

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**

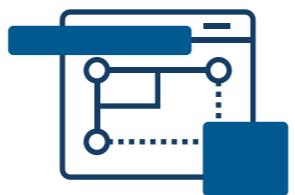
EXPERT DEALER MARKETING ASSETS - GETTING STARTED

Table of Content

► RANGE OVERVIEW

Explore the range:

	
Abrasives	Cutting and Grinding
	
Drill Bits	Hole Saws
	
Multitool Accessories	Machine and System Accessories
	
Saw Blades	



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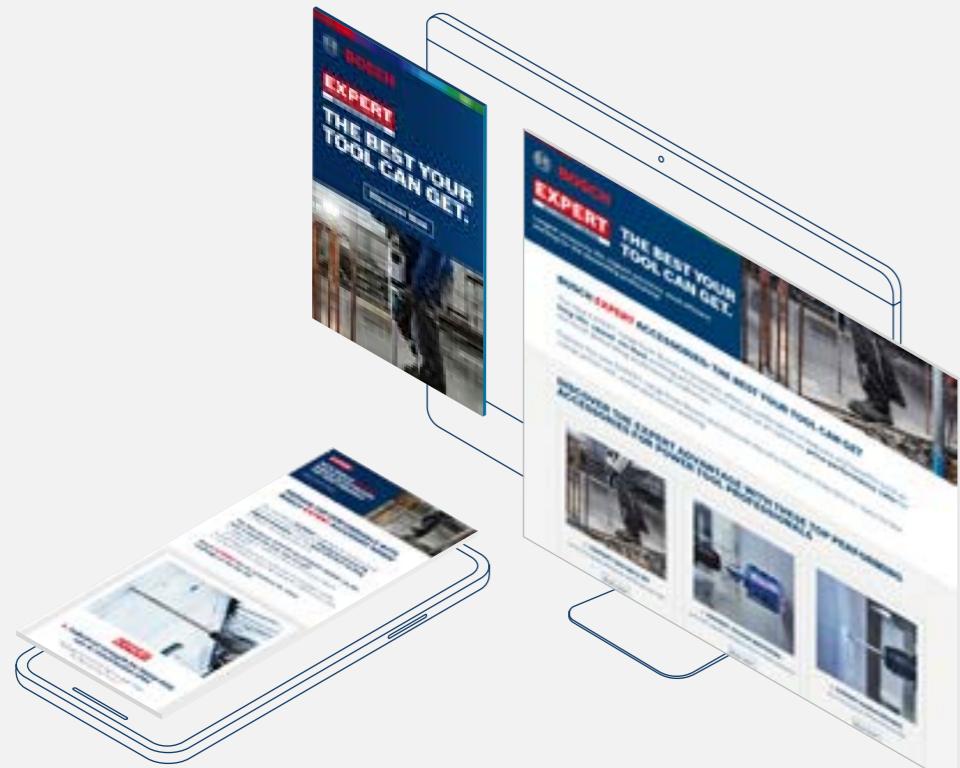
EXPERT DEALER MARKETING ASSETS - GETTING STARTED

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



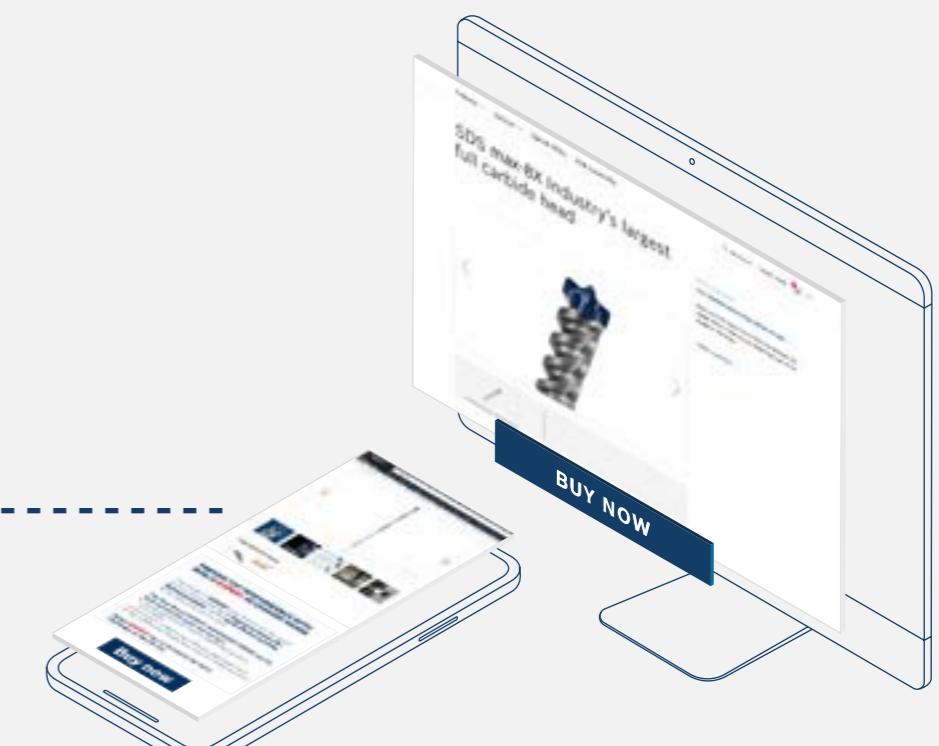
Content to inform and persuade the buyer to choose EXPERT.



3. CONVERSION



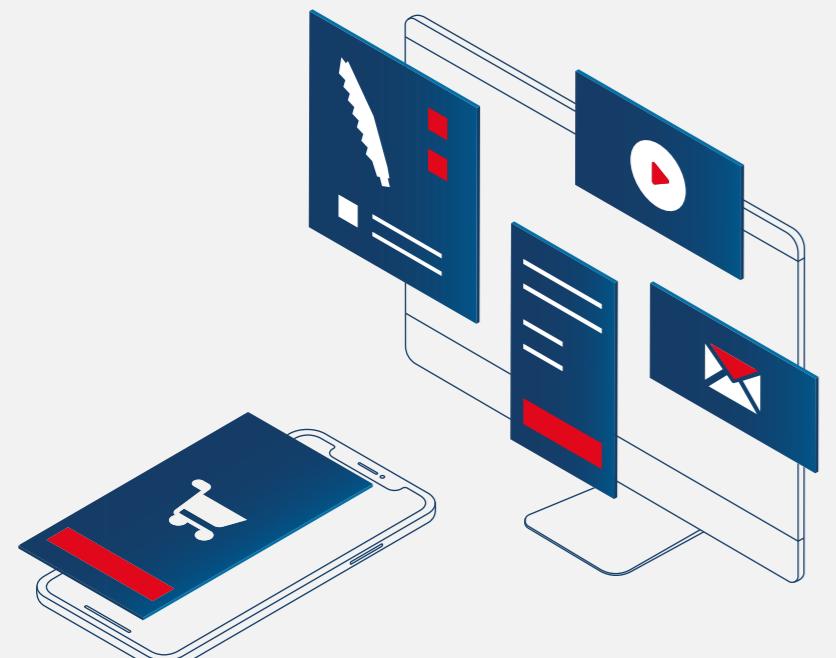
Content to convince the buyer they are making the right purchase.



EXPERT DEALER MARKETING ASSETS - GETTING STARTED

Grow your online sales with compelling marketing assets from Bosch

► GROW SALES WITH BOSCH ONLINE ASSETS



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 %

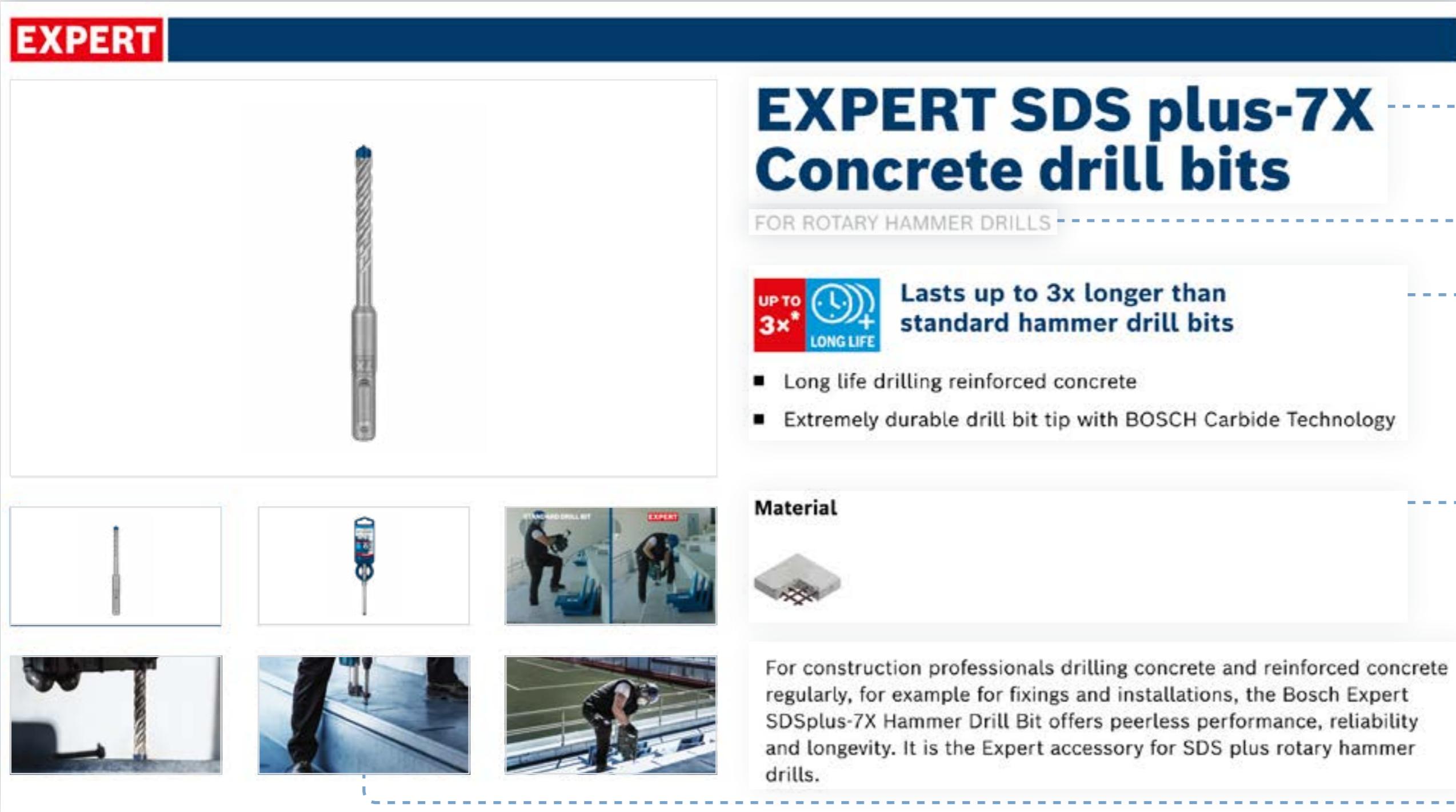
Increase in sales with Search Ads



EXPERT DEALER MARKETING ASSETS

Set up a product detail page

► GET STARTED WITH LISTING BOSCH EXPERT



The screenshot shows a product detail page for 'EXPERT SDS plus-7X Concrete drill bits'. The page includes a large image of the drill bit, several smaller images showing the bit in various applications, and a detailed description. Key features highlighted include 'UP TO 3x* LONG LIFE' and 'Lasts up to 3x longer than standard hammer drill bits'. The product is described as being for 'FOR ROTARY HAMMER DRILLS' and suitable for 'Long life drilling reinforced concrete' and 'Extremely durable drill bit tip with BOSCH Carbide Technology'. The material is listed as concrete. The long description provides information for construction professionals.

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](#)

[Email Templates](#)

[Campaign Landing Page](#)

[Social Media](#)

[Videos](#)

[On-site Keywords](#)

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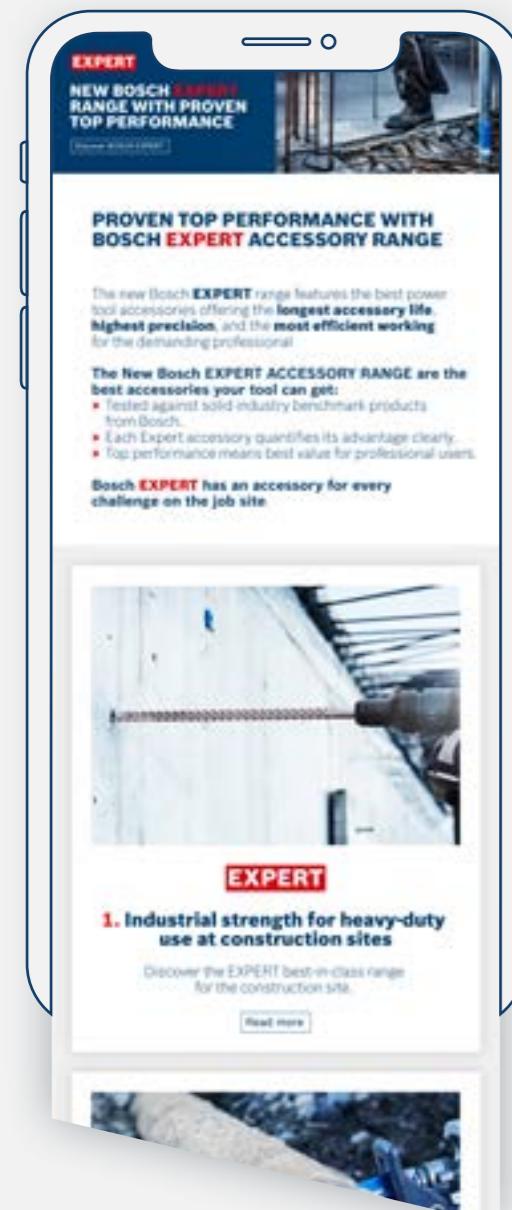


EXPERT DEALER MARKETING ASSETS

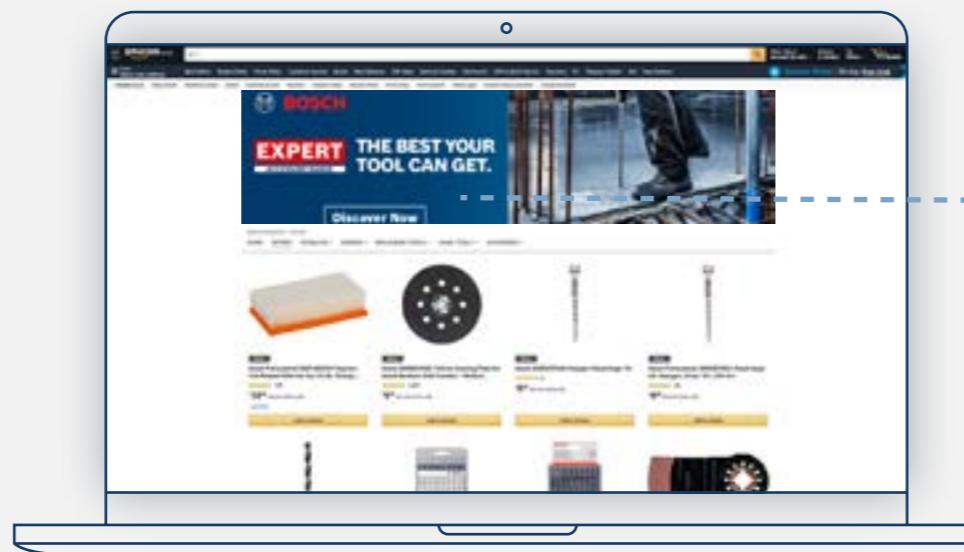
How to Use: Awareness

➤ HOW TO USE

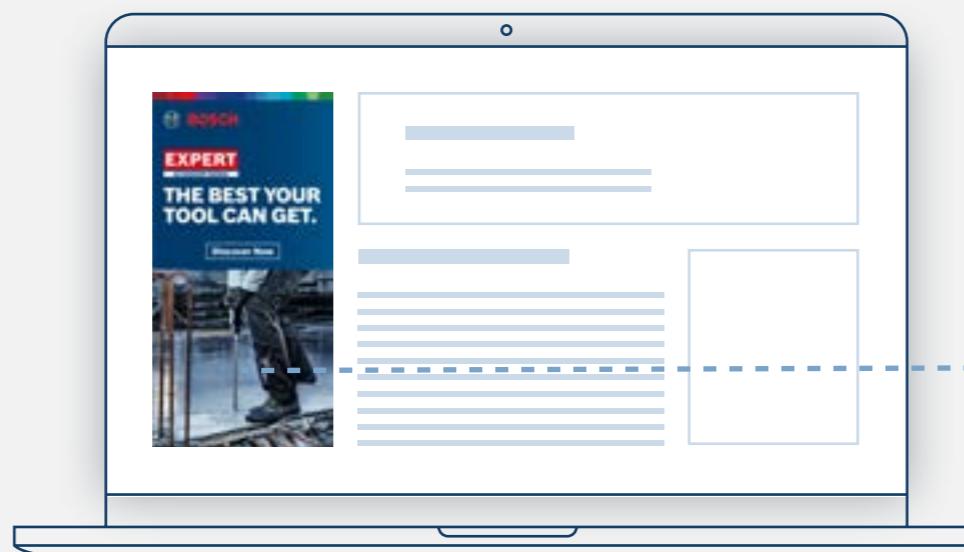
Awareness Email



Awareness Web Banner



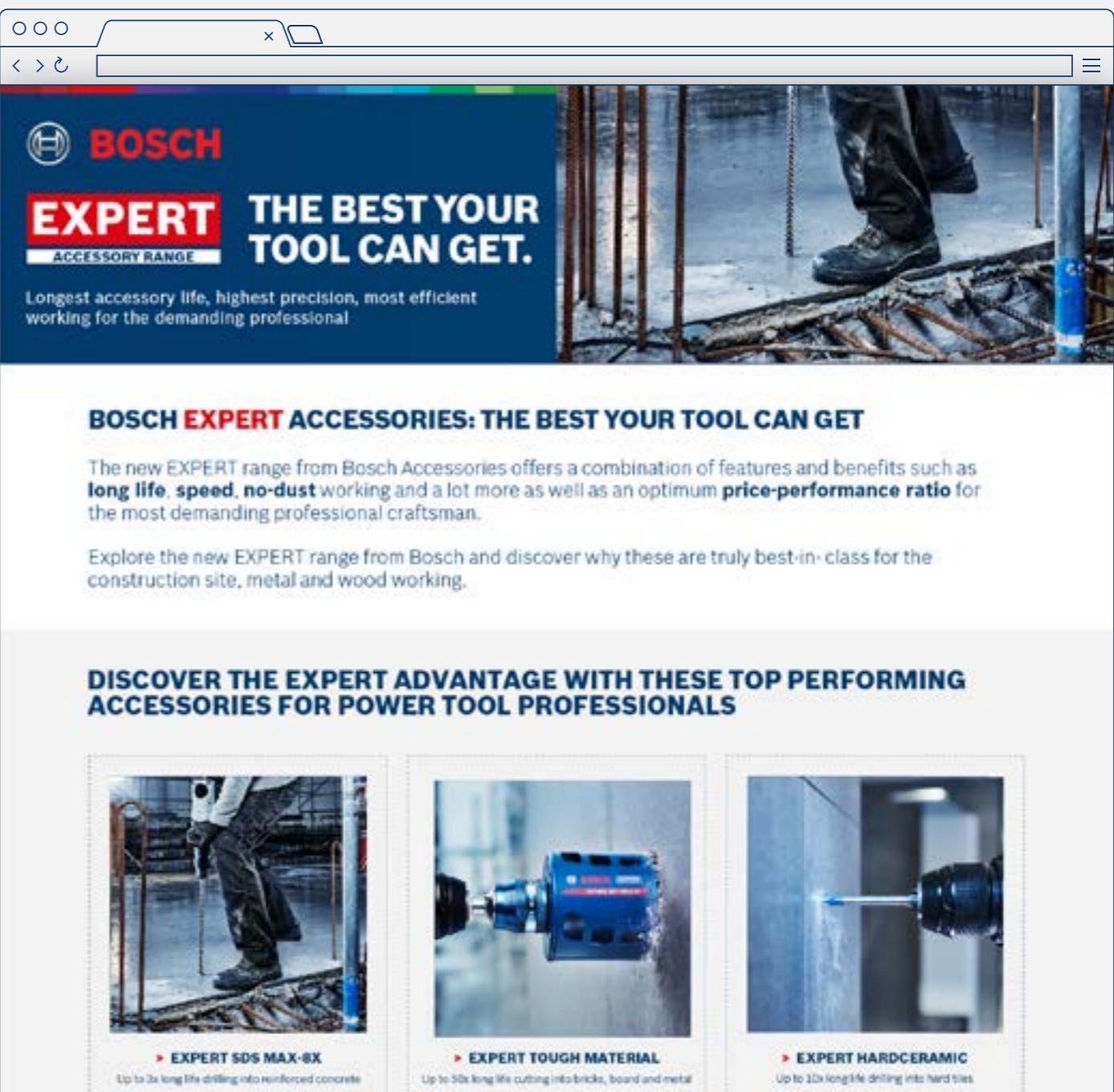
Awareness Ad Banner



Grab user's attention with the awareness assets



Awareness Landing Page



Link the banners to the awareness landing page



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](#) ↗

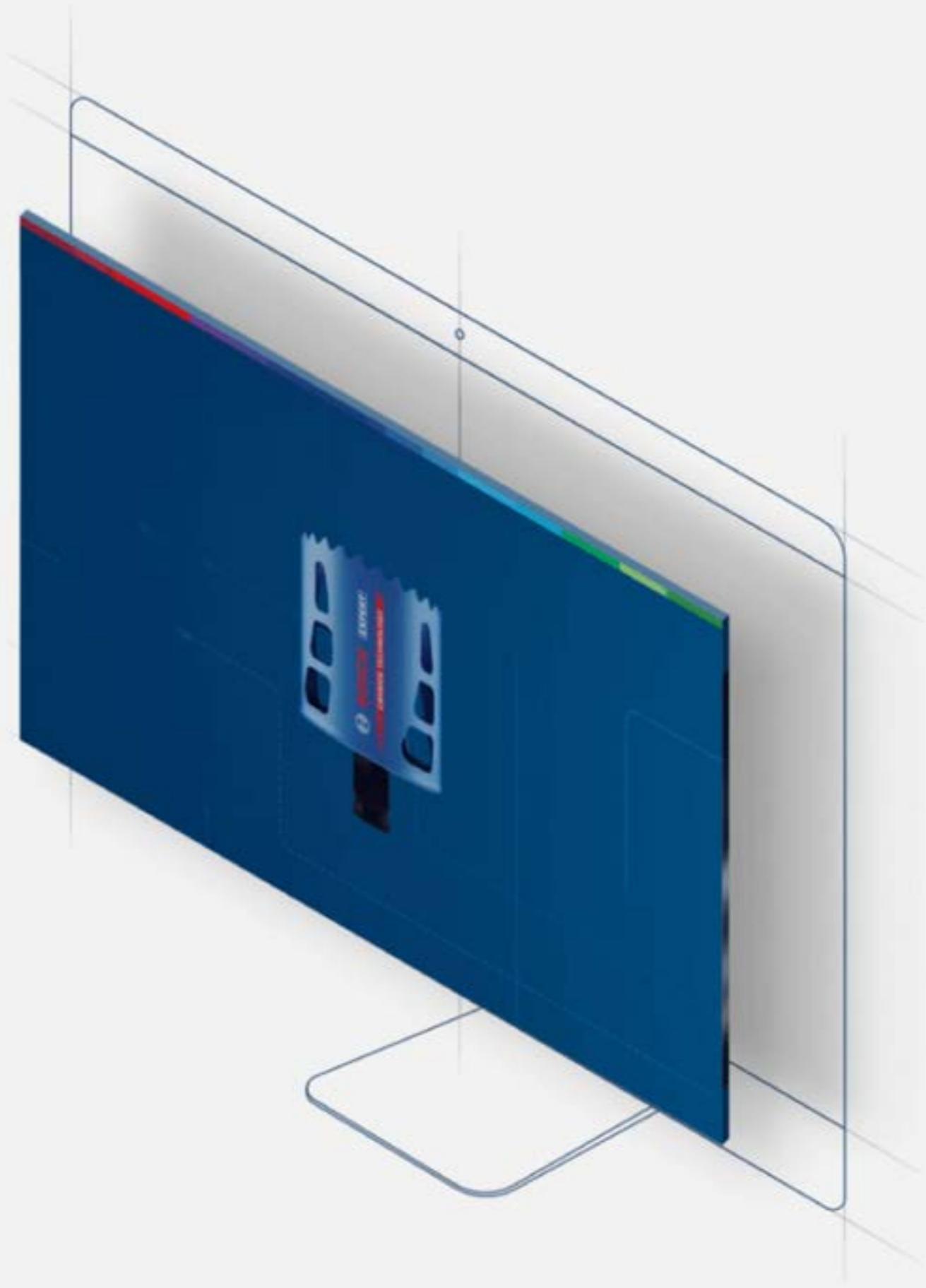
[Videos](#) ↗

[Campaign Landing Page](#) ↗

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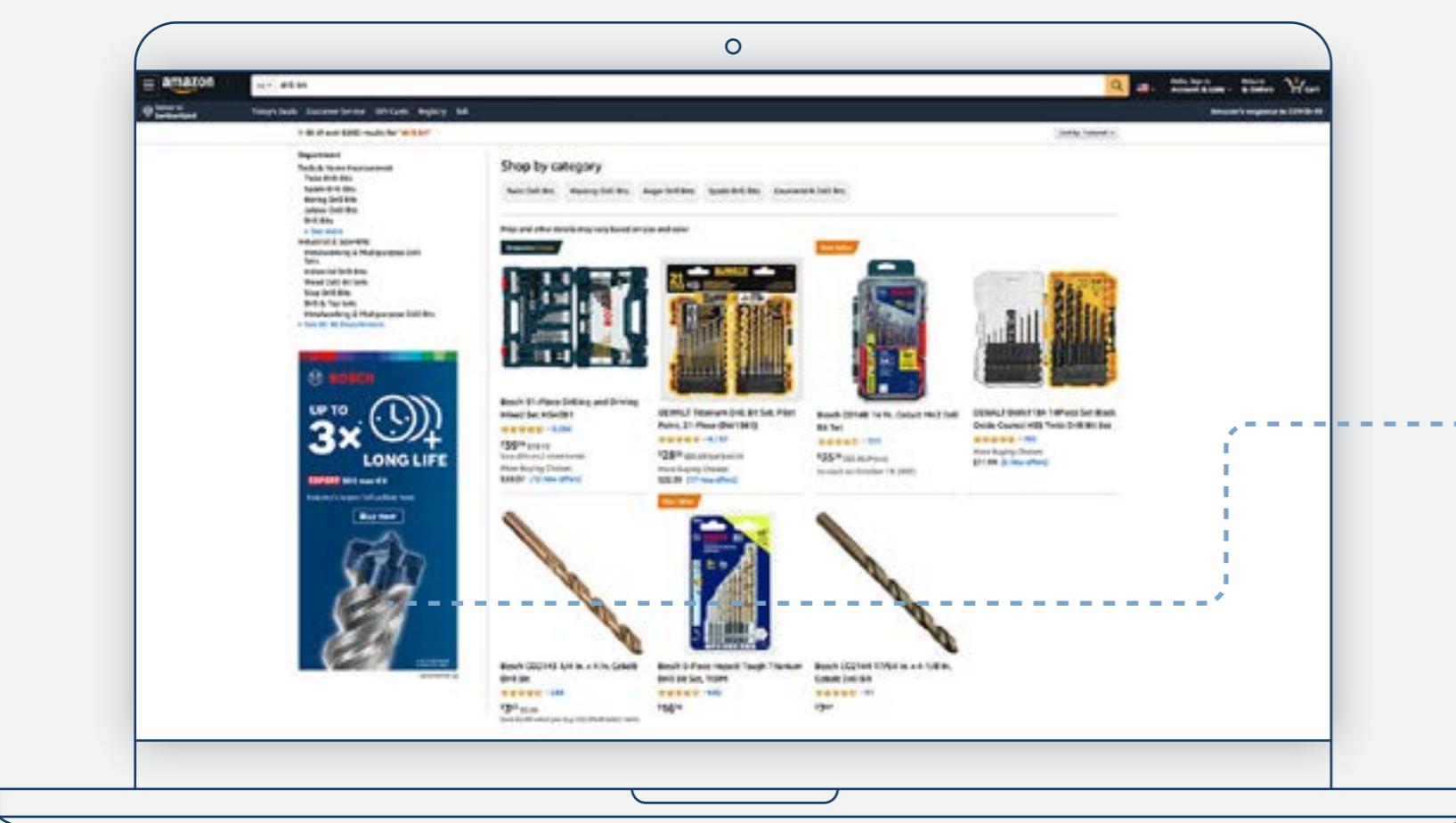


EXPERT DEALER MARKETING ASSETS

How to use: Consideration Banner

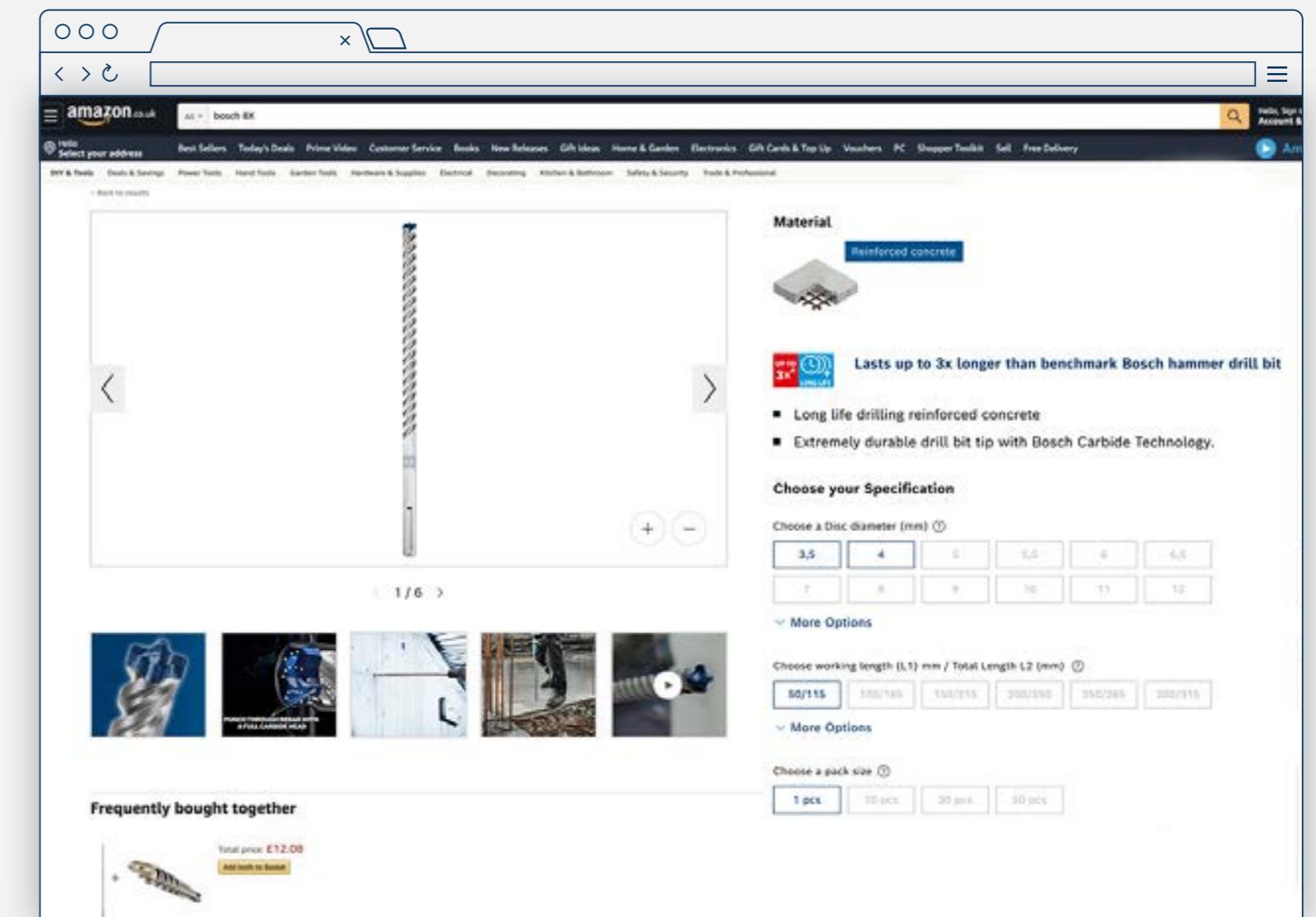
▶ HOW TO USE

Consideration Banner



Use the consideration banners to promote a focus product

Product Page



Link the banner to the product page

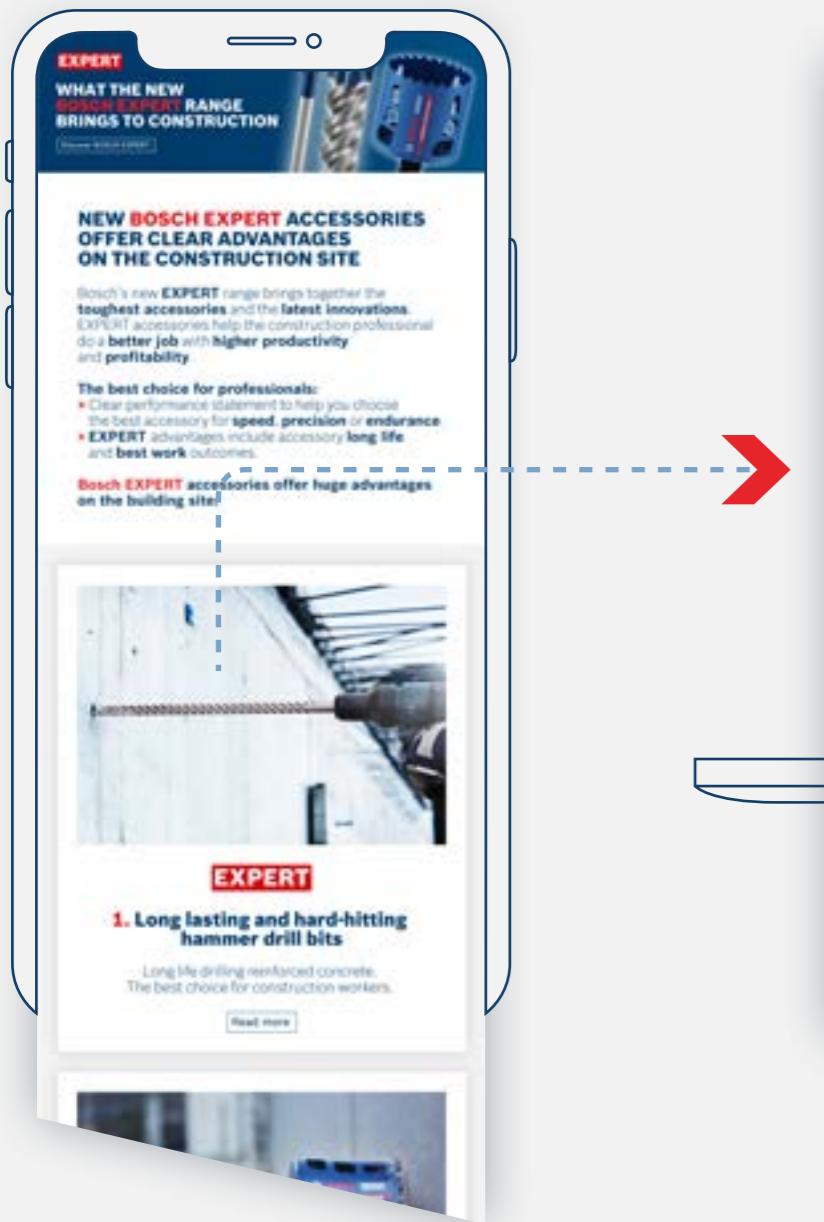


EXPERT DEALER MARKETING ASSETS

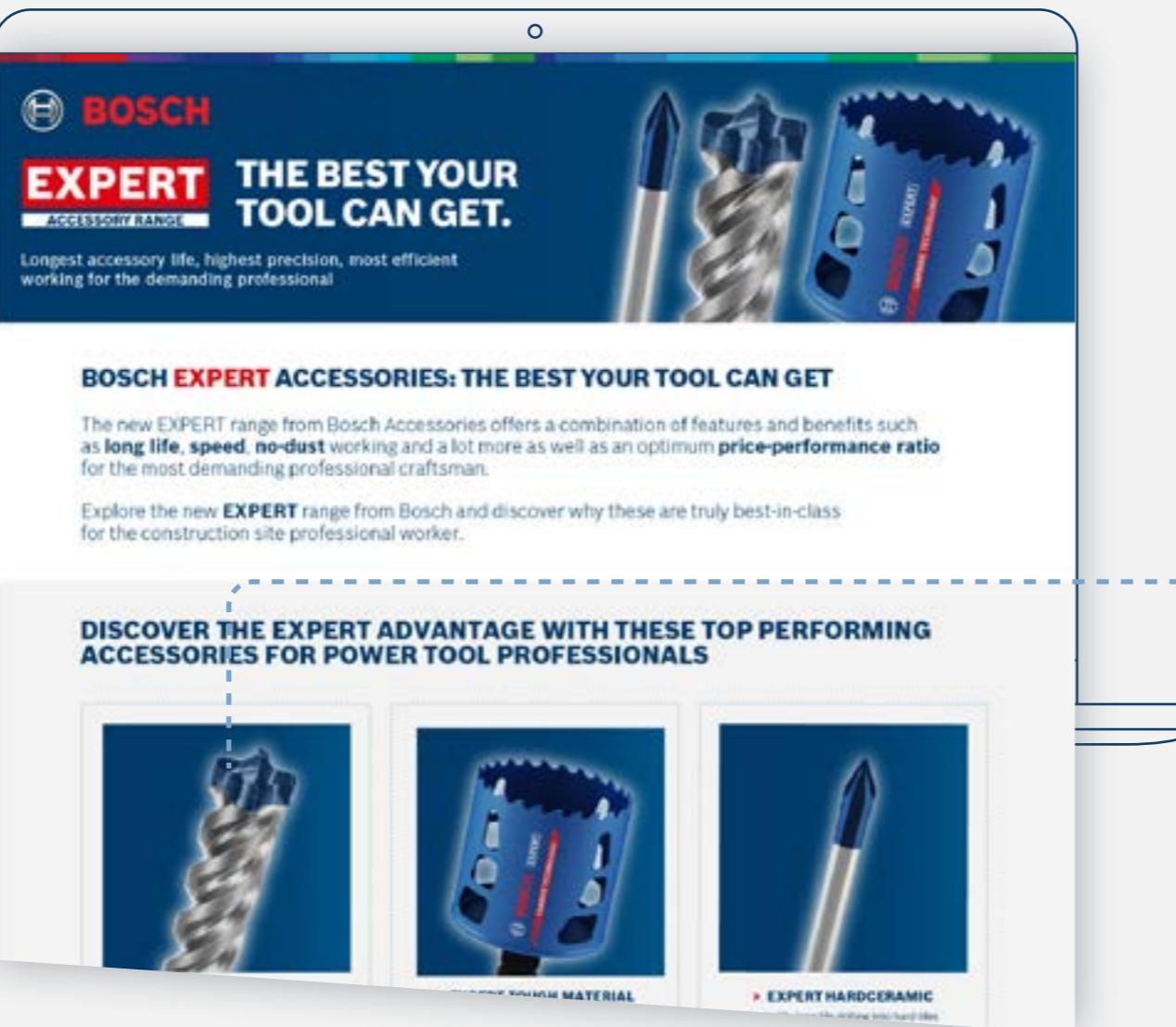
How to use: Email templates and campaign landing pages

➤ HOW TO USE

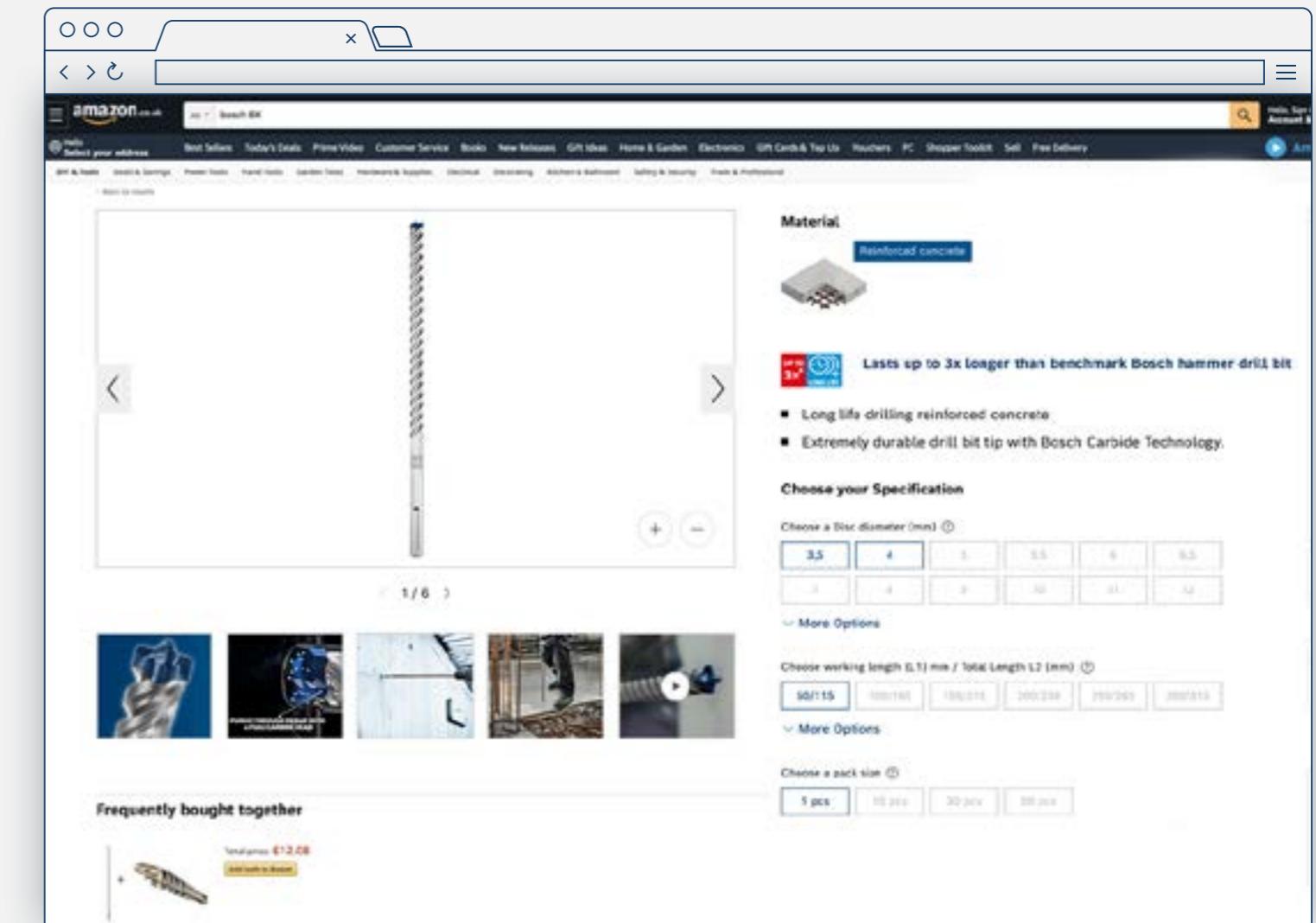
Product-Focused Email



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

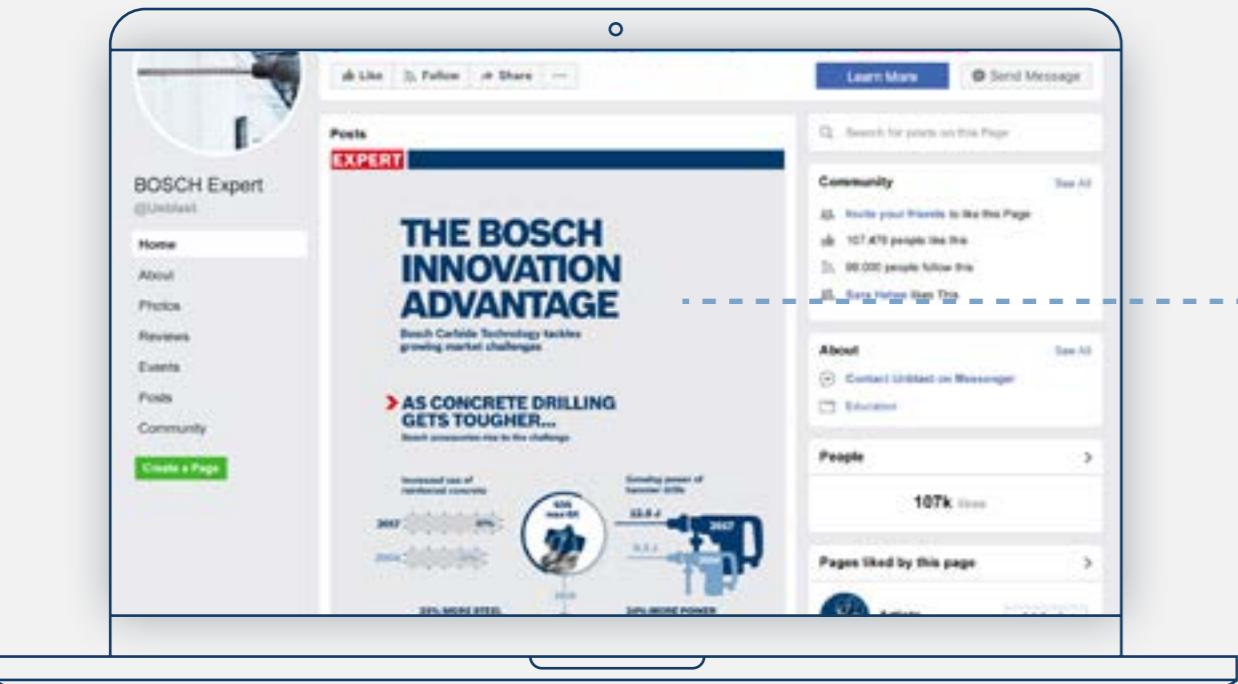


EXPERT DEALER MARKETING ASSETS

How to use: Infographics

▶ HOW TO USE

Product-Focused Infographic (Social Media)

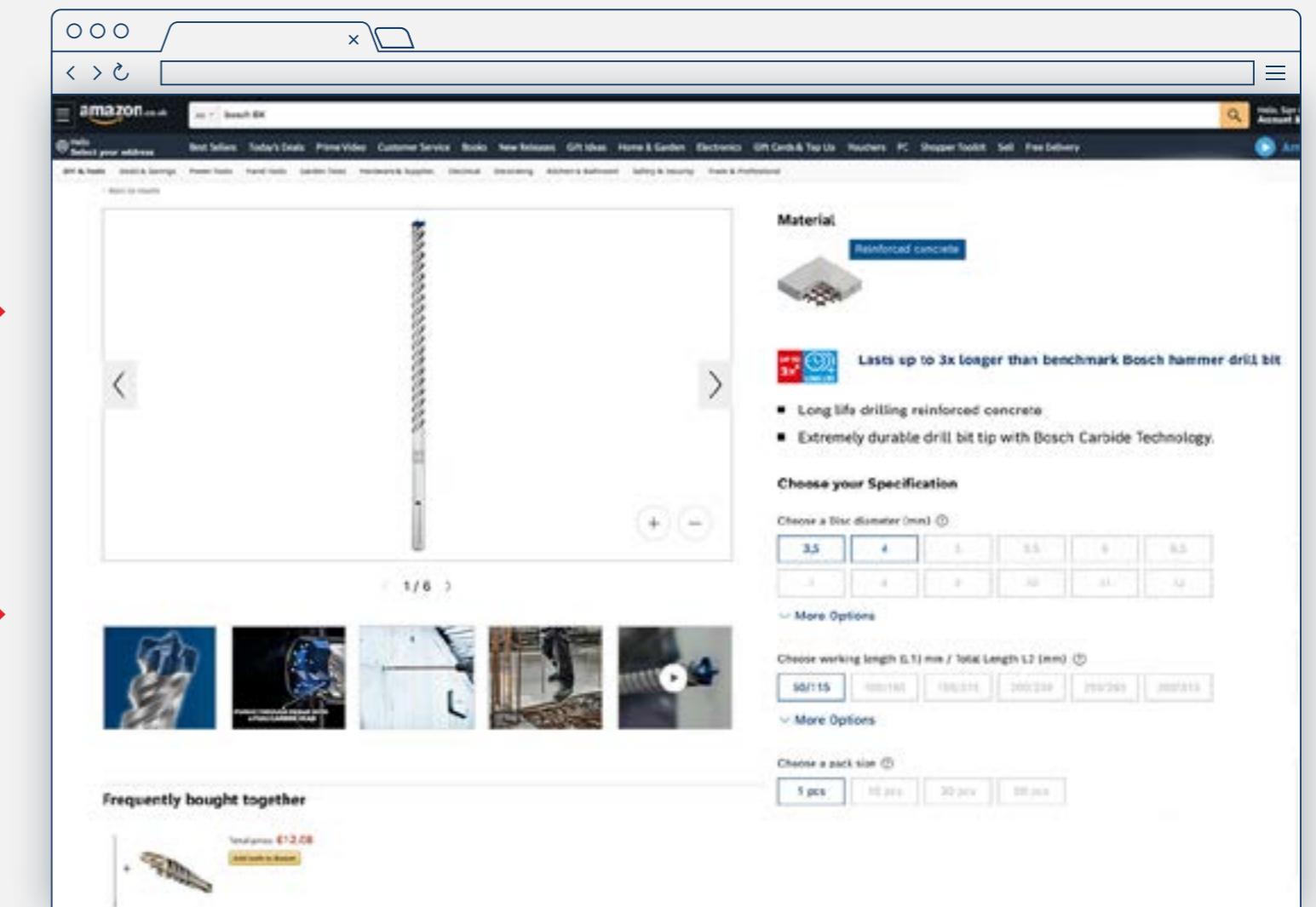


Use the infographics to highlight the benefits of a product

Product-Focused Infographic (Dealer's Website)



Product Page



Link to the product pages for the users to buy

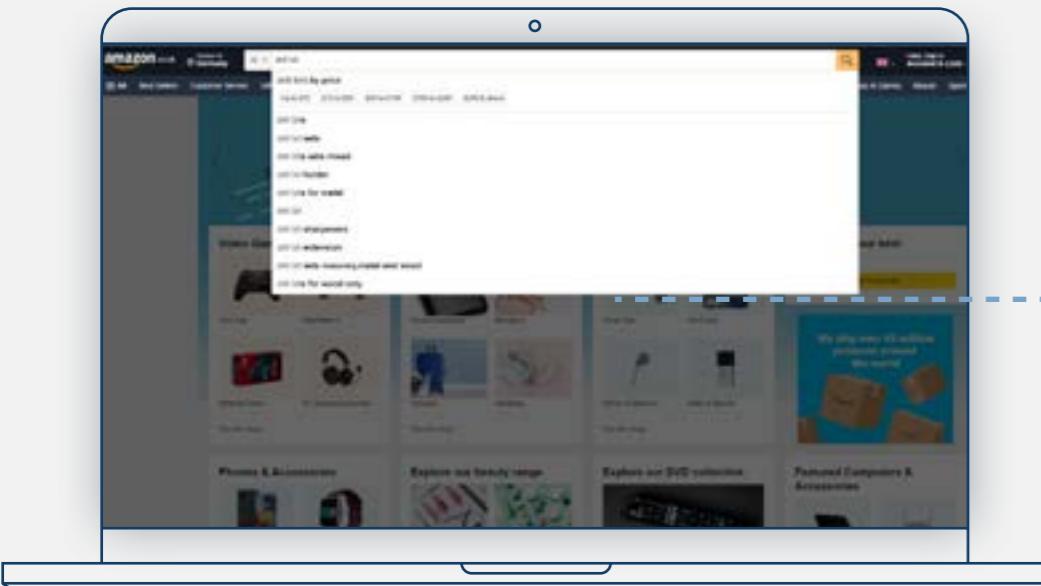


EXPERT DEALER MARKETING ASSETS

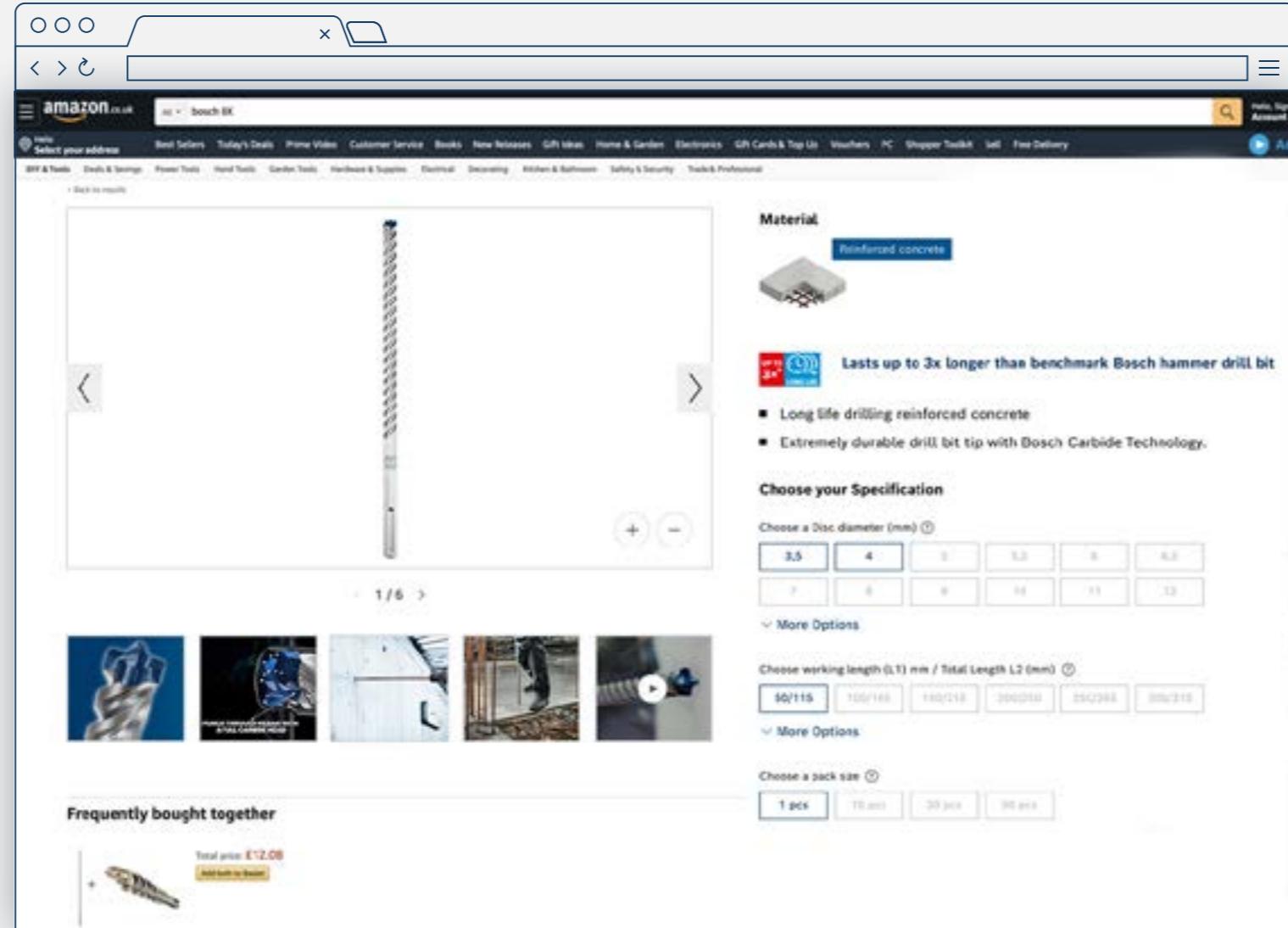
How to use: On-Site-Keywords

▶ HOW TO USE

Dealer's Website



Product Page



Help users find products on your page

Search Results



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, application pictures and videos. Product and packaging pictures, material information etc.**

Download the Range Overview content:

[Abrasives](#) ↗

[Cutting and Grinding](#) ↗

[Drill Bits](#) ↗

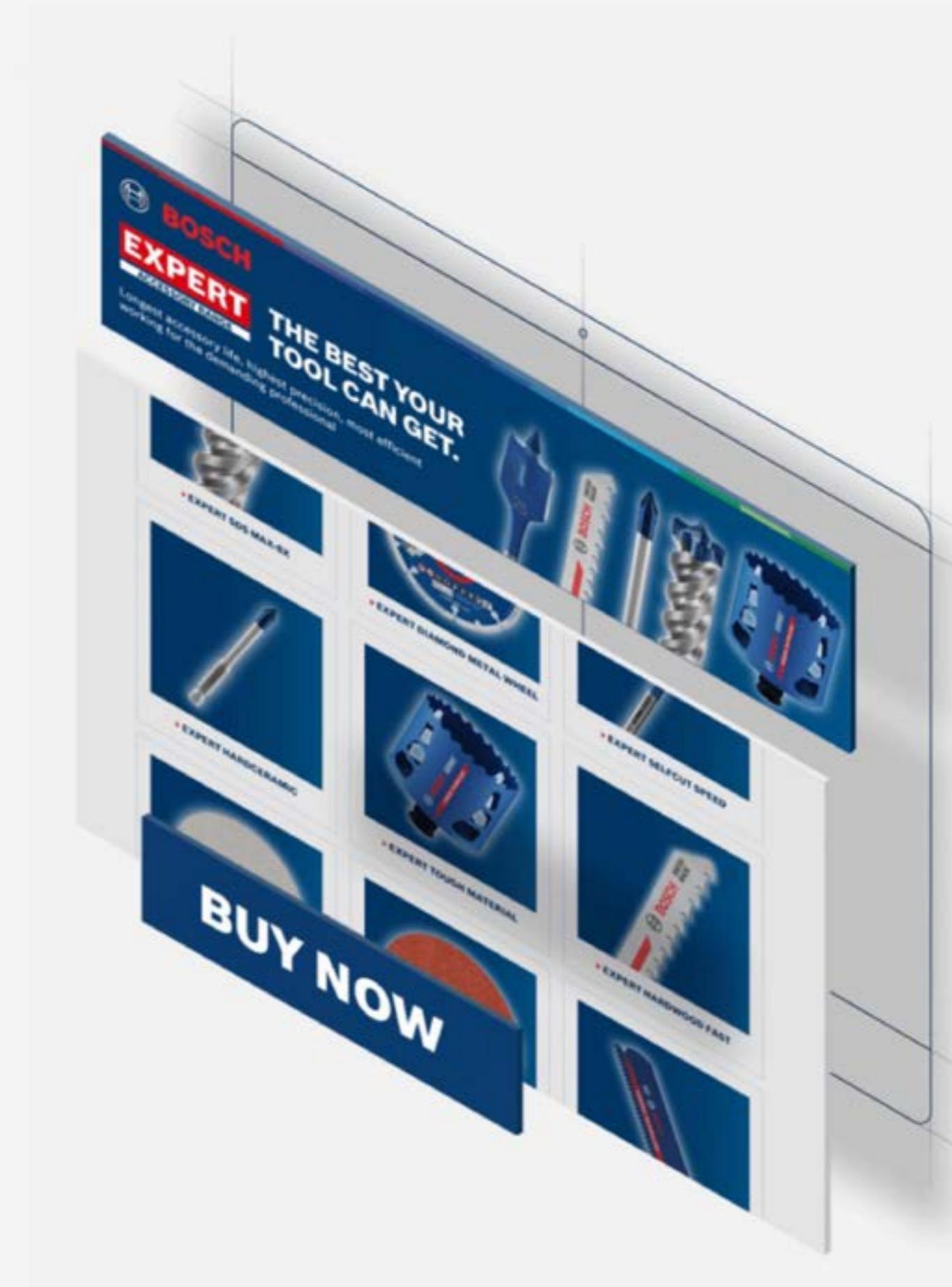
[Hole Saw](#) ↗

[Machine and System Accessories](#) ↗

[Multitool Accessories](#) ↗

[Saw Blades](#) ↗

[Download All](#) ↗

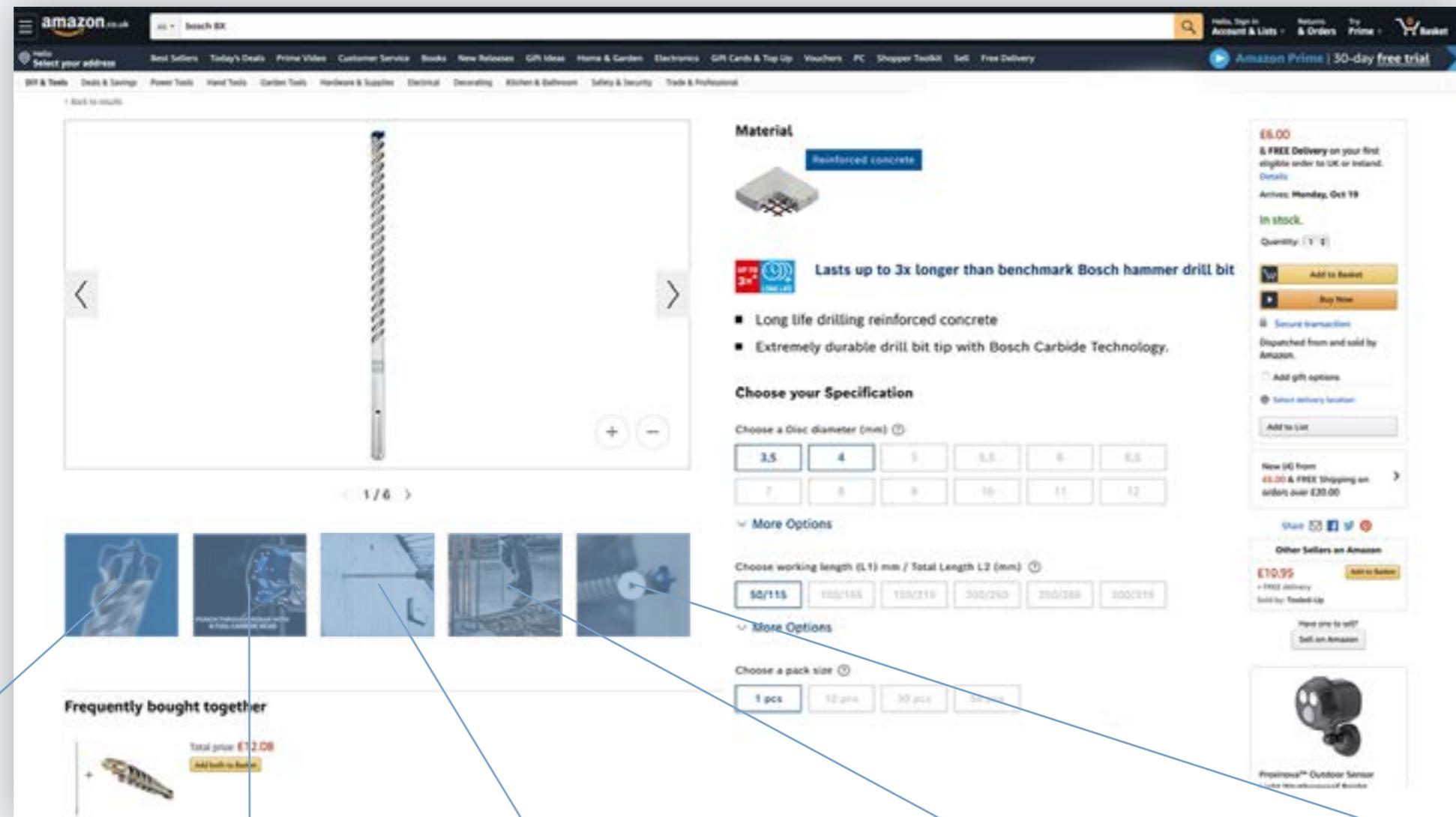


EXPERT DEALER MARKETING ASSETS

How to Use: Conversion Assets

➤ PREVIEW ASSETS

Product Page



Spider chart

Animations

Product Pictures

Usage Pictures

Videos



EXPERT DEALER MARKETING ASSETS

Download Assets



DOWNLOAD ASSETS

Download the assets for all the phases:

Online Banners

Email Templates

Landing Page Templates

Editorial Pages

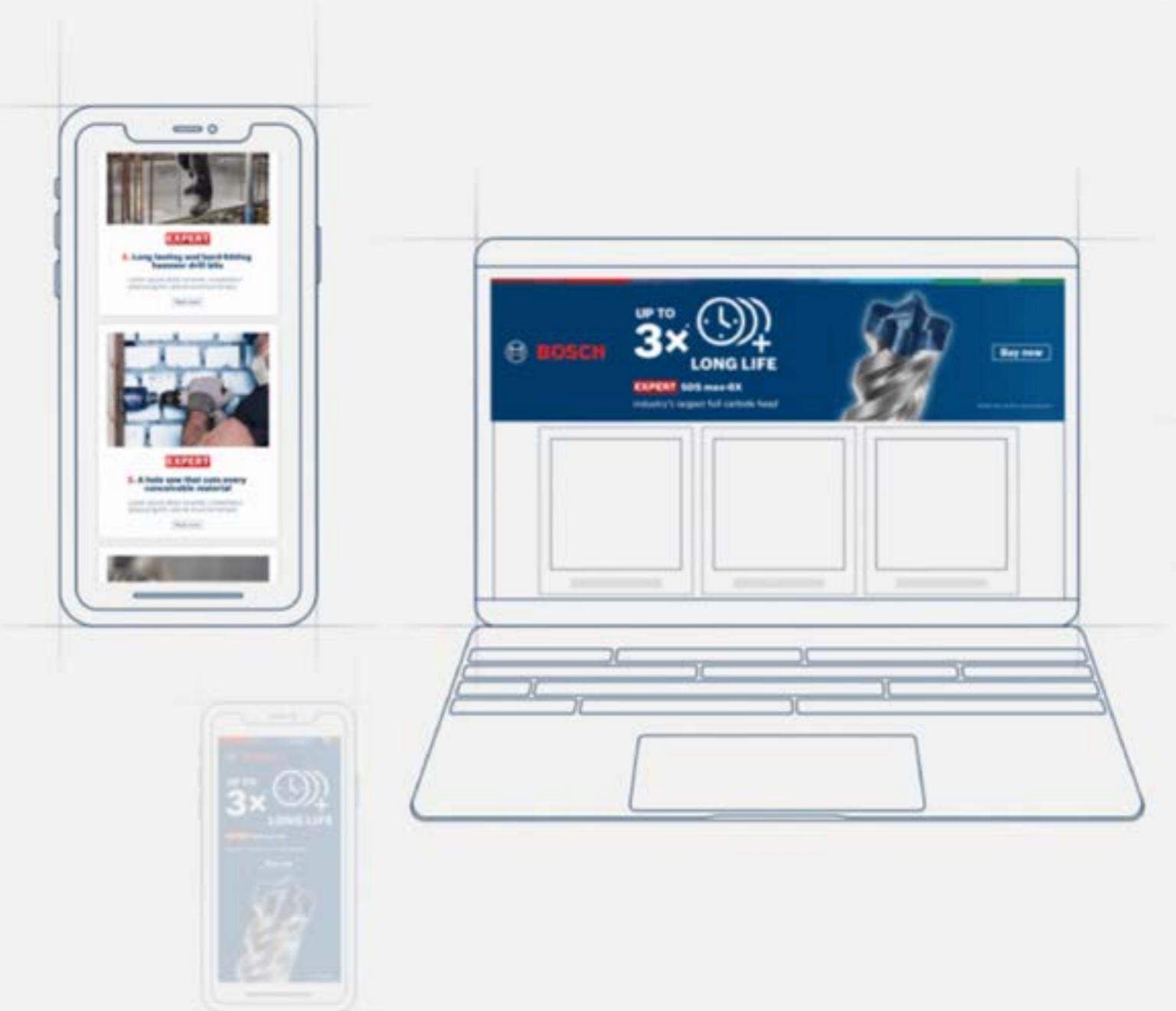
Social Media Assets

Performance Challenger

Infographics

Videos

On-site Keywords

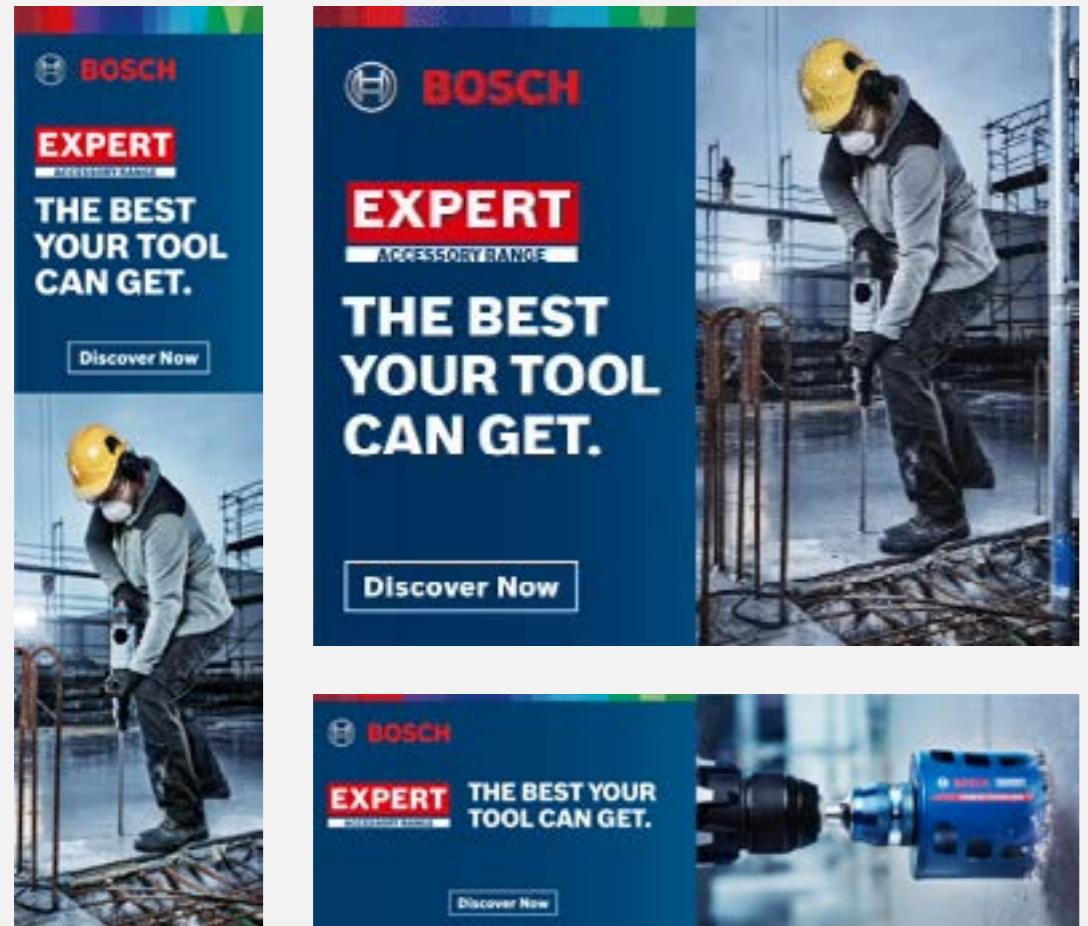


EXPERT DEALER MARKETING ASSETS

Asset Download

› ONLINE BANNERS: AWARENESS

For Construction



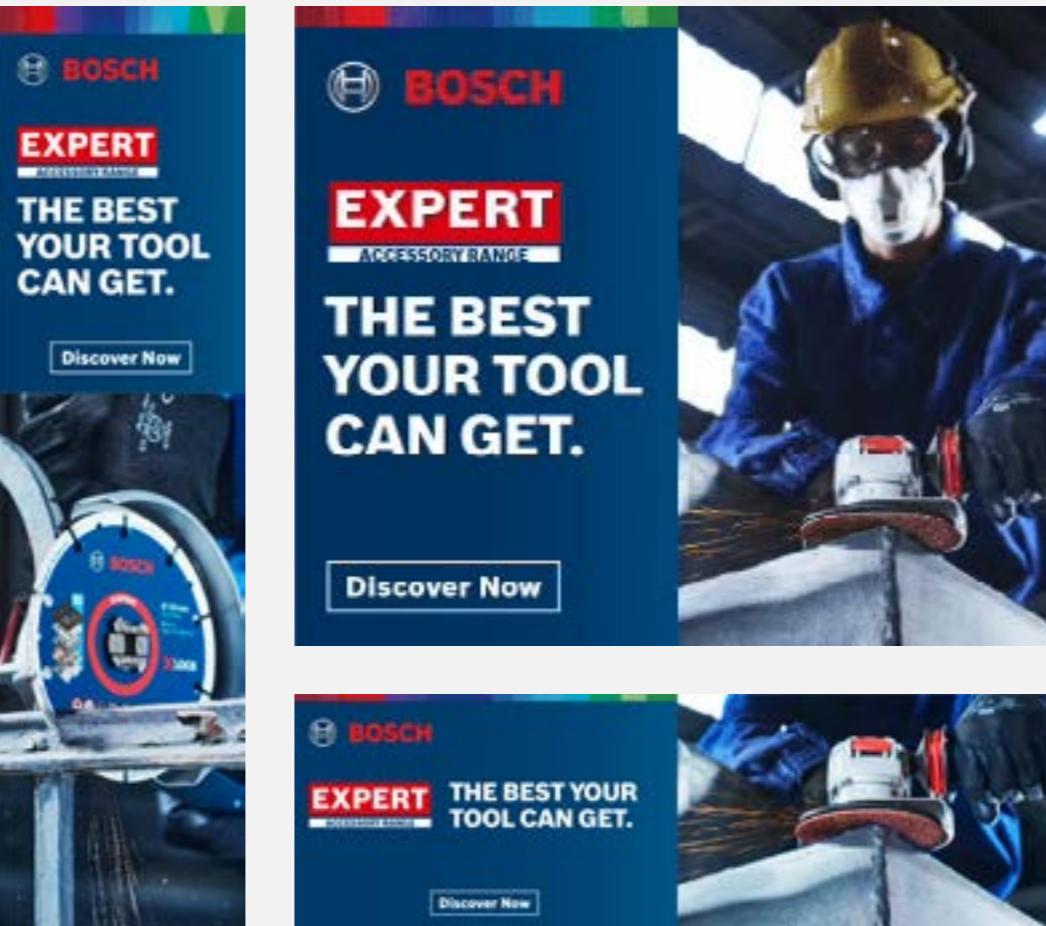
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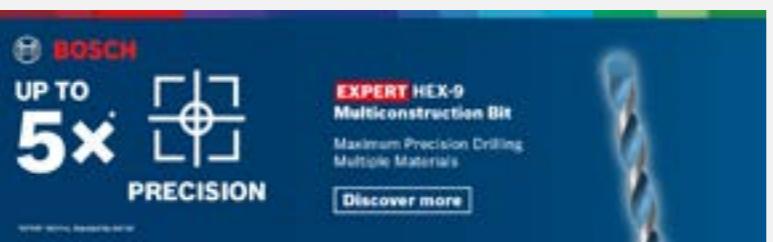


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► ONLINE BANNERS: CONSIDERATION

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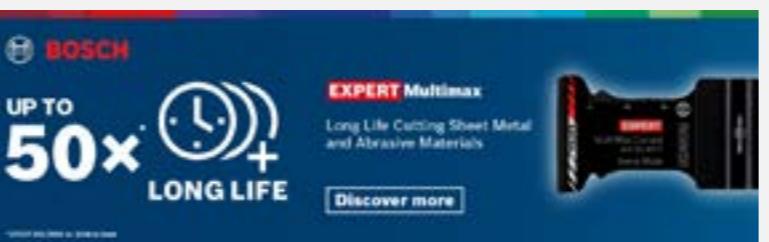
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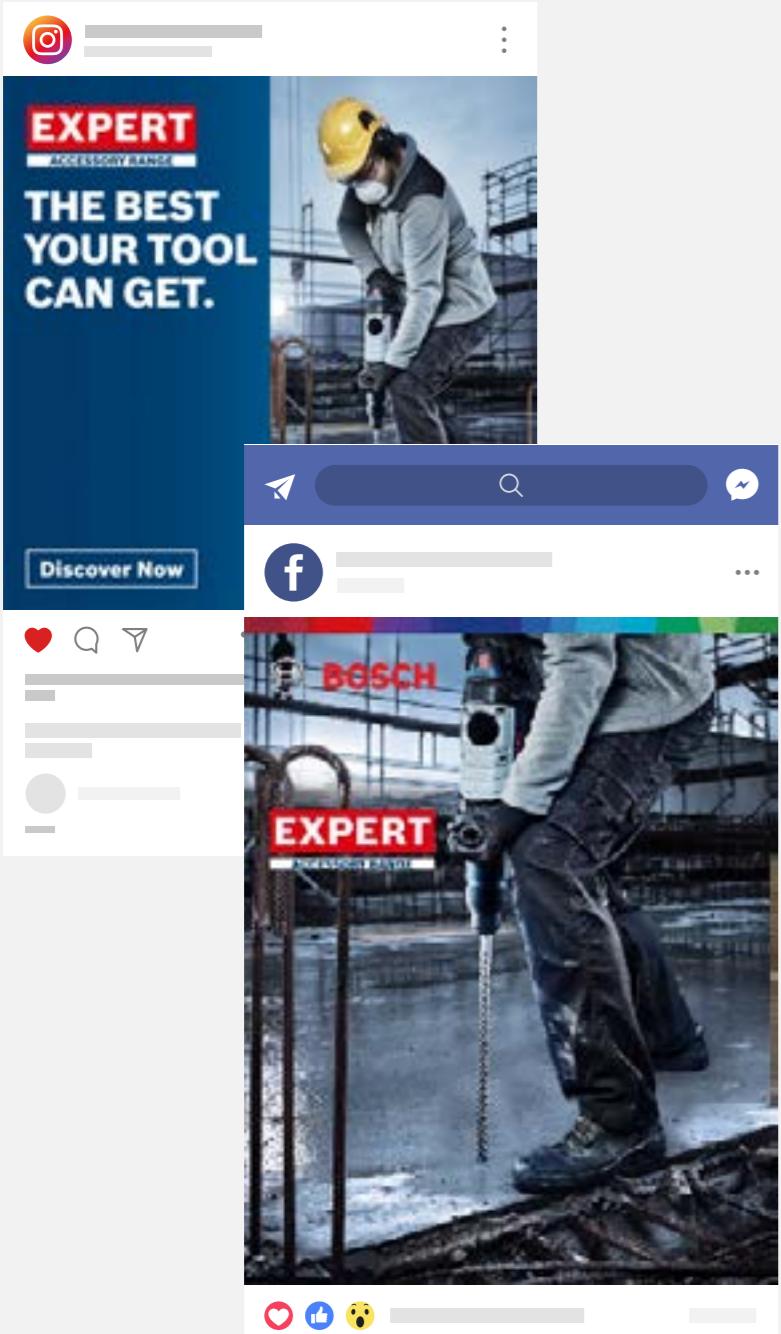


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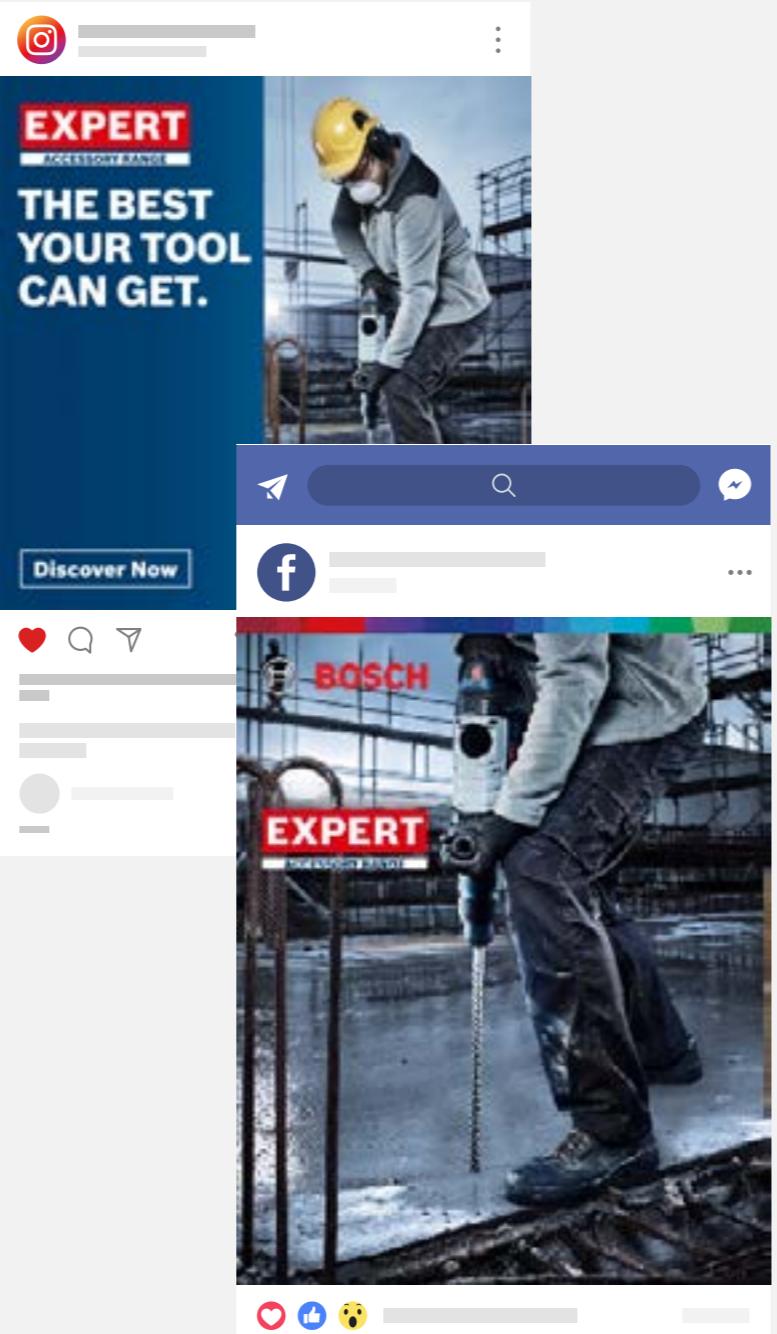
► SOCIAL MEDIA ASSETS: AWARENESS

General



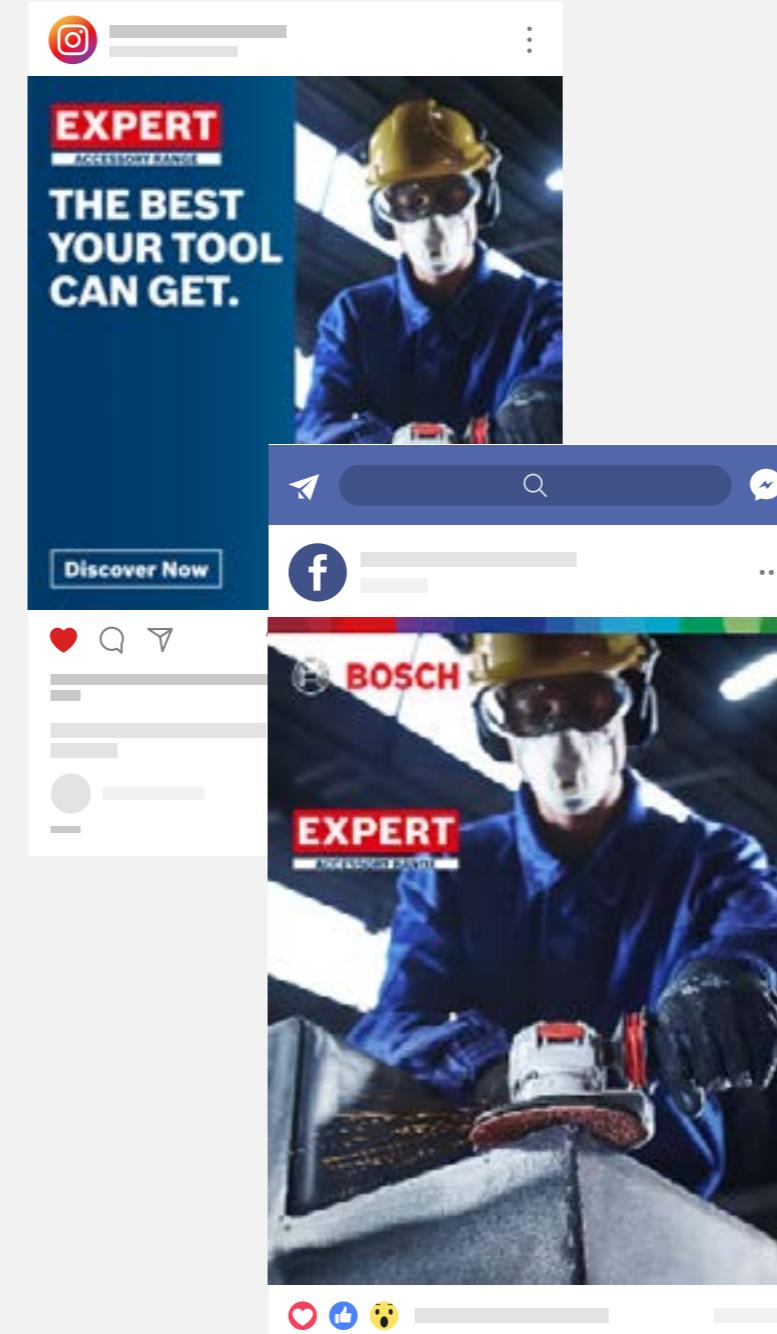
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Construction



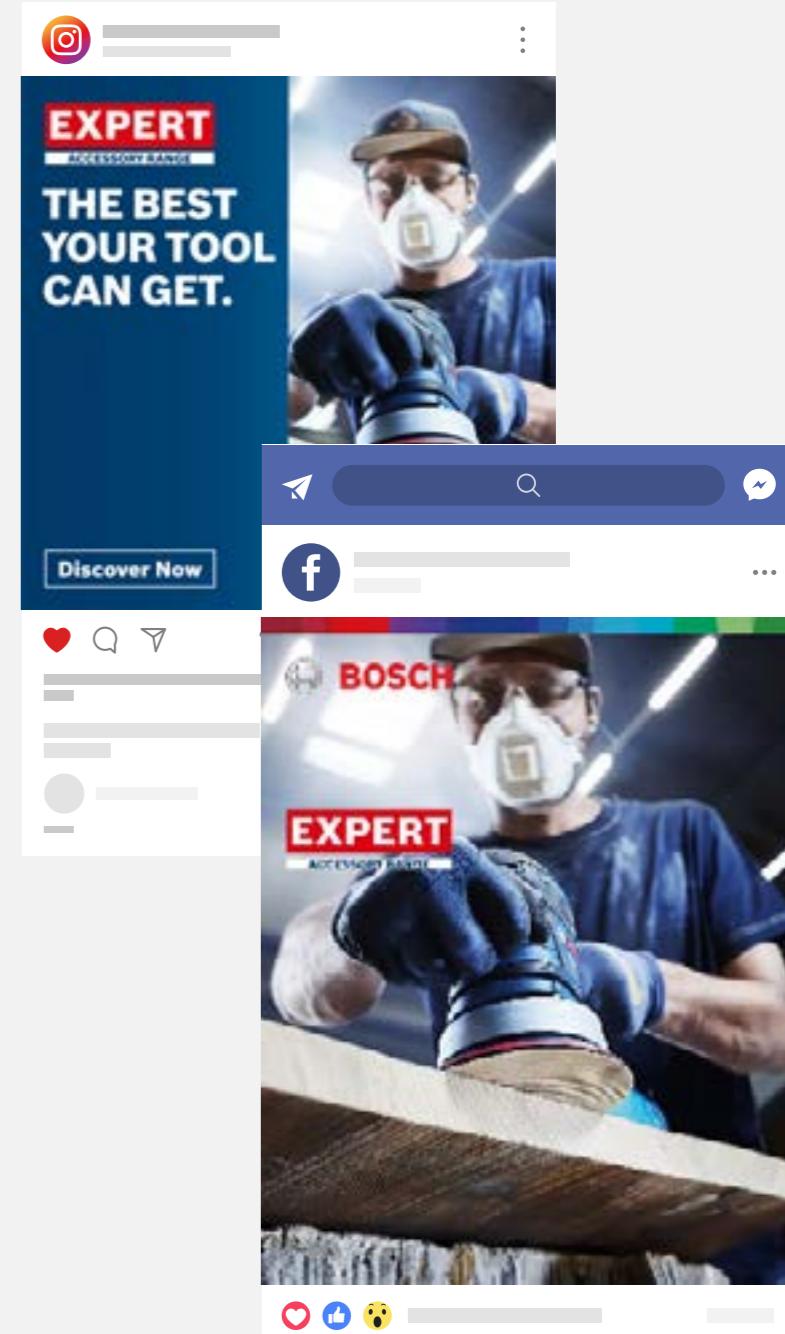
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Metal



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➤ TECHNOLOGY VIDEOS

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For Metal



For Wood



Video formats

1080x1080

1080x1920

Video formats

1080x1080

1080x1920

Video formats

1080x1080

1080x1920

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➤ TESTIMONIAL VIDEOS

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Video formats

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- 1080x1350 [!\[\]\(8fc4742af3b760a8626c142ca470c364_img.jpg\)](#)
- 1080x1920 [!\[\]\(6bdb0cc0813662384b35838bb7624022_img.jpg\)](#)
- 1920x1080 [!\[\]\(d2705f4f185143a1bdd4b526a95b0d48_img.jpg\)](#)



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Video formats

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- 1080x1350 [!\[\]\(13fc564a0171bcd328baed846195c0fd_img.jpg\)](#)
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Video formats

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- 1080x1350 [!\[\]\(476f2115c266701214f9fb38d4b08257_img.jpg\)](#)
- 1080x1920 [!\[\]\(3bfbab4f20c08de05d79ae8b327a1bb6_img.jpg\)](#)
- 1920x1080 [!\[\]\(8b011dae21c2cc41be8cdb483b94273a_img.jpg\)](#)

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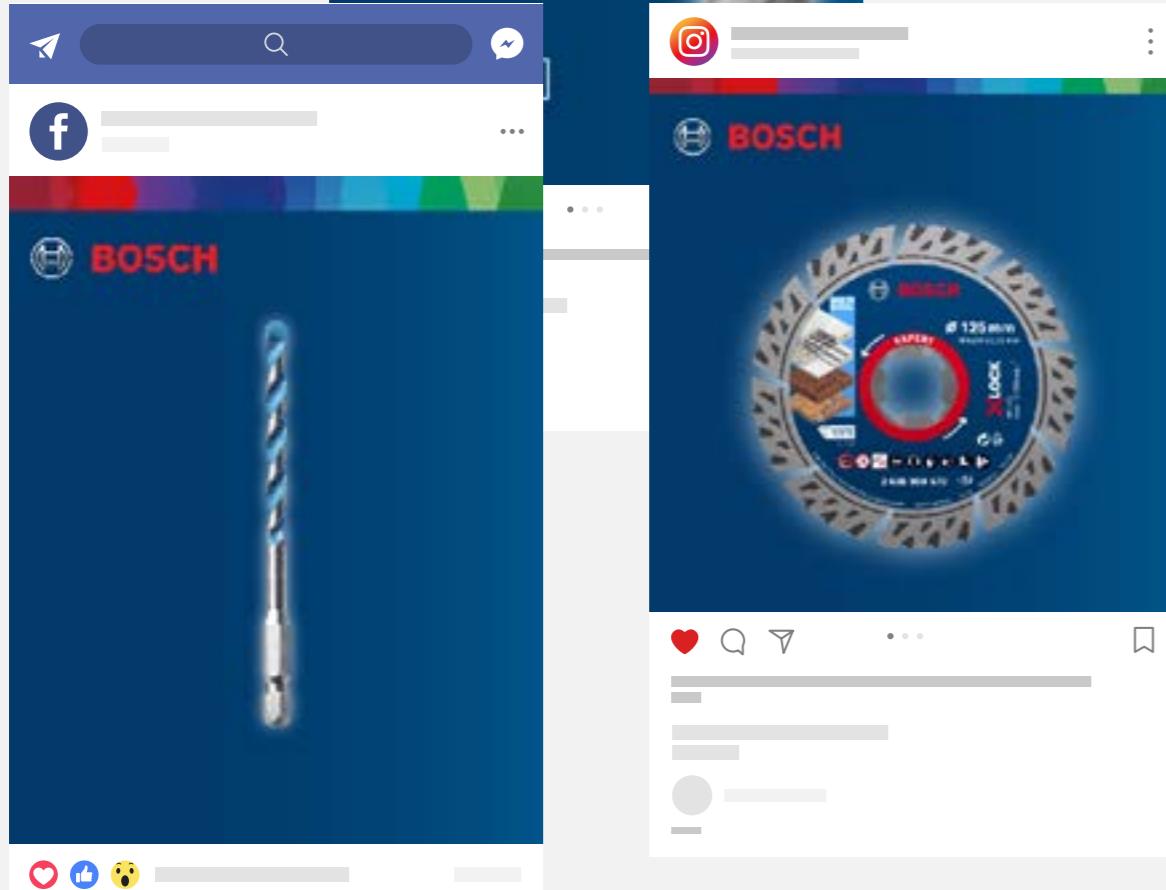


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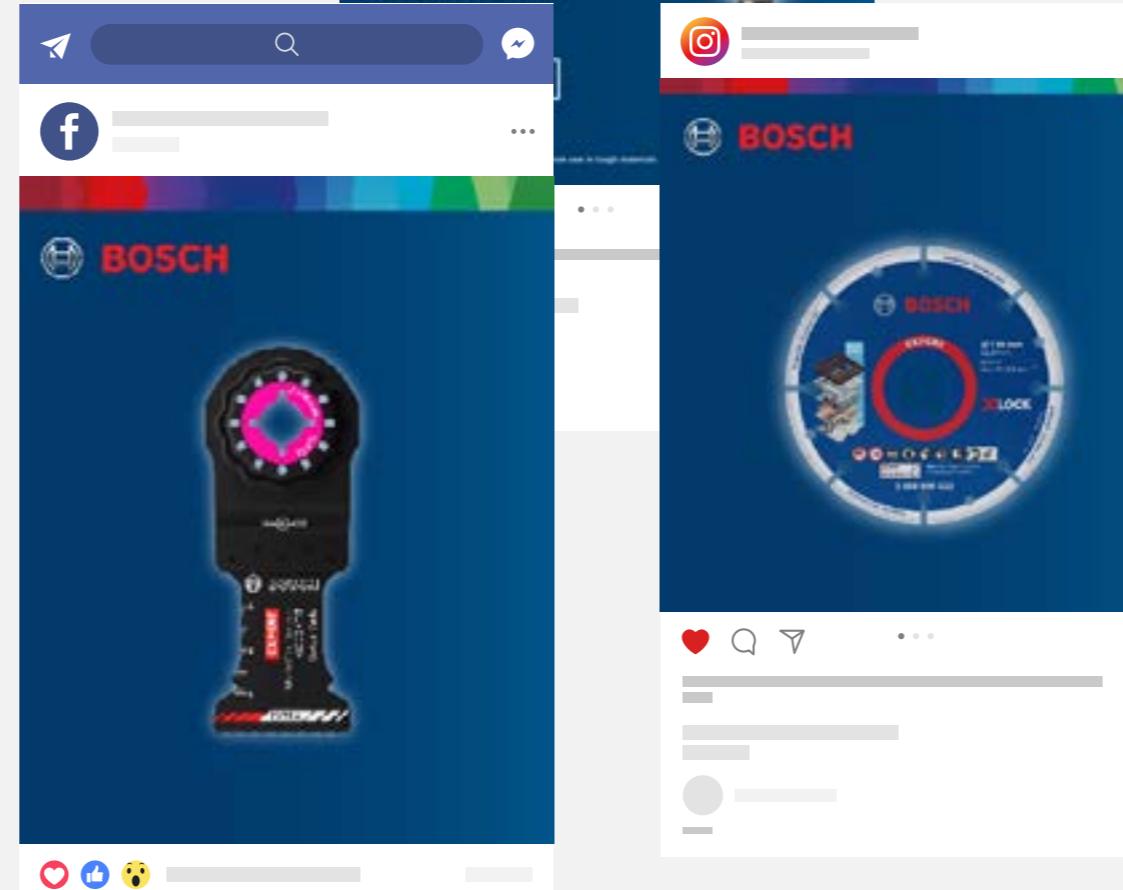
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► SOCIAL MEDIA ASSETS: CONSIDERATION

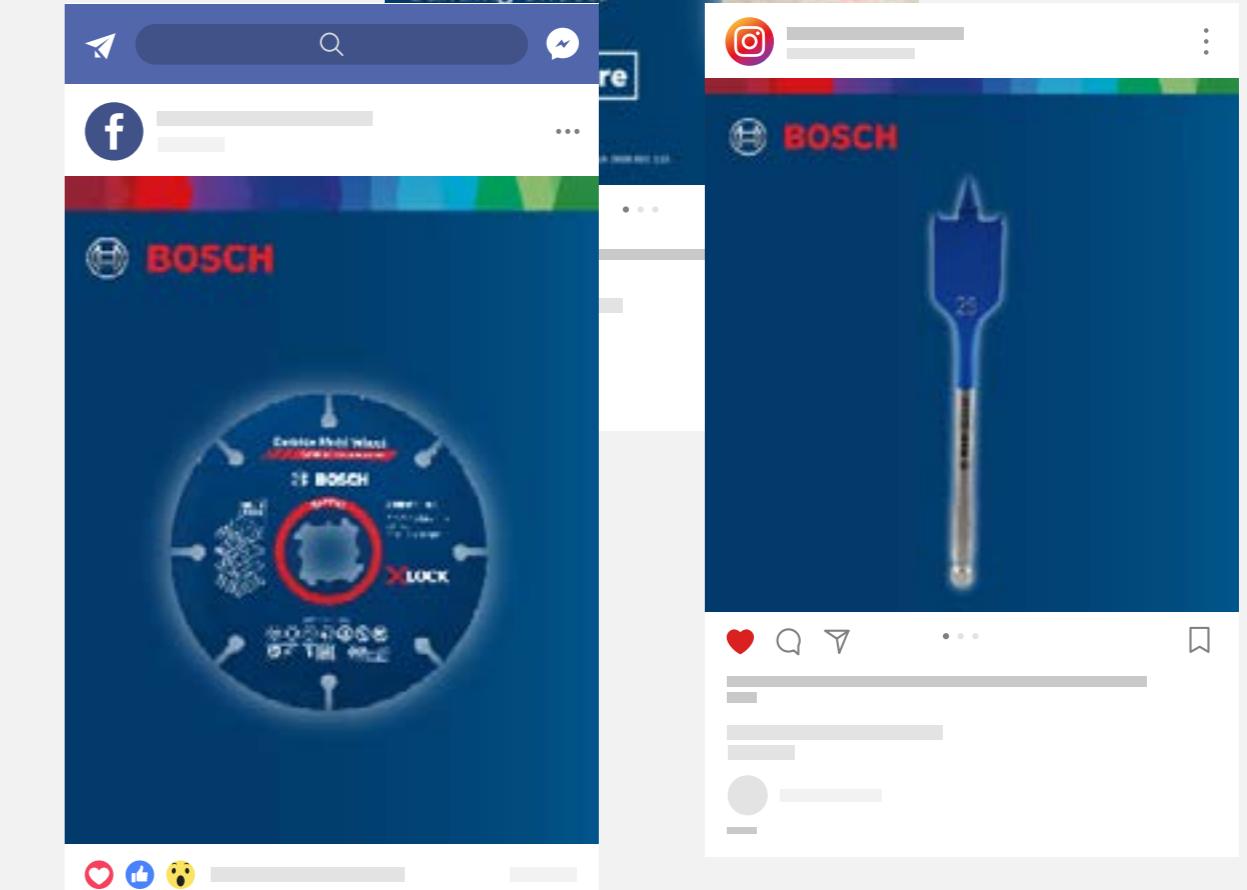
Construction



Metal



Wood



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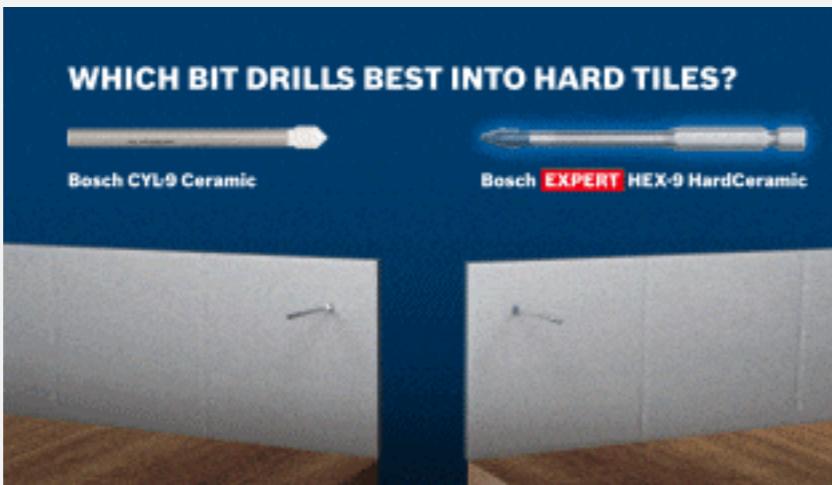
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➤ PERFORMANCE CHALLENGER



Video formats

1080 x 1080

1920 x 1080

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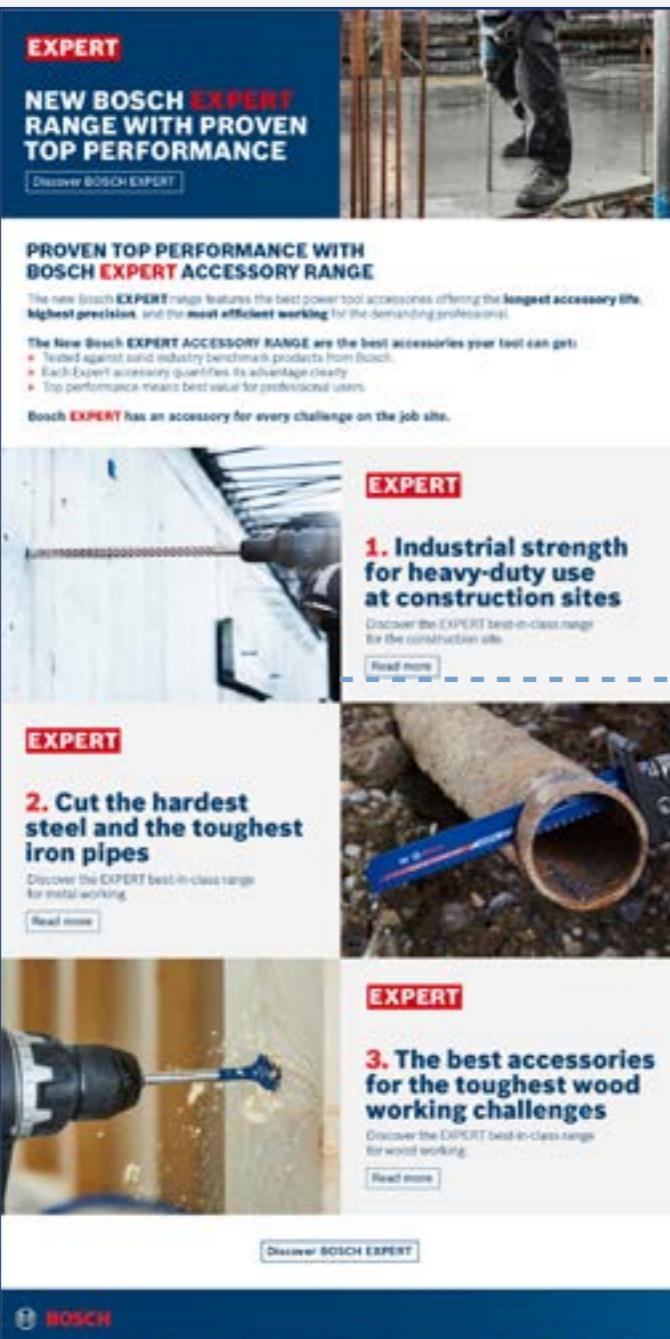


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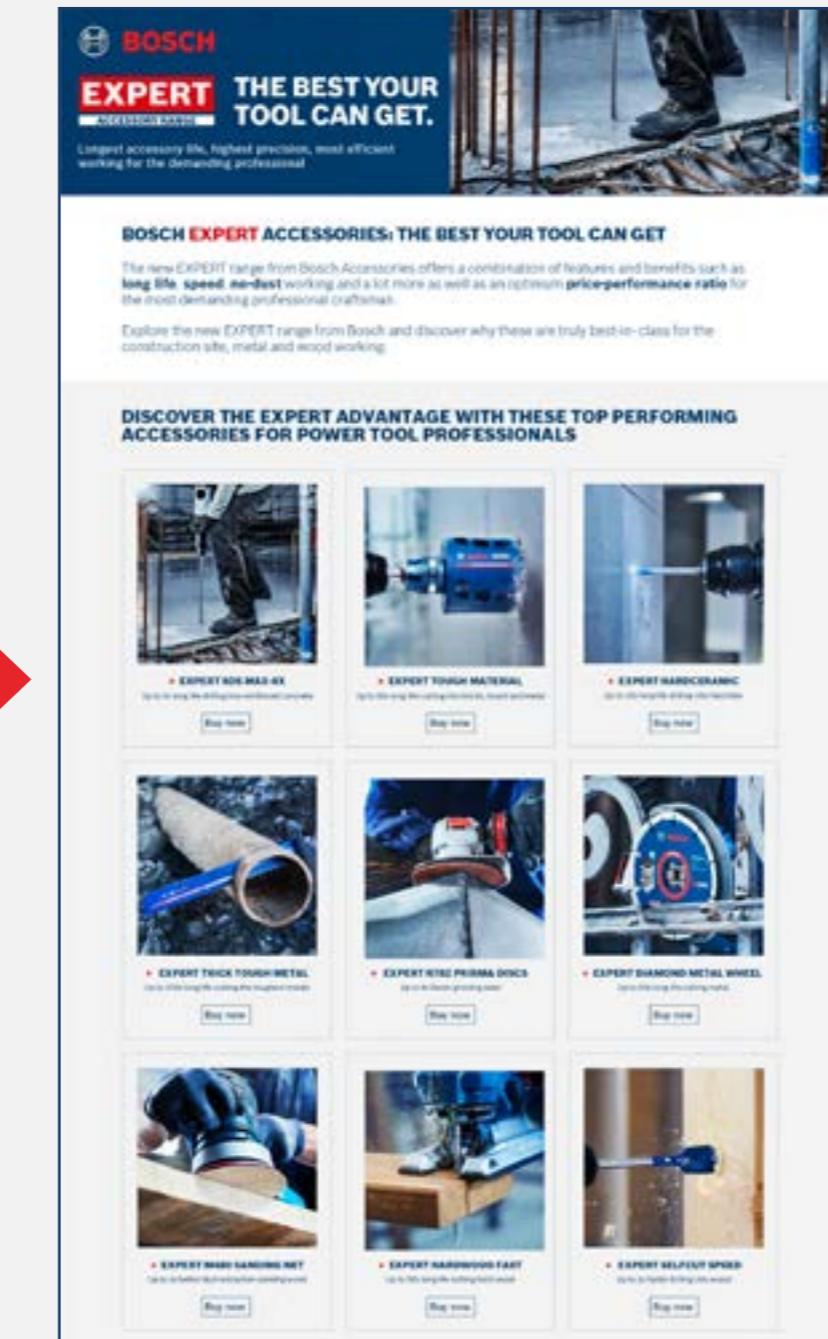
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➤ E-MAIL / LANDING PAGES: AWARENESS

E-Mail Newsletter



Landing Page



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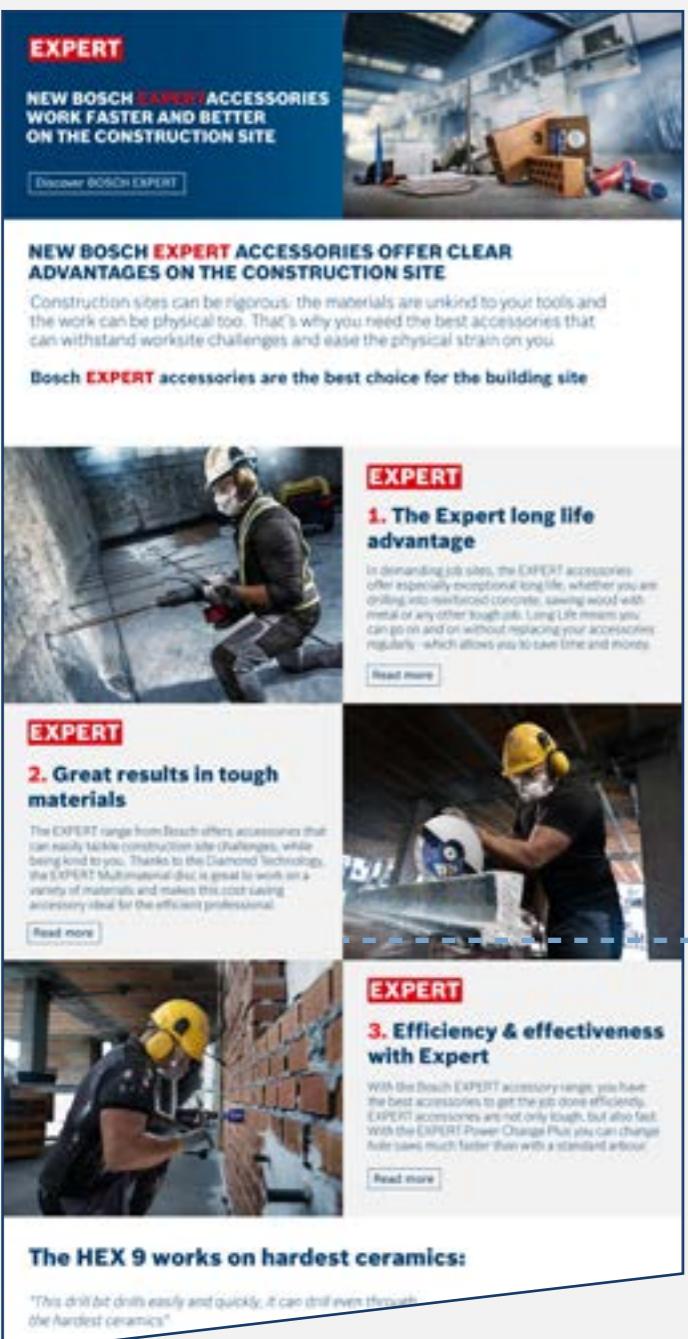


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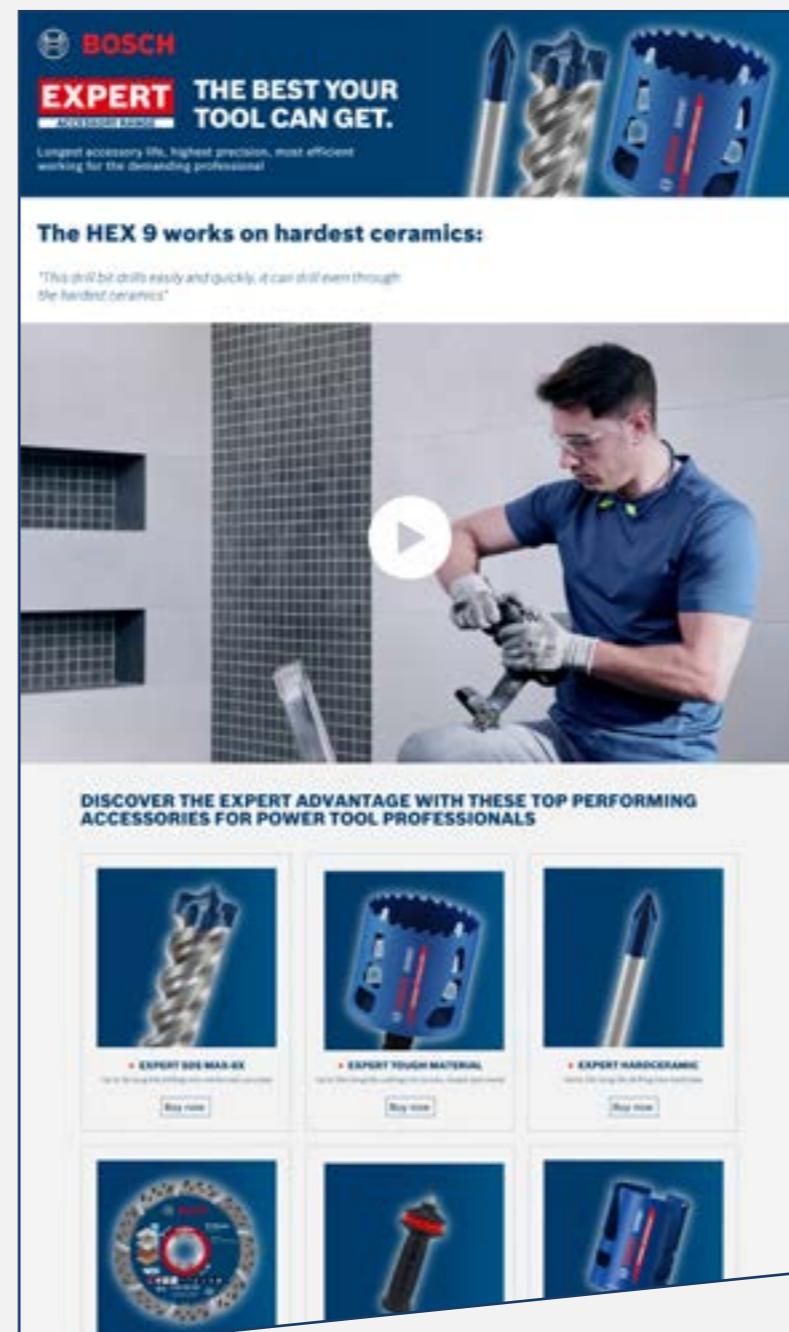
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➤ E-MAIL / LANDING PAGES: CONSTRUCTION

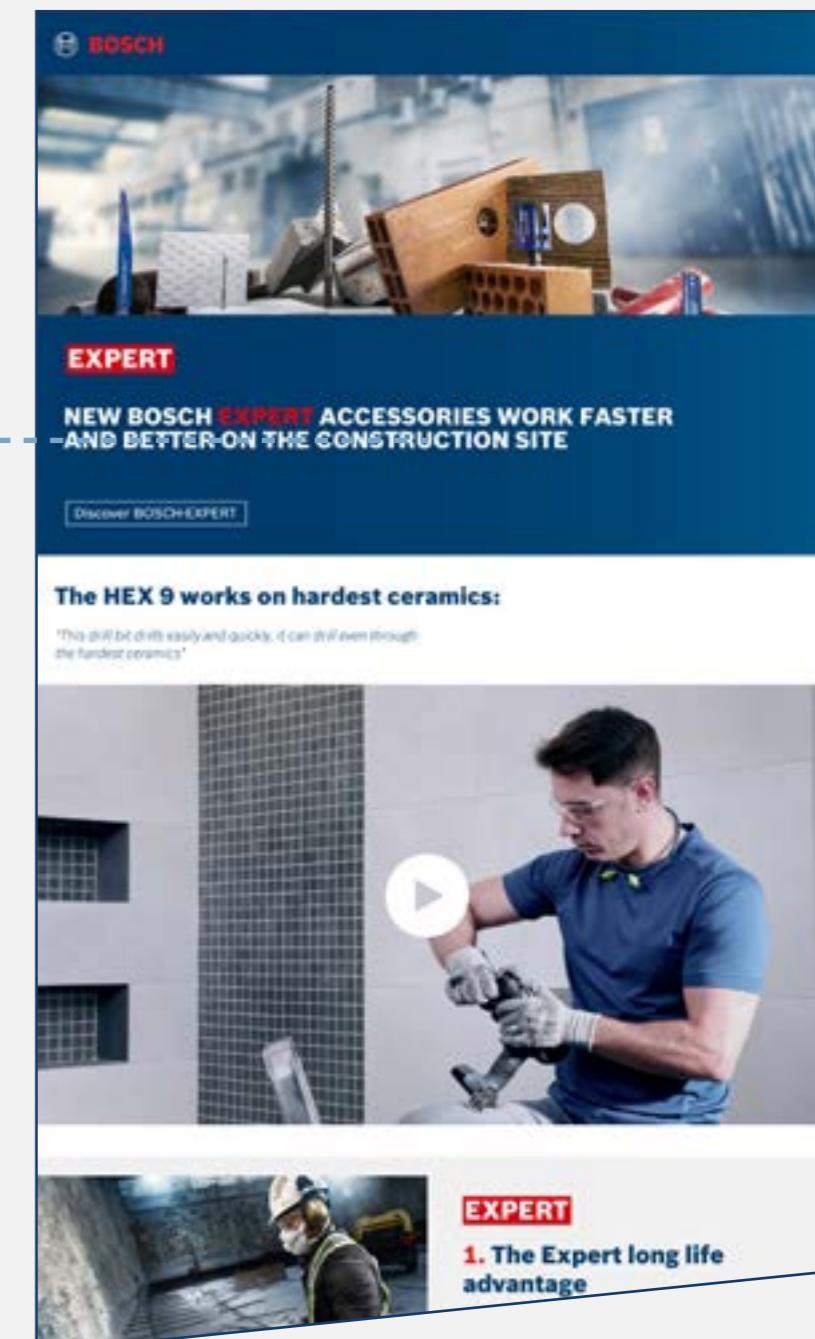
E-Mail Newsletter



Product Landing Page



Campaign Landing Page



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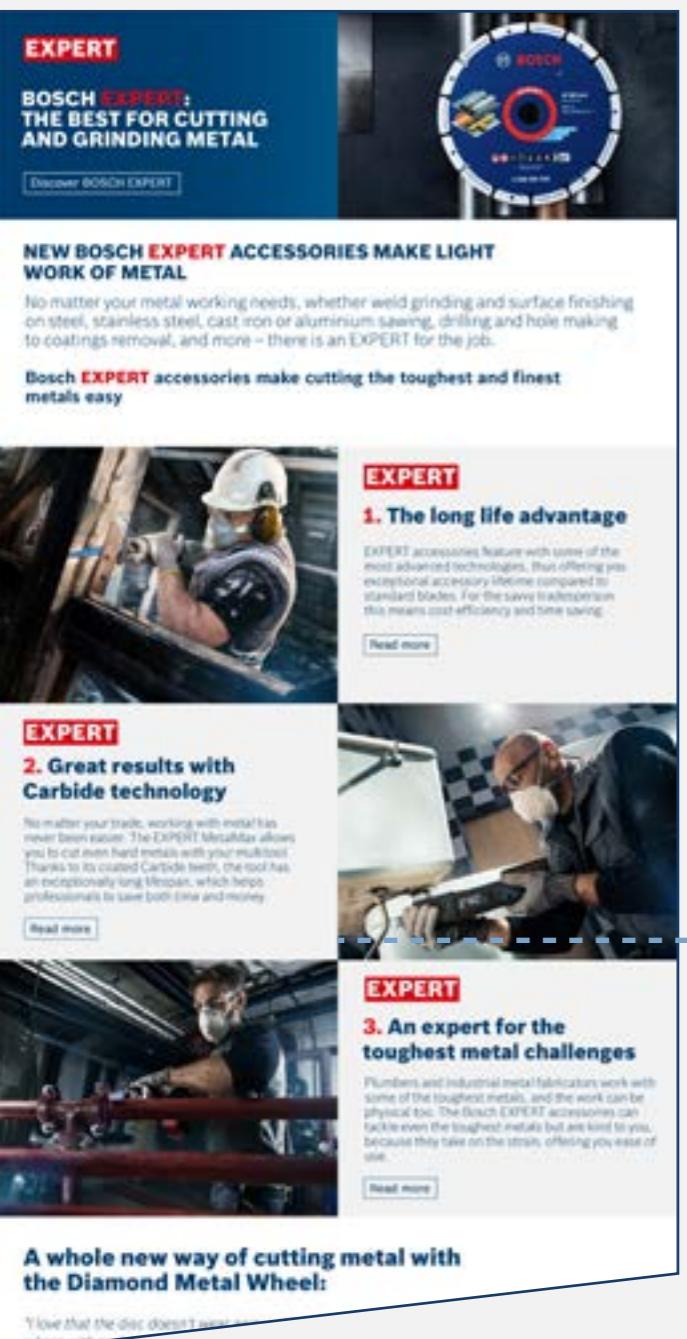


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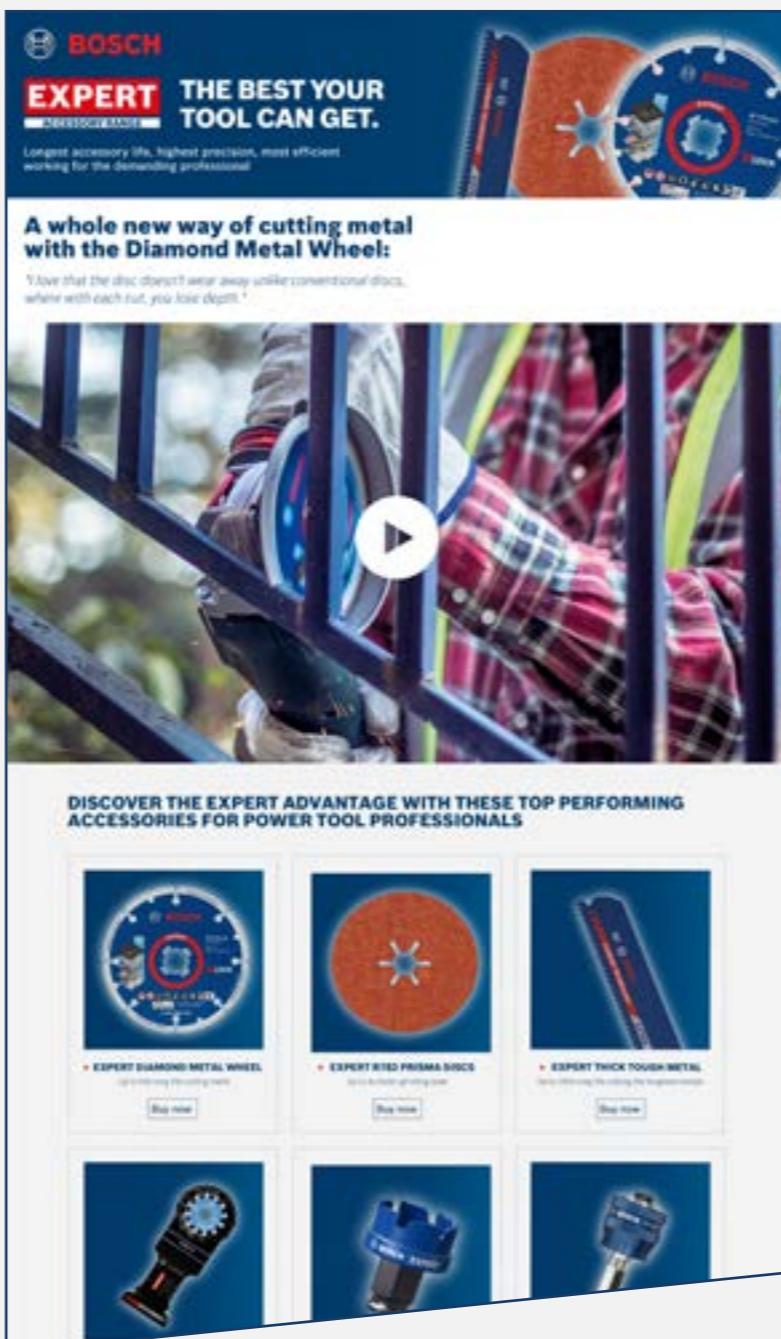
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➤ E-MAIL / LANDING PAGES: METAL

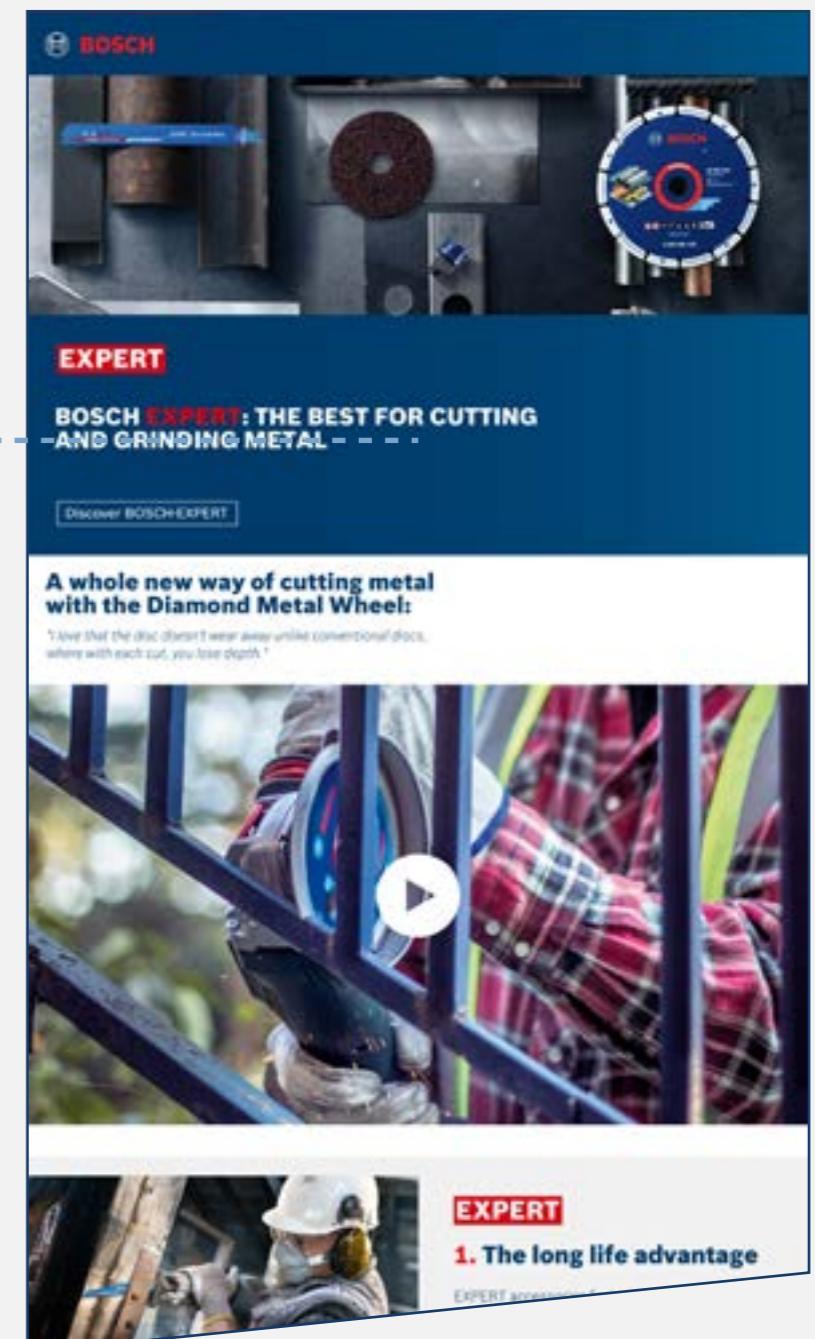
E-Mail Newsletter



Product Landing Page



Campaign Landing Page



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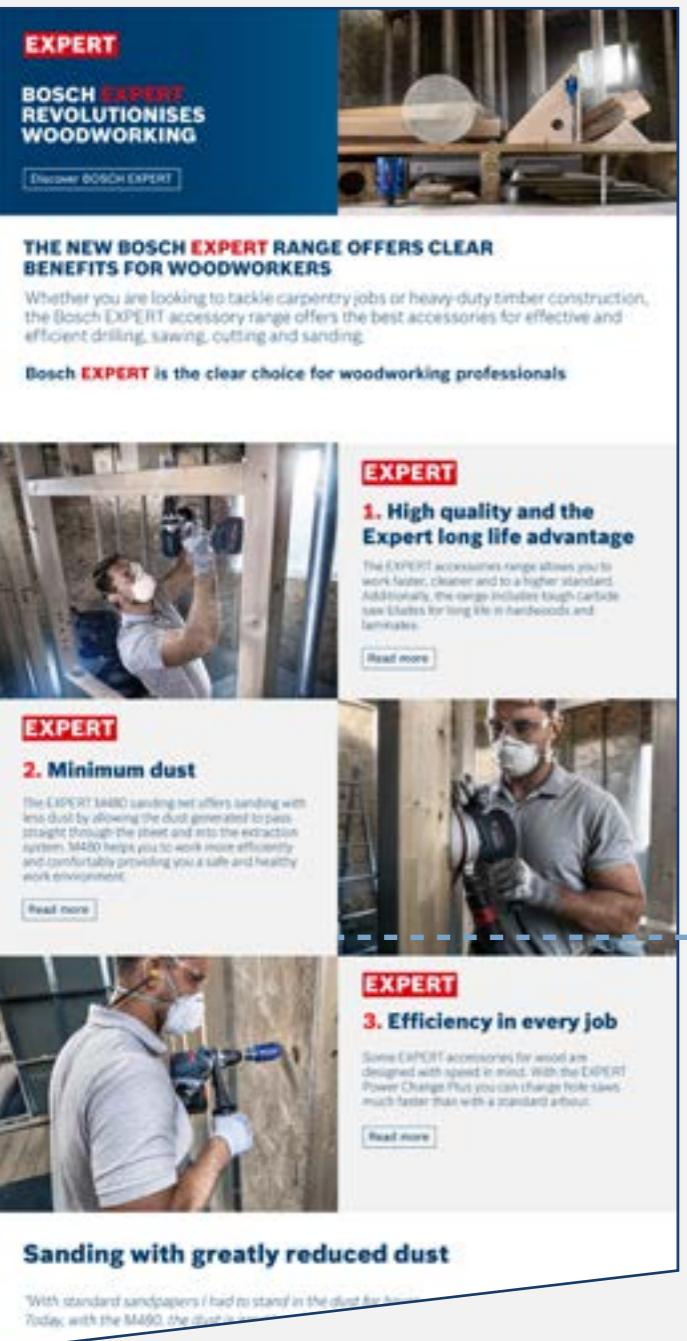


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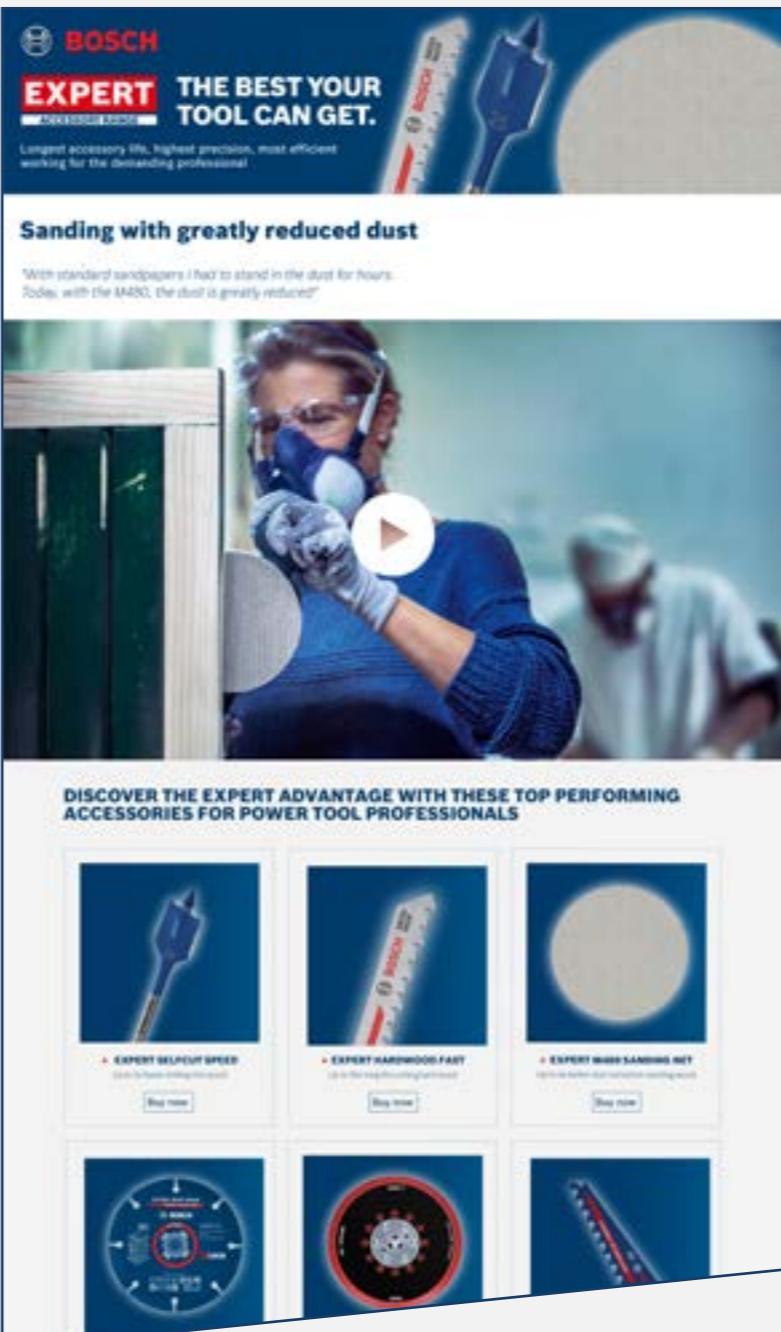
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➤ E-MAIL / LANDING PAGES: WOOD

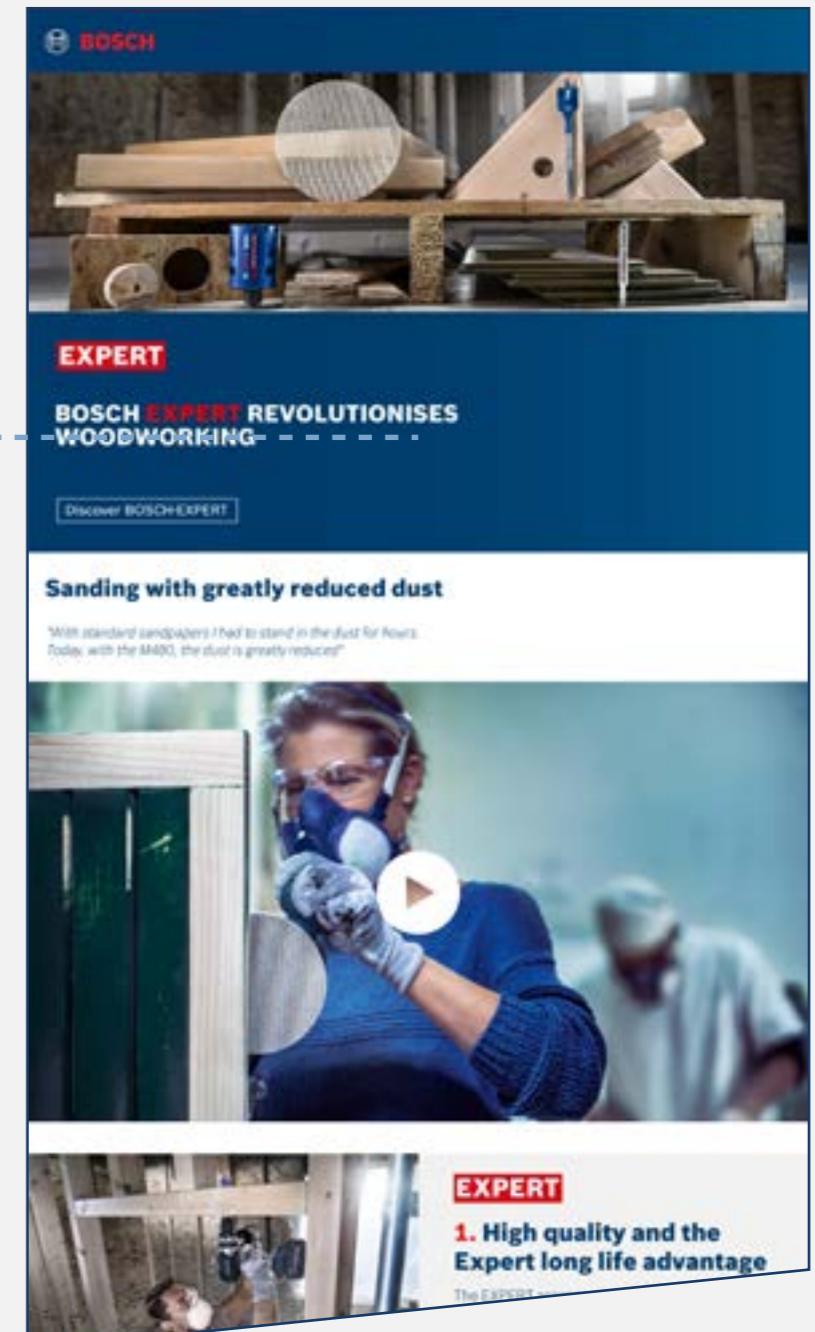
E-Mail Newsletter



Product Landing Page



Campaign Landing Page



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➤ INFOGRAPHICS

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For Metal



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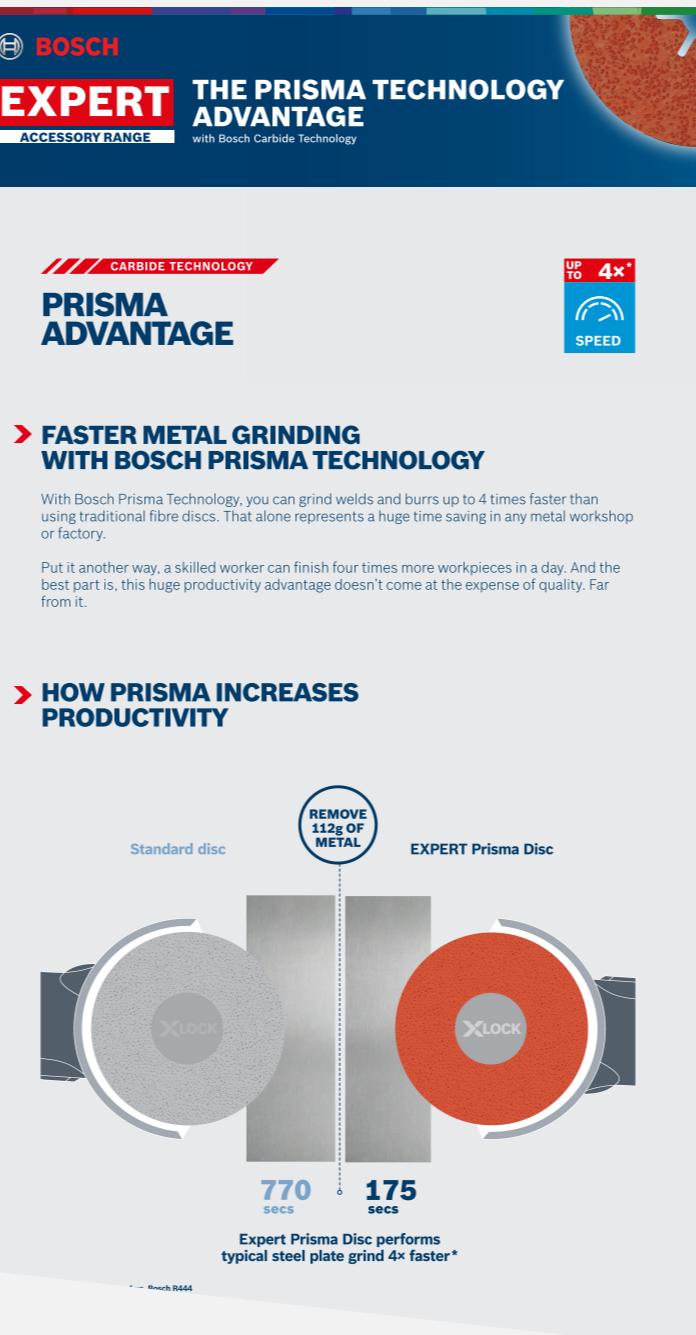
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➤ EDITORIAL CONTENT

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For Metal



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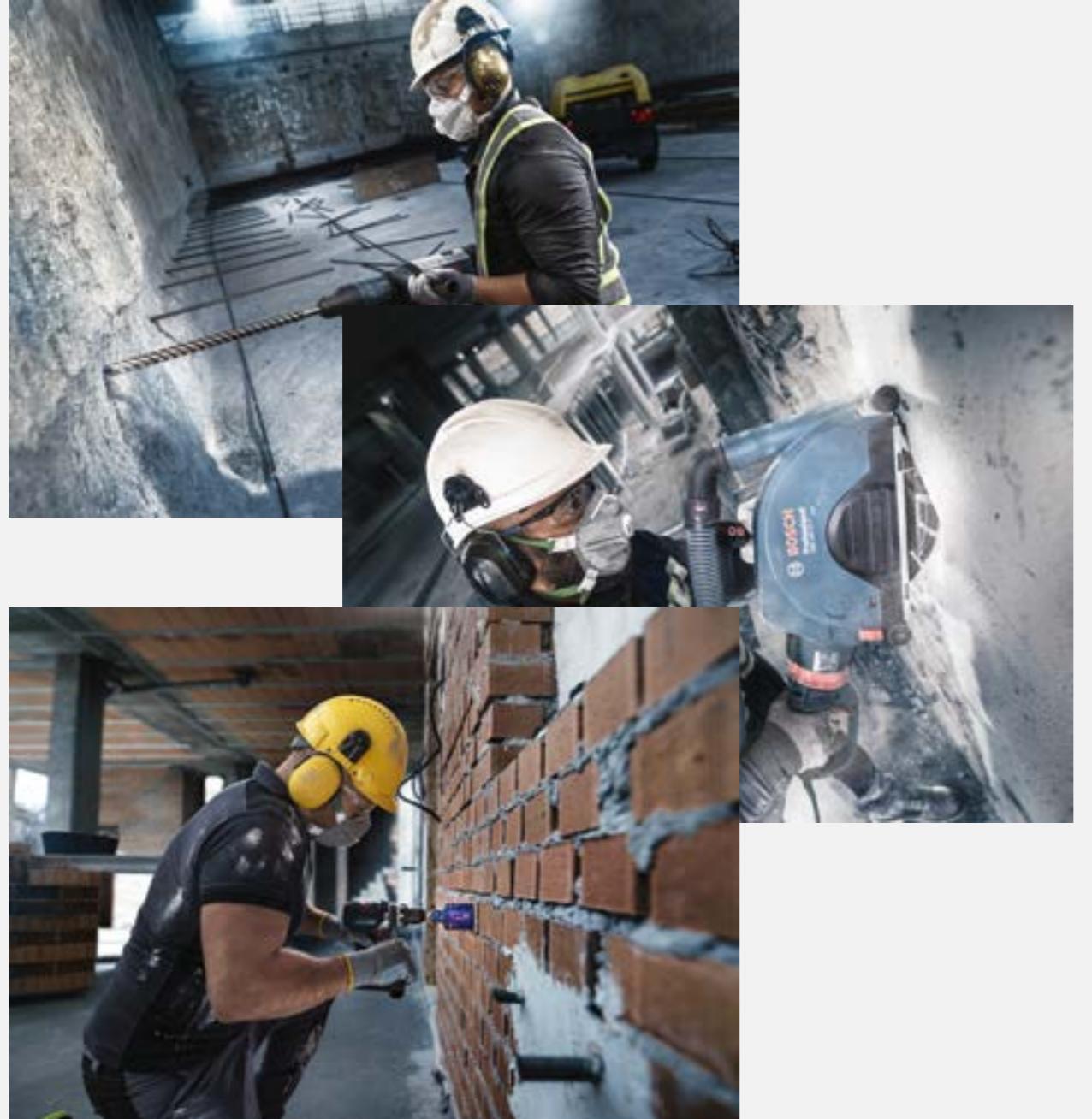


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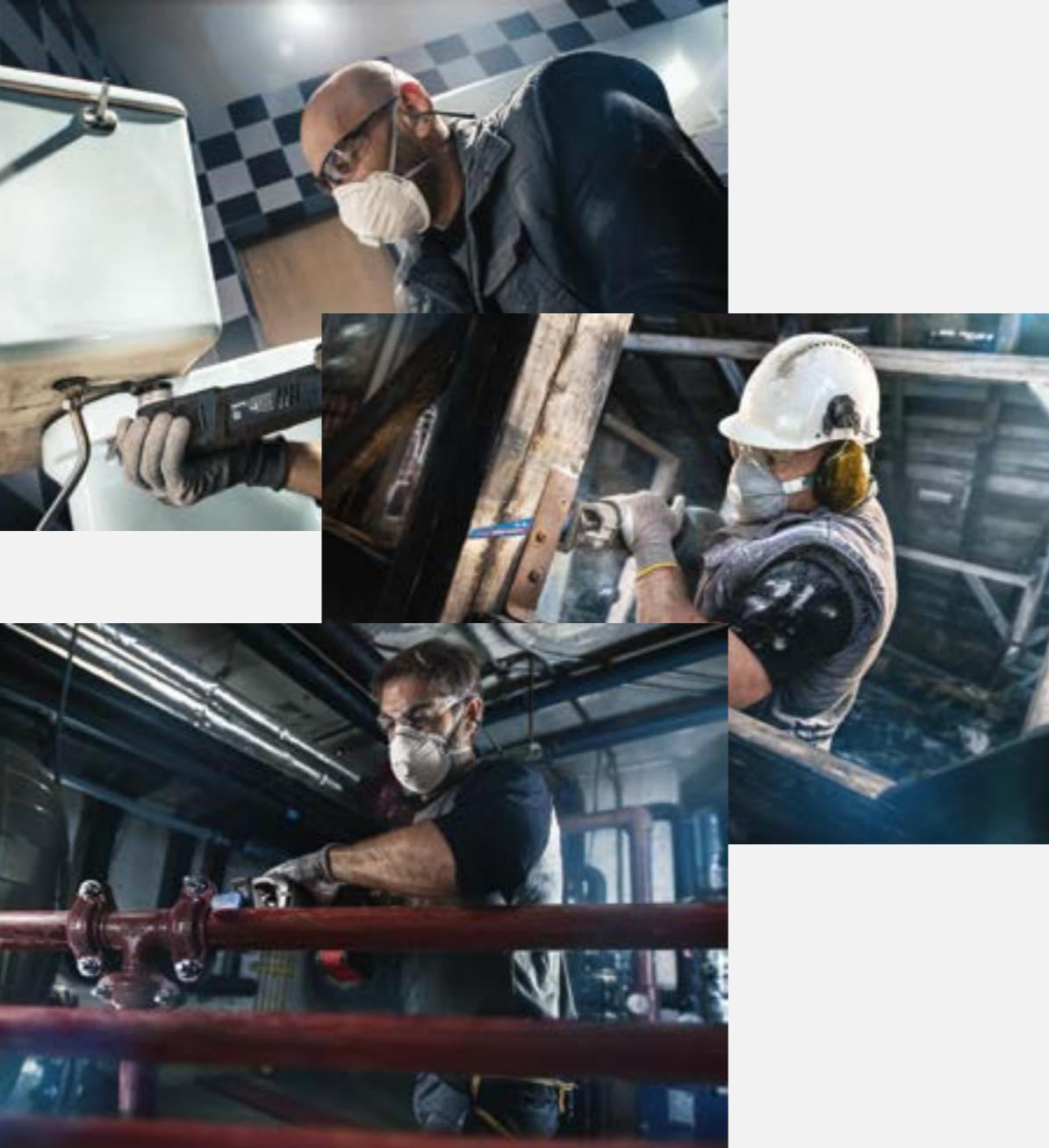


➤ APPLICATION PICTURES

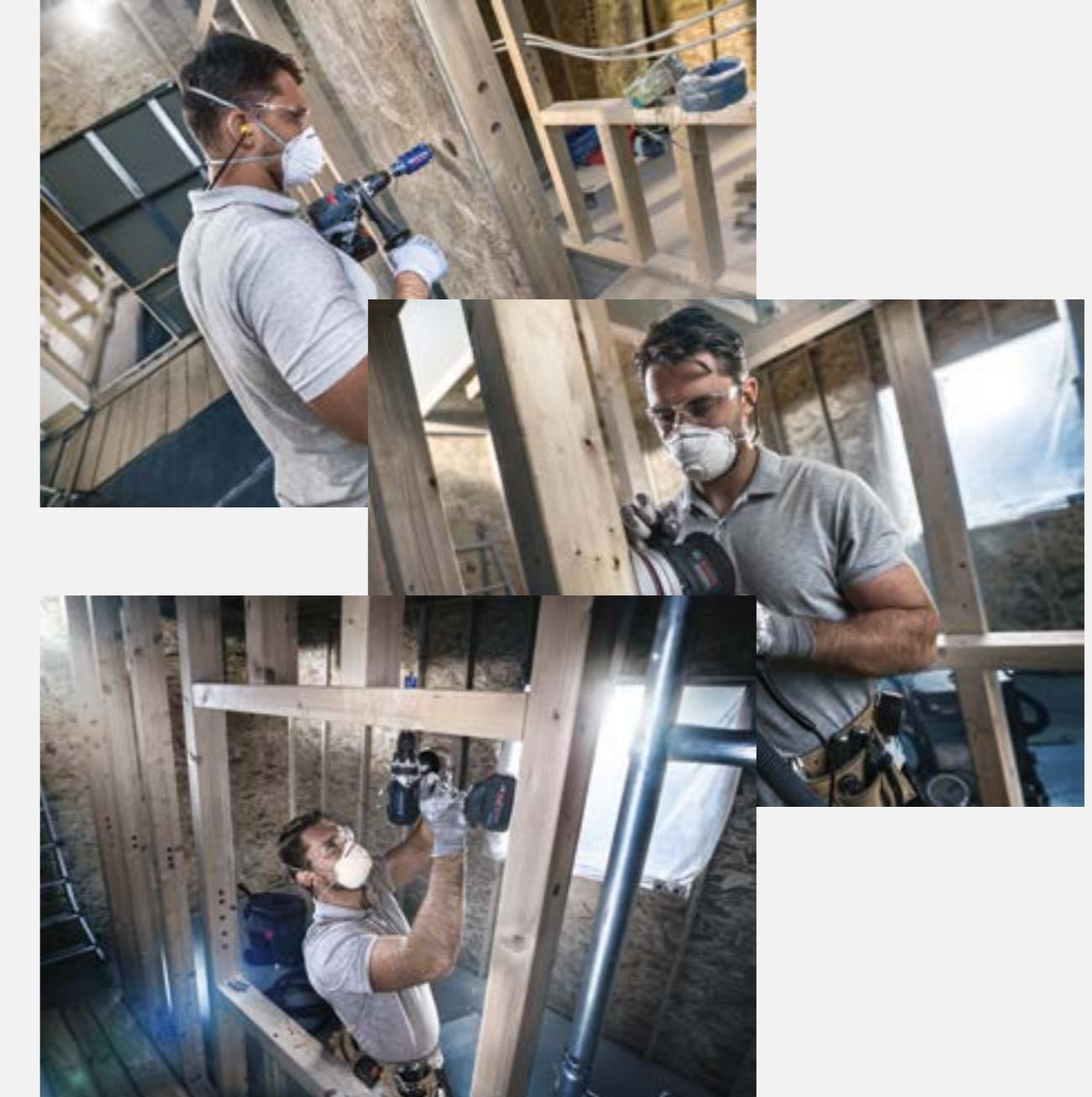
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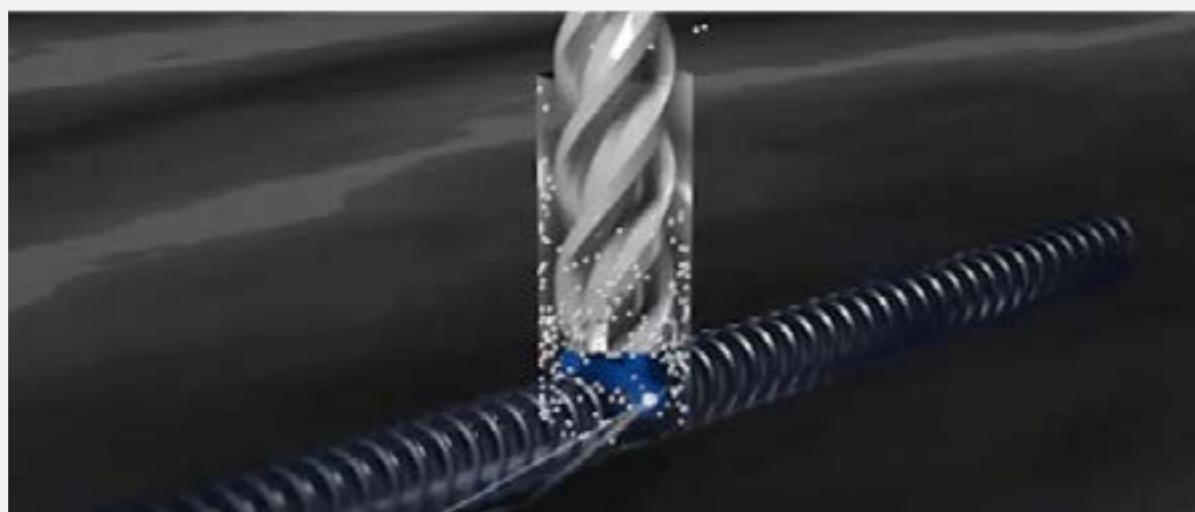
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➤ EXPERT PRODUCT VIDEOS



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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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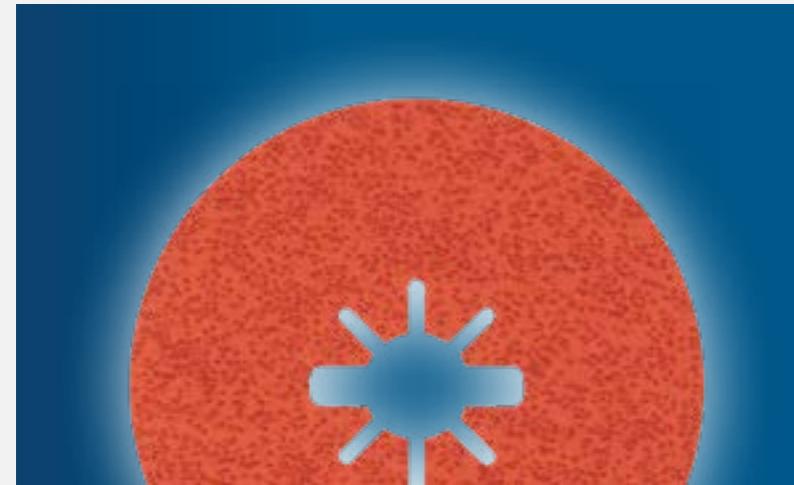
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Bosch Expert Range Overview and Product Listing Content

► BOSCH EXPERT RANGE OVERVIEW AND PRODUCT LISTING CONTENT



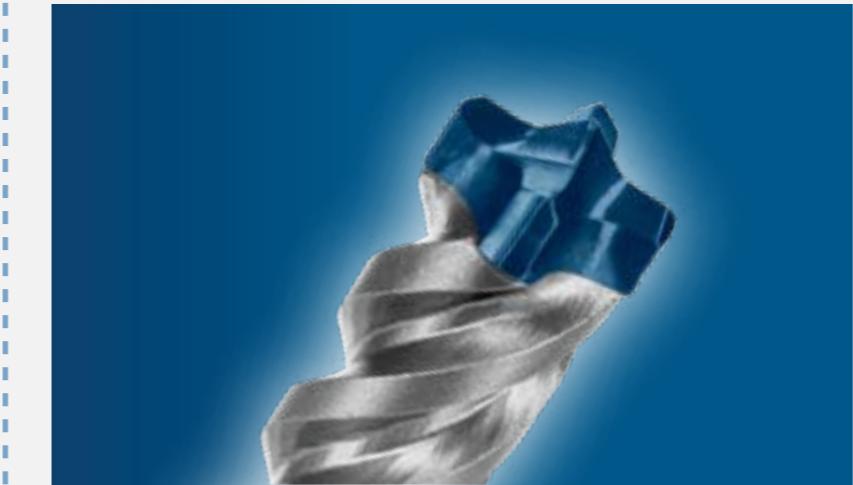
Abrasives

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Cutting and Grinding

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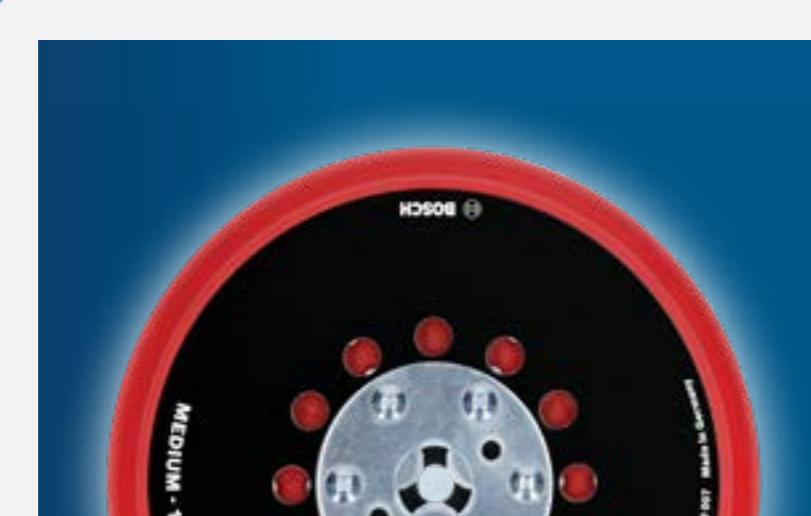
Drill Bits

► DOWNLOAD XLS



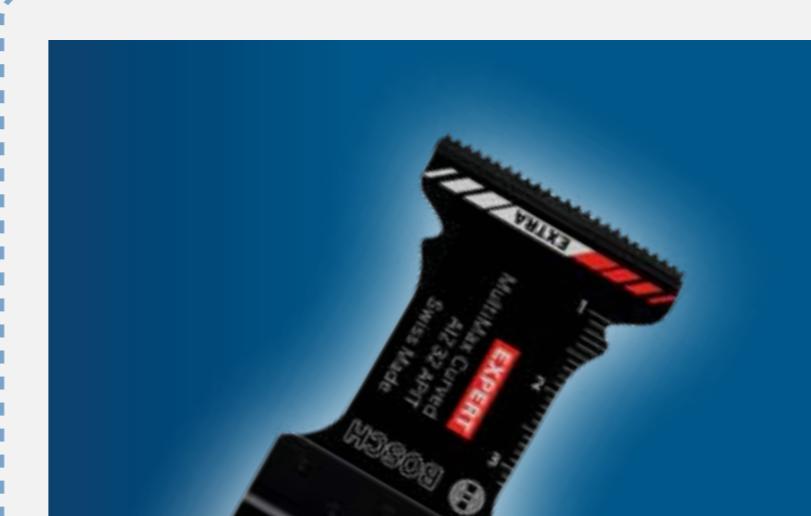
Hole Saws

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Machine and System Accessories

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Multitool Accessories

► DOWNLOAD XLS



Saw Blades

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