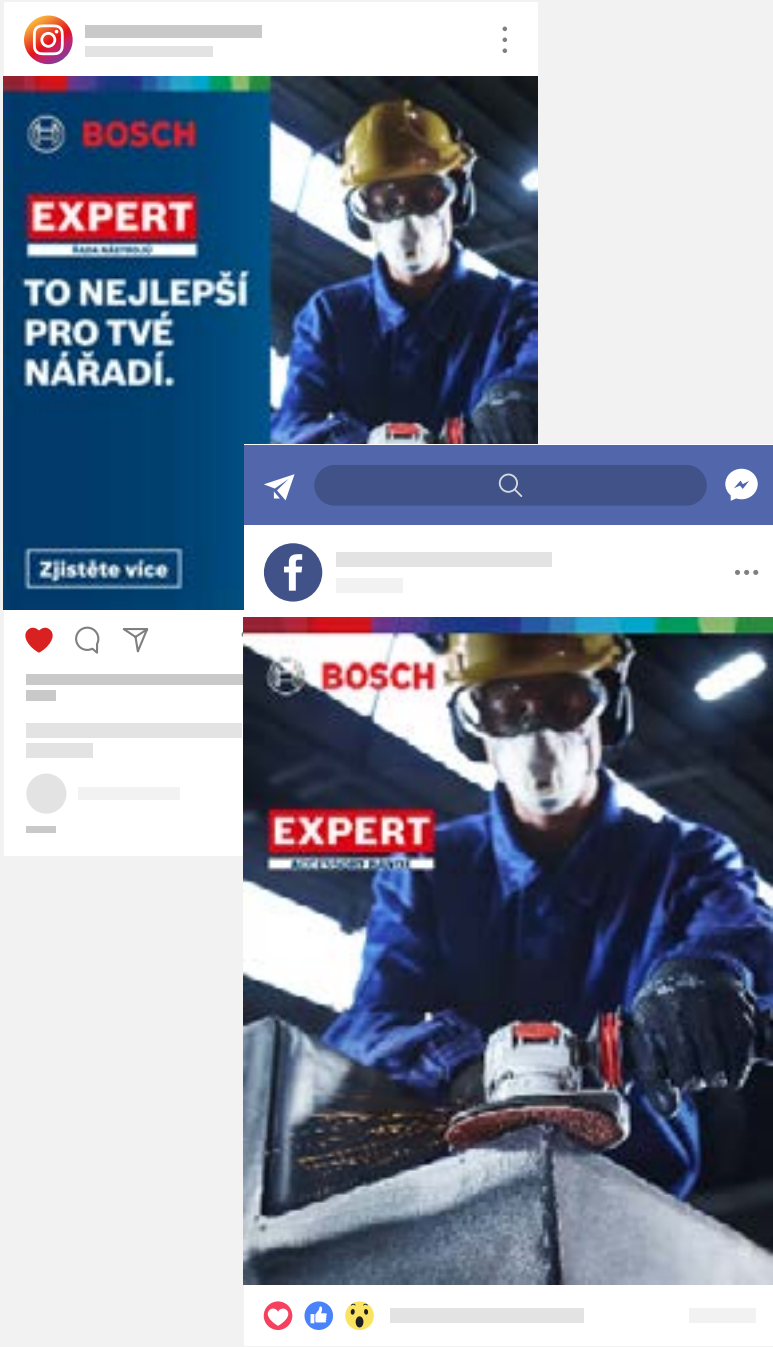
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Construction



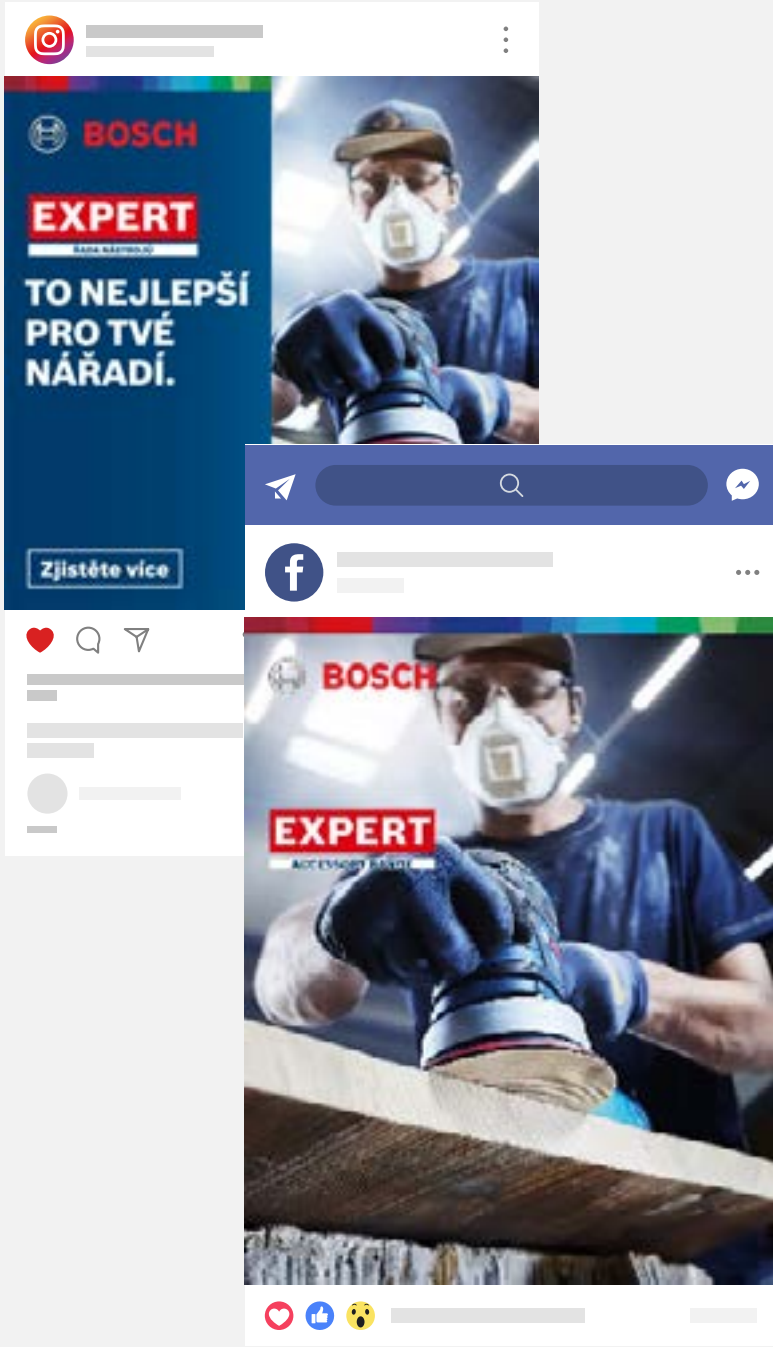
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Video formats



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Video formats

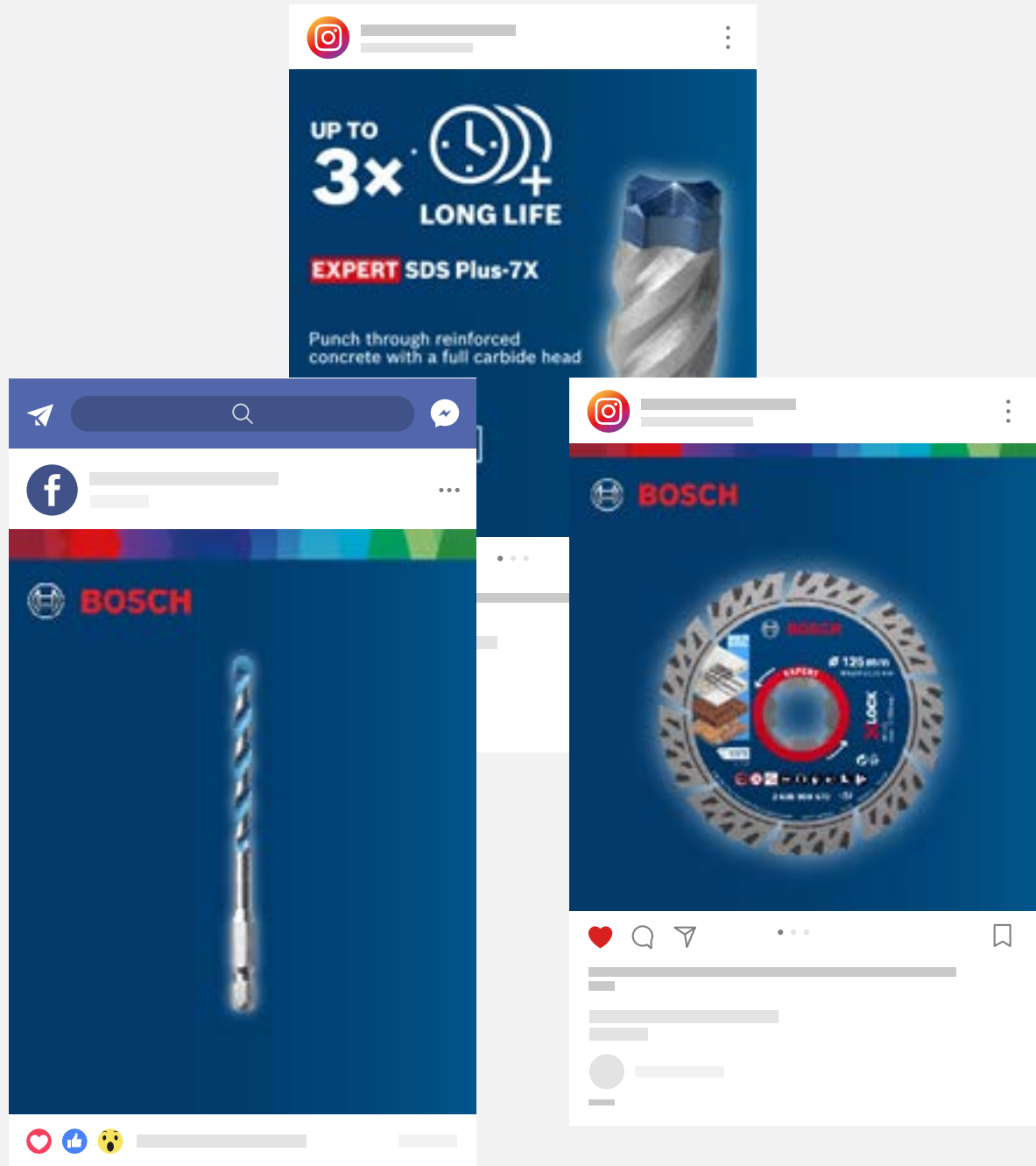
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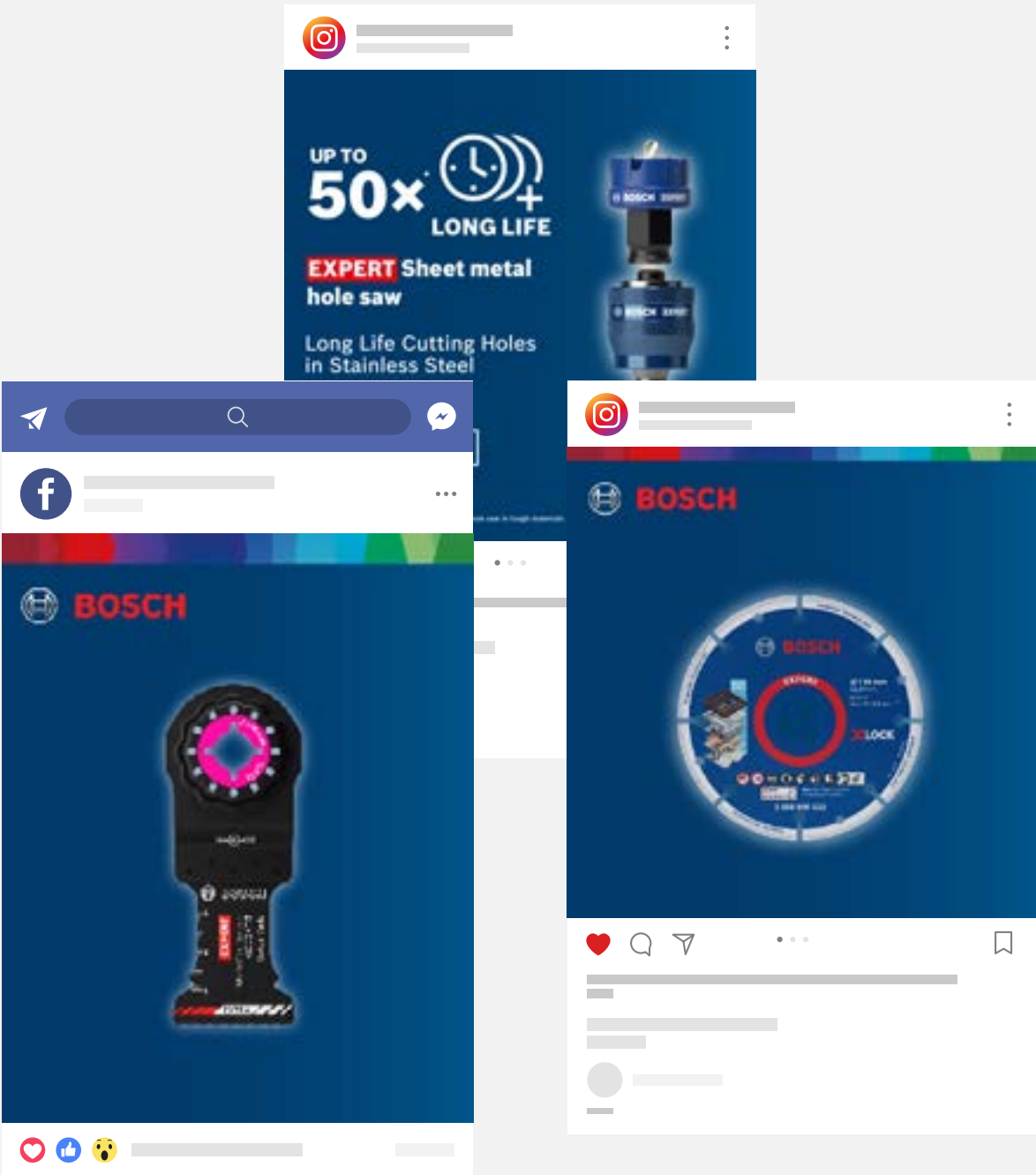
SOCIAL MEDIA ASSETS: CONSIDERATION

Construction



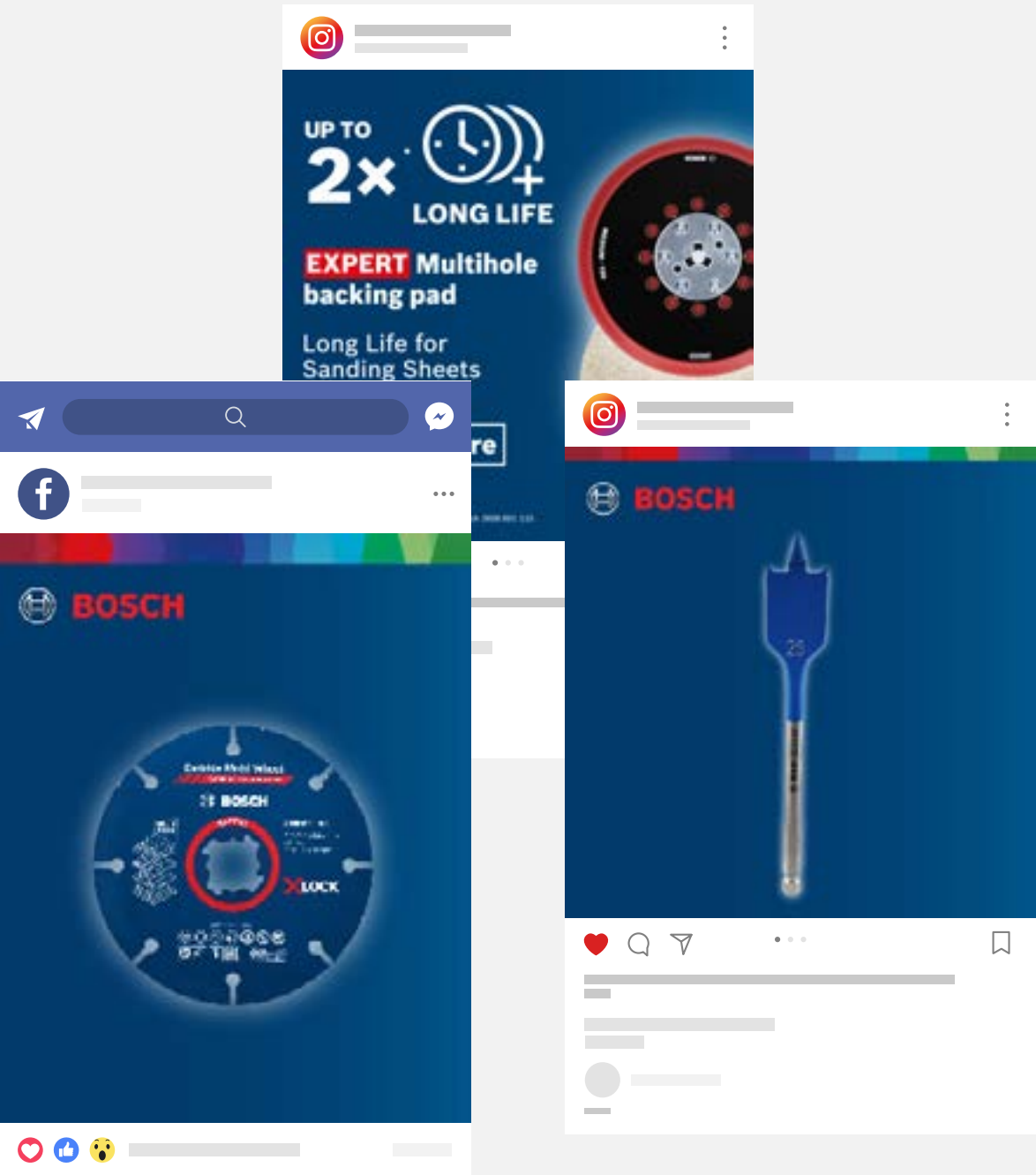
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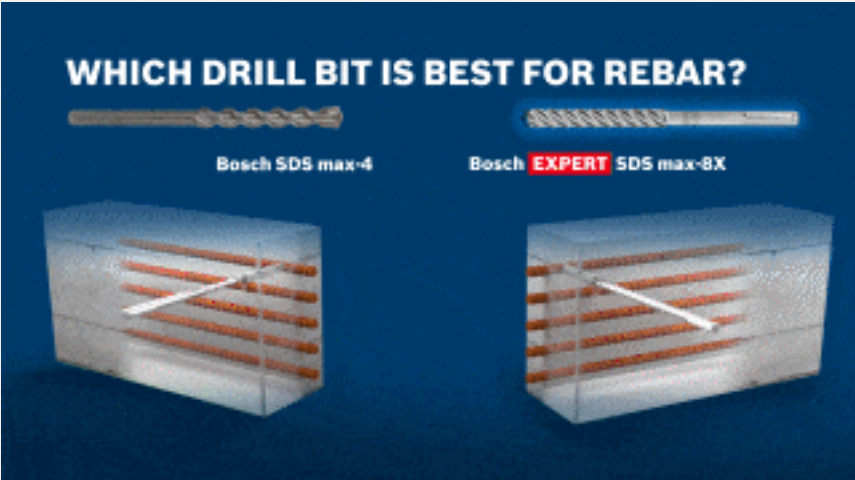
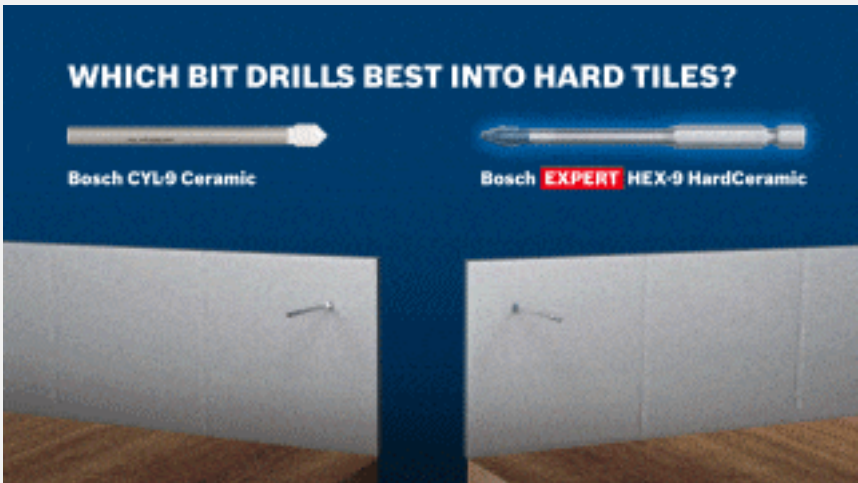
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> PERFORMANCE CHALLENGER

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1920 x 1080
 

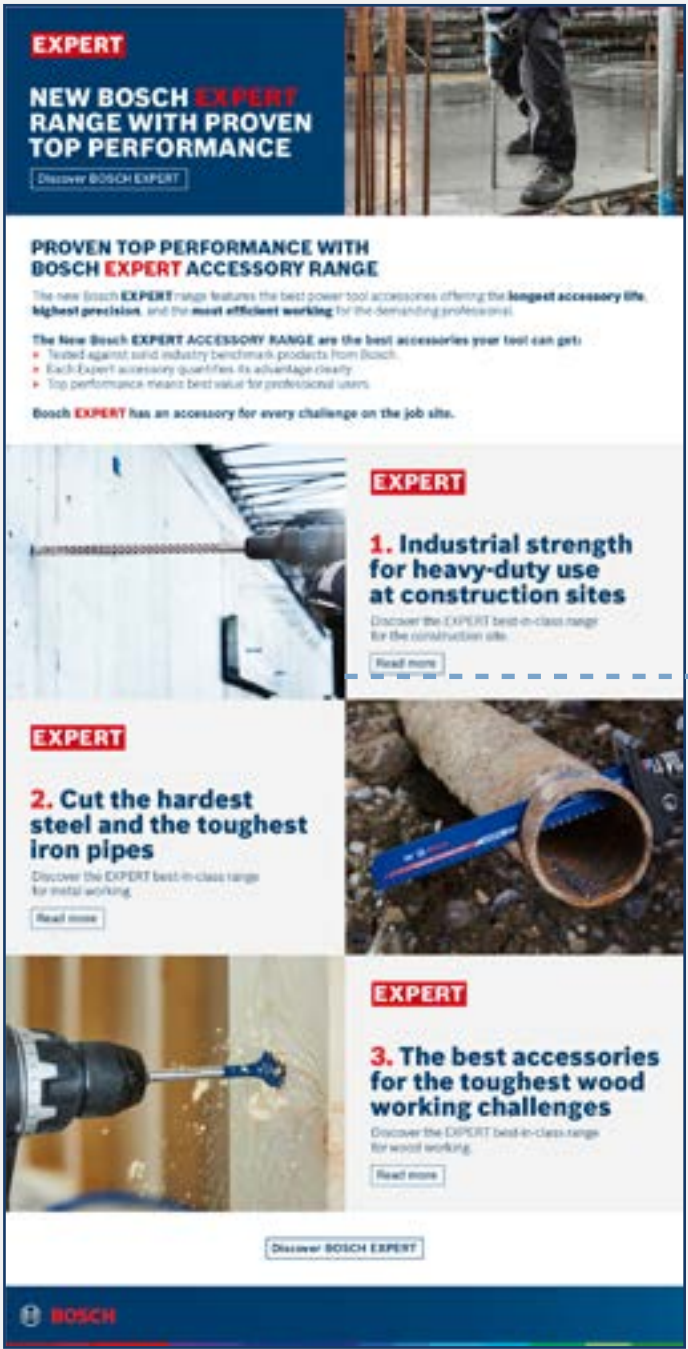


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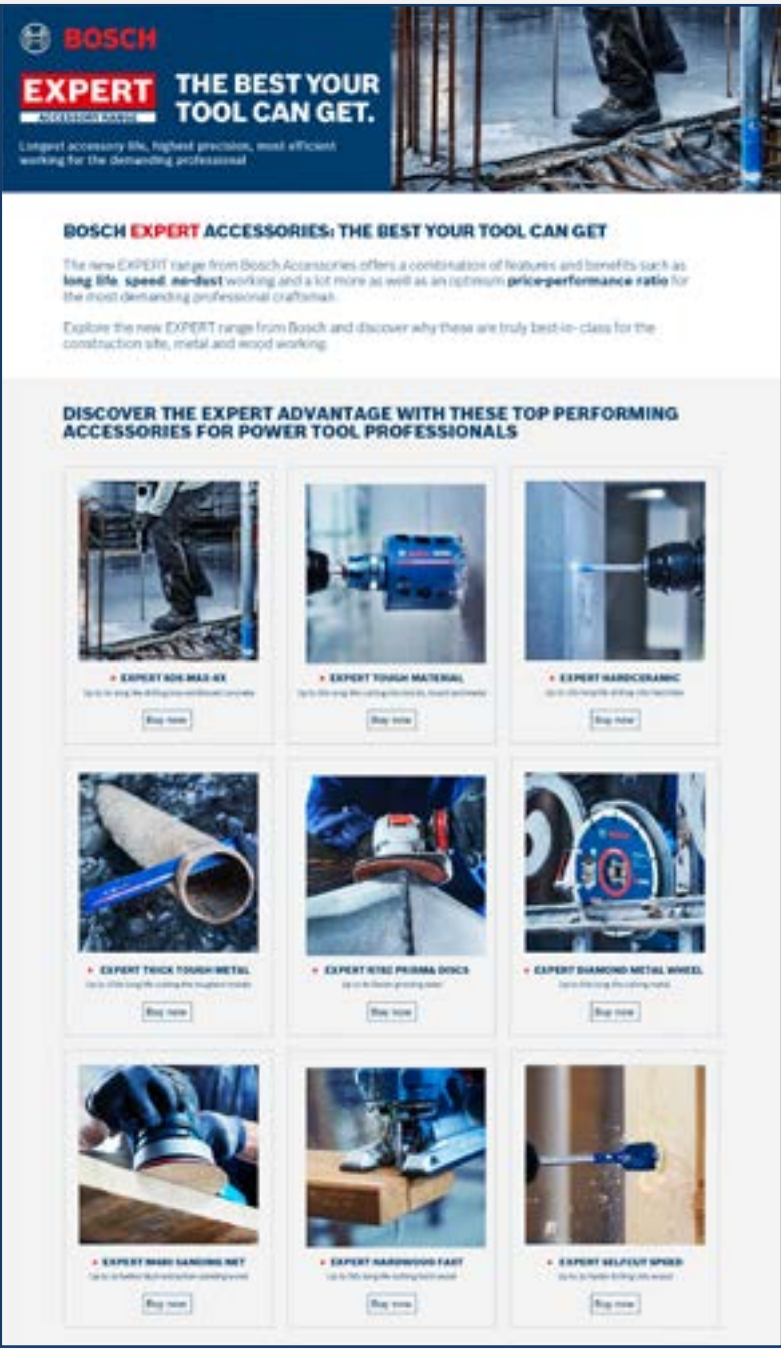


E-MAIL / LANDING PAGES: AWARENESS

E-Mail Newsletter



Landing Page



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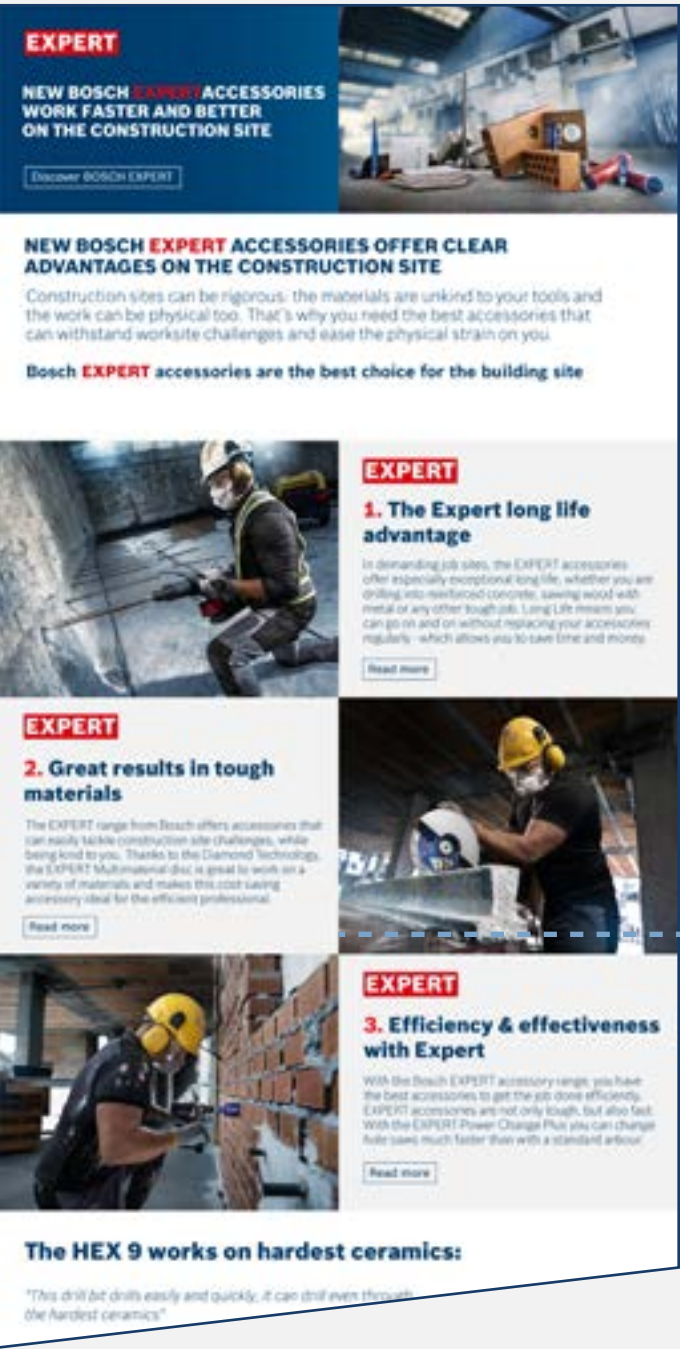


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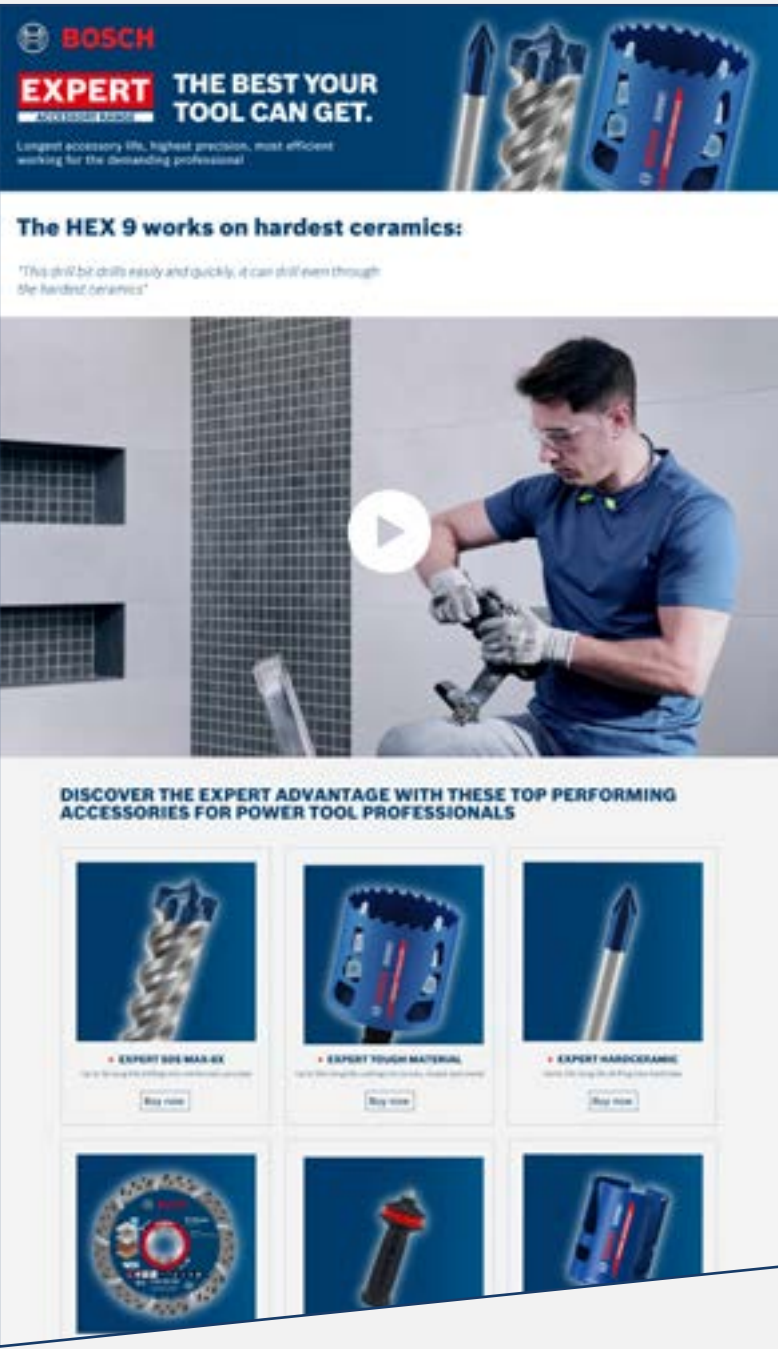
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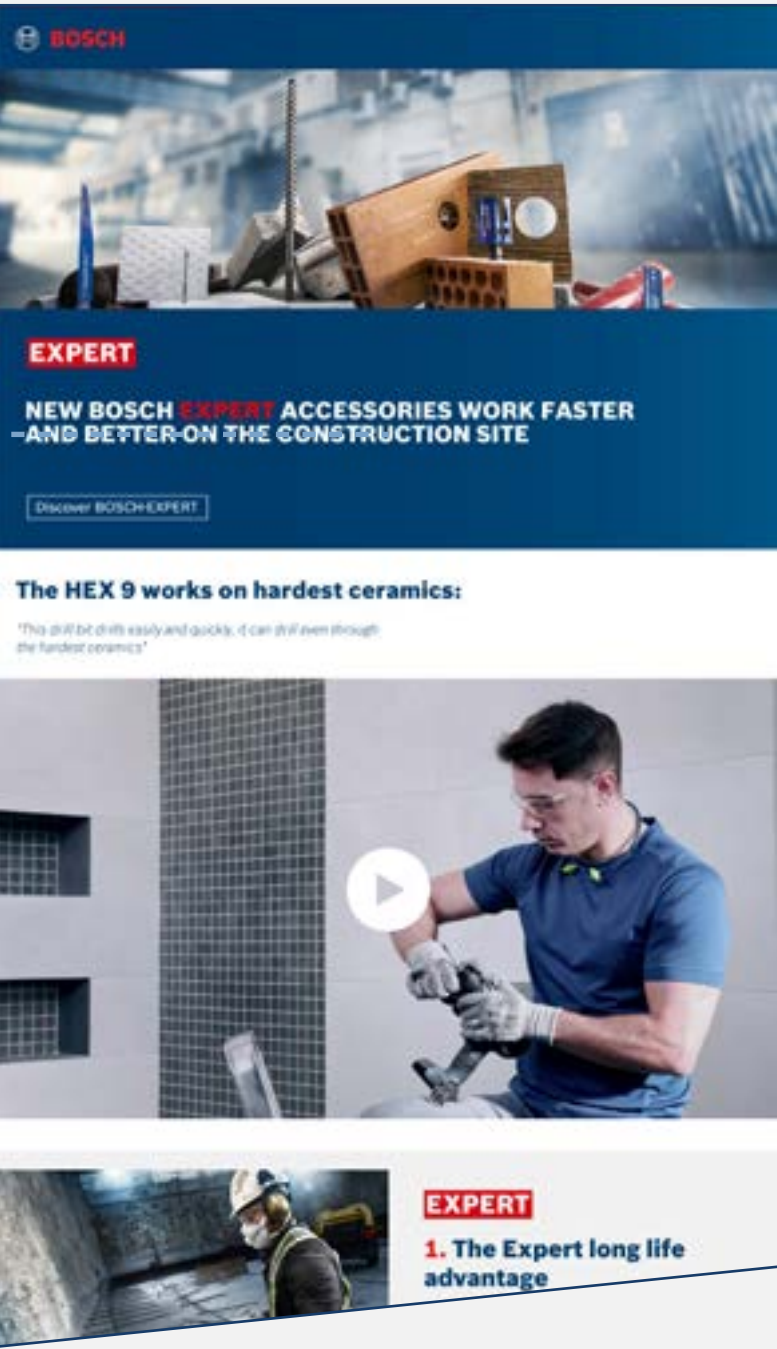
E-Mail Newsletter



Product Landing Page



Campaign Landing Page

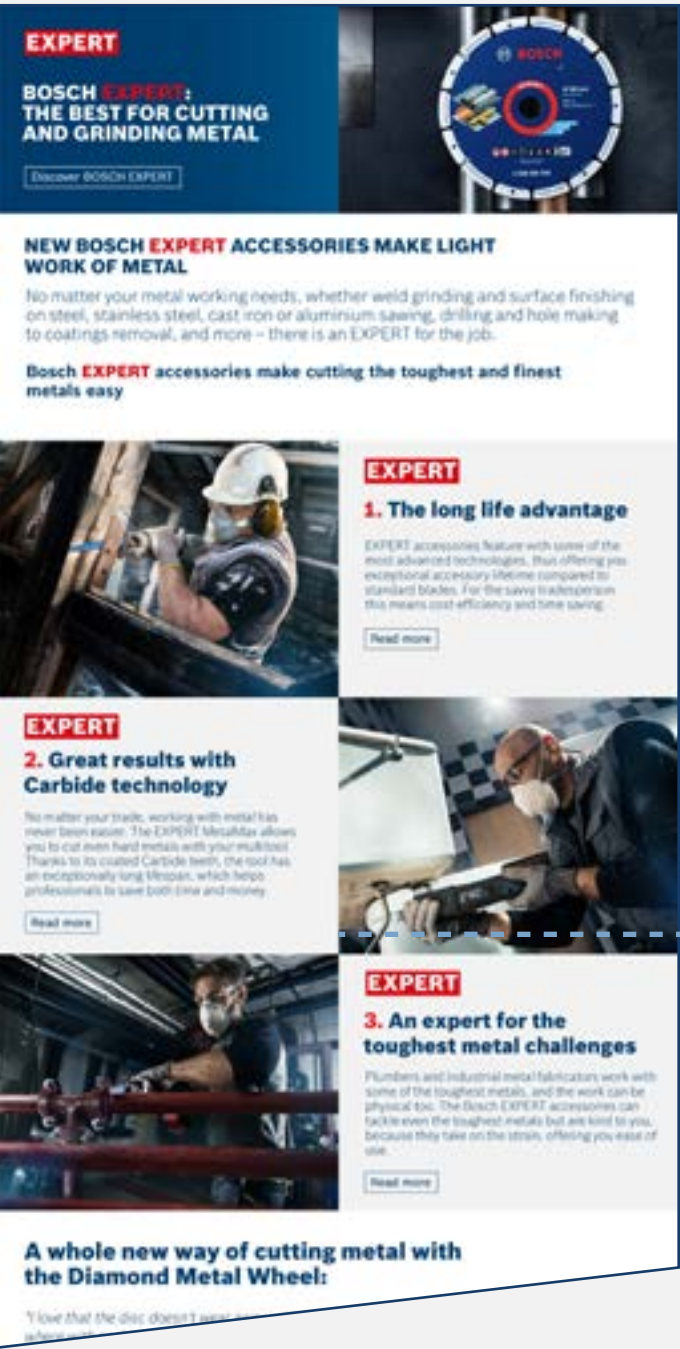


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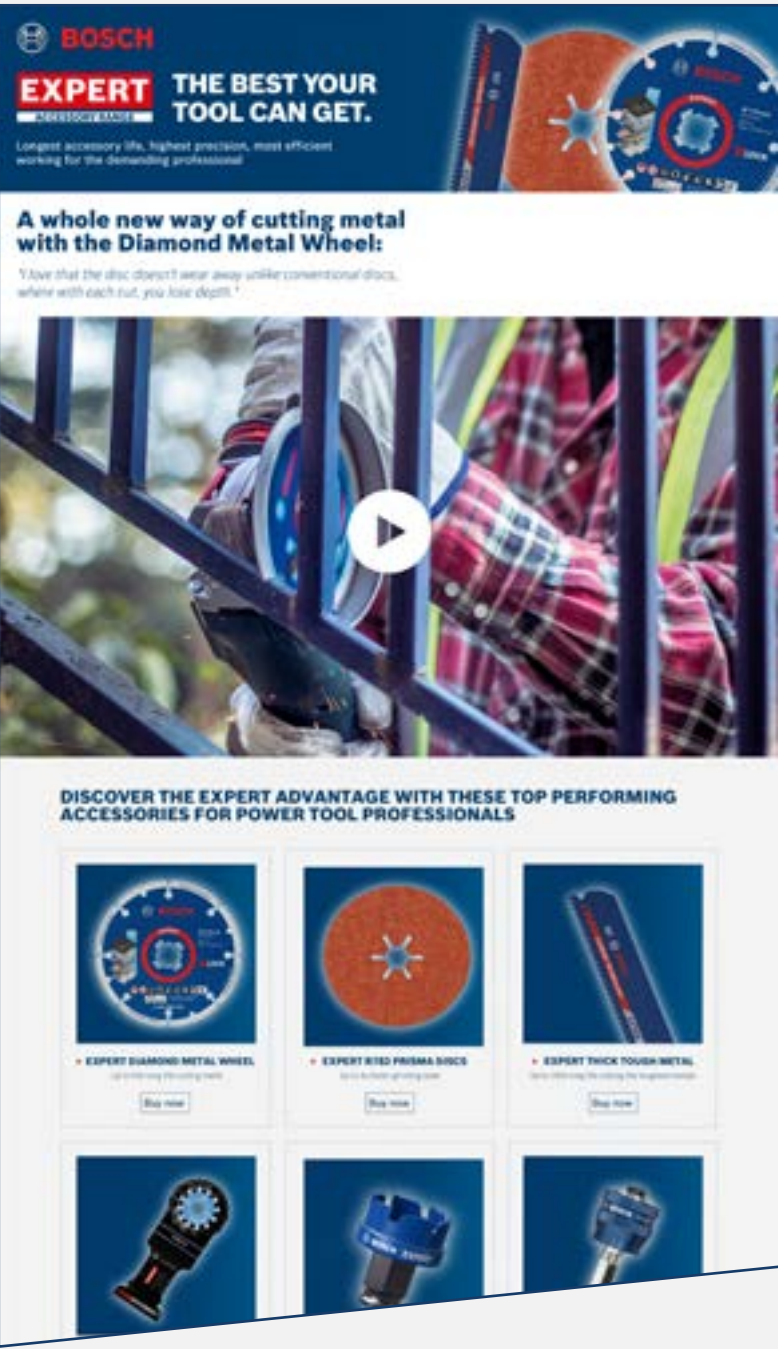


E-MAIL / LANDING PAGES: METAL

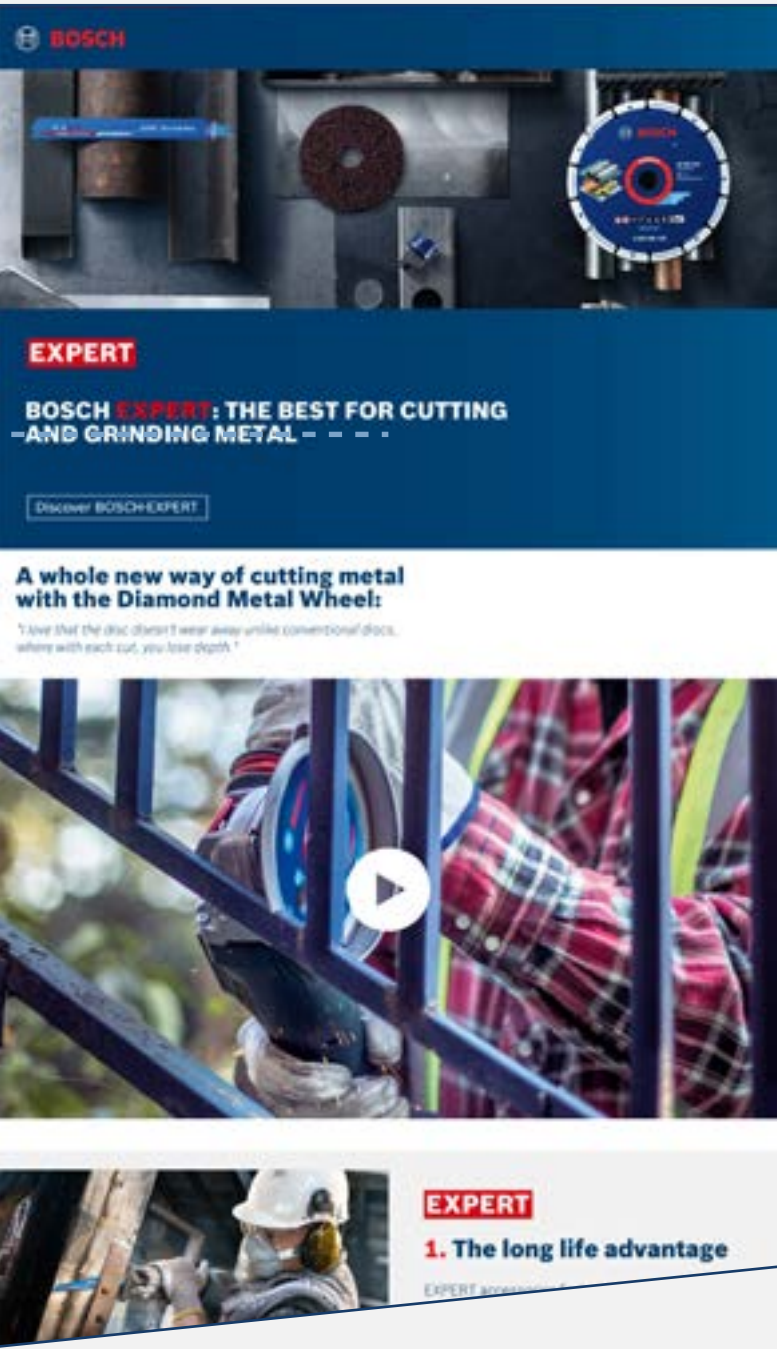
E-Mail Newsletter



Product Landing Page



Campaign Landing Page

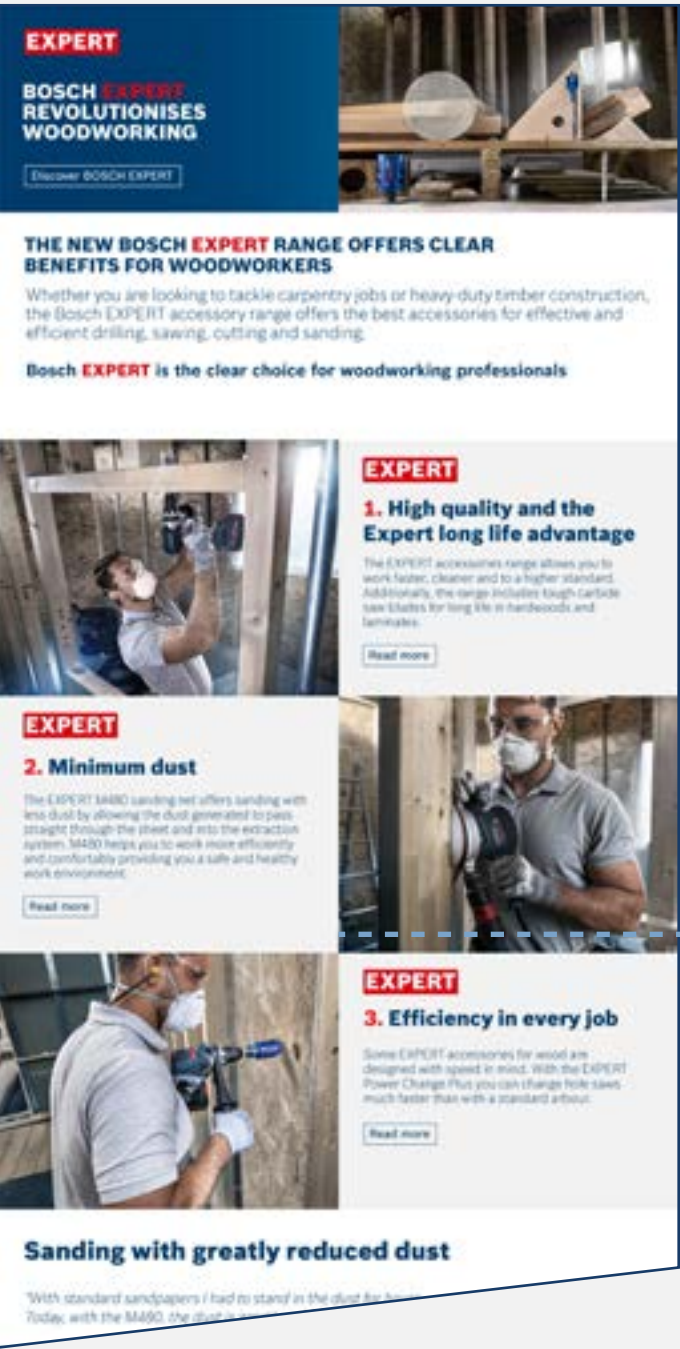


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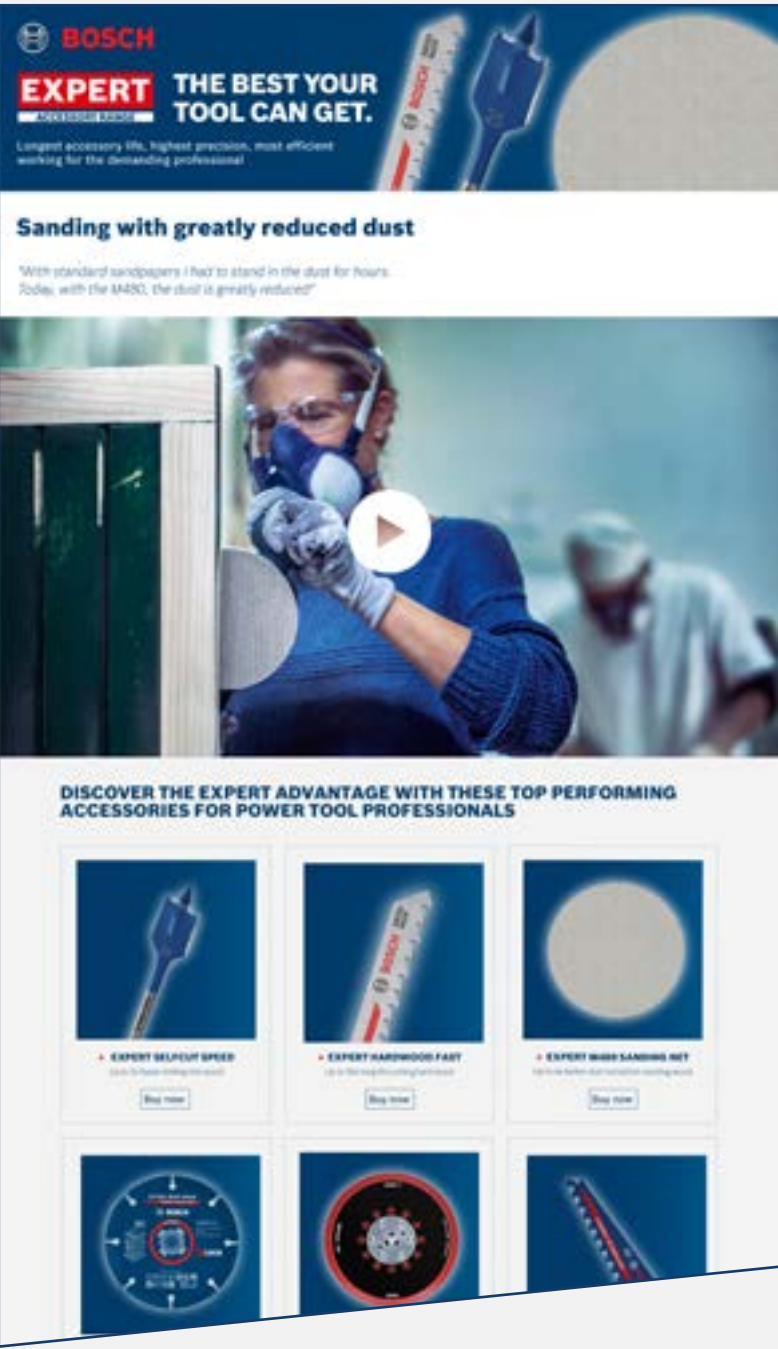


E-MAIL / LANDING PAGES: WOOD

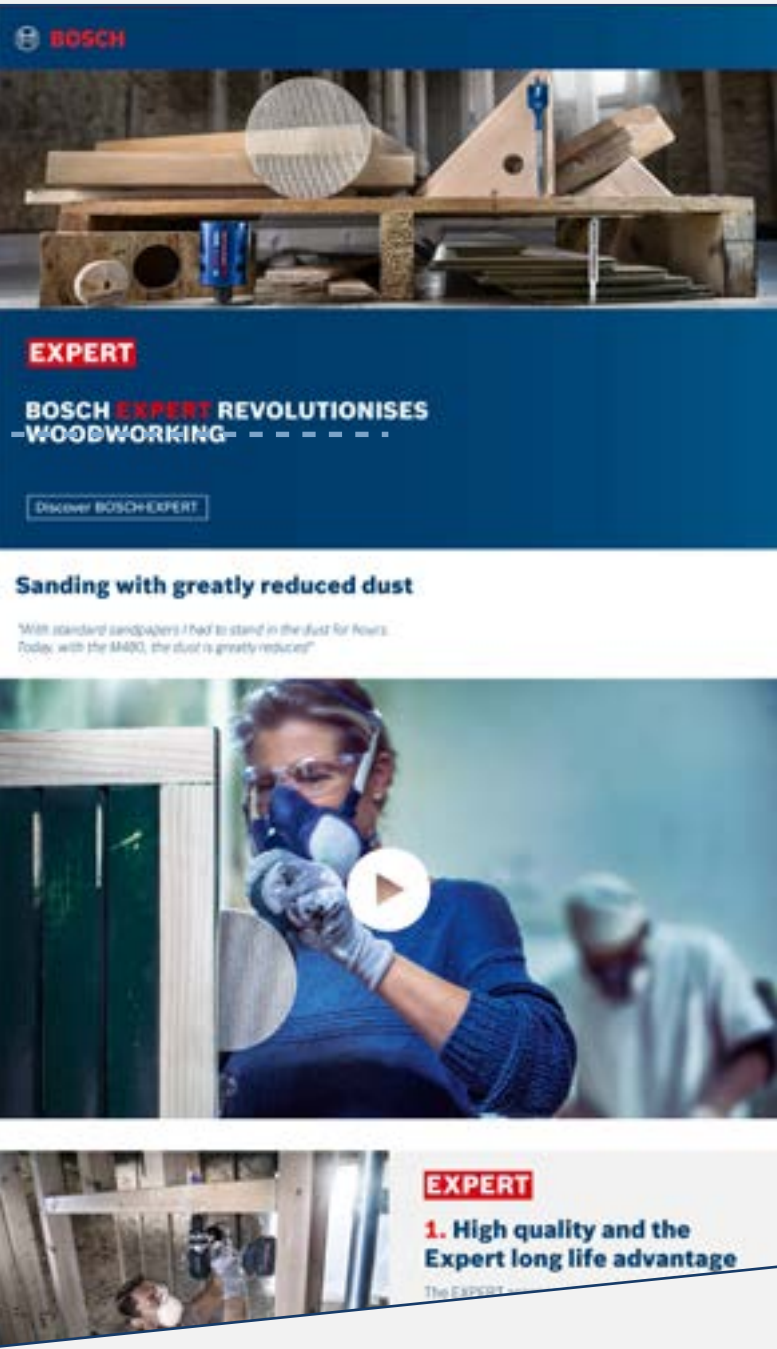
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Product Landing Page



Campaign Landing Page



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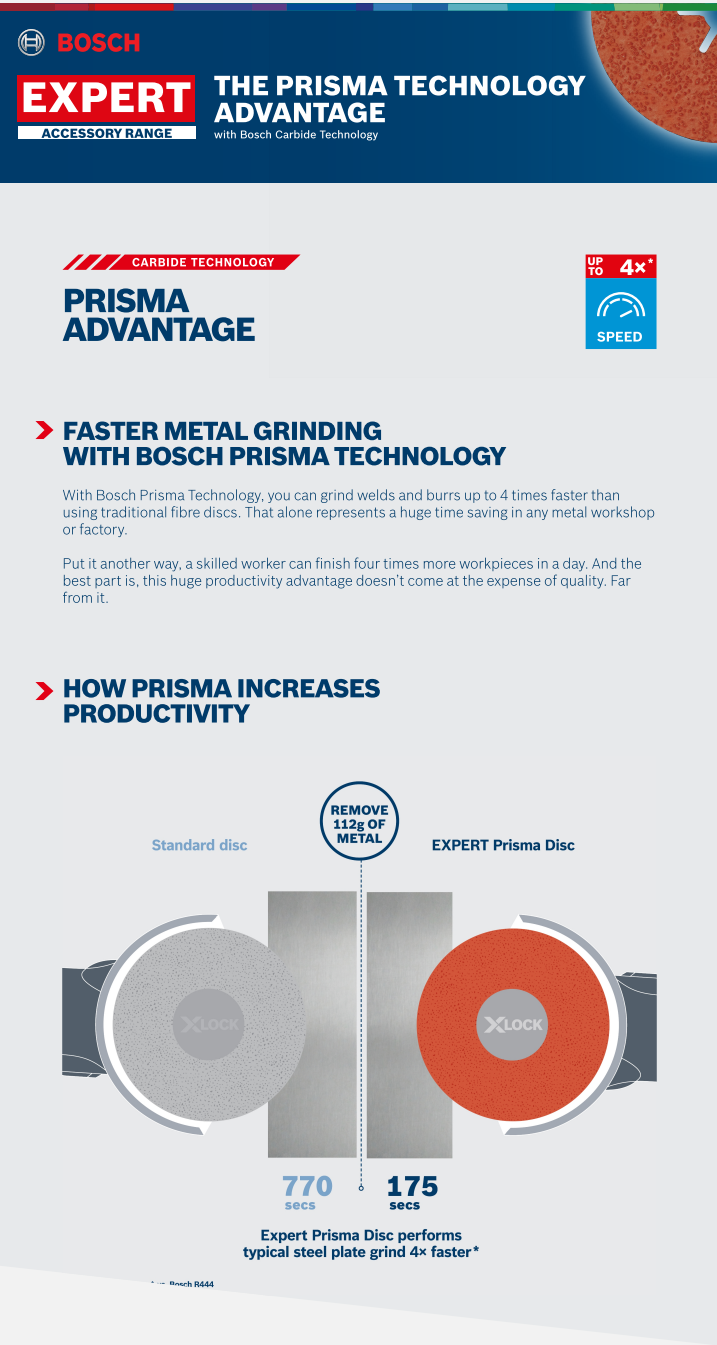
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EDITORIAL CONTENT

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For Metal



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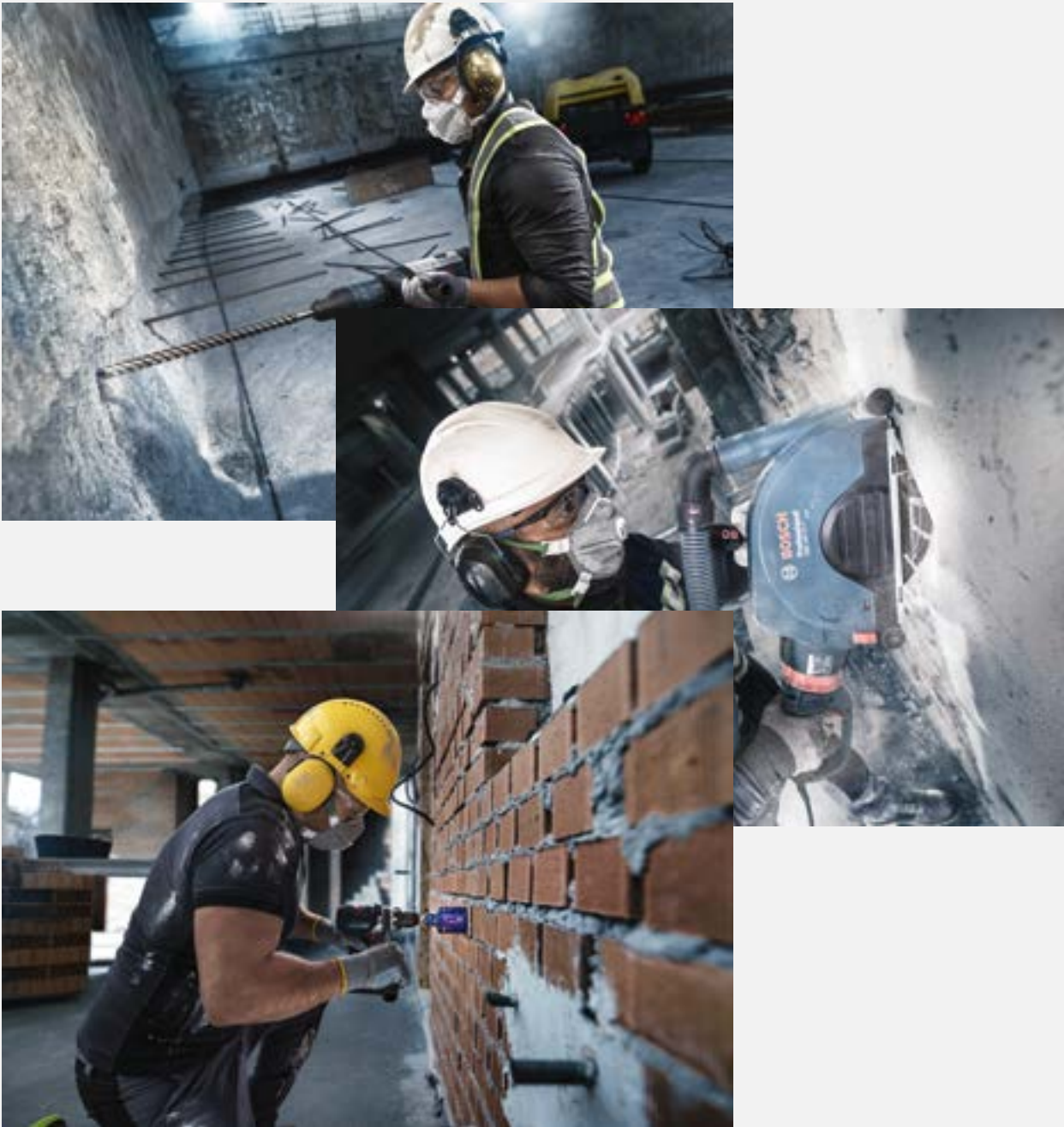


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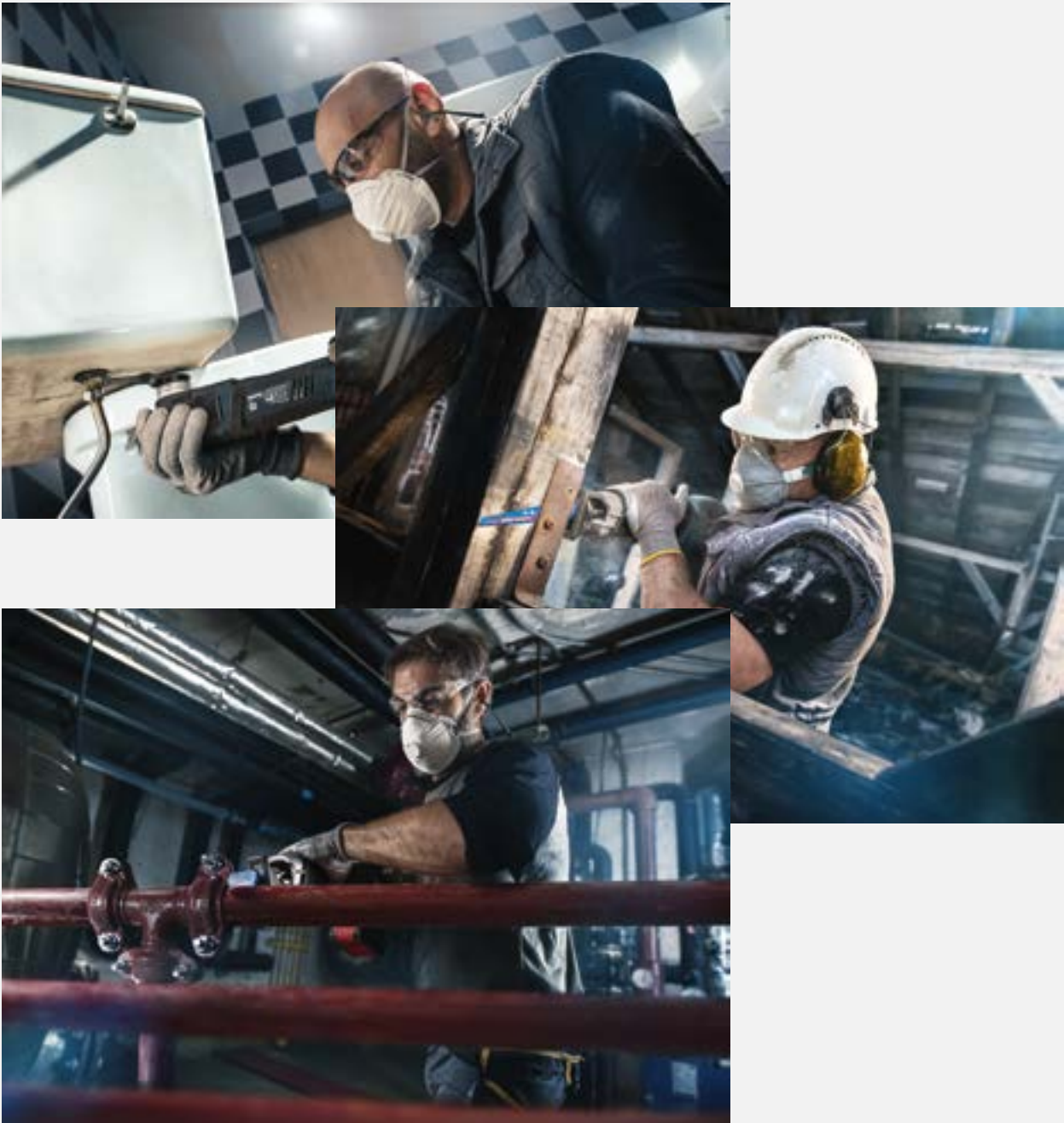
> APPLICATION PICTURES

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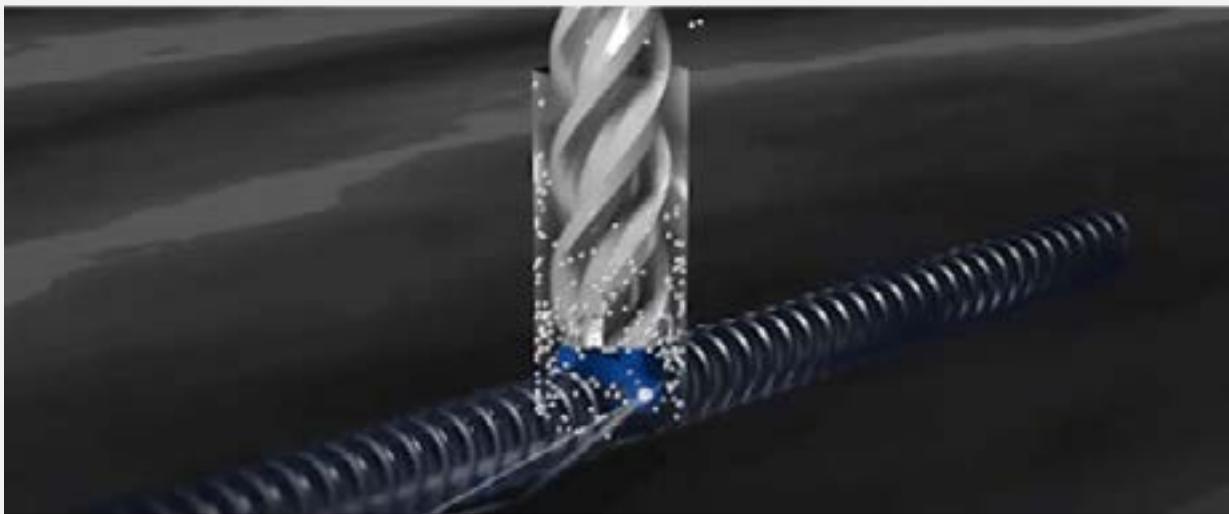
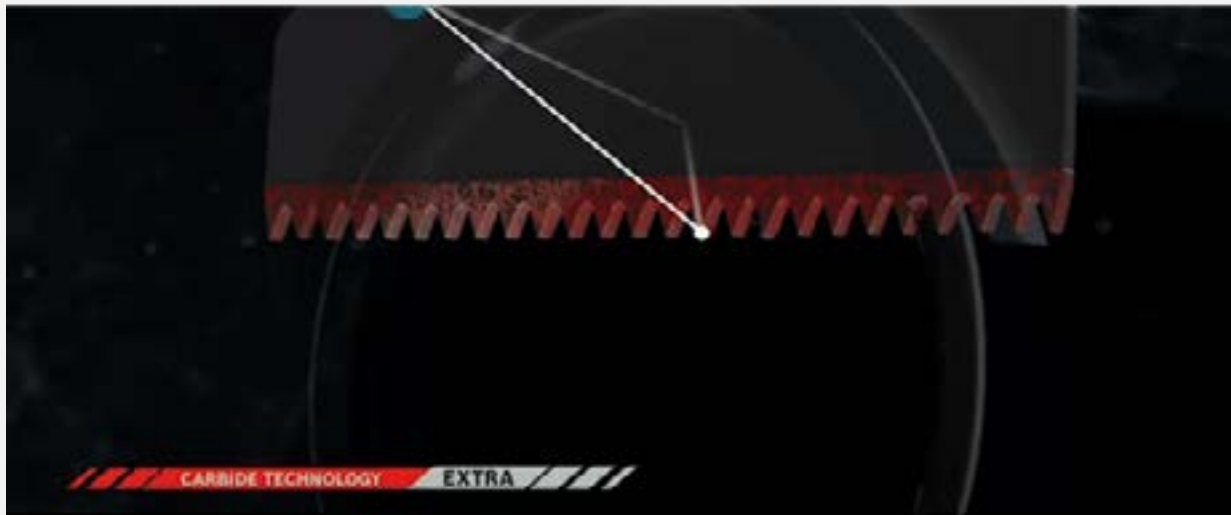
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> EXPERT PRODUCT VIDEOS



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> ON-SITE KEYWORDS

GENERAL CATEGORY
ON-SITE-KEYWORDS

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BRAND AND PRODUCT
ON-SITE KEYWORDS

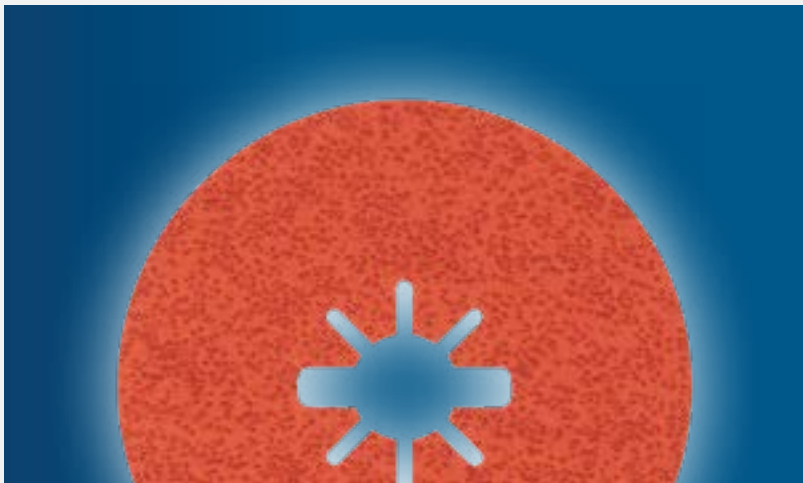
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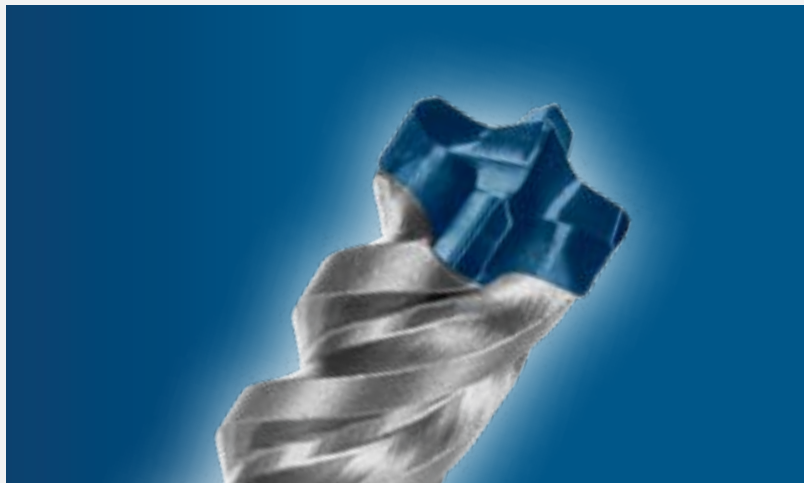
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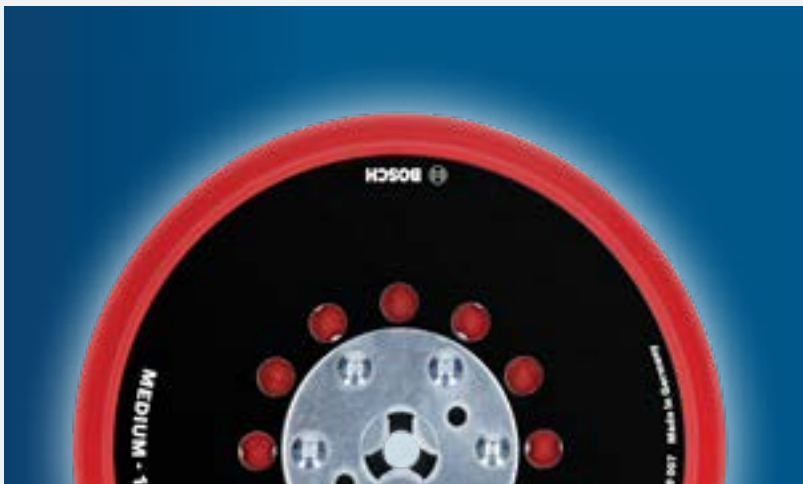
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