

# 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

View Interactive Version



Start the journey



Bosch Professional Accessories.



# EXPERT DEALER MARKETING ASSETS - GETTING STARTED

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## > RANGE OVERVIEW

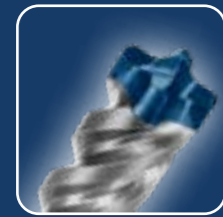
Explore the range:



Abrasives



Cutting and Grinding



Drill Bits



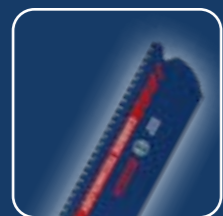
Hole Saws



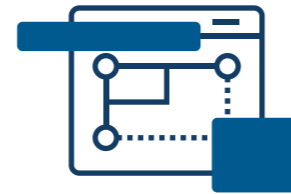
Multitool Accessories



Machine and System Accessories



Saw Blades



## HOW TO USE

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## DOWNLOAD

Online Banners Awareness	<b>17</b>	Performance Challenger	<b>23</b>
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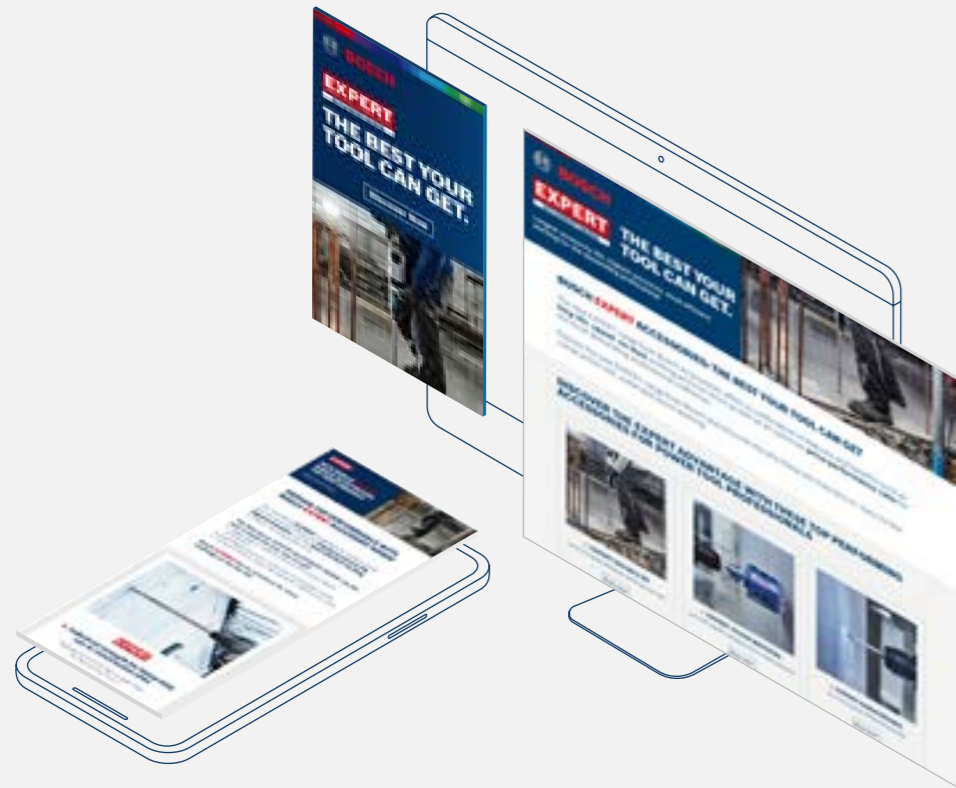
# EXPERT DEALER MARKETING ASSETS - GETTING STARTED

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



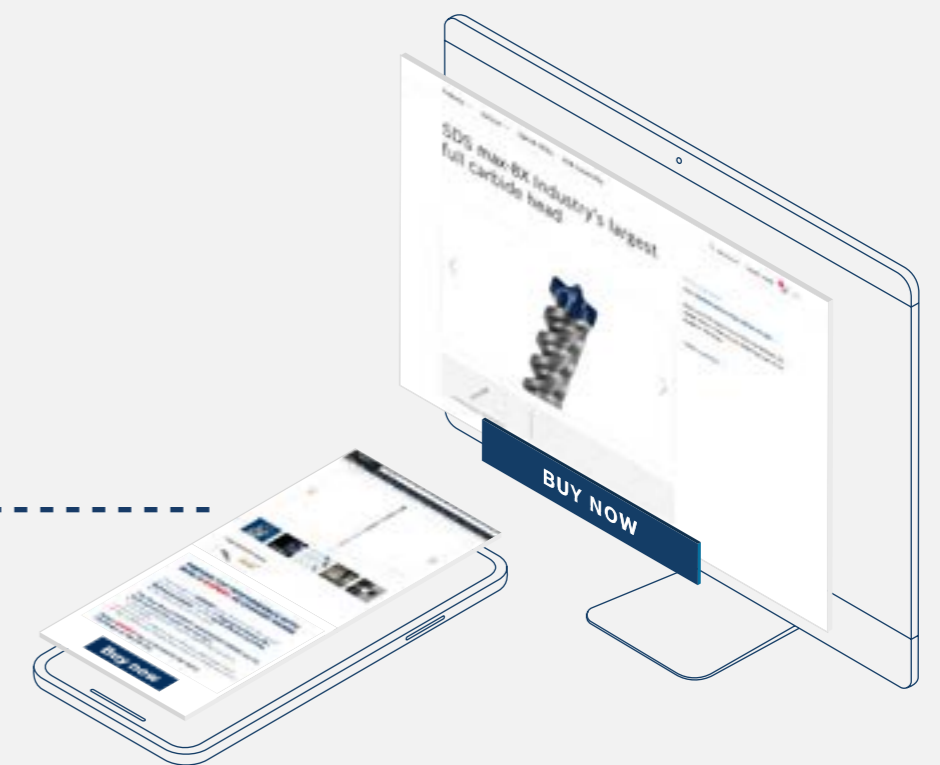
Content to inform and persuade the buyer to choose EXPERT.



## 3. CONVERSION



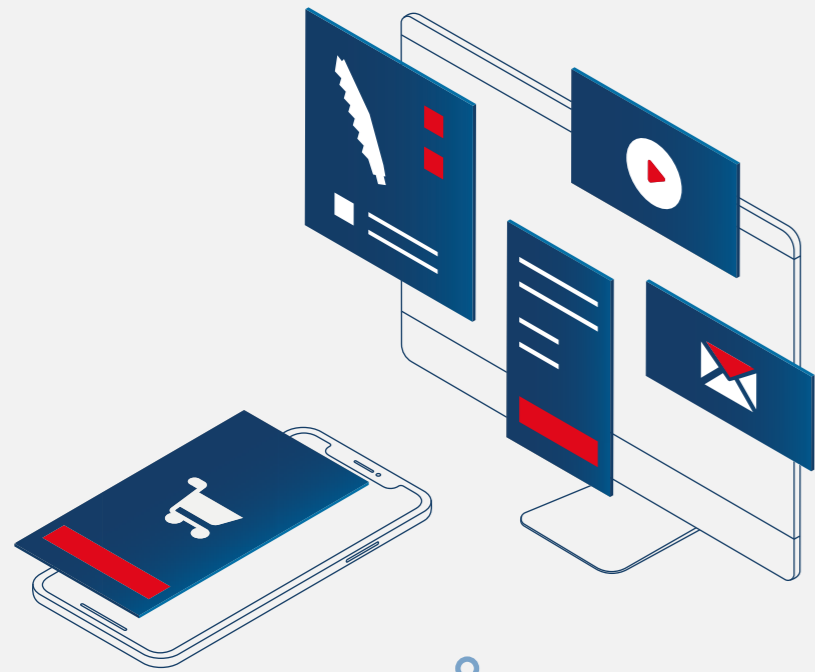
Content to convince the buyer they are making the right purchase.



# EXPERT DEALER MARKETING ASSETS - GETTING STARTED

Grow your online sales with compelling marketing assets from Bosch

## GROW SALES WITH BOSCH ONLINE ASSETS



### AWARENESS

### THE POWER of the Dealer Marketing Assets

Source: Hubspot.com

**+ 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

BUY NOW

**+ 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\*** LONG LIFE

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.

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** [↗](#)

**Download All** [↗](#)

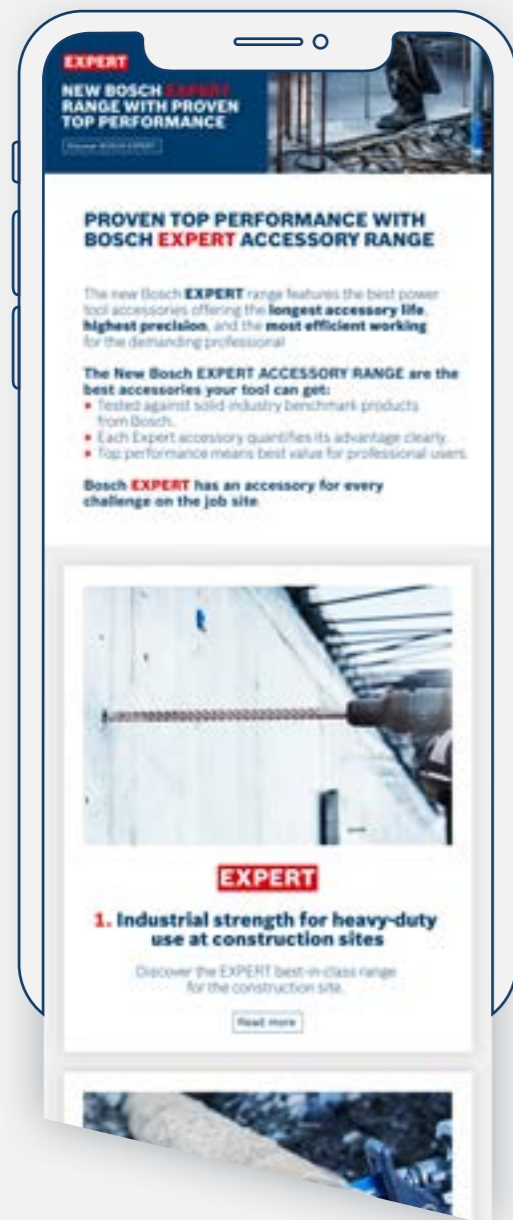


# EXPERT DEALER MARKETING ASSETS

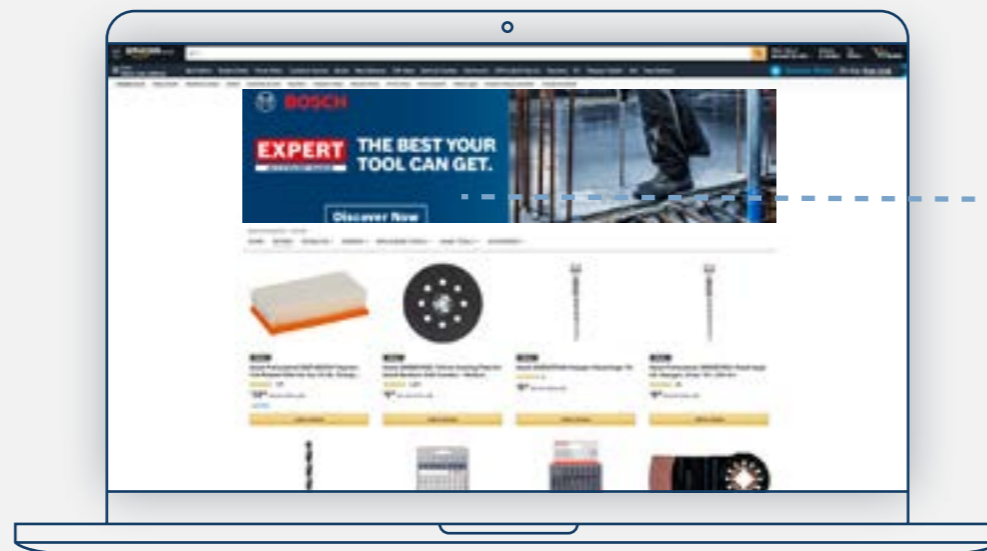
How to Use: Awareness

## ➤ HOW TO USE

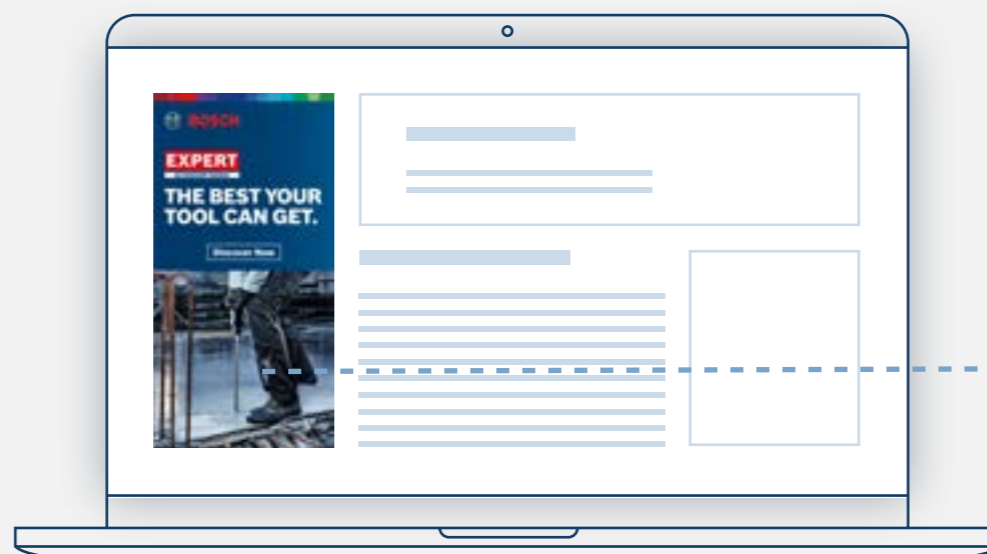
Awareness Email



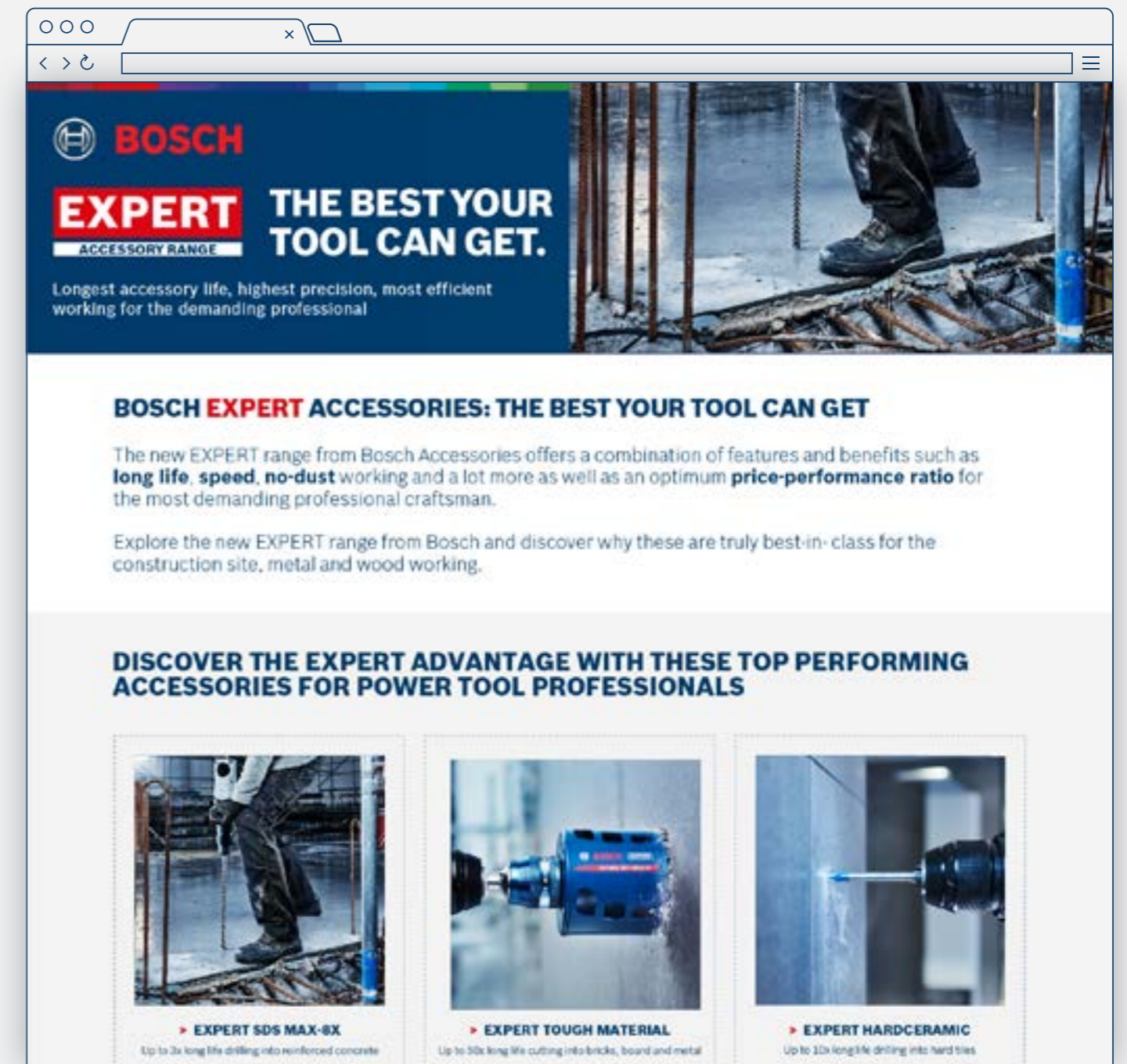
Awareness Web Banner



Awareness Ad Banner



Awareness Landing Page



Grab user's attention with the awareness assets

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** [↗](#)

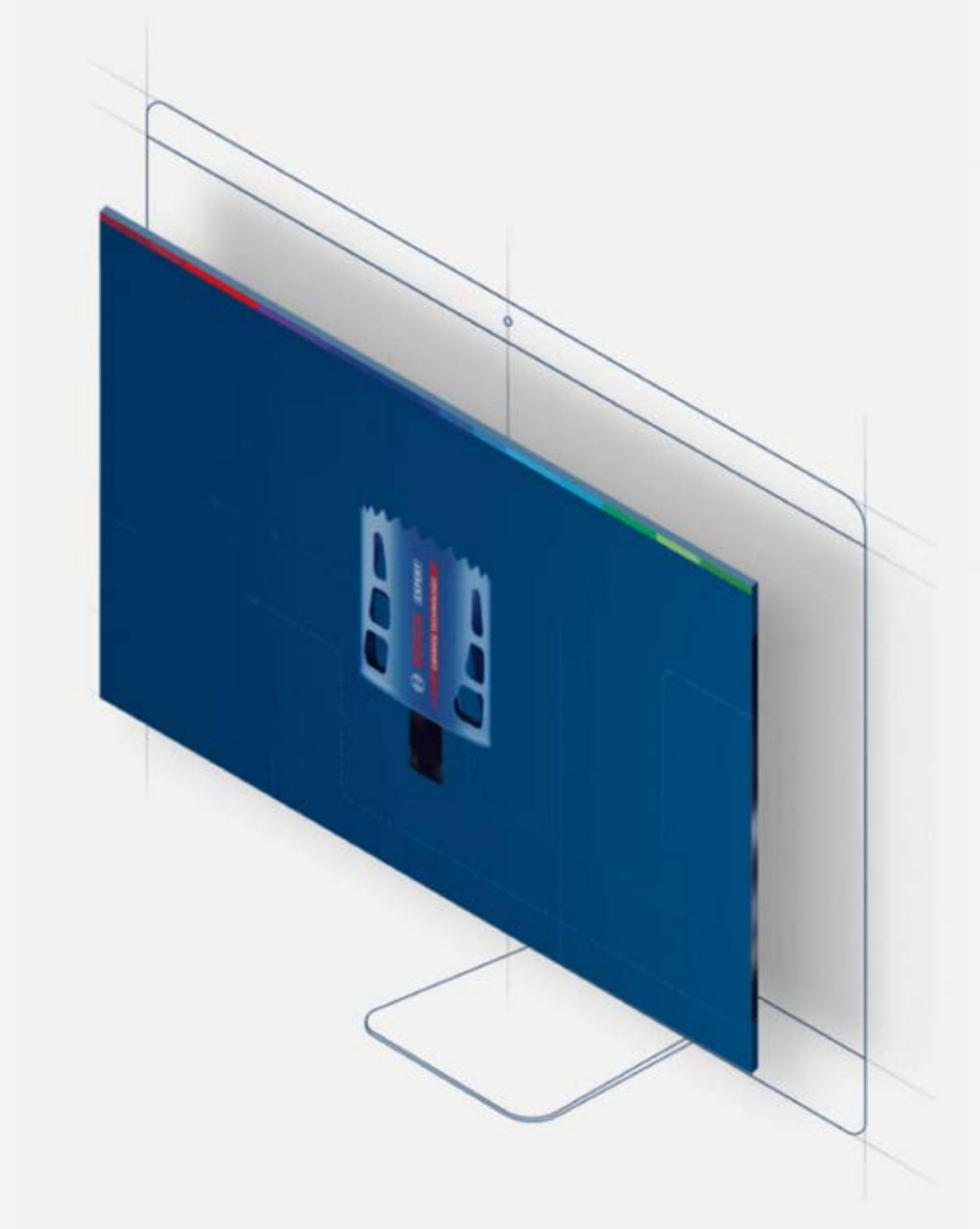
**Videos** [↗](#)

**Campaign Landing Page** [↗](#)

**On-site Keywords** [↗](#)

**Social Media** [↗](#)

**Download All** [↗](#)

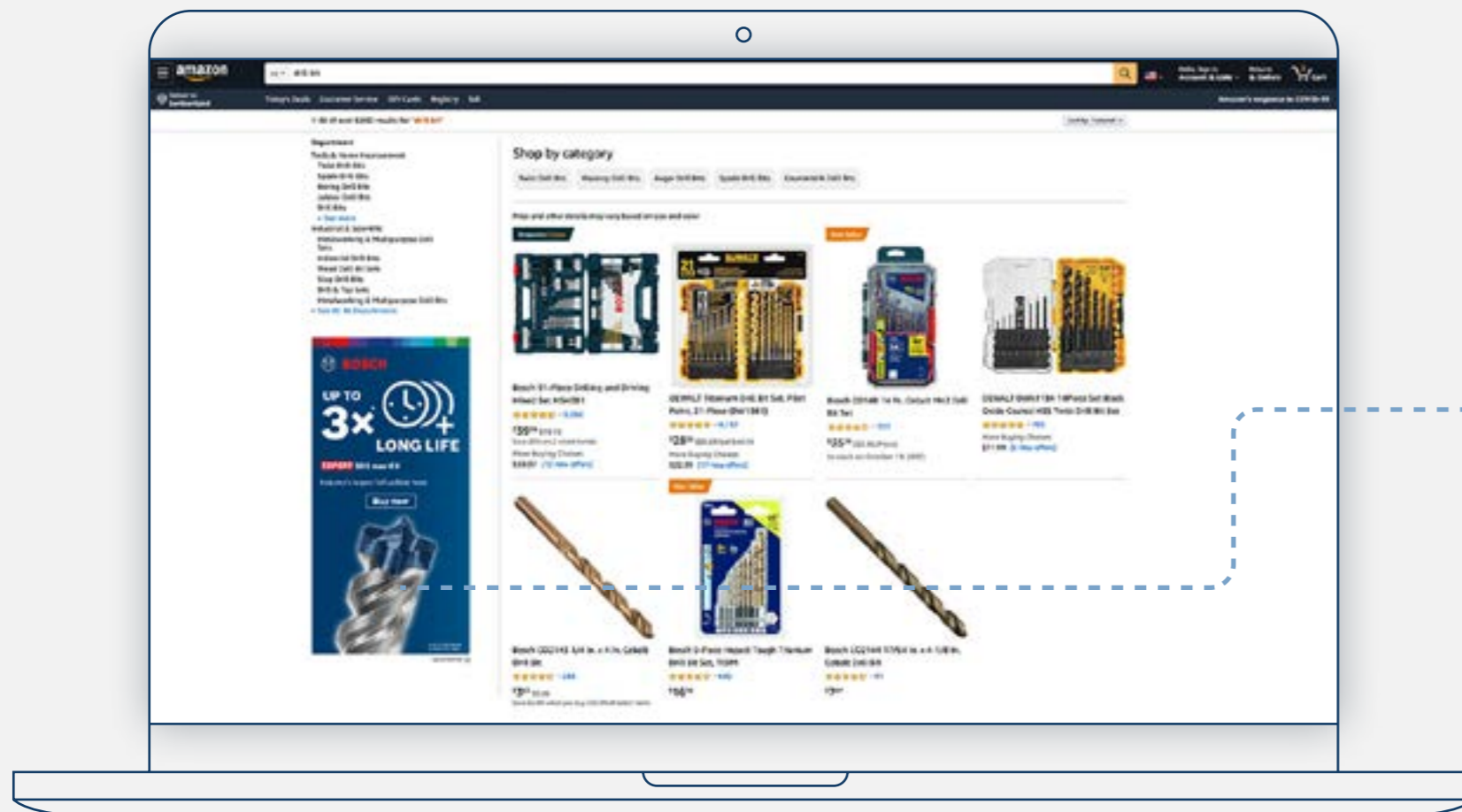


# EXPERT DEALER MARKETING ASSETS

How to use: Consideration Banner

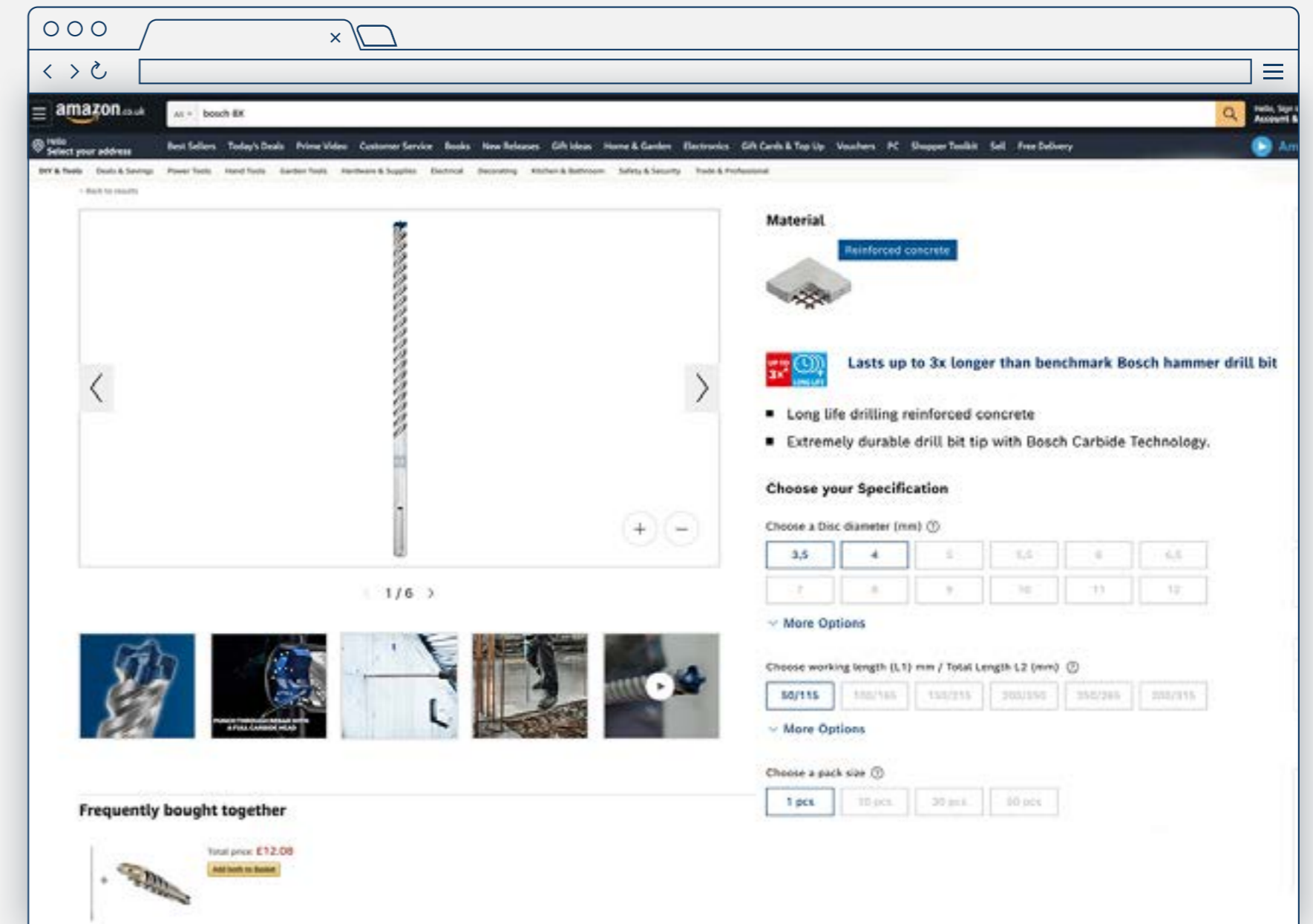
## ➤ HOW TO USE

Consideration Banner



Use the consideration banners to promote a focus product

Product Page



Link the banner to the product page



# EXPERT DEALER MARKETING ASSETS

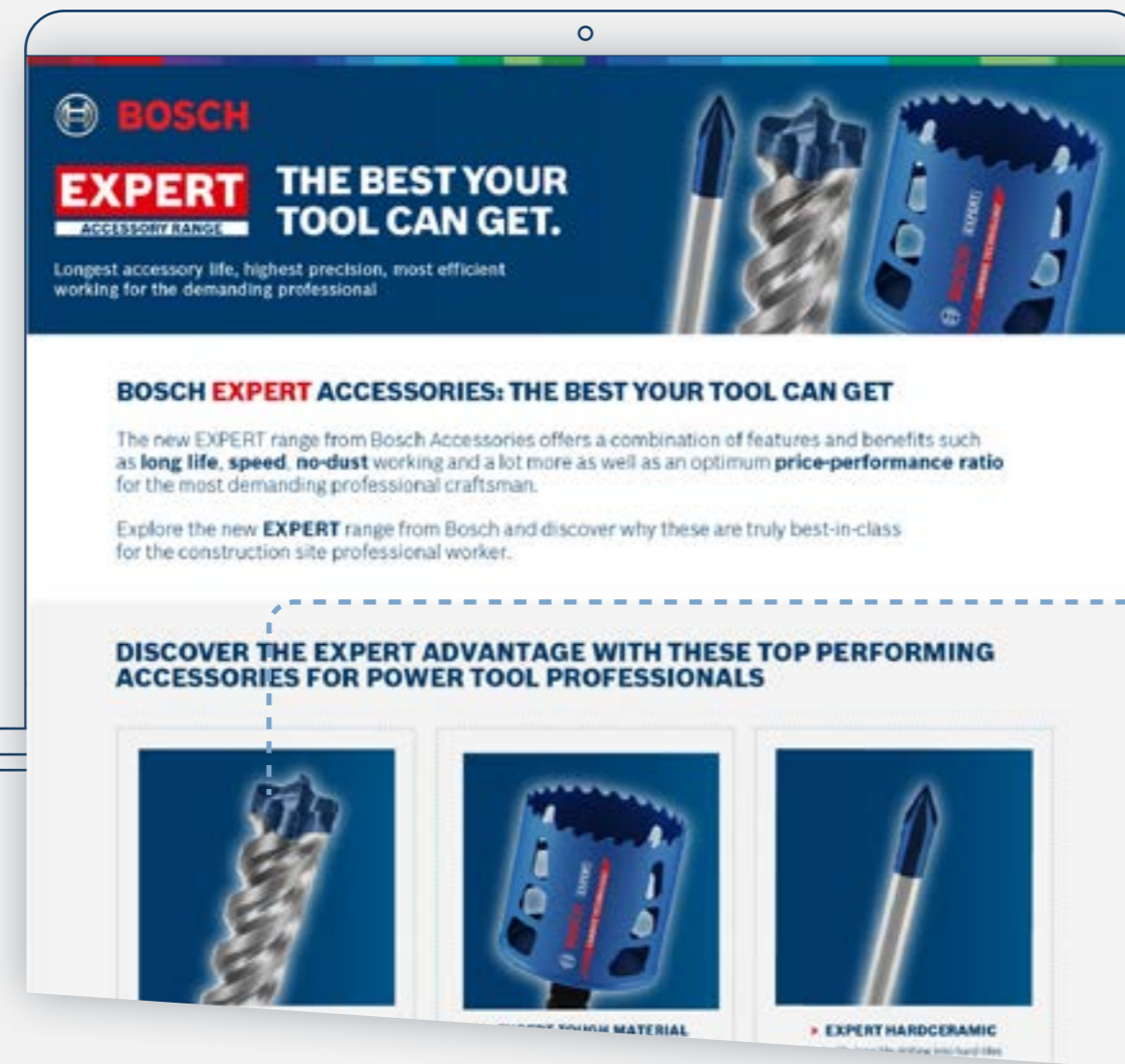
How to use: Email templates and campaign landing pages

## ➤ HOW TO USE

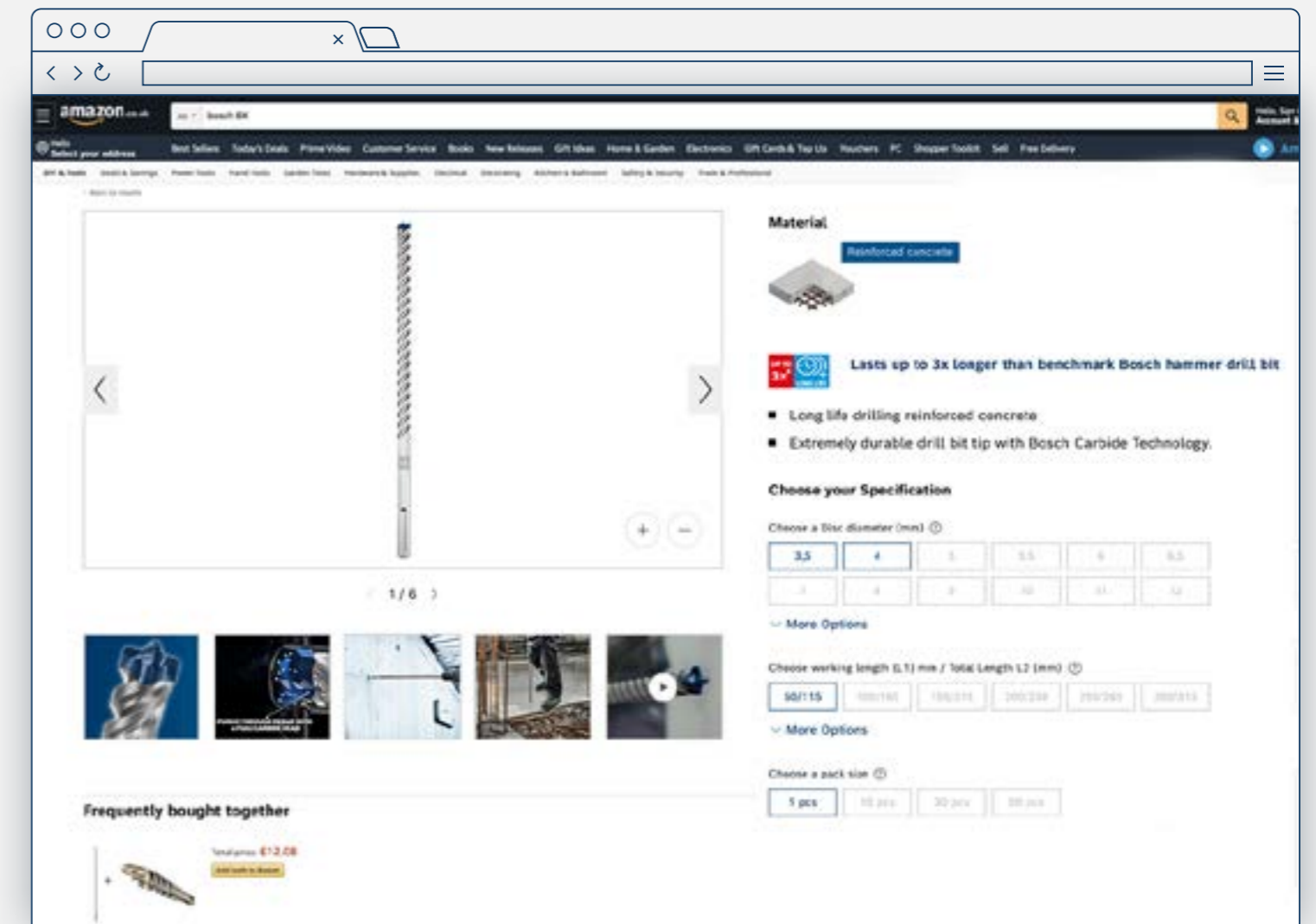
Product-Focused Email



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

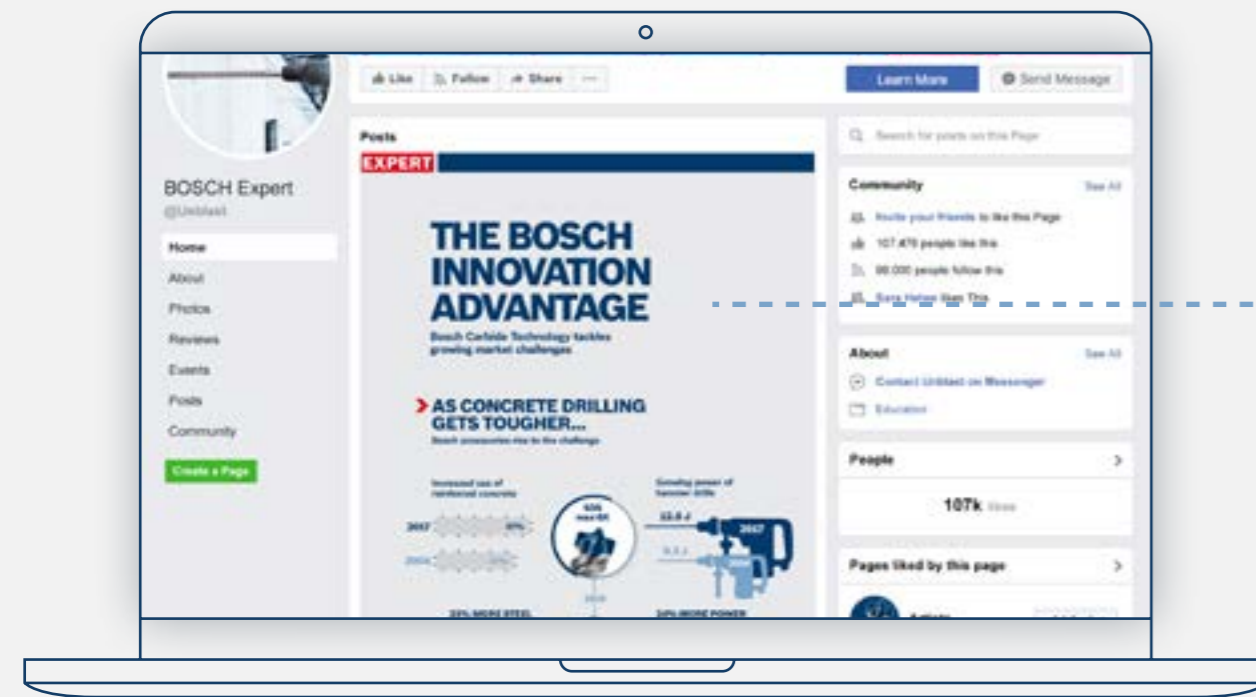


# EXPERT DEALER MARKETING ASSETS

How to use: Infographics

## ➤ HOW TO USE

Product-Focused Infographic (Social Media)

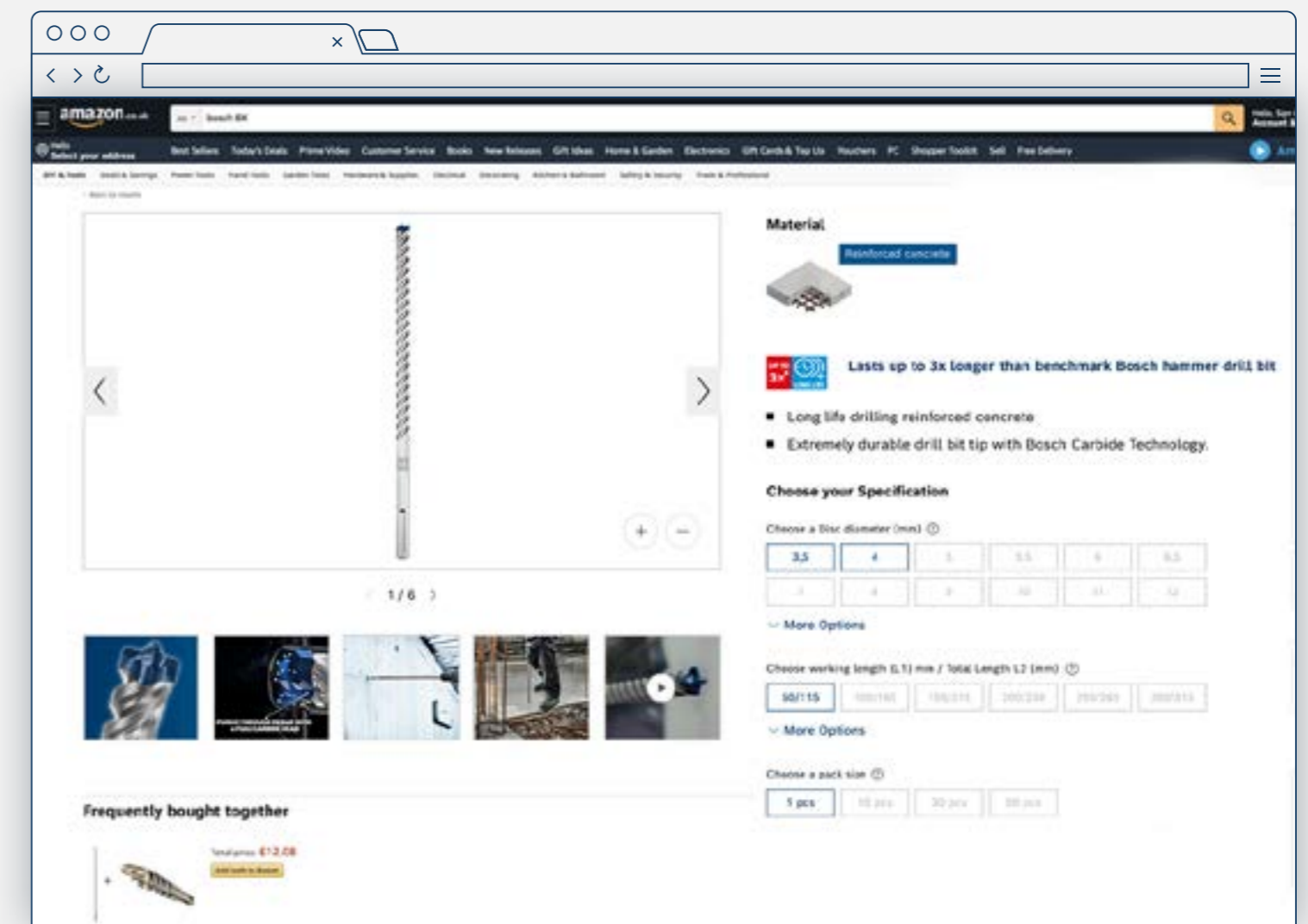


Use the infographics to highlight the benefits of a product

Product-Focused Infographic (Dealer's Website)



Product Page



Link to the product pages for the users to buy

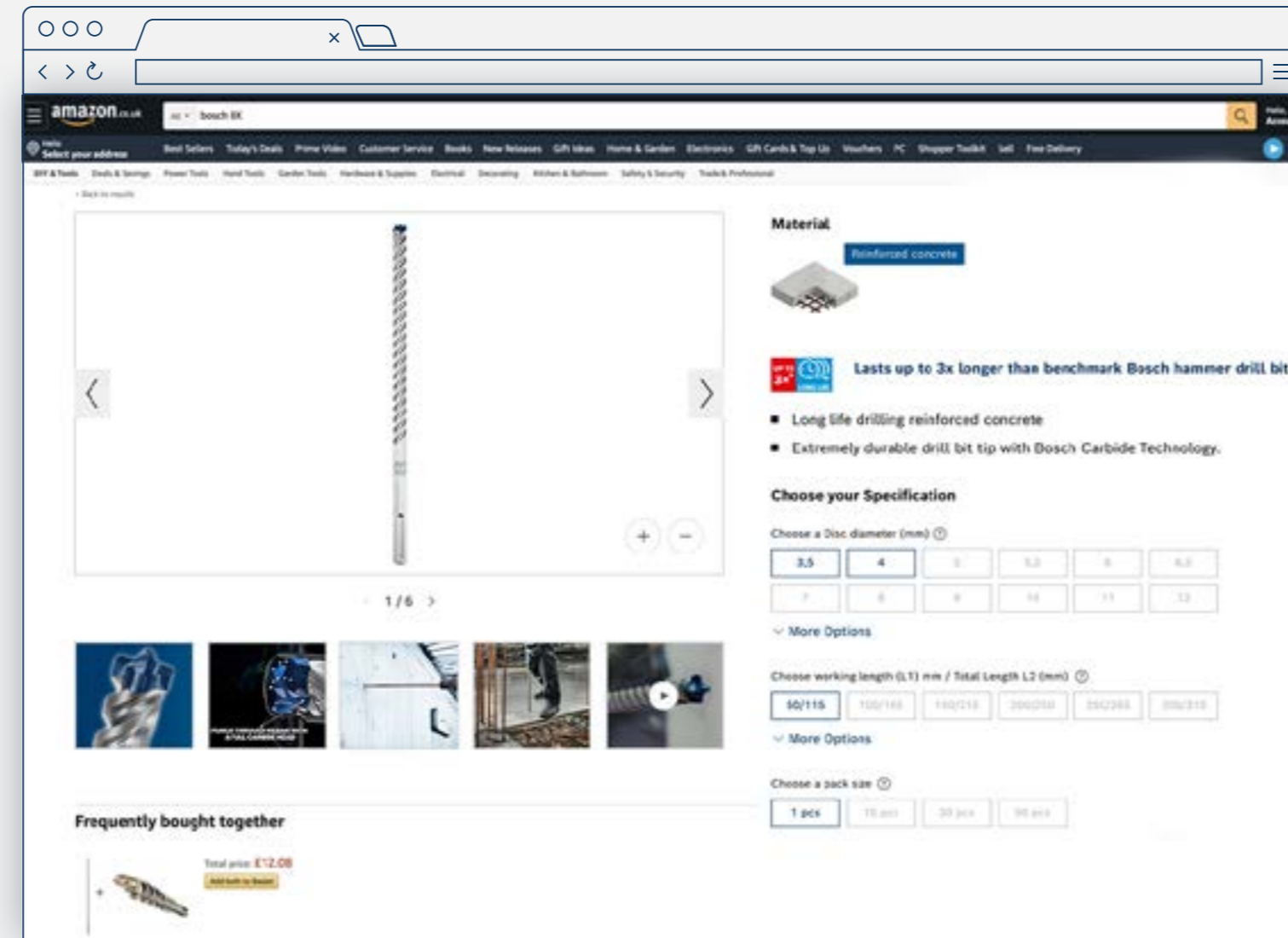


# EXPERT DEALER MARKETING ASSETS

How to use: On-Site-Keywords

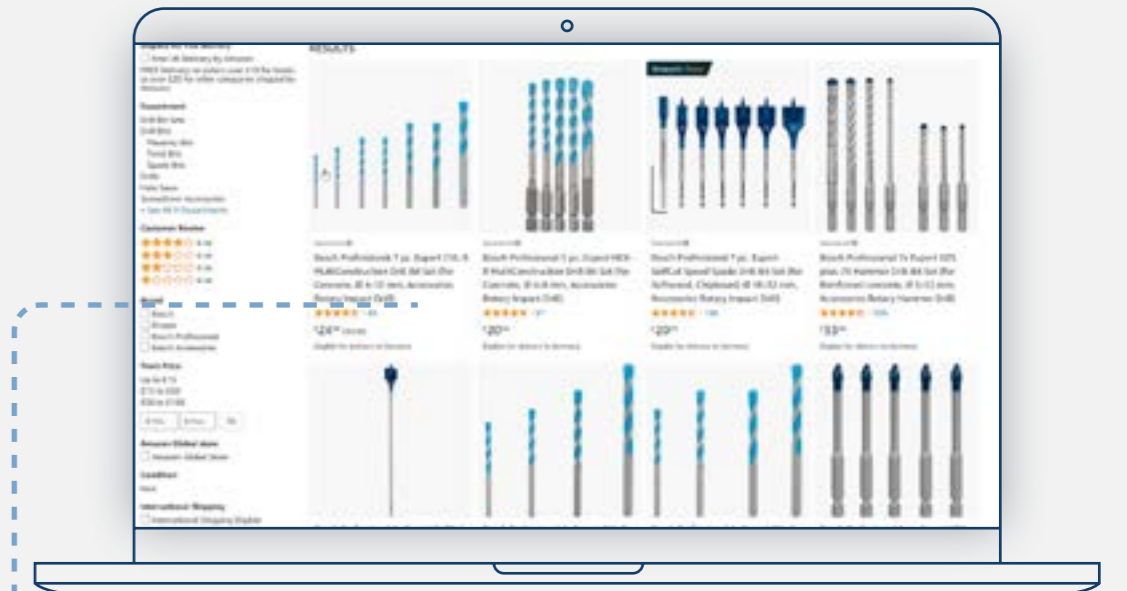
## ➤ HOW TO USE

Product Page

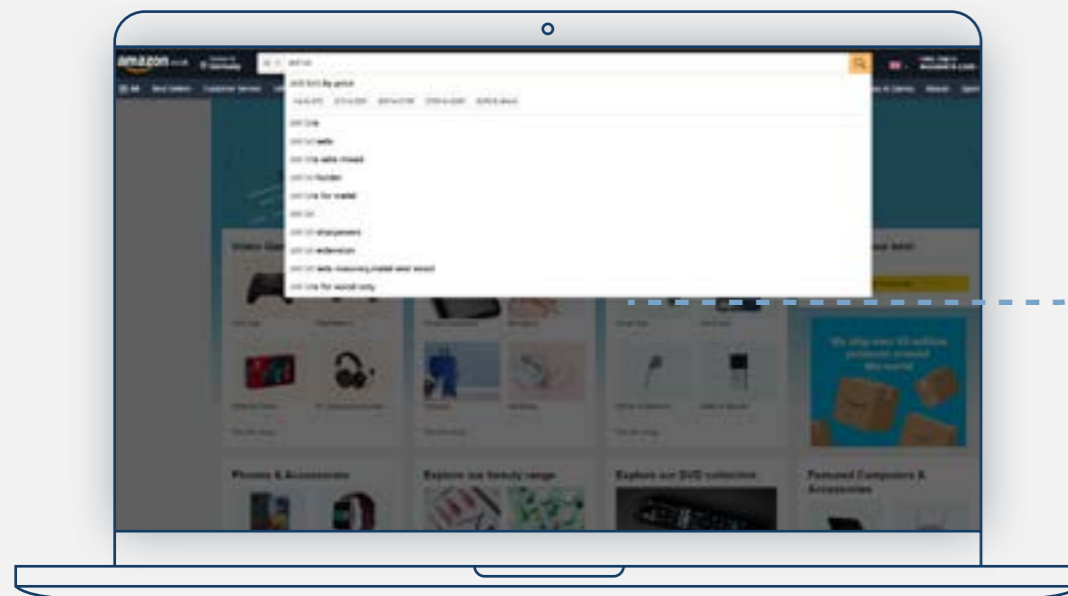


Help users find products on your page

Search Results



Dealer's Website



## EXPERT DEALER MARKETING ASSETS

How to Use: Conversion Assets

# BUY NOW 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:

[Abrasives](#)

[Machine and System Accessories](#)

[Cutting and Grinding](#)

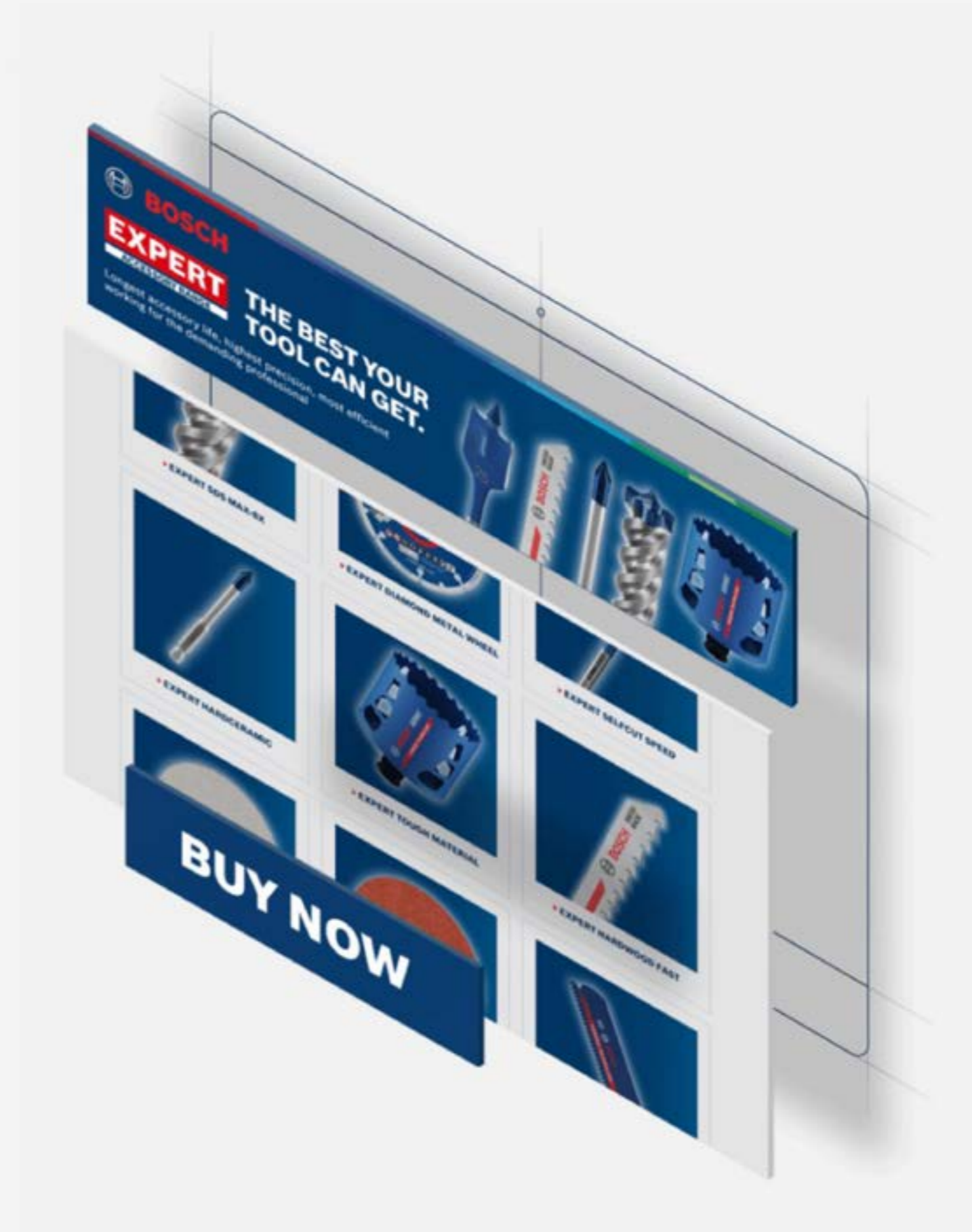
[Multitool Accessories](#)

[Drill Bits](#)

[Saw Blades](#)

[Hole Saw](#)

[Download All](#)

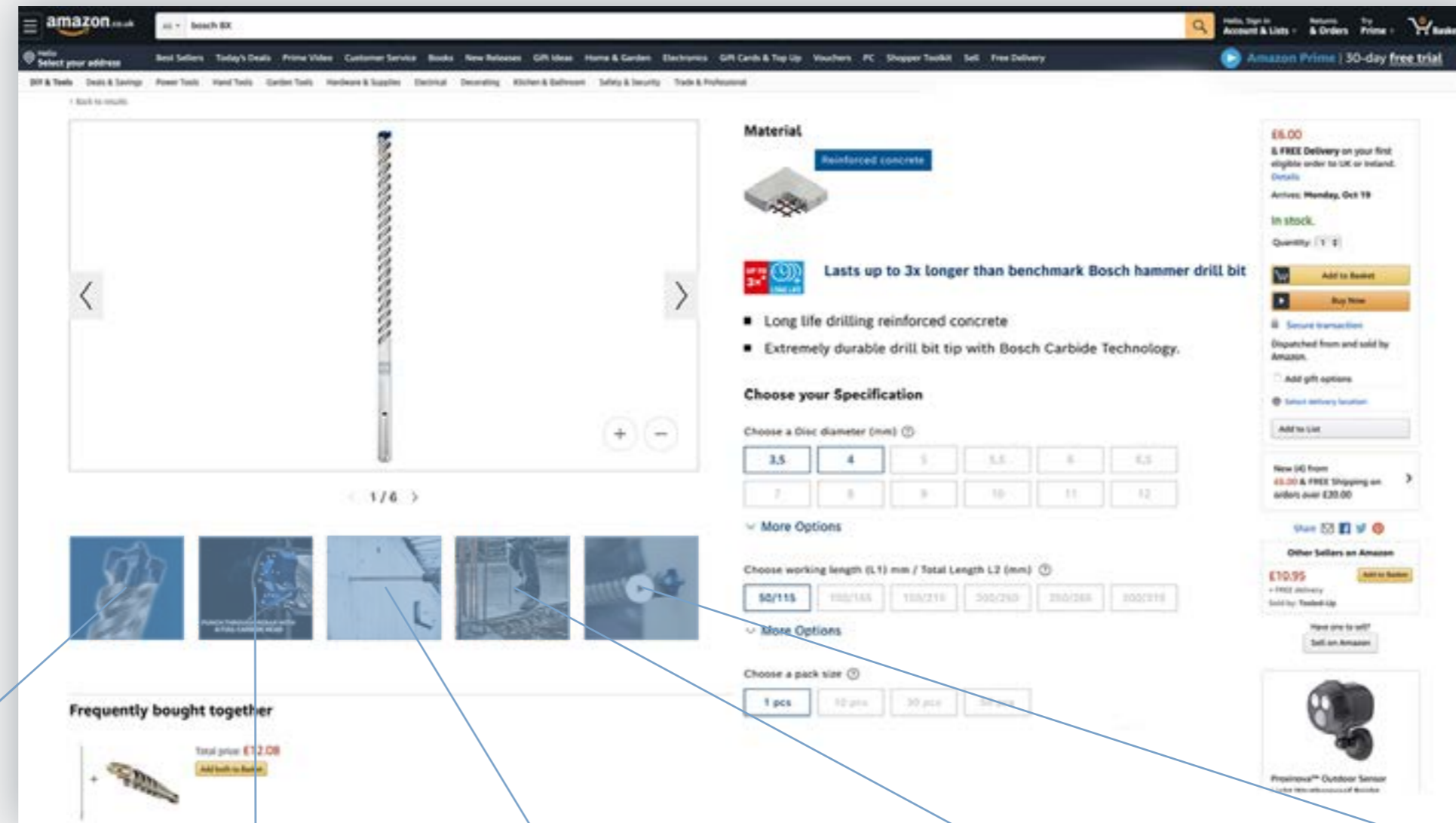


# EXPERT DEALER MARKETING ASSETS

How to Use: Conversion Assets

## PREVIEW ASSETS

Product Page



Spider chart

Animations

Product Pictures

Usage Pictures

Videos



# EXPERT DEALER MARKETING ASSETS

Download Assets



Download the assets for all the phases:

**Online Banners**

**Email Templates**

**Landing Page Templates**

**Editorial Pages**

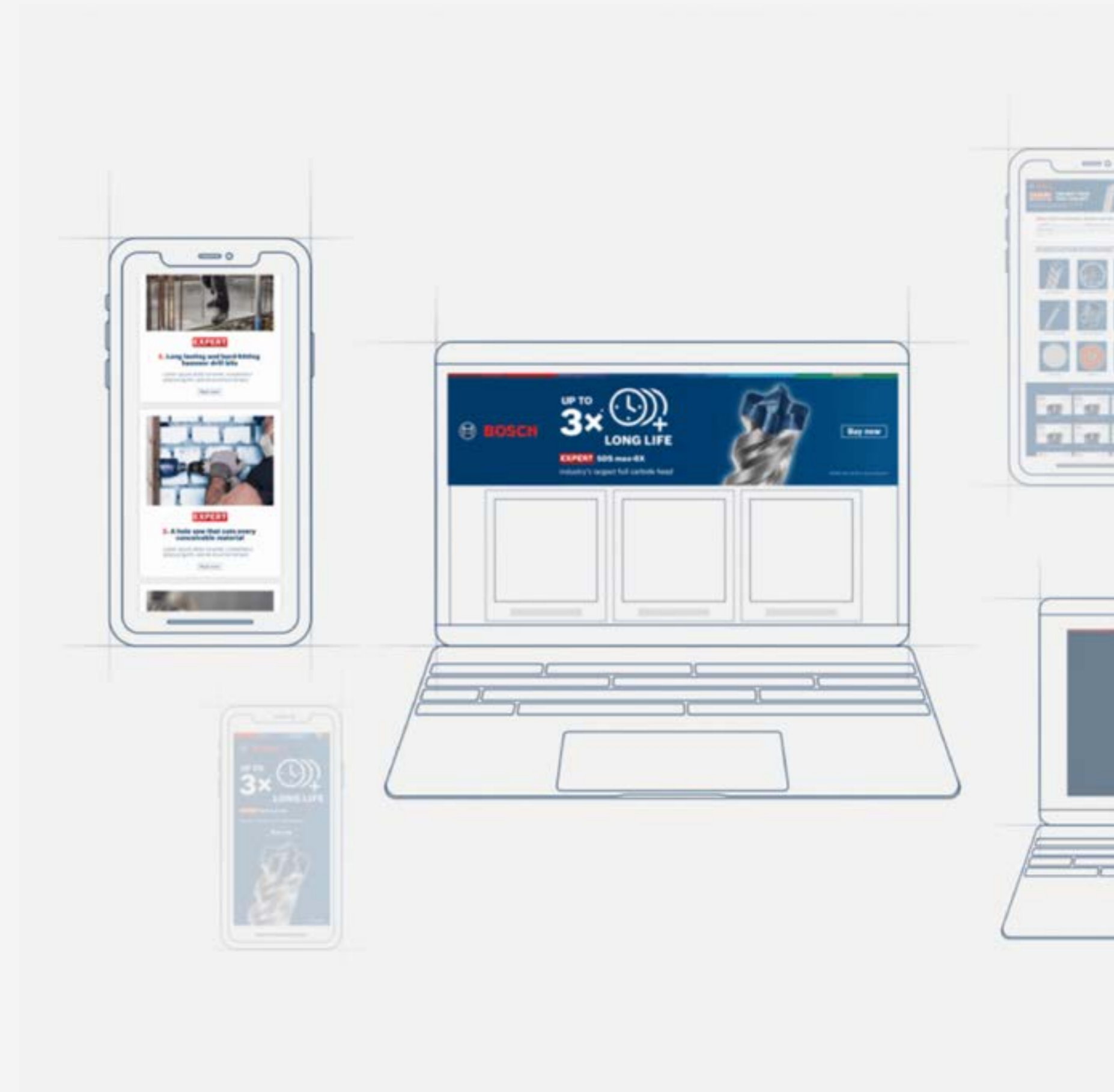
**Social Media Assets**

**Performance Challenger**

**Infographics**

**Videos**

**On-site Keywords**



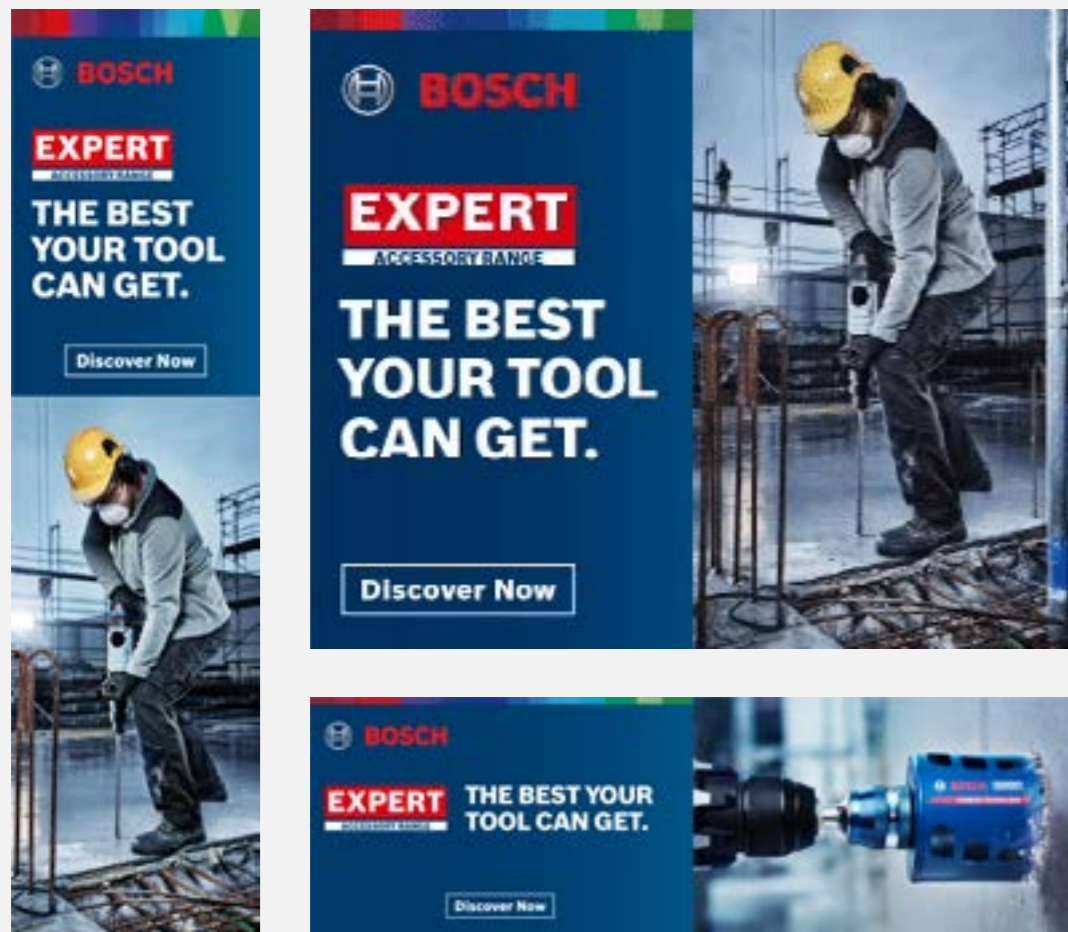


# EXPERT DEALER MARKETING ASSETS

Asset Download

## ➤ ONLINE BANNERS: AWARENESS

For Construction



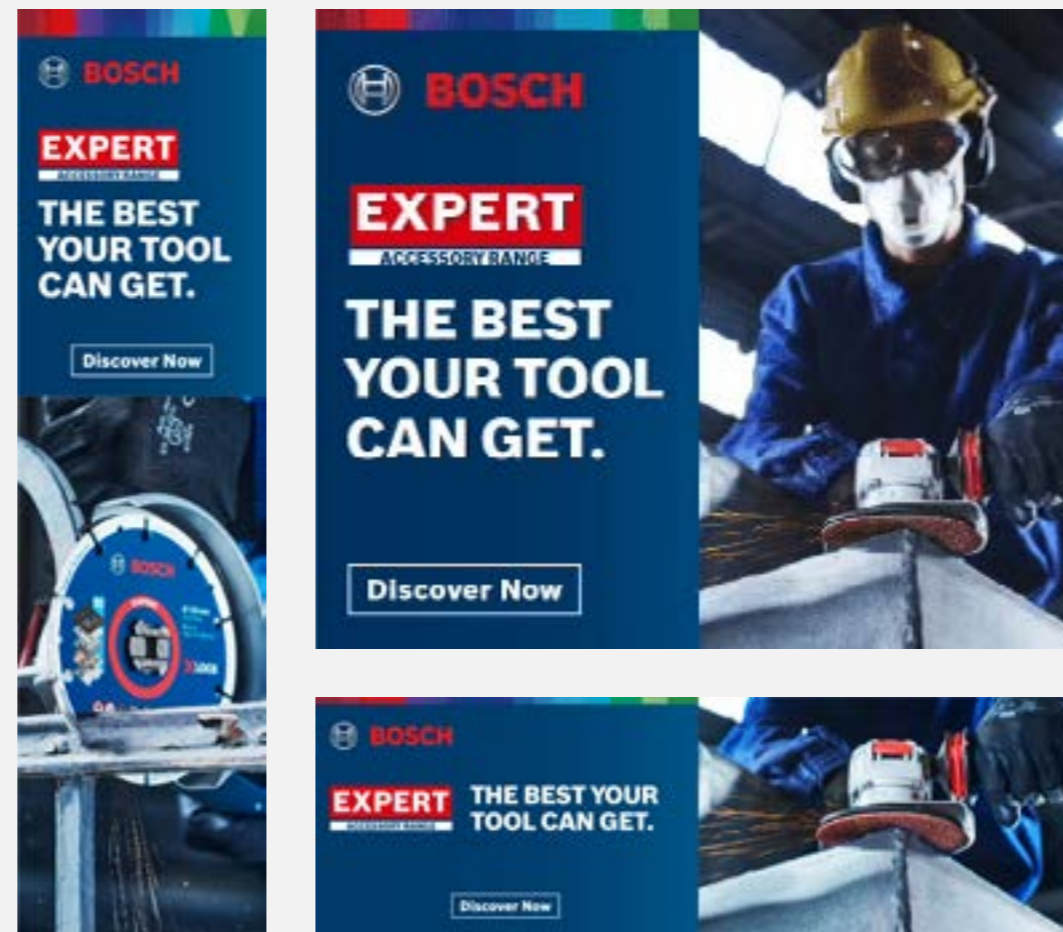
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For Metal



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For Wood



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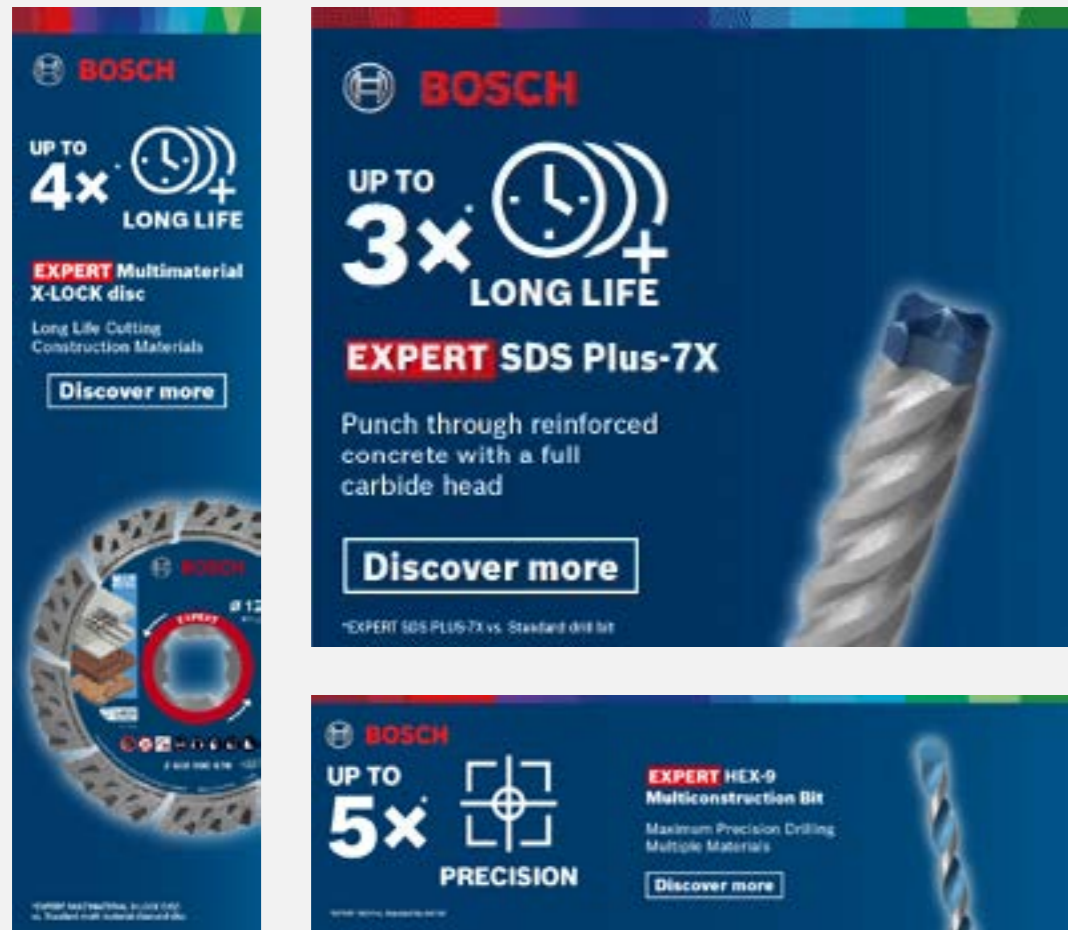


# EXPERT DEALER MARKETING ASSETS

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## ONLINE BANNERS: CONSIDERATION

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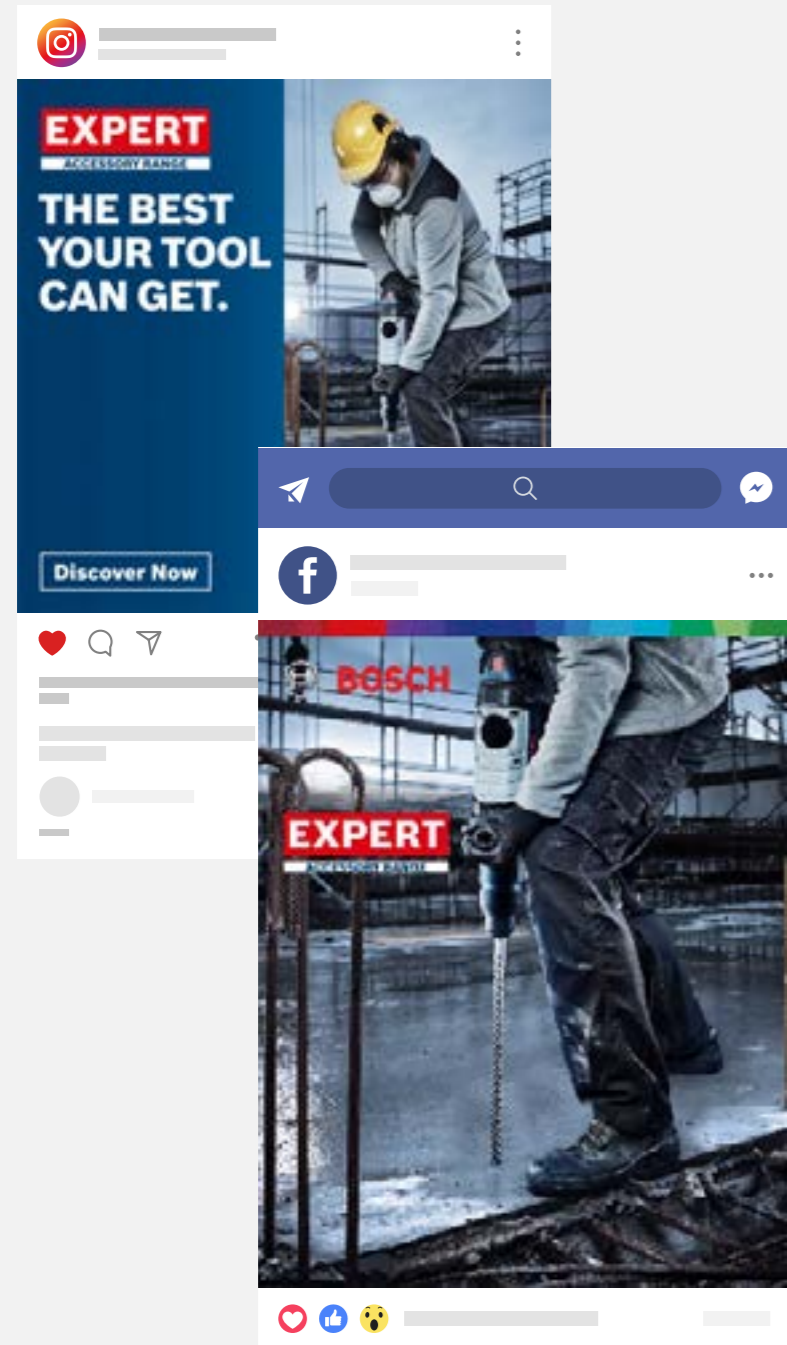


# EXPERT DEALER MARKETING ASSETS

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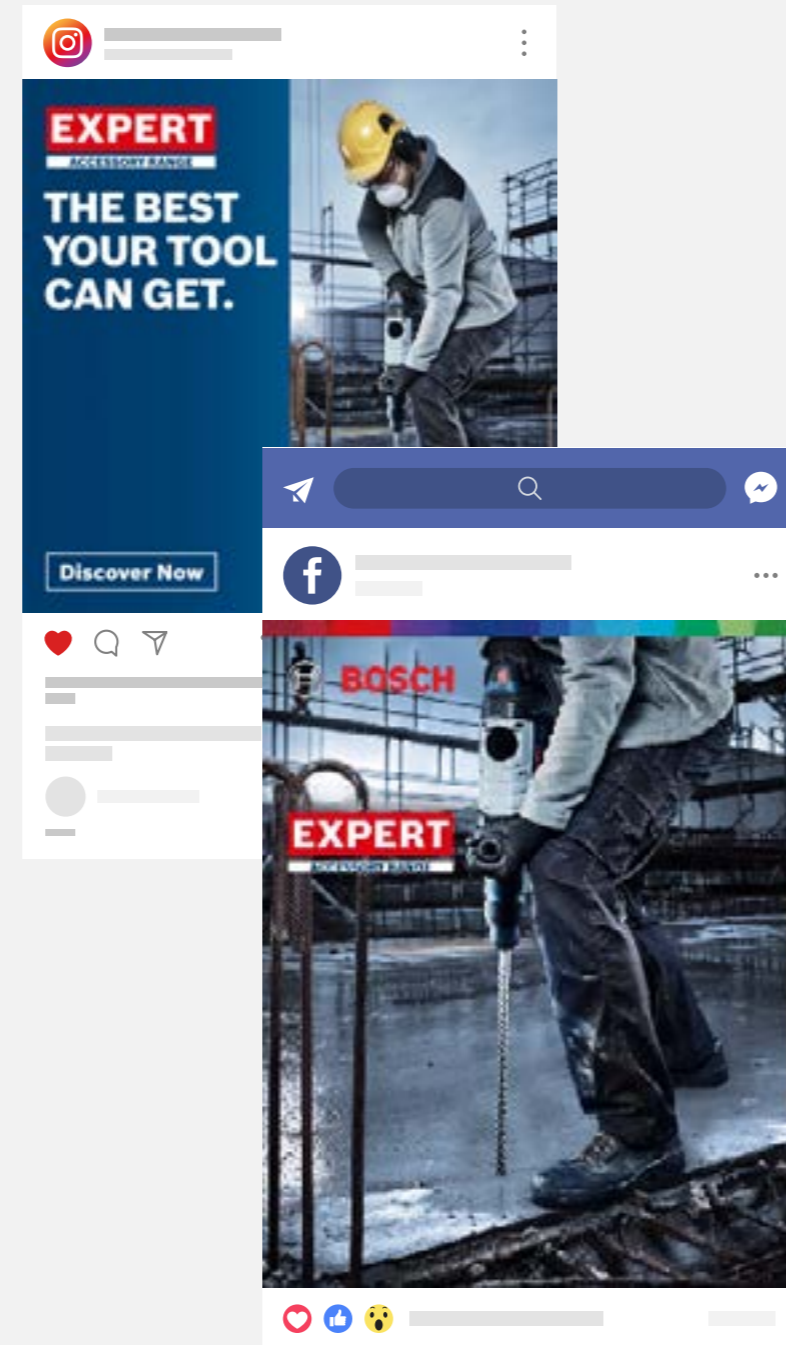
## > SOCIAL MEDIA ASSETS: AWARENESS

General



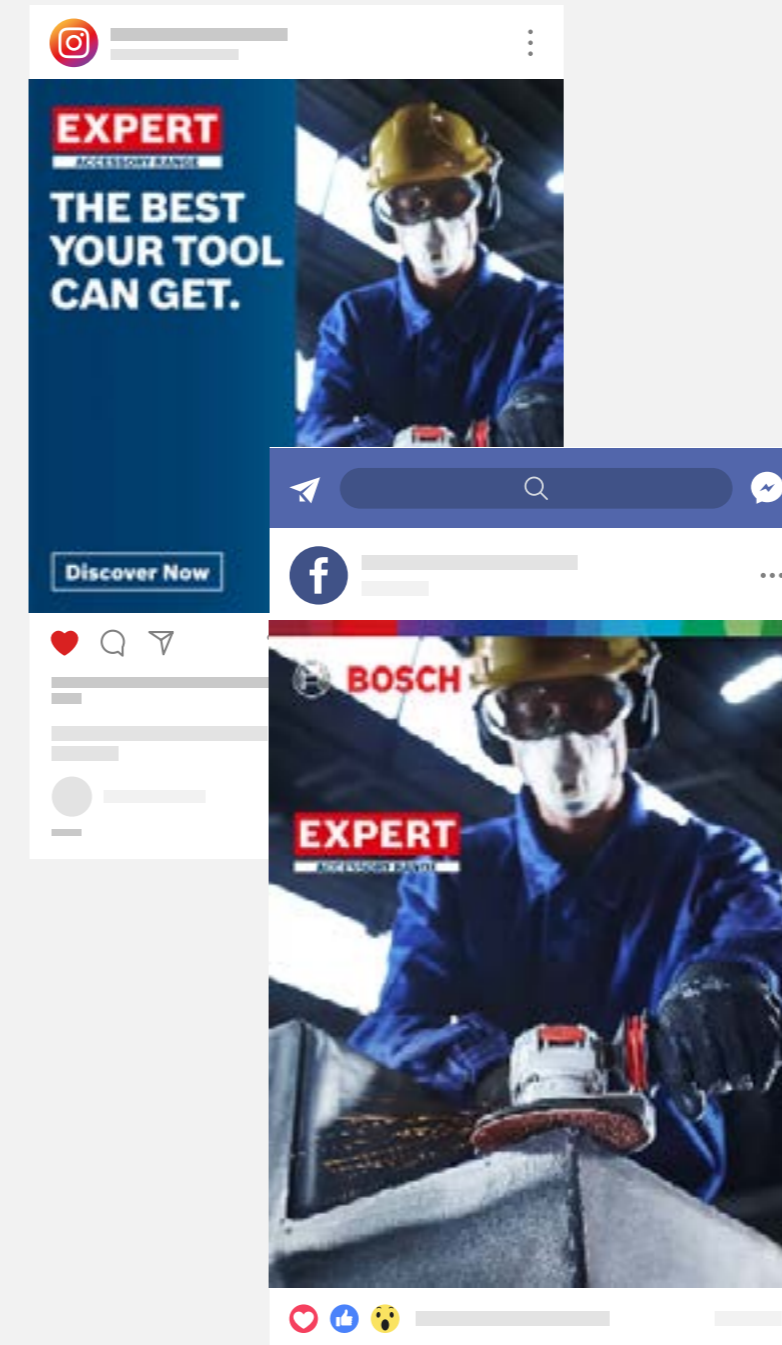
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Construction



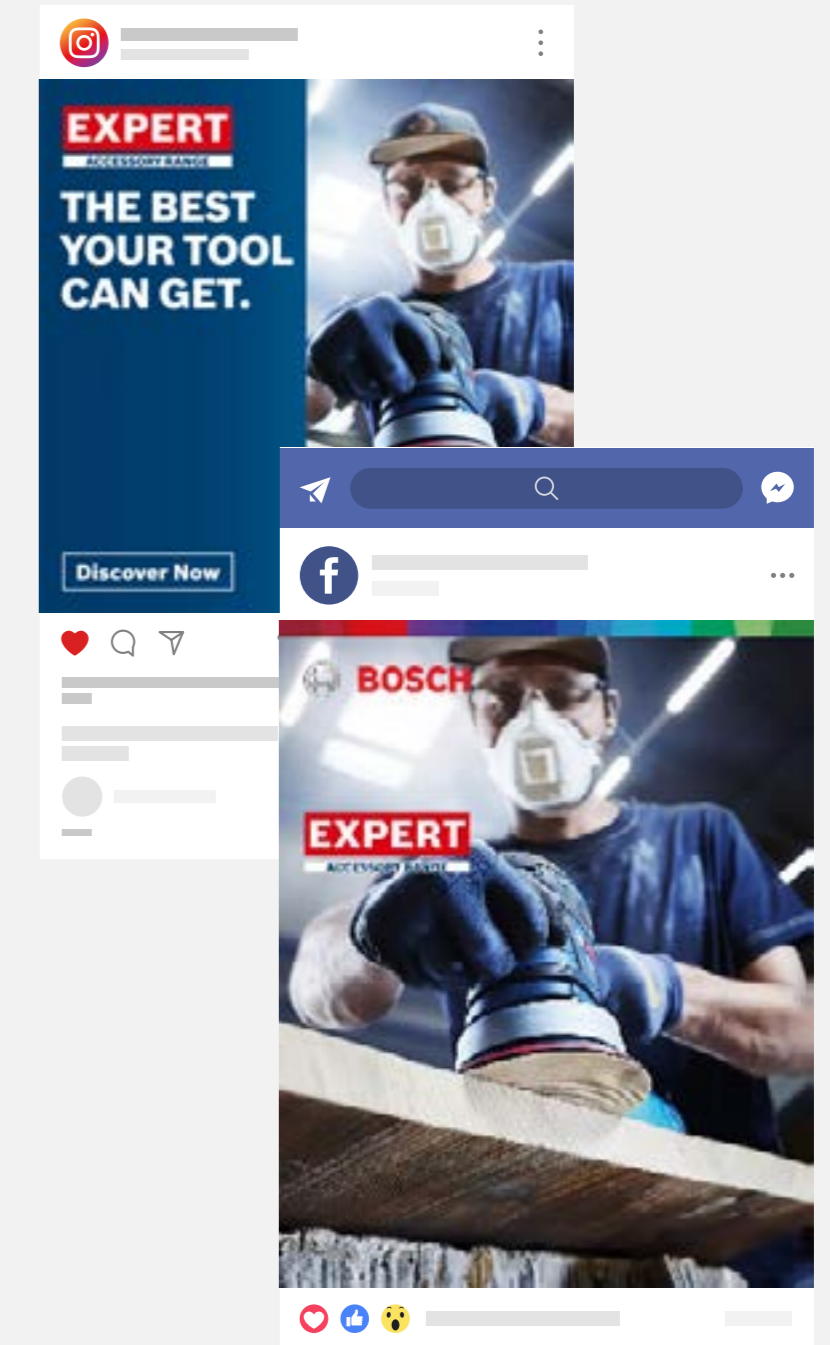
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Metal



Download All

Wood



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# EXPERT DEALER MARKETING ASSETS

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## TECHNOLOGY VIDEOS

For Construction



### Video formats

1080x1080 

1080x1920 

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For Metal



### Video formats

1080x1080 

1080x1920 

Download All

For Wood



### Video formats

1080x1080 

1080x1920 

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# EXPERT DEALER MARKETING ASSETS





Asset Download

## > TESTIMONIAL VIDEOS

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### Video formats





- 1080x1080 
- 1080x1350 
- 1080x1920 
- 1920x1080 

Download All

For Metal



### Video formats




- 1080x1080 
- 1080x1350 
- 1080x1920 
- 1920x1080 

Download All

For Wood



### Video formats

- 1080x1080 
- 1080x1350 
- 1080x1920 
- 1920x1080 

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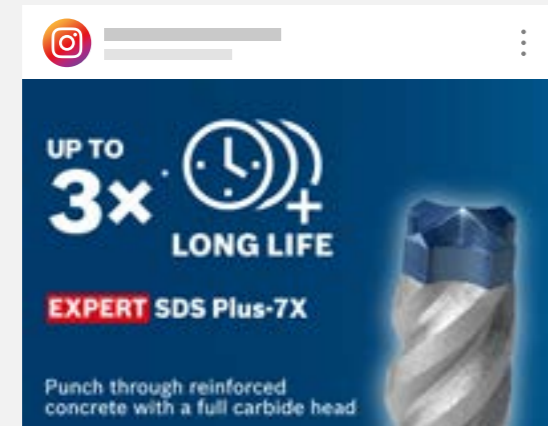


# EXPERT DEALER MARKETING ASSETS

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## > SOCIAL MEDIA ASSETS: CONSIDERATION

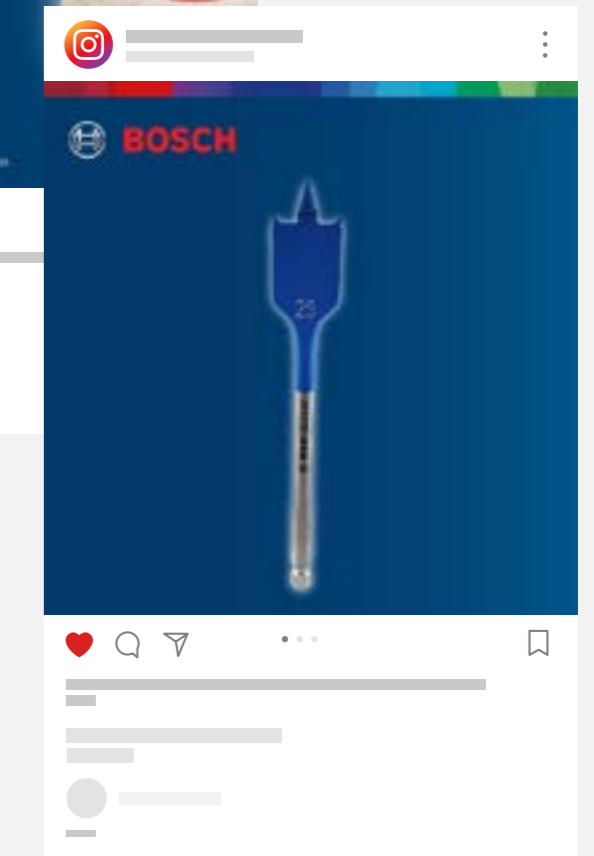
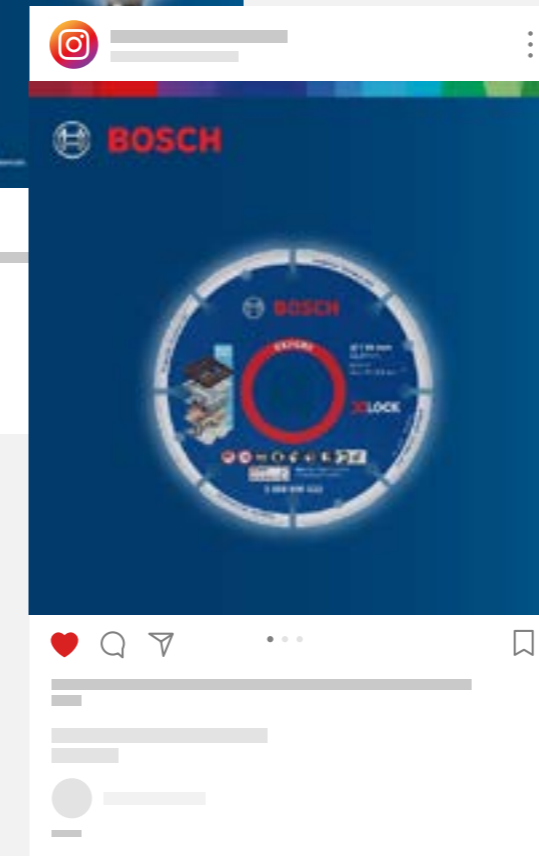
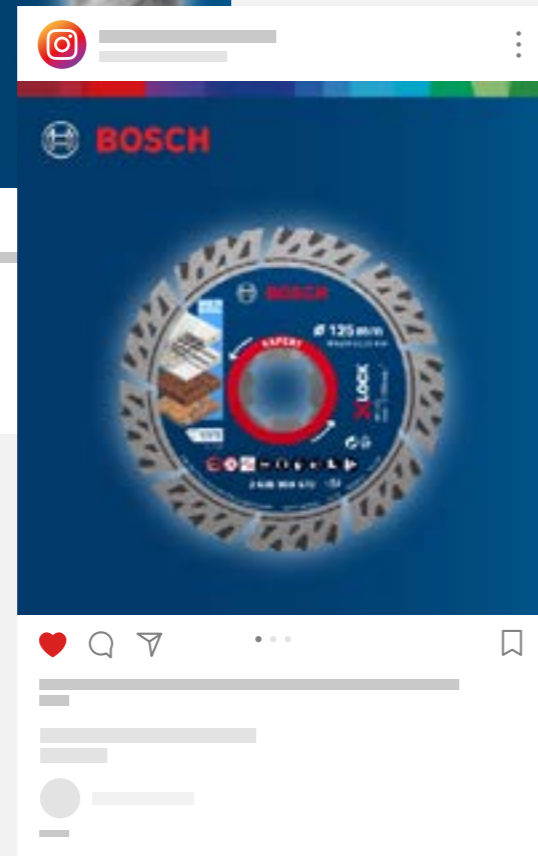
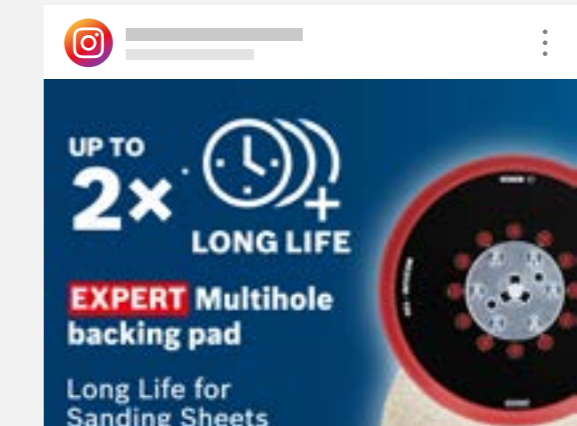
Construction



Metal



Wood



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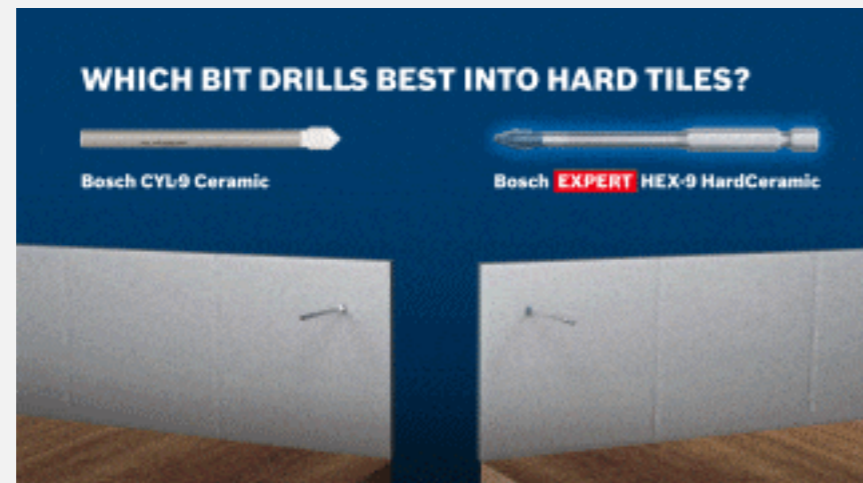
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## > PERFORMANCE CHALLENGER



### Video formats

1080 x 1080

1920 x 1080



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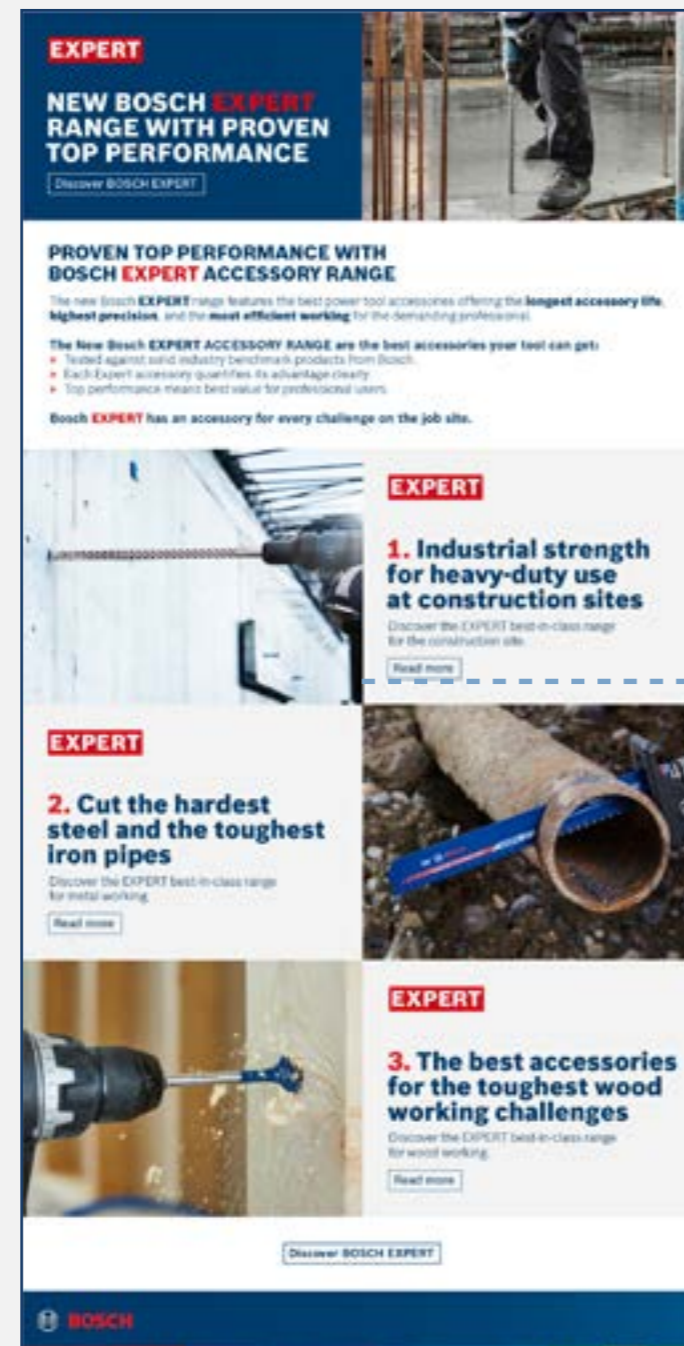


# EXPERT DEALER MARKETING ASSETS

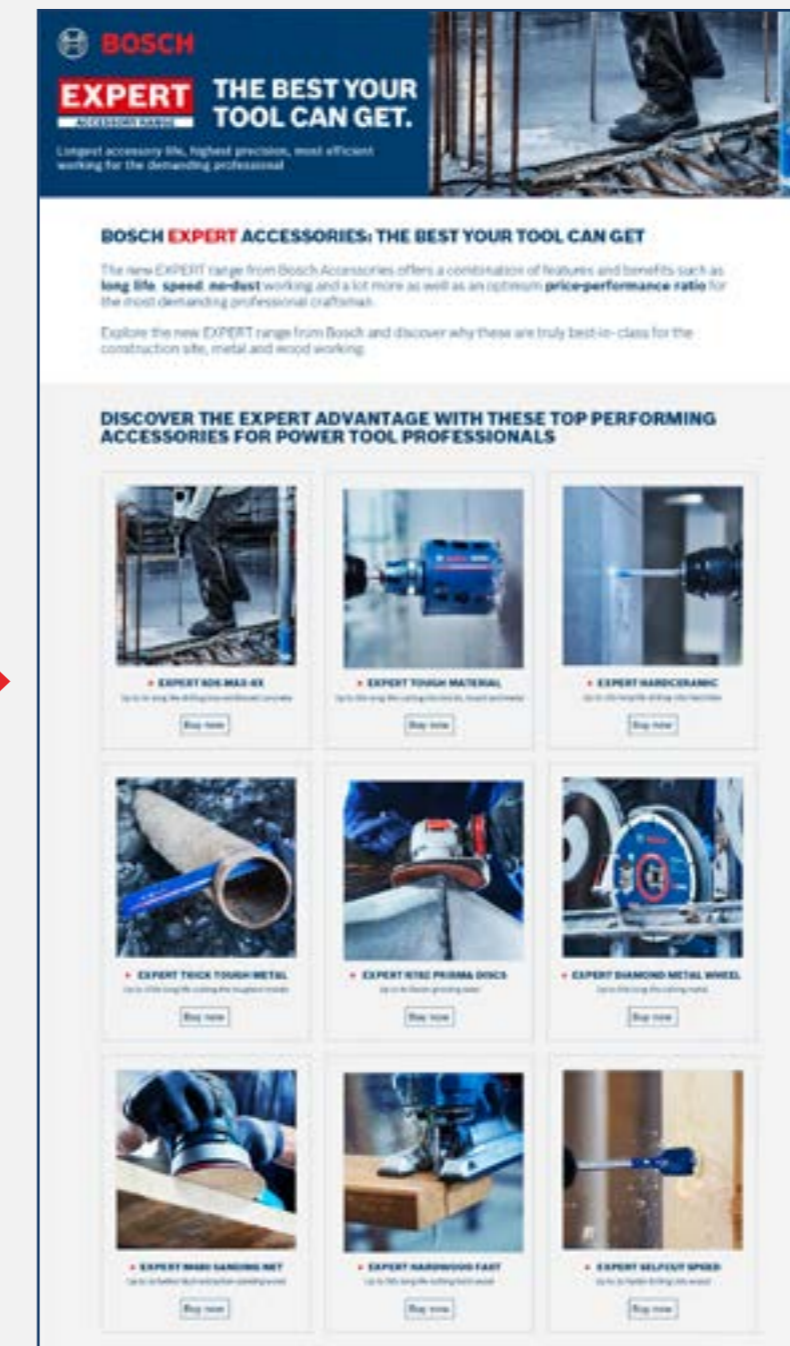
Asset Download

## > E-MAIL / LANDING PAGES: AWARENESS

E-Mail Newsletter



Landing Page



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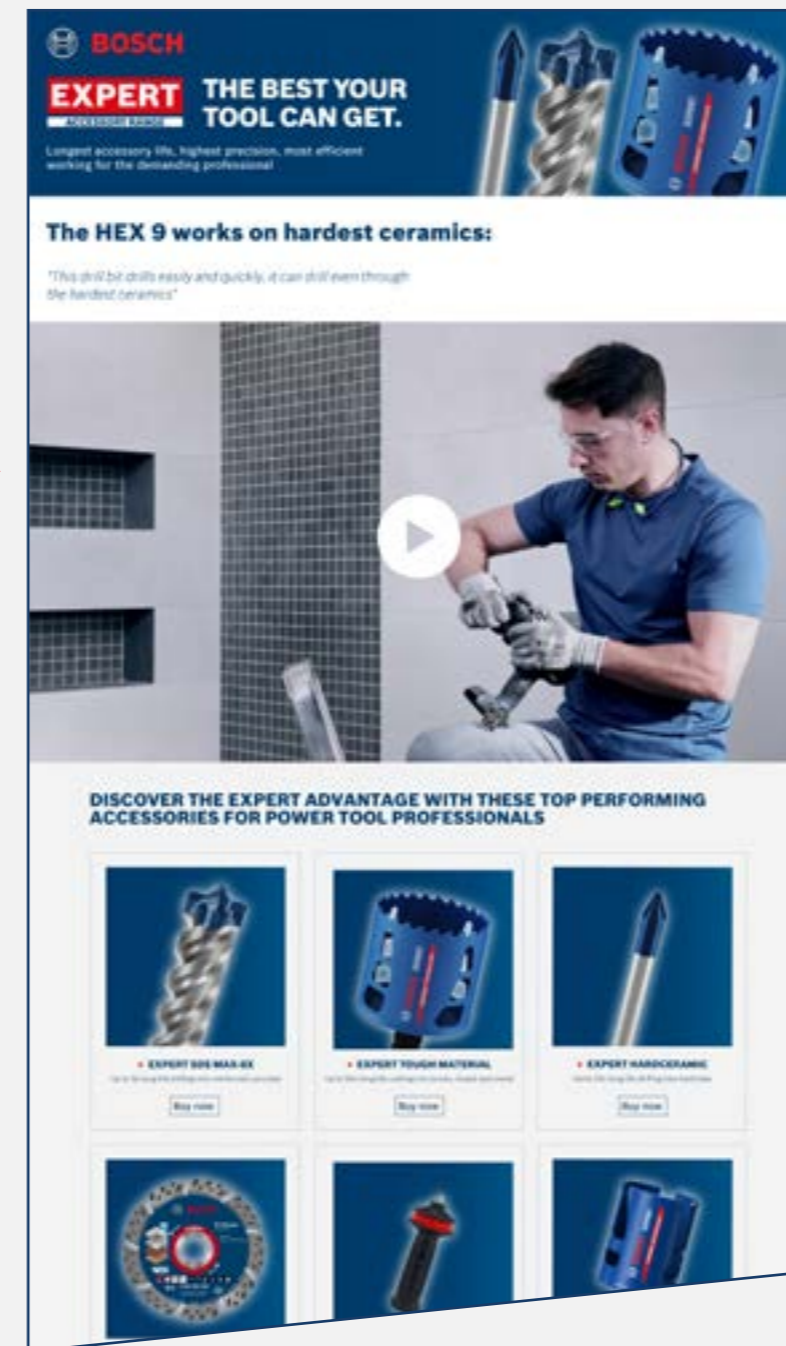
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## > E-MAIL / LANDING PAGES: CONSTRUCTION

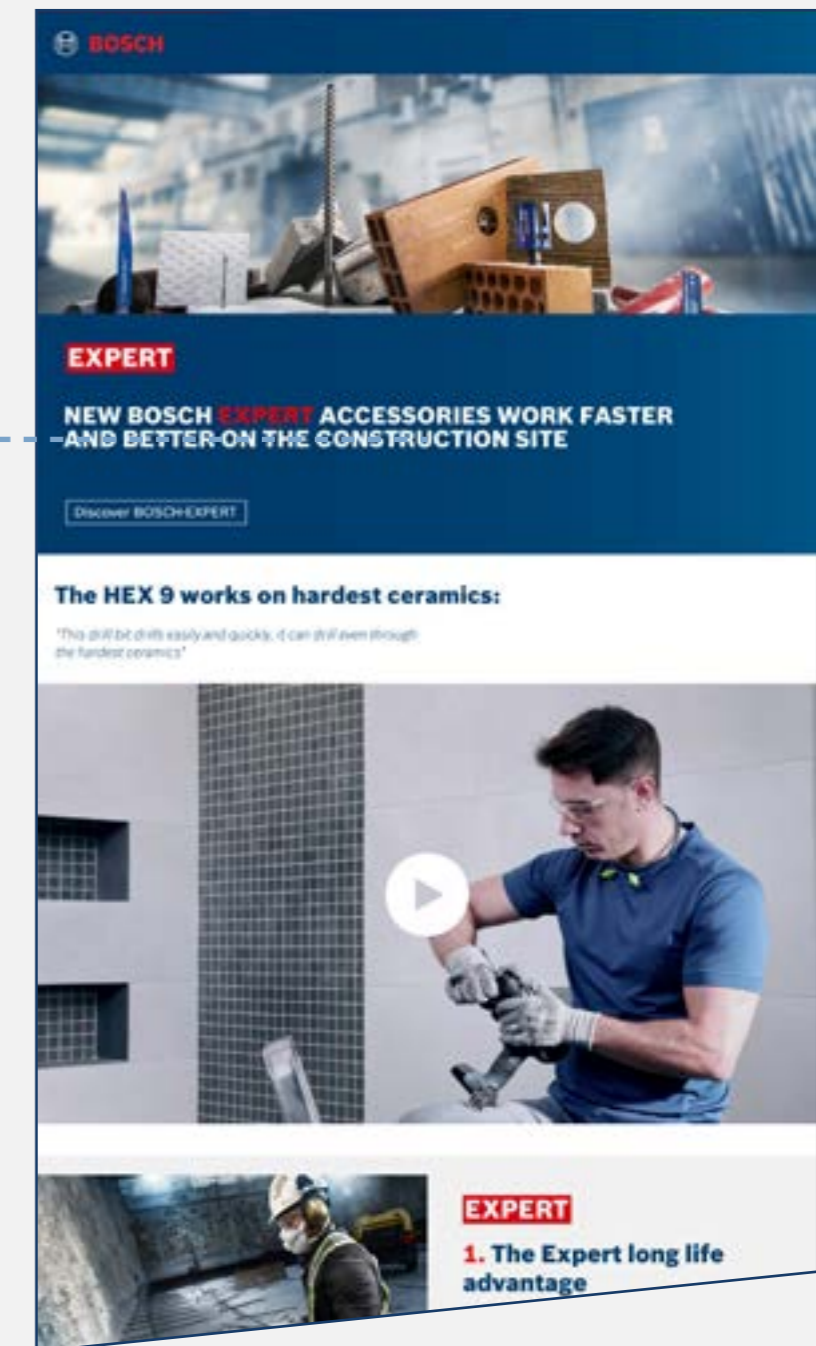
E-Mail Newsletter



Product Landing Page



Campaign Landing Page



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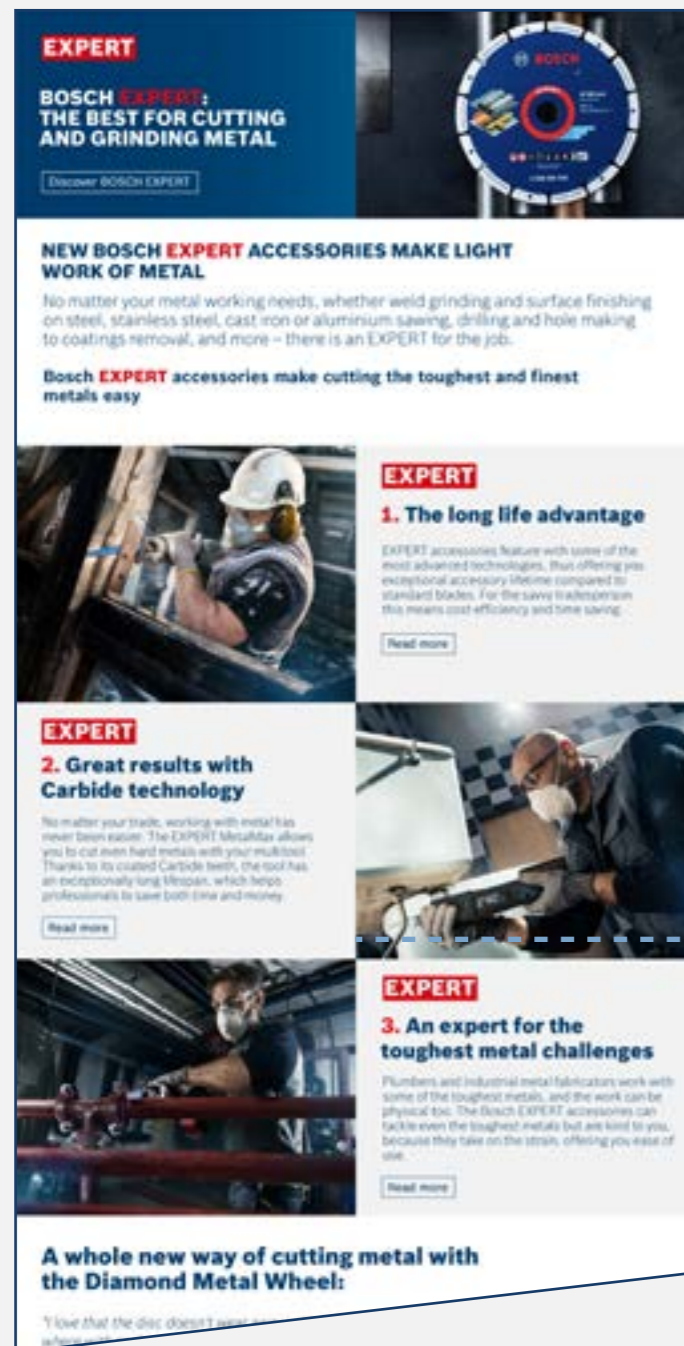


# EXPERT DEALER MARKETING ASSETS

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## > E-MAIL / LANDING PAGES: METAL

E-Mail Newsletter



Product Landing Page



Campaign Landing Page



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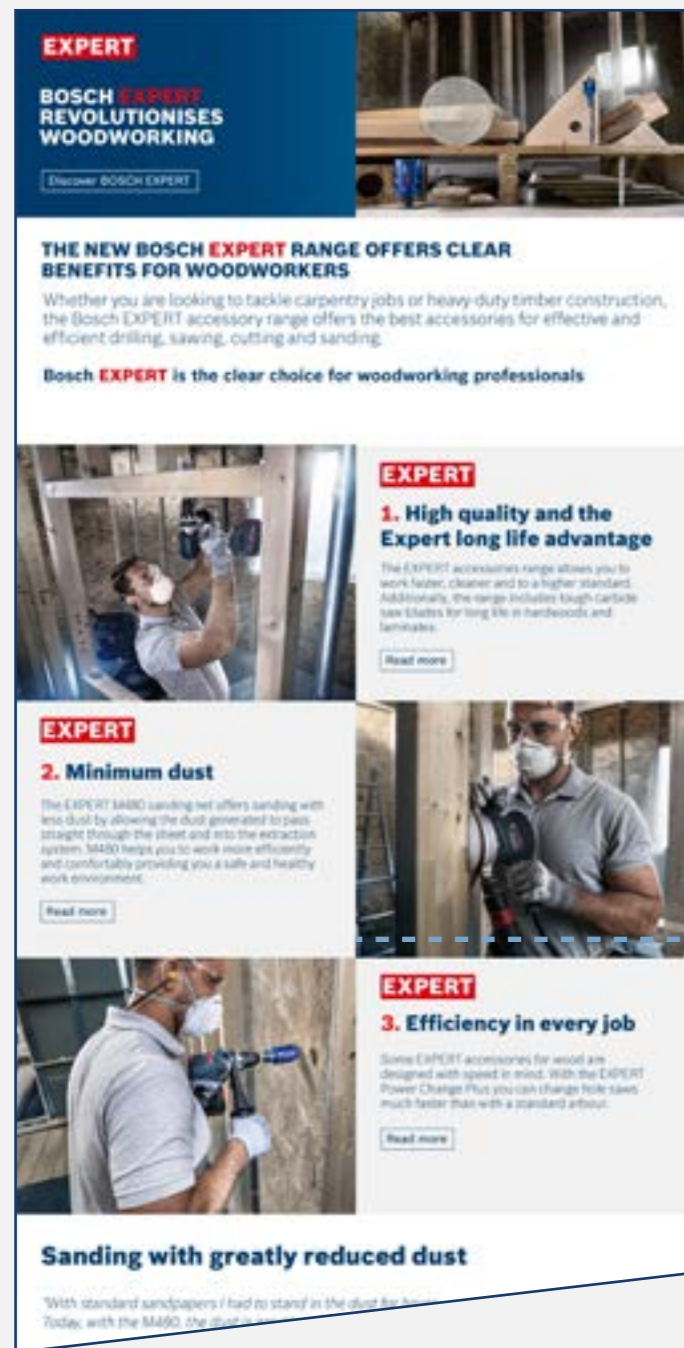


# EXPERT DEALER MARKETING ASSETS

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## > E-MAIL / LANDING PAGES: WOOD

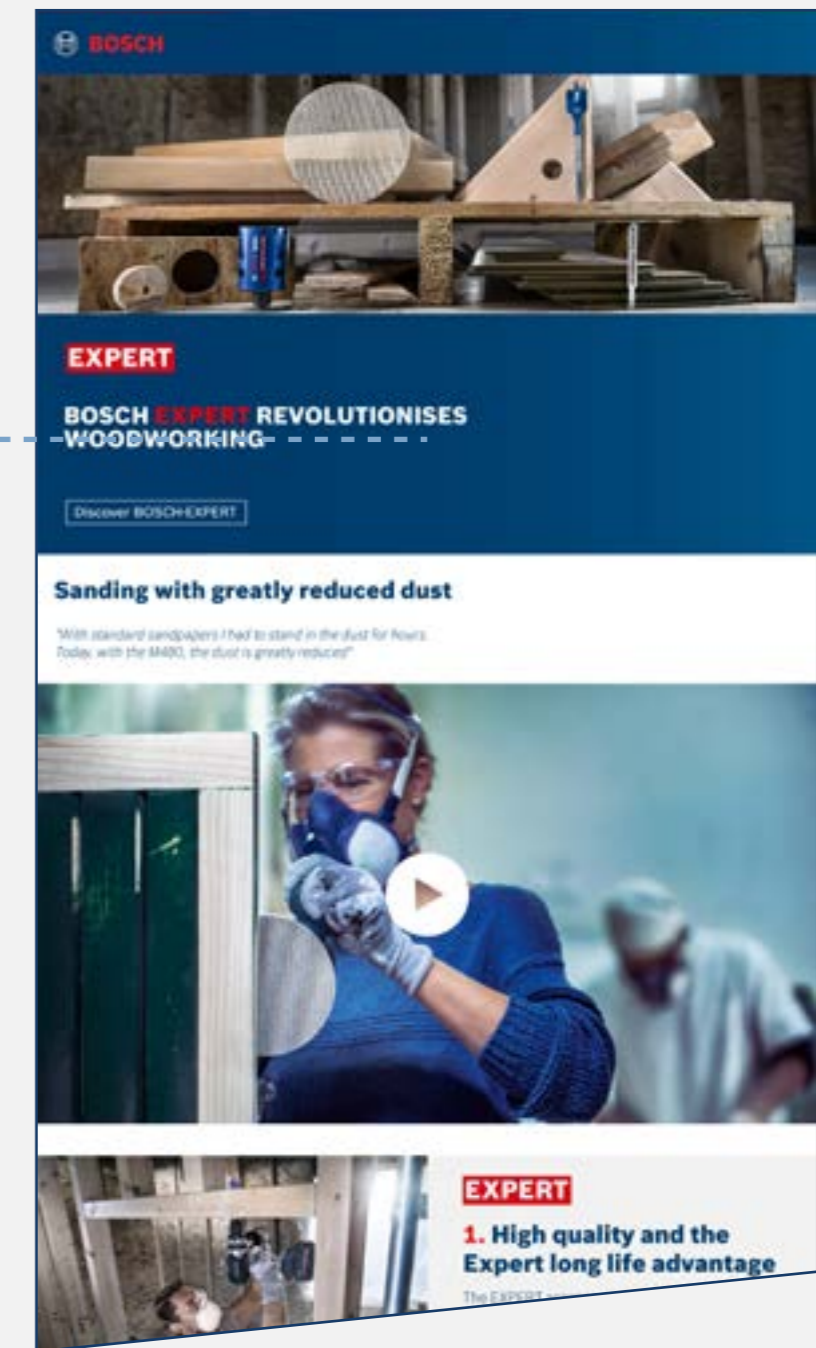
E-Mail Newsletter



Product Landing Page



Campaign Landing Page



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# EXPERT DEALER MARKETING ASSETS

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## > INFOGRAPHICS

For Construction

**EXPERT**

### THE LONG LIFE ADVANTAGE

with Bosch Carbide Technology

Full Carbide Head and advanced bonding for maximum impact resistance

**CARBIDE TECHNOLOGY**

**UP TO 3x\* LONG LIFE**

### THE LONG LIFE CHALLENGE

**> THE DIFFERENCE IS IN THE HEAD**  
Full Carbide Head offers no weakness and outperforms embedded carbide 4-cutter

Embedded 4-cutter | Full Carbide Head

For Metal

**EXPERT**

### THE DIAMOND TECHNOLOGY ADVANTAGE

A Better Way of Cutting Metal

Premium diamond grits brazed onto body for maximum endurance

### THE BOSCH DIAMOND REVOLUTION

**UP TO 100x\* LONG LIFE**

**> WANT FEWER ACCESSORY CHANGES?**  
Choose a Disc that Cuts and Cuts

Bonded Abrasive Disc | STEEL-BAR 6 mm x 20 mm | EXPERT Diamond Metal Wheel

For Wood

**EXPERT**

### THE NO DUST ADVANTAGE

Cleaner air, a smoother finish and increased productivity when sanding.

Open net structure ensures dust goes straight into extraction system

### BOSCH PARTICLE CONTROL

**UP TO 4x\* NO DUST**

**> THE NO DUST SANDING SYSTEM**  
Highly efficient dust removal for EXPERT working

EXPERT M480 sanding net for 4x better dust extraction

EXPERT Multihole sanding net improves

Download All



# EXPERT DEALER MARKETING ASSETS

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## EDITORIAL CONTENT

For Construction

**BOSCH**  
**EXPERT** THE LONG LIFE ADVANTAGE  
ACCESSORY RANGE

**THE LONG LIFE CHALLENGE**

**SAVE TIME AND MONEY WITH BOSCH CARBIDE HAMMER DRILL BITS**

**THE DIFFERENCE IS IN THE HEAD**

**LONG LIFE MEANS EXTREME HEAT RESISTANCE**

With Carbide Technology, quality and speed of drilling is maintained up to 1000°

3x LONG LIFE

Embedded 4-cutter

Full Carbide Head

For Metal

**BOSCH**  
**EXPERT** THE PRISMA TECHNOLOGY ADVANTAGE  
ACCESSORY RANGE with Bosch Carbide Technology

**PRISMA ADVANTAGE**

**FASTER METAL GRINDING WITH BOSCH PRISMA TECHNOLOGY**

With Bosch Prisma Technology, you can grind welds and burrs up to 4 times faster than using traditional fibre discs. That alone represents a huge time saving in any metal workshop or factory.

Put it another way, a skilled worker can finish four times more workpieces in a day. And the best part is, this huge productivity advantage doesn't come at the expense of quality. Far from it.

**HOW PRISMA INCREASES PRODUCTIVITY**

Standard disc: 770 SECS

EXPERT Prisma Disc: 175 SECS

REMOVE 112g OF METAL

Expert Prisma Disc performs typical steel plate grind 4x faster\*

UP TO 4x SPEED

For Wood

**BOSCH**  
**EXPERT** THE DUST REDUCTION ADVANTAGE  
ACCESSORY RANGE with Bosch Carbide Technology

**BOSCH PARTICLE CONTROL**

**MAKING MINIMUM DUST POSSIBLE WITH PARTICLE CONTROL**

When using Bosch Expert M480 Sanding Net – the Particle Control sandpaper – dust moves effectively through the open net structure of the abrasive. With a modern sanding tool attached to a vacuum or filter, very little dust will escape along the sides and into the air.

So much dust is sucked through the tool and safely stored, that Bosch can claim its system is 'No Dust'. And that has many advantages.

**THE DUST REDUCTION SANDING SYSTEM**

Highly efficient dust removal for EXPERT working

EXPERT M480 sanding net for 4x better dust extraction

EXPERT Multihole pad improves dust flow and sheet lifespan

Sander with filter and/or vacuum connection

UP TO 10x DUST REDUCTION



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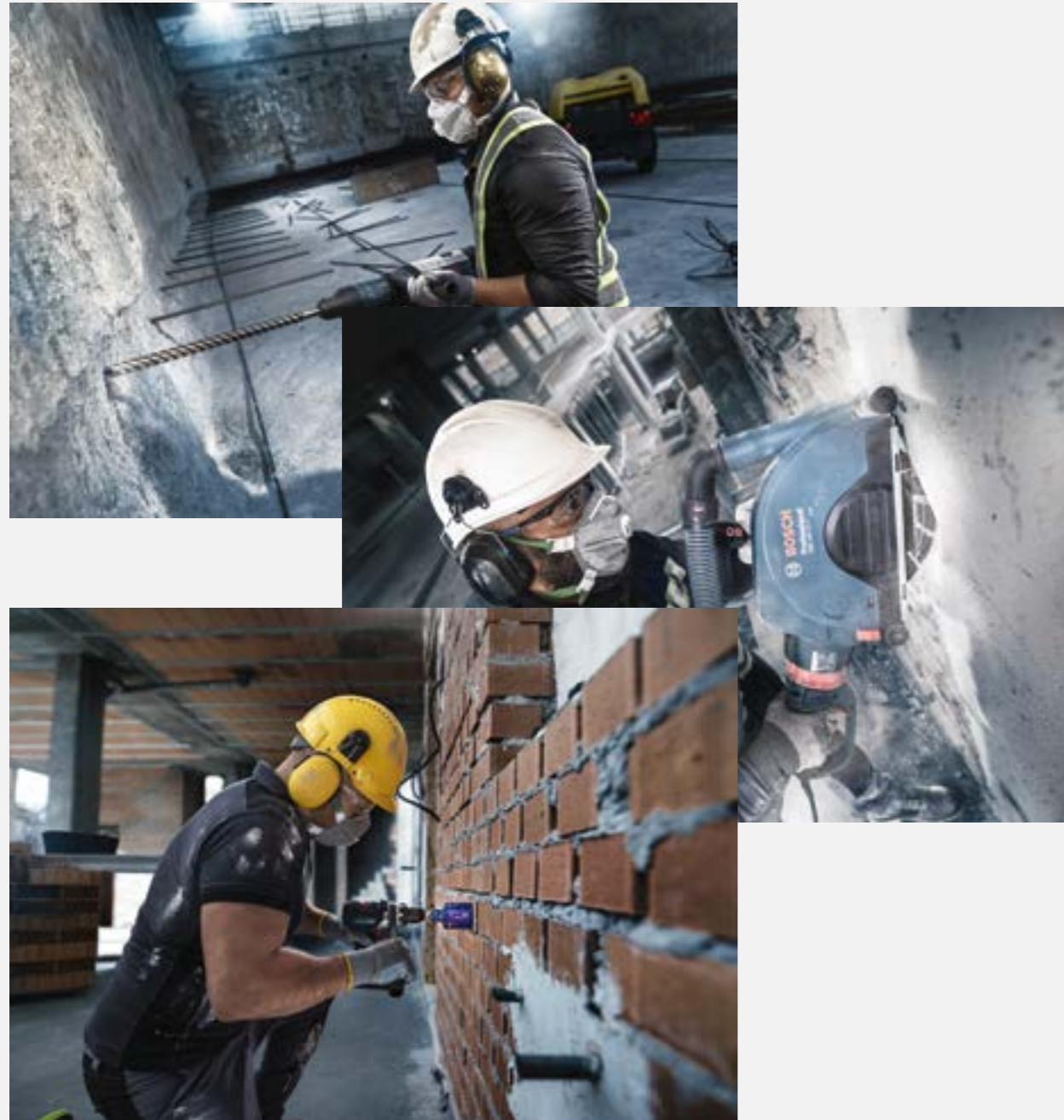


# EXPERT DEALER MARKETING ASSETS

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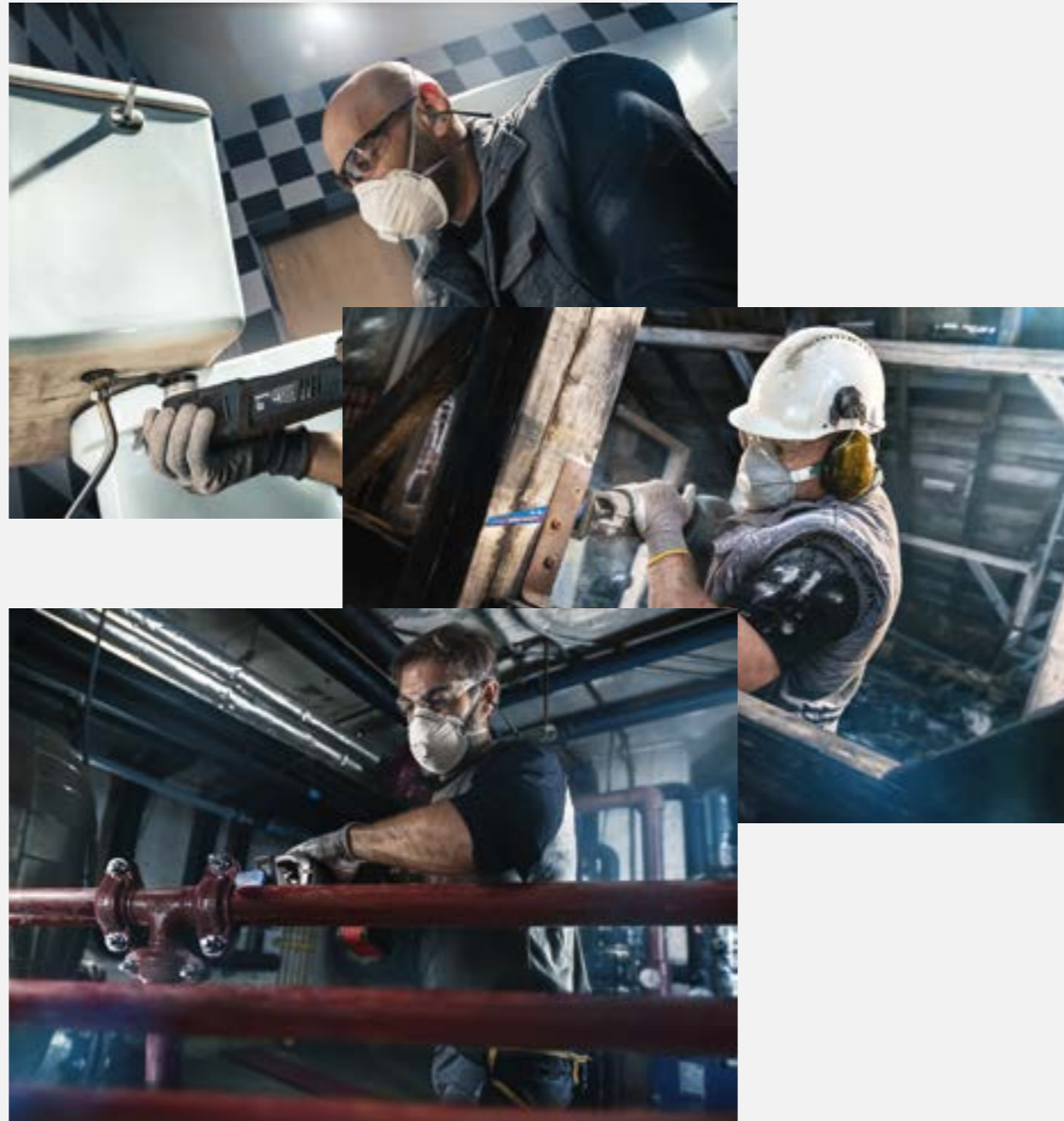
## > APPLICATION PICTURES

For Construction



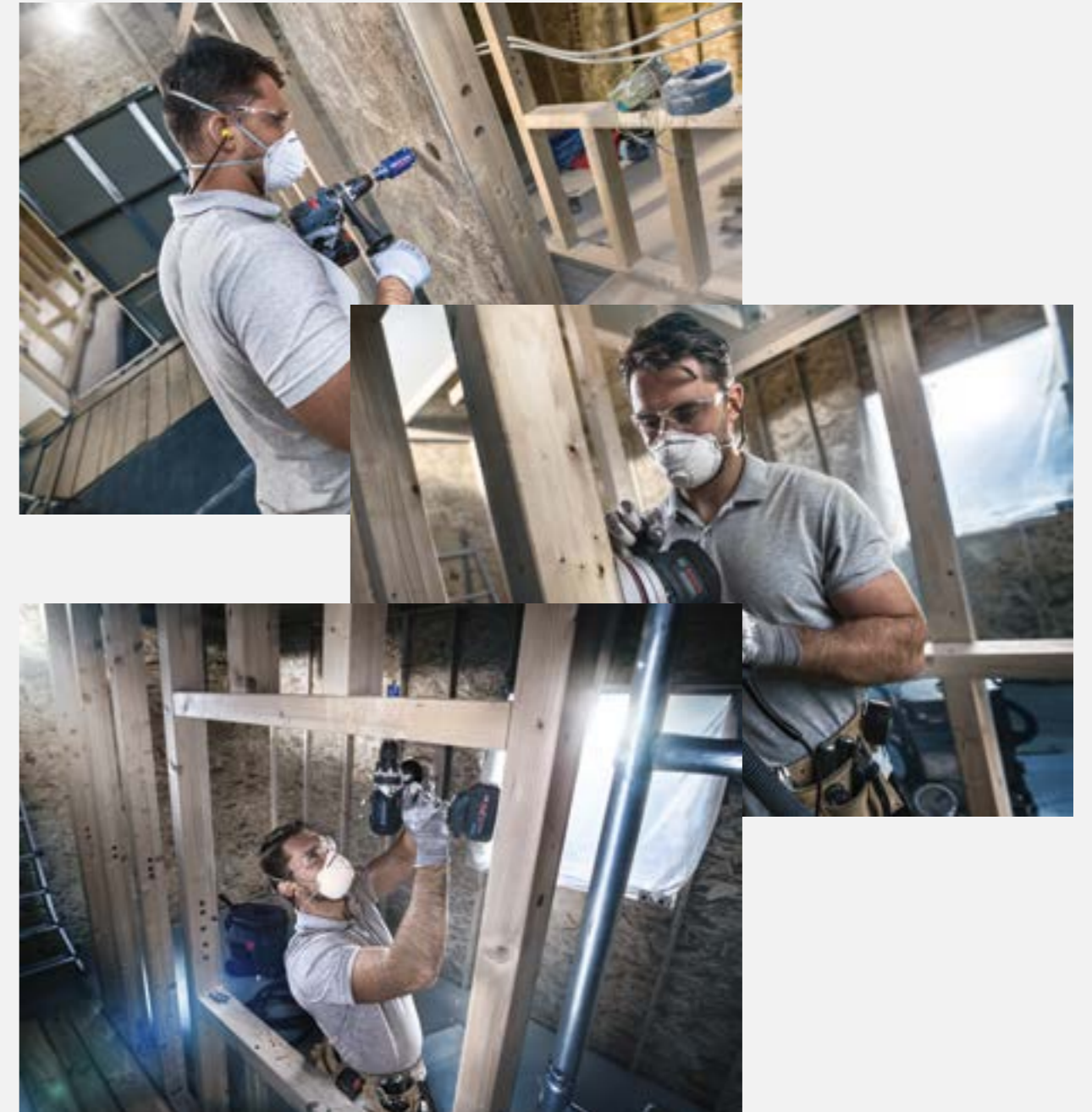
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For Metal



Download All

For Wood



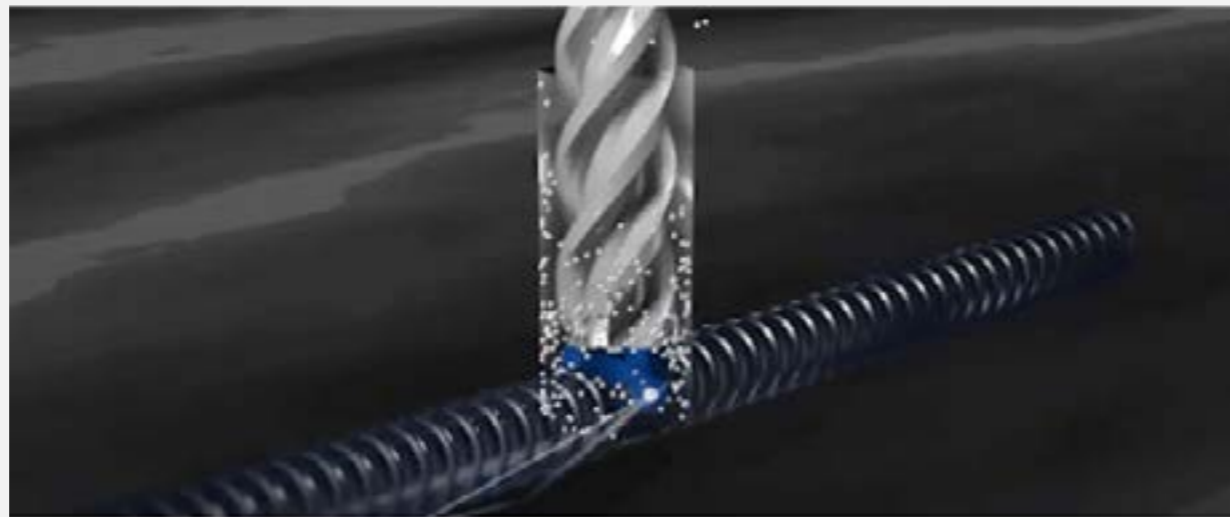
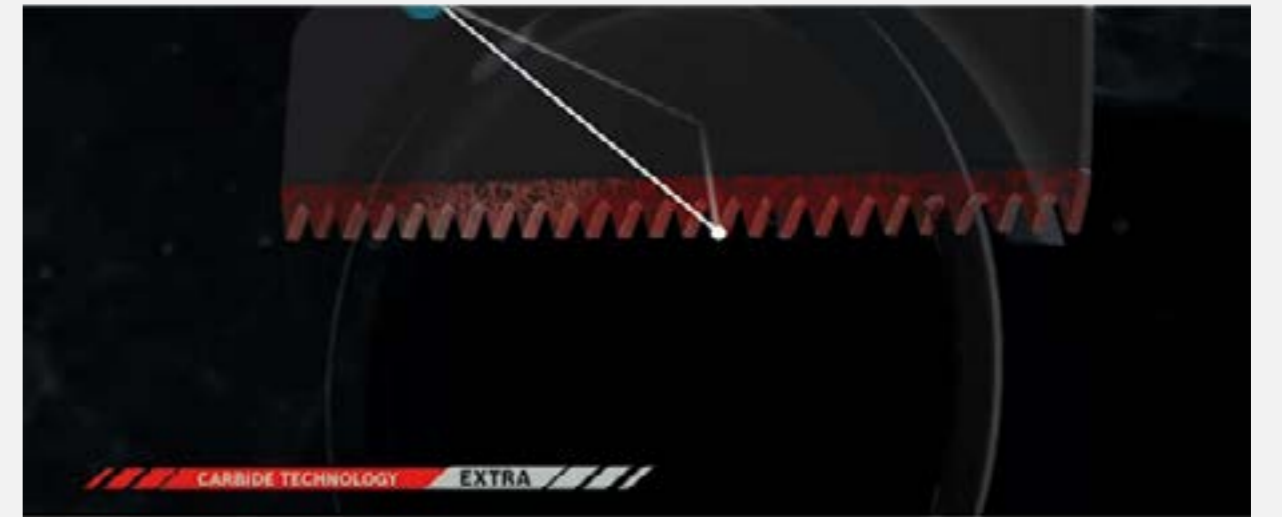
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# EXPERT DEALER MARKETING ASSETS

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## > EXPERT PRODUCT VIDEOS



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**EXPERT**

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# **ON-SITE KEYWORDS**

**GENERAL CATEGORY  
ON-SITE-KEYWORDS**

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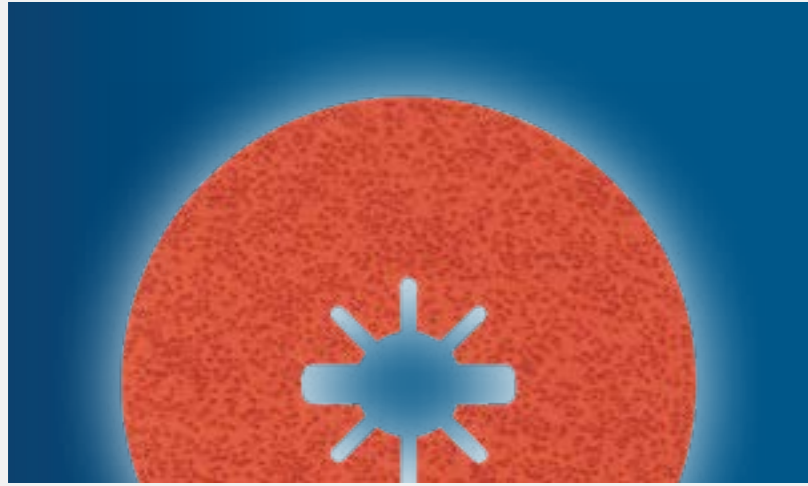




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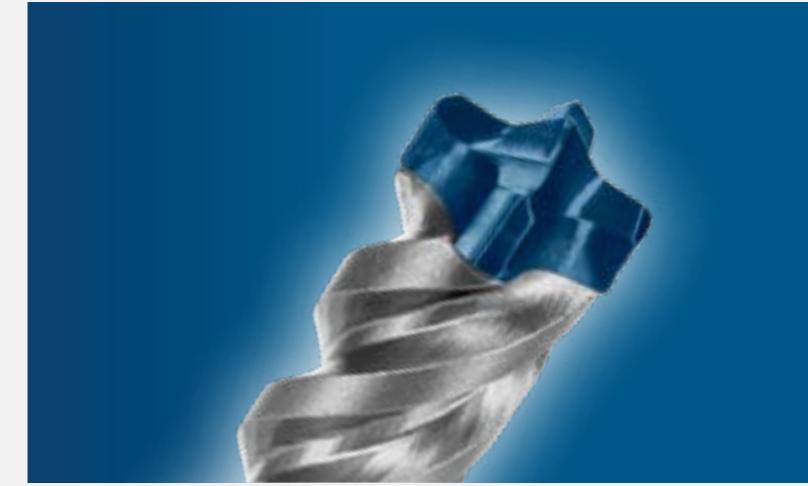
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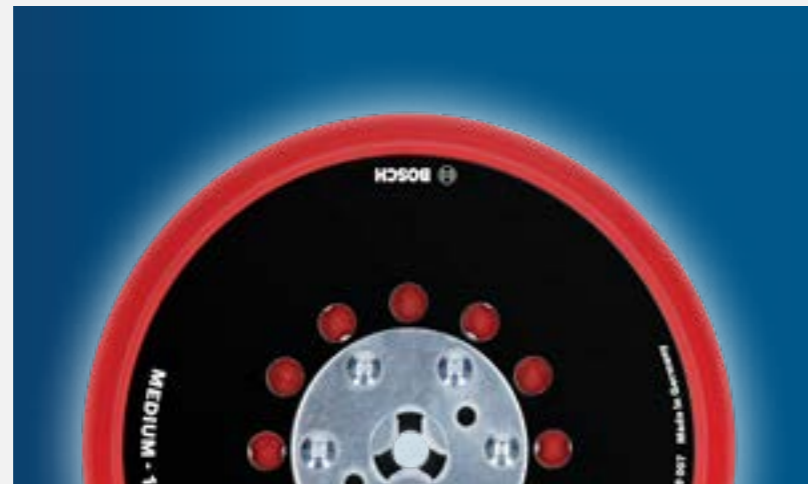
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