

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

Table of Content

> RANGE OVERVIEW

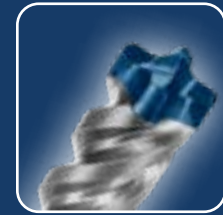
Explore the range:



Abrasives



Cutting and Grinding



Drill Bits



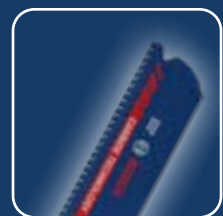
Hole Saws



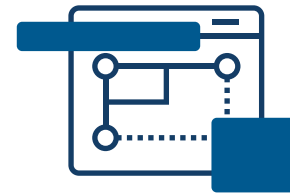
Multitool Accessories



Machine and System Accessories



Saw Blades



HOW TO USE

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



DOWNLOAD

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



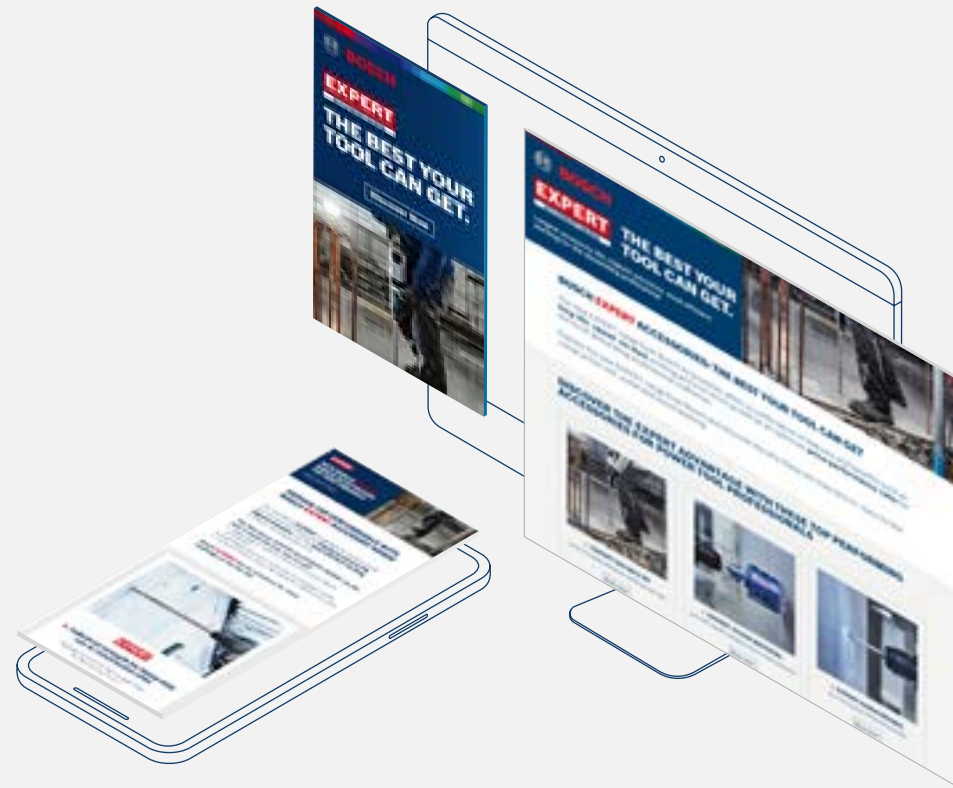
EXPERT DEALER MARKETING ASSETS - GETTING STARTED

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



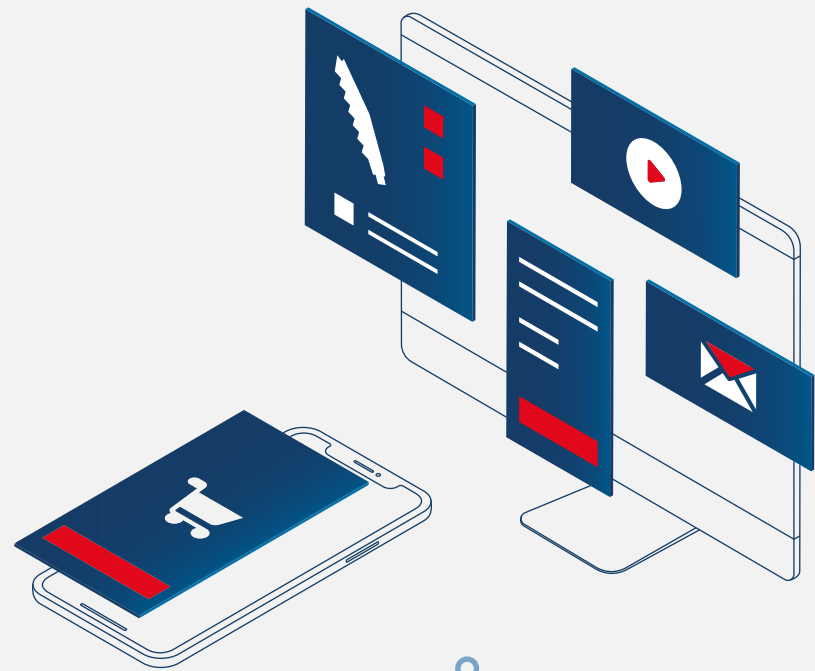
Content to convince the buyer they are making the right purchase.



EXPERT DEALER MARKETING ASSETS - GETTING STARTED

Grow your online sales with compelling marketing assets from Bosch

GROW SALES WITH BOSCH ONLINE ASSETS



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 [↗](#)

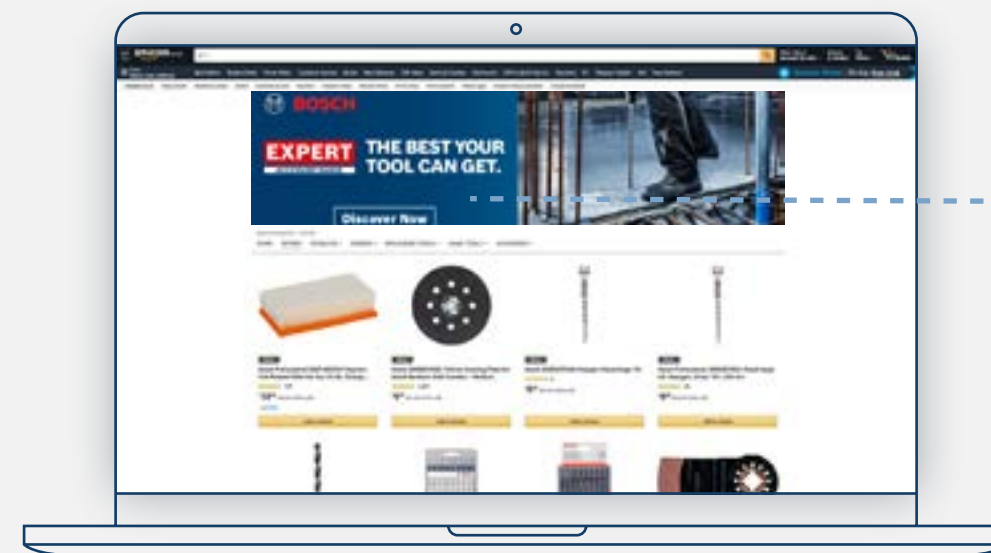


EXPERT DEALER MARKETING ASSETS

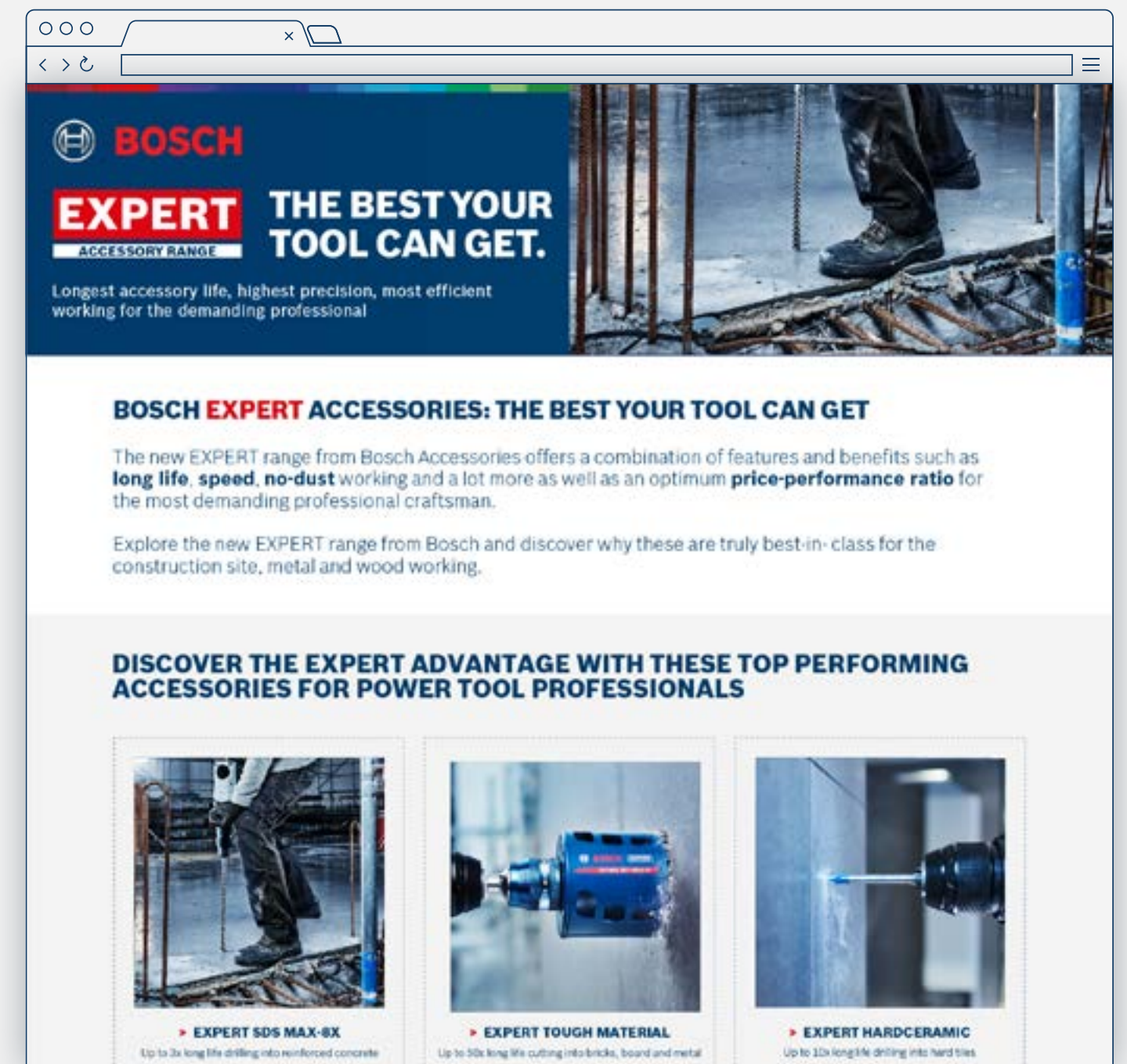
How to Use: Awareness

➤ HOW TO USE

Awareness Web Banner



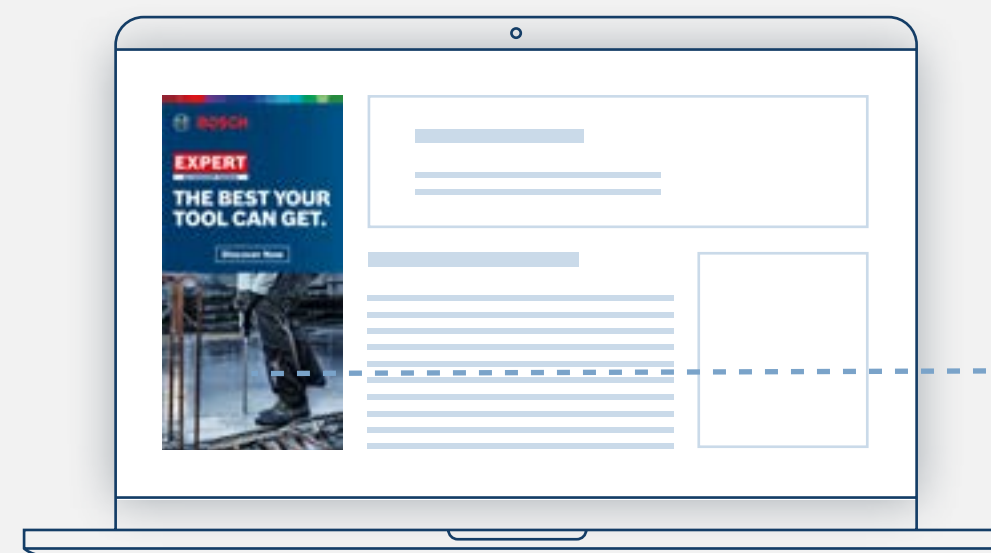
Awareness Landing Page



Awareness Email



Awareness Ad Banner



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 [↗](#)

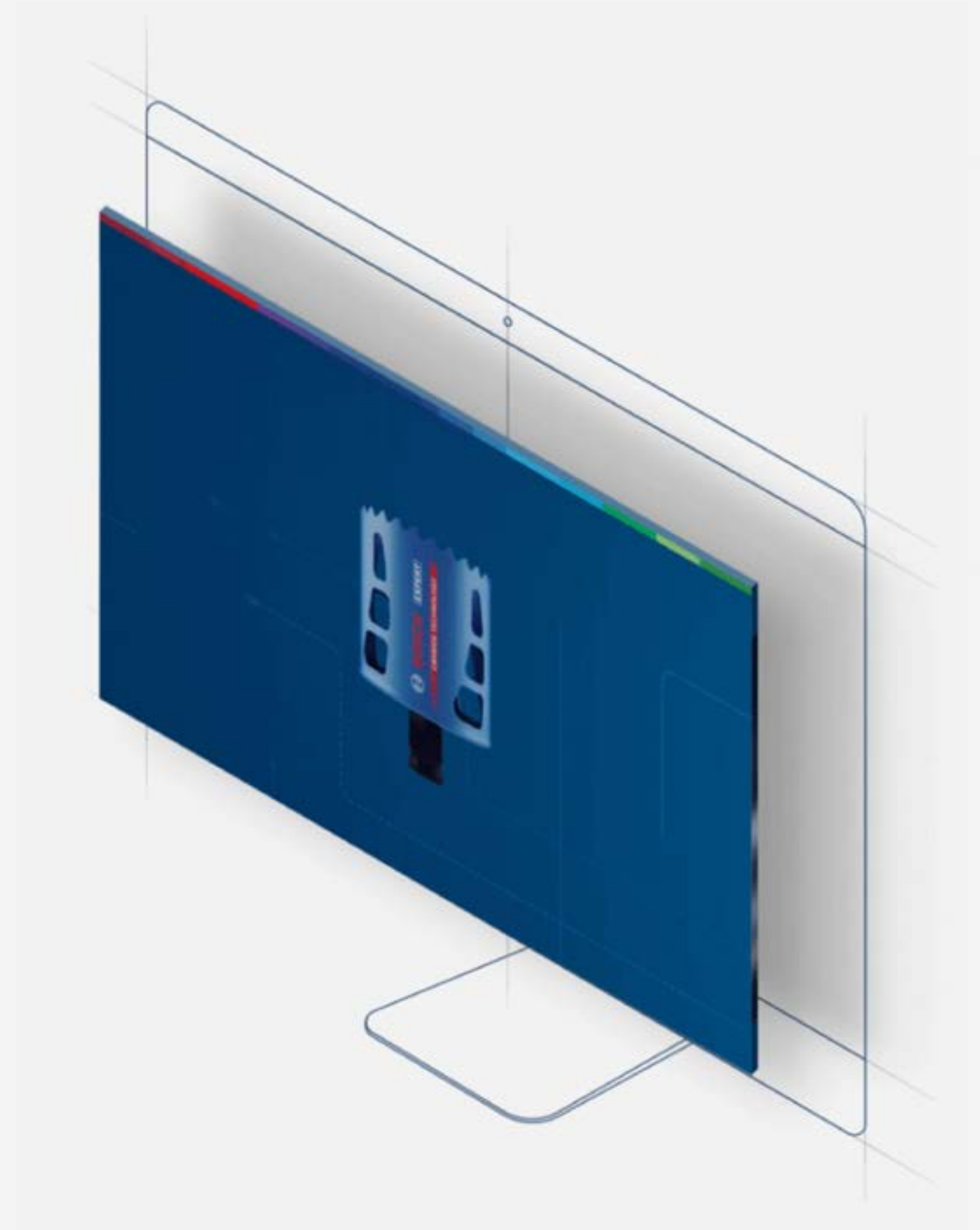
Videos [↗](#)

Campaign Landing Page [↗](#)

On-site Keywords [↗](#)

Social Media [↗](#)

Download All [↗](#)

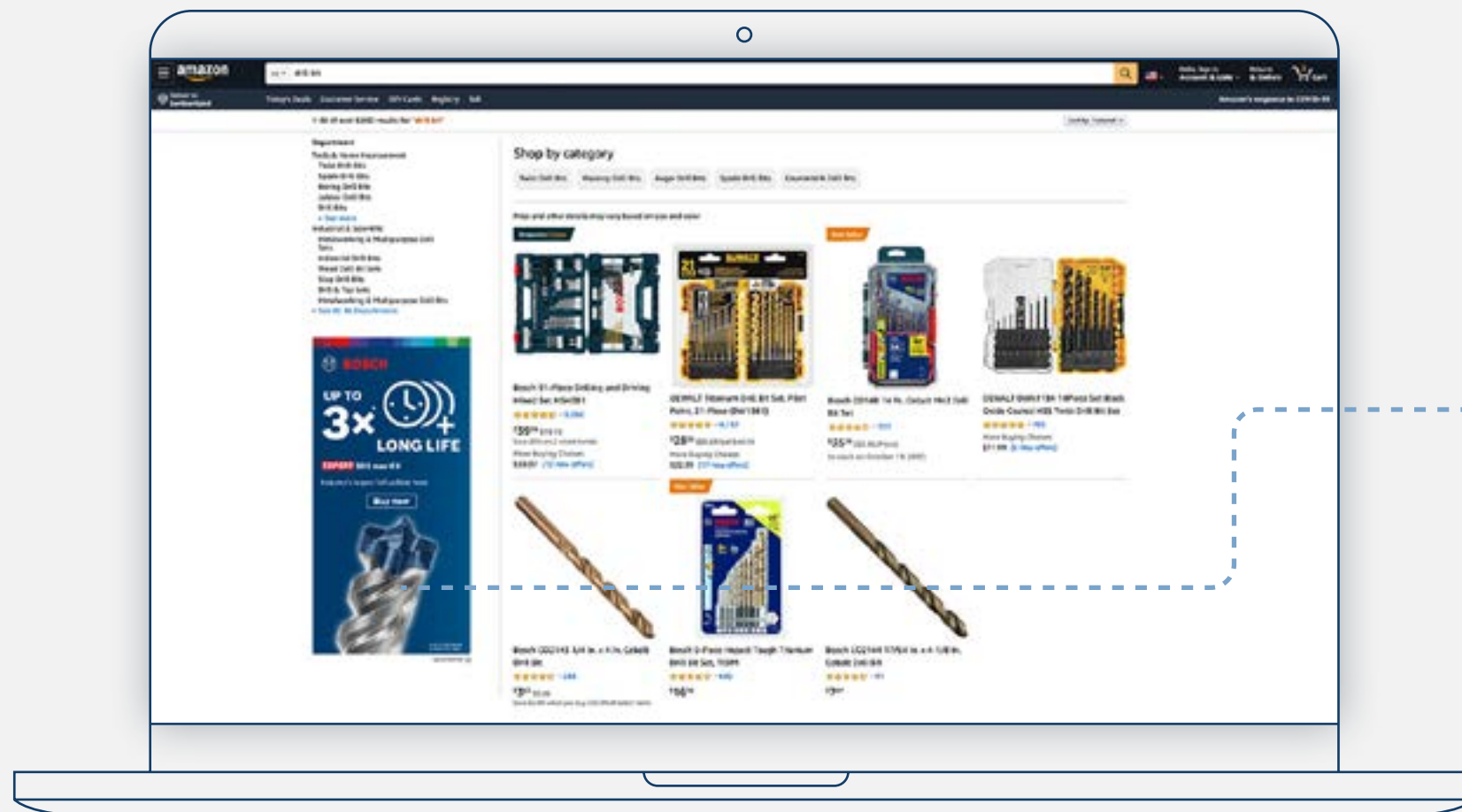


EXPERT DEALER MARKETING ASSETS

How to use: Consideration Banner

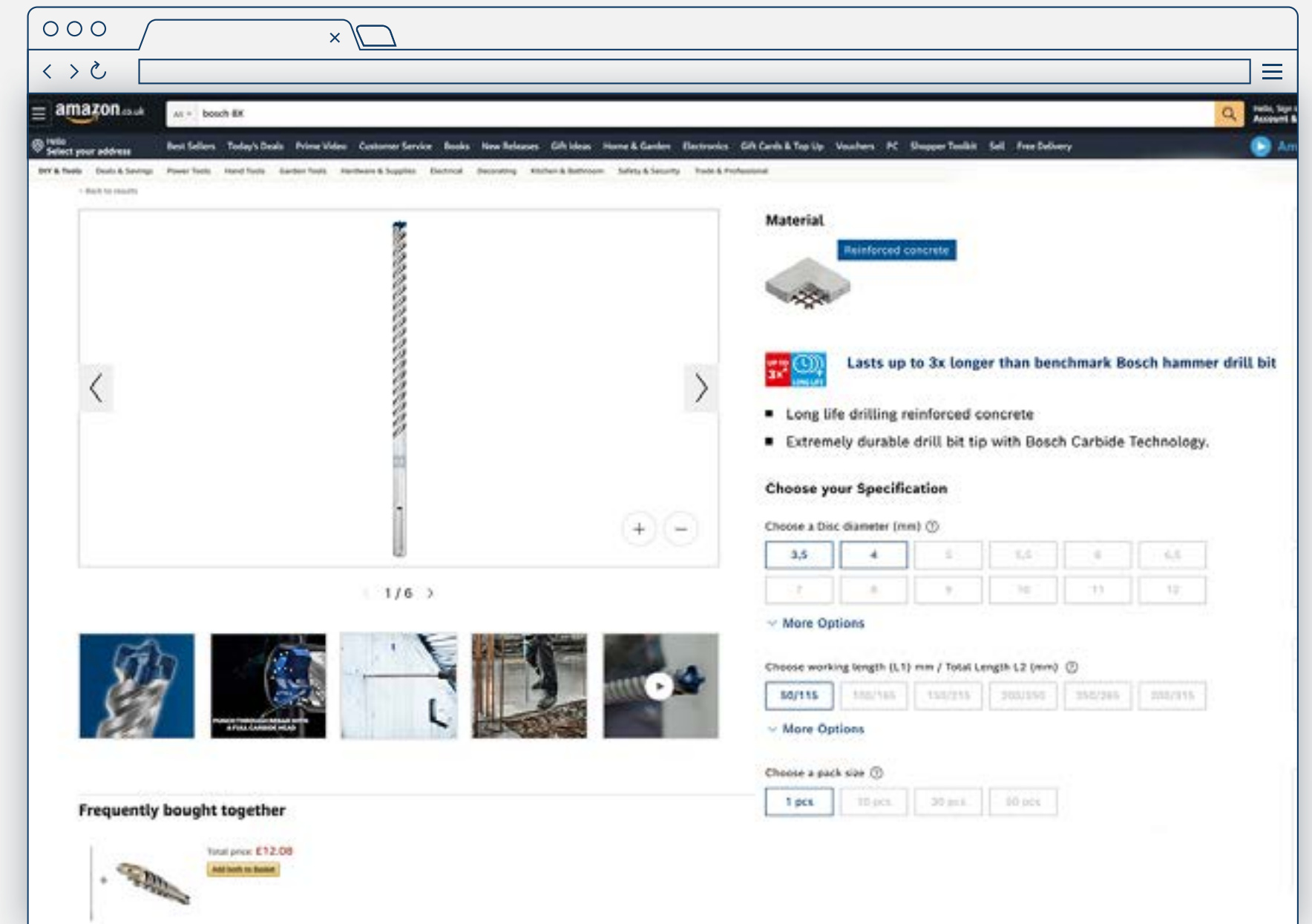
➤ HOW TO USE

Consideration Banner



Use the consideration banners to promote a focus product

Product Page



Link the banner to the product page



EXPERT DEALER MARKETING ASSETS

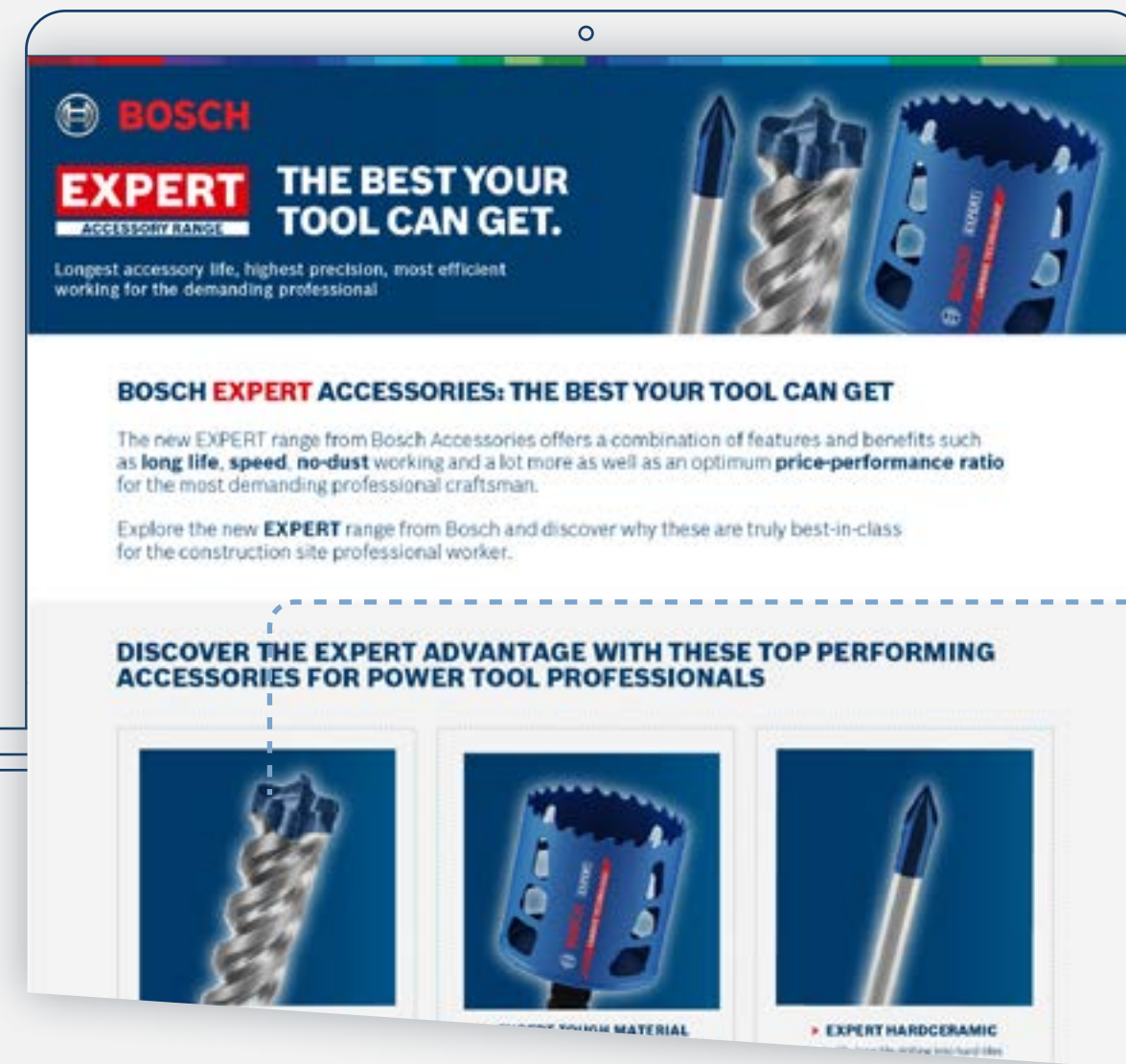
How to use: Email templates and campaign landing pages

➤ HOW TO USE

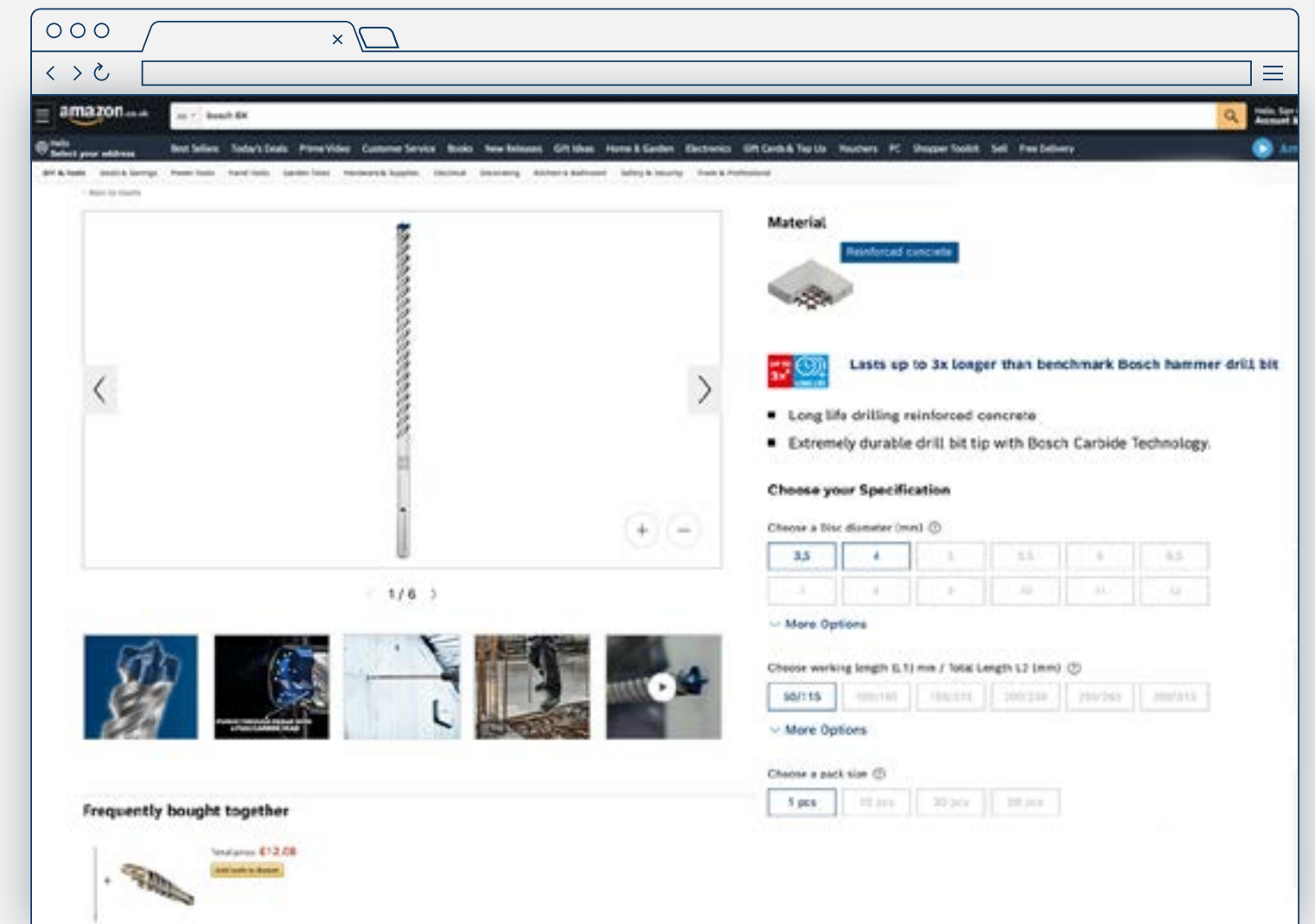
Product-Focused Email



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

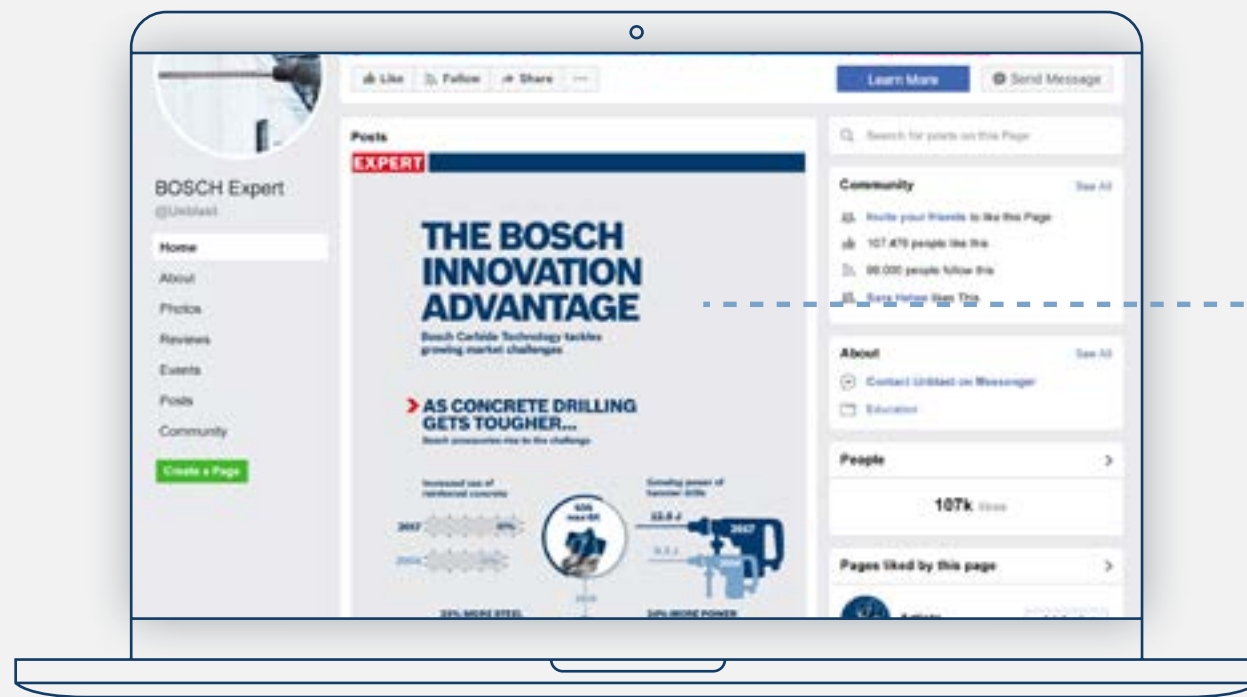


EXPERT DEALER MARKETING ASSETS

How to use: Infographics

➤ HOW TO USE

Product-Focused Infographic (Social Media)

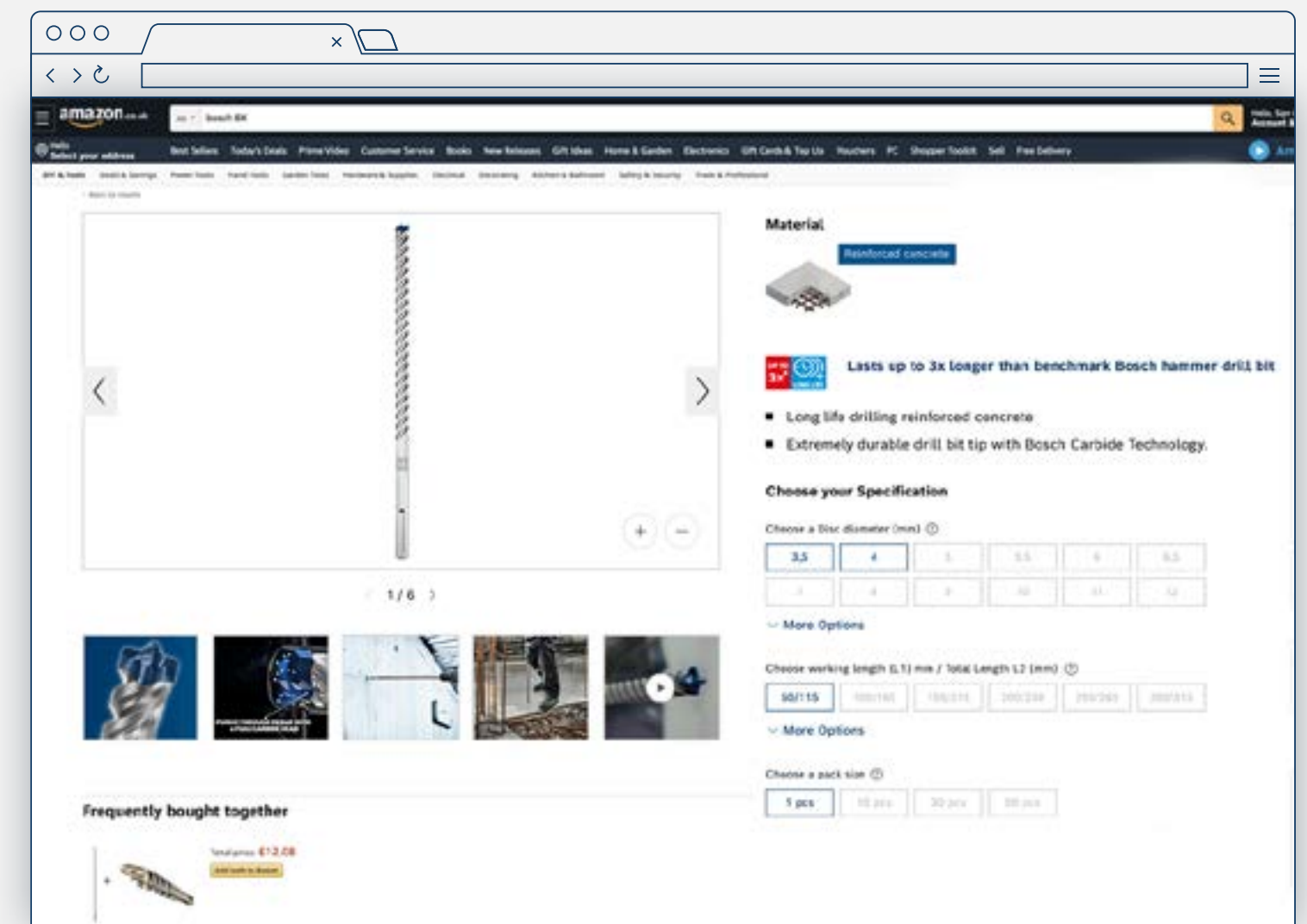


Use the infographics to highlight the benefits of a product

Product-Focused Infographic (Dealer's Website)



Product Page



Link to the product pages for the users to buy

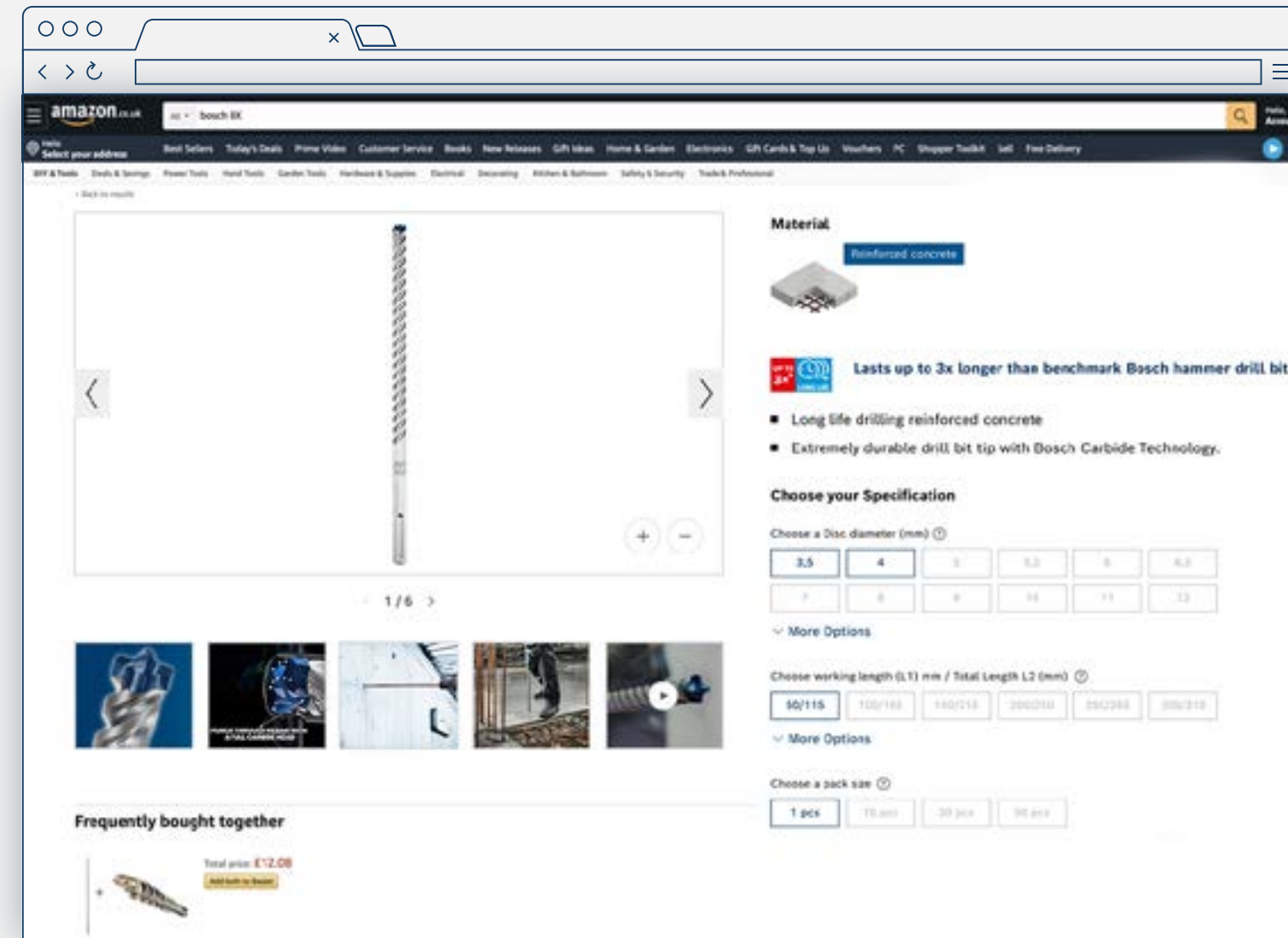


EXPERT DEALER MARKETING ASSETS

How to use: On-Site-Keywords

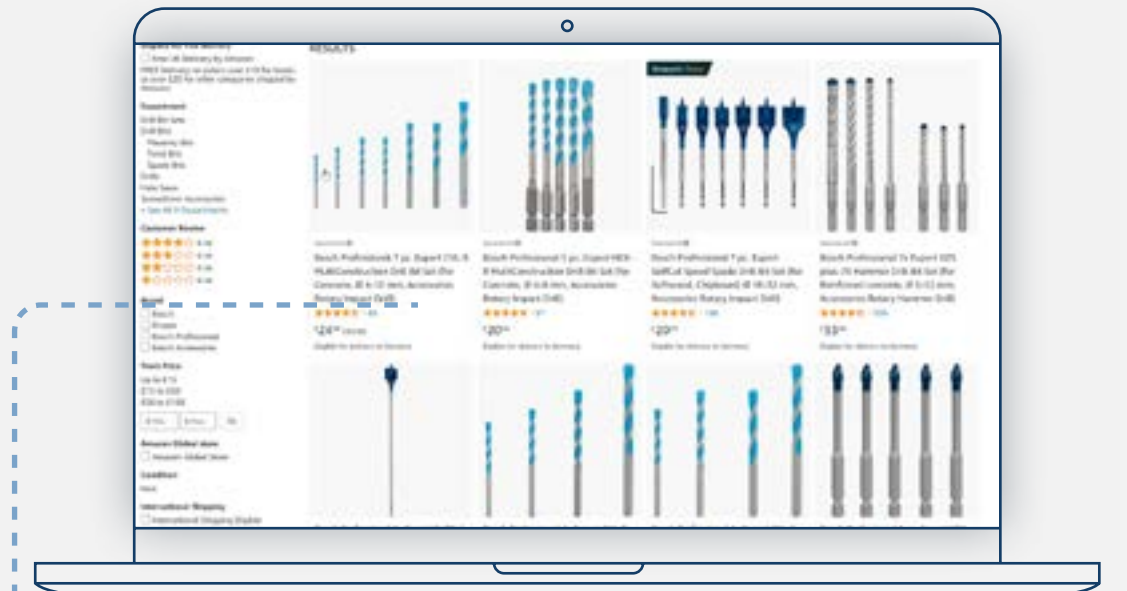
➤ HOW TO USE

Product Page

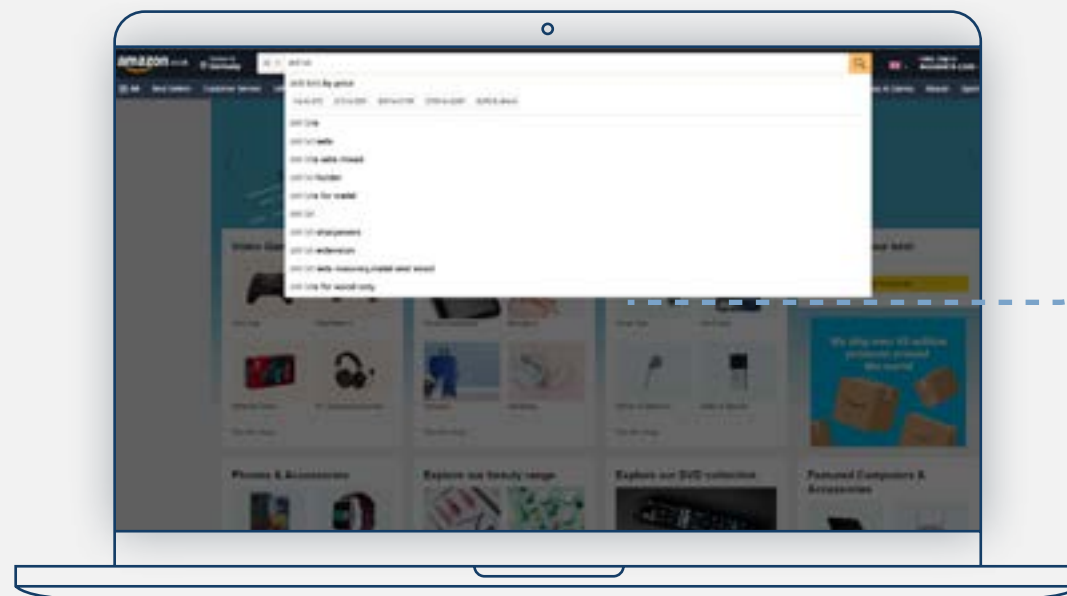


Help users find products on your page

Search Results



Dealer's Website



EXPERT DEALER MARKETING ASSETS

How to Use: Conversion Assets

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](#) 

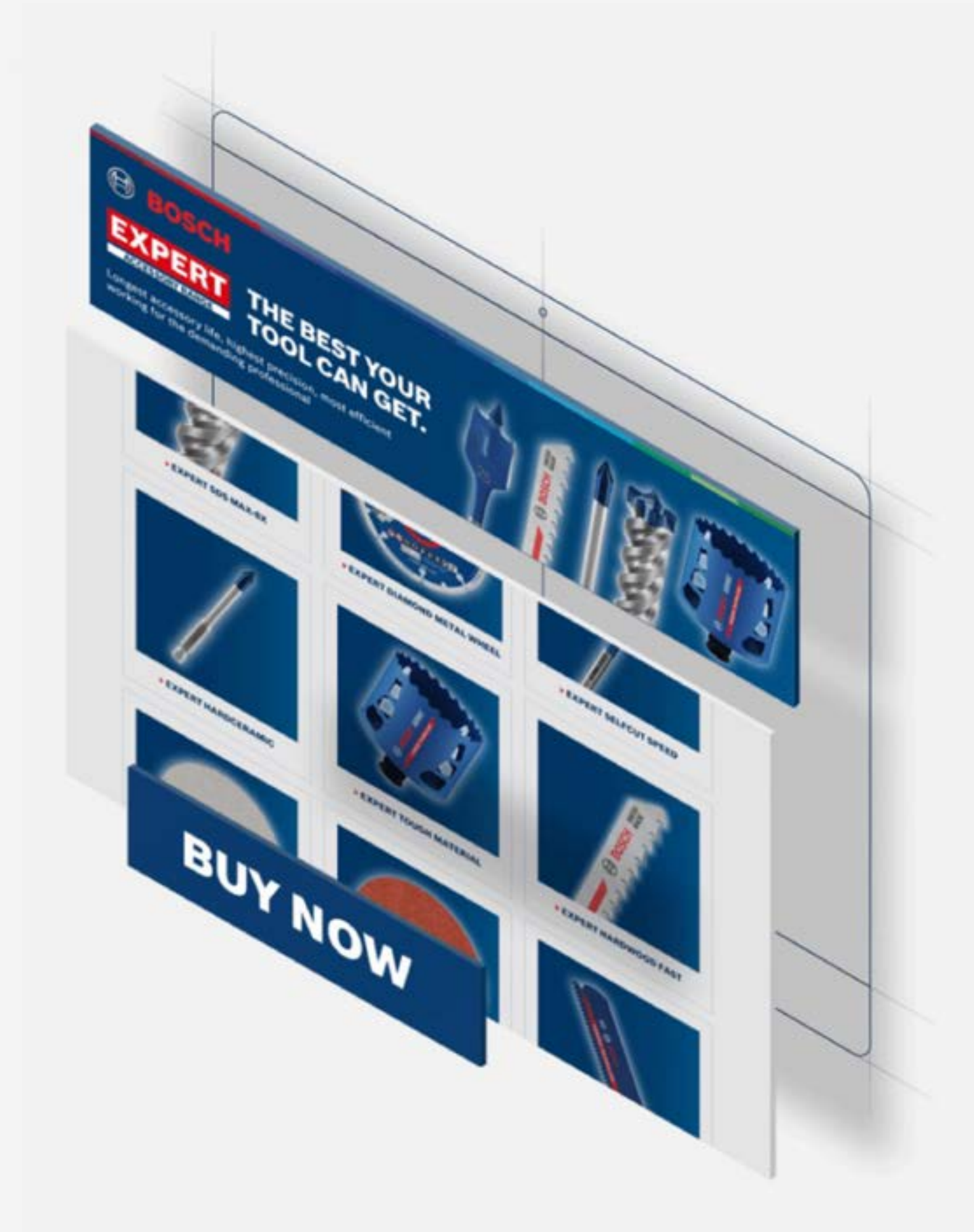
[Multitool Accessories](#) 

[Drill Bits](#) 

[Saw Blades](#) 

[Hole Saw](#) 

[Download All](#) 

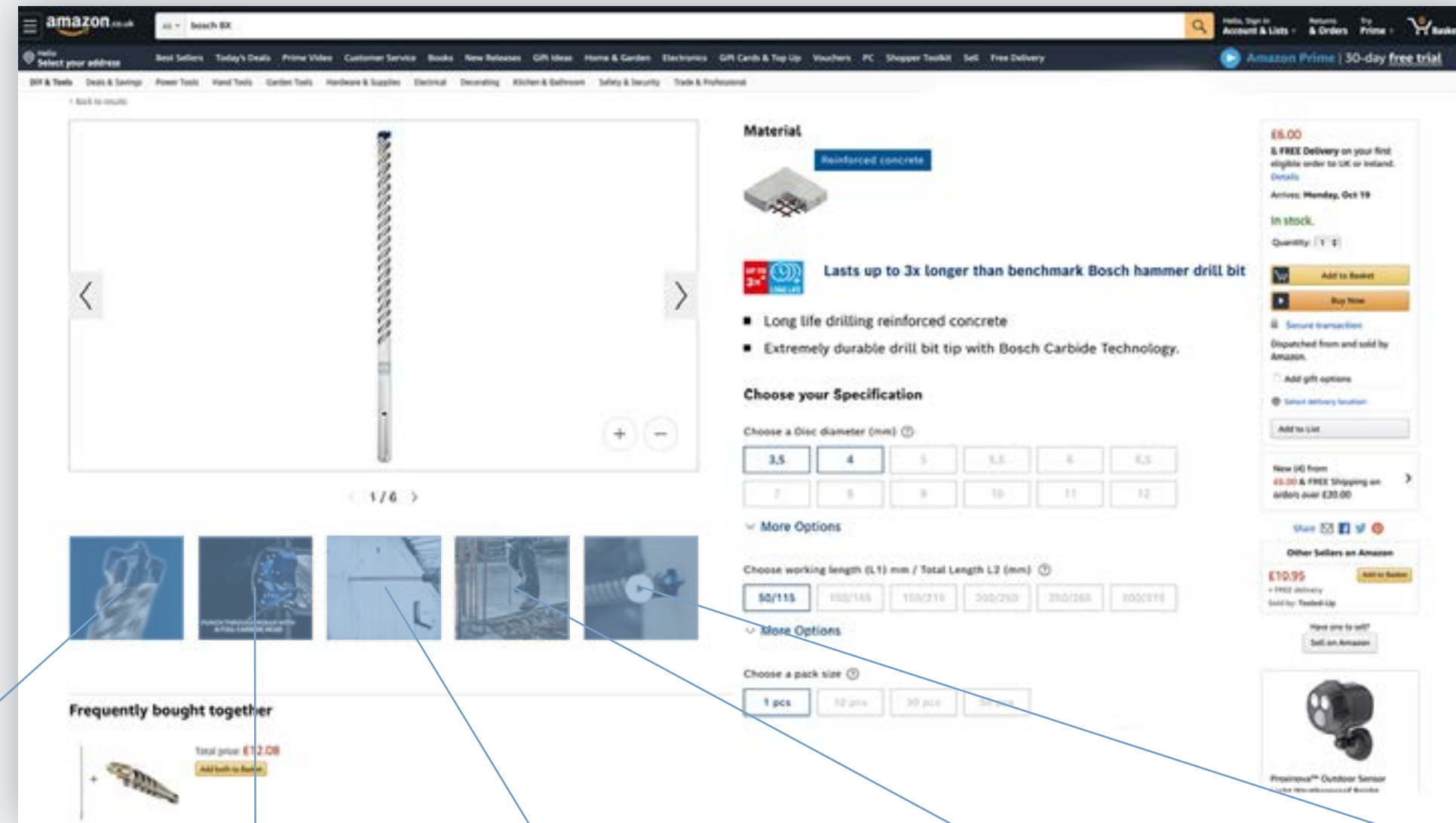


EXPERT DEALER MARKETING ASSETS

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

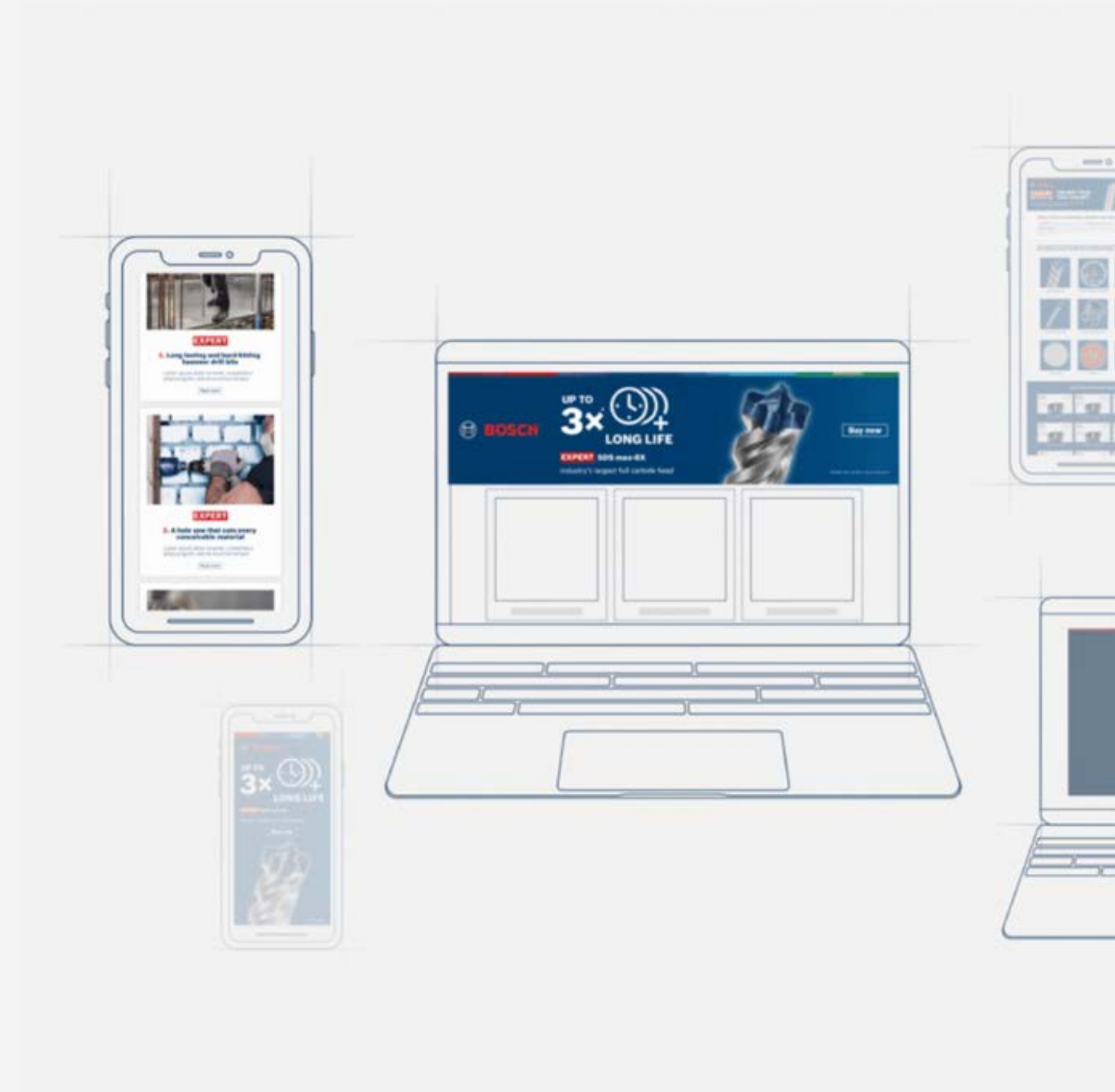
Social Media Assets

Performance Challenger

Infographics

Videos

On-site Keywords

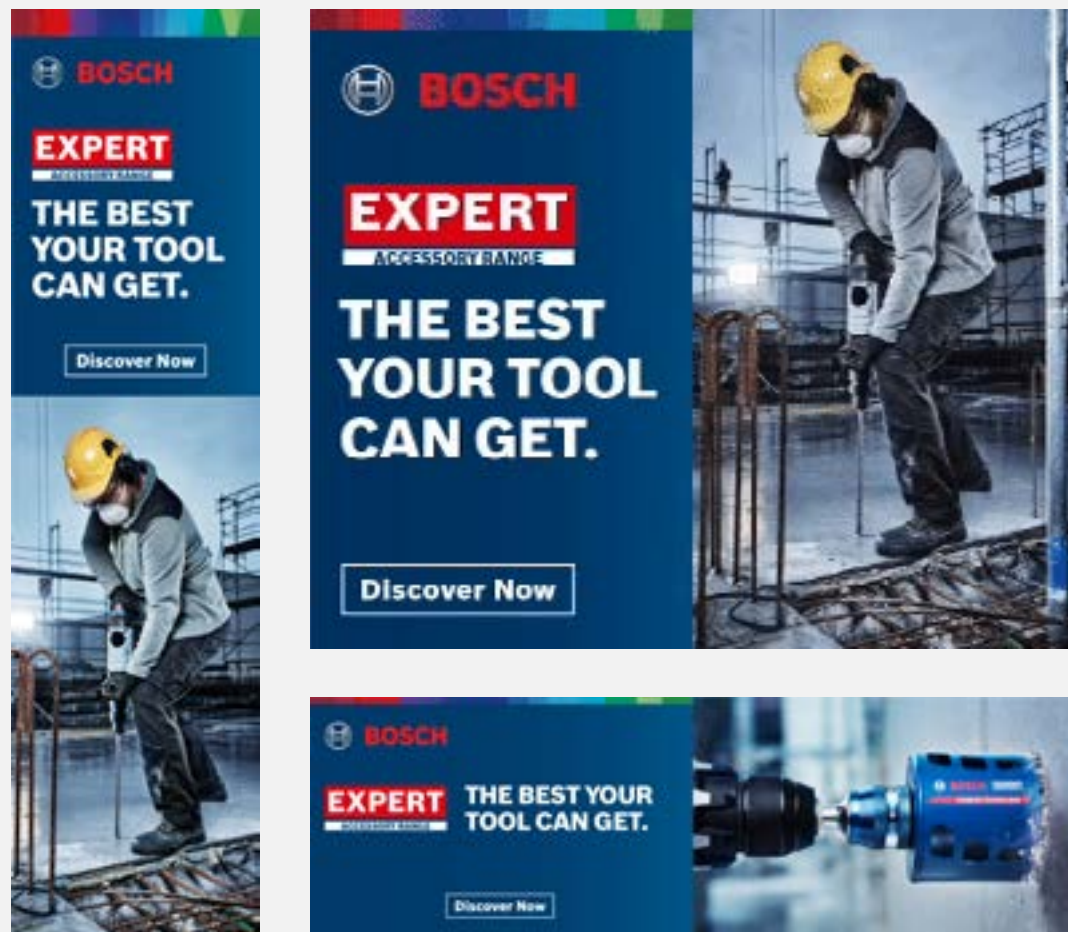


EXPERT DEALER MARKETING ASSETS

Asset Download

ONLINE BANNERS: AWARENESS

For Construction



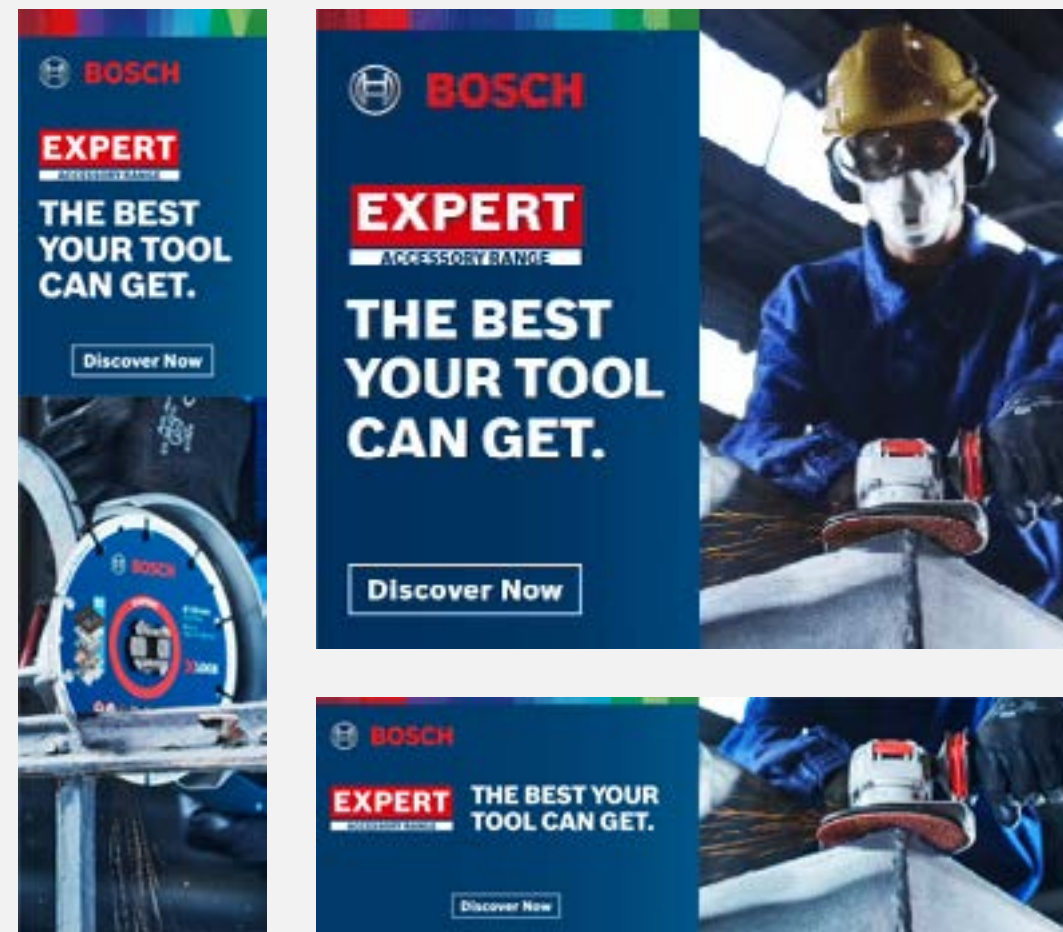
[Download static banners](#)

[Download animated banners](#)

[Download open files](#)

Download All

For Metal



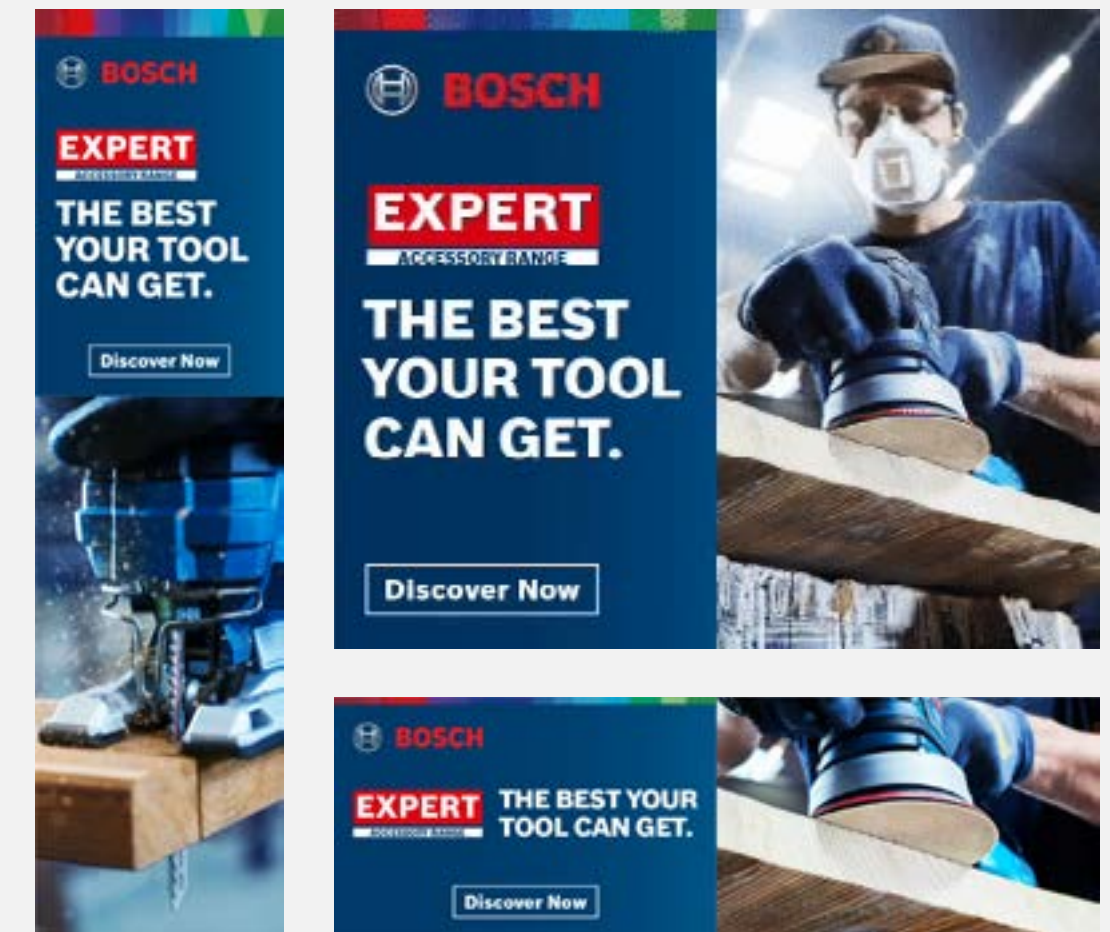
[Download static banners](#)

[Download animated banners](#)

[Download open files](#)

Download All

For Wood



[Download static banners](#)

[Download animated banners](#)

[Download open files](#)

Download All

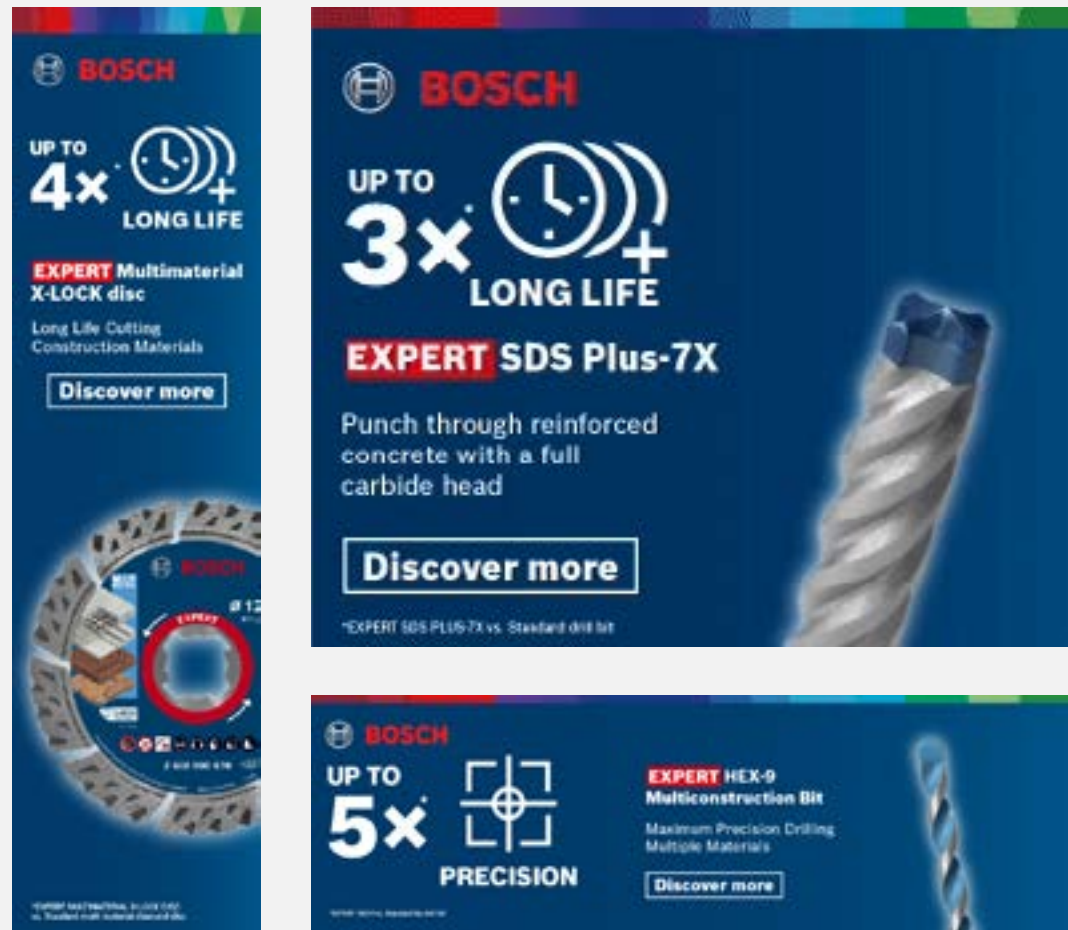


EXPERT DEALER MARKETING ASSETS

Asset Download

ONLINE BANNERS: CONSIDERATION

For Construction



[Download static banners](#)

[Download animated banners](#)

[Download open files](#)

Download All

For Metal



[Download static banners](#)

[Download animated banners](#)

[Download open files](#)

Download All

For Wood



[Download static banners](#)

[Download animated banners](#)

[Download open files](#)

Download All

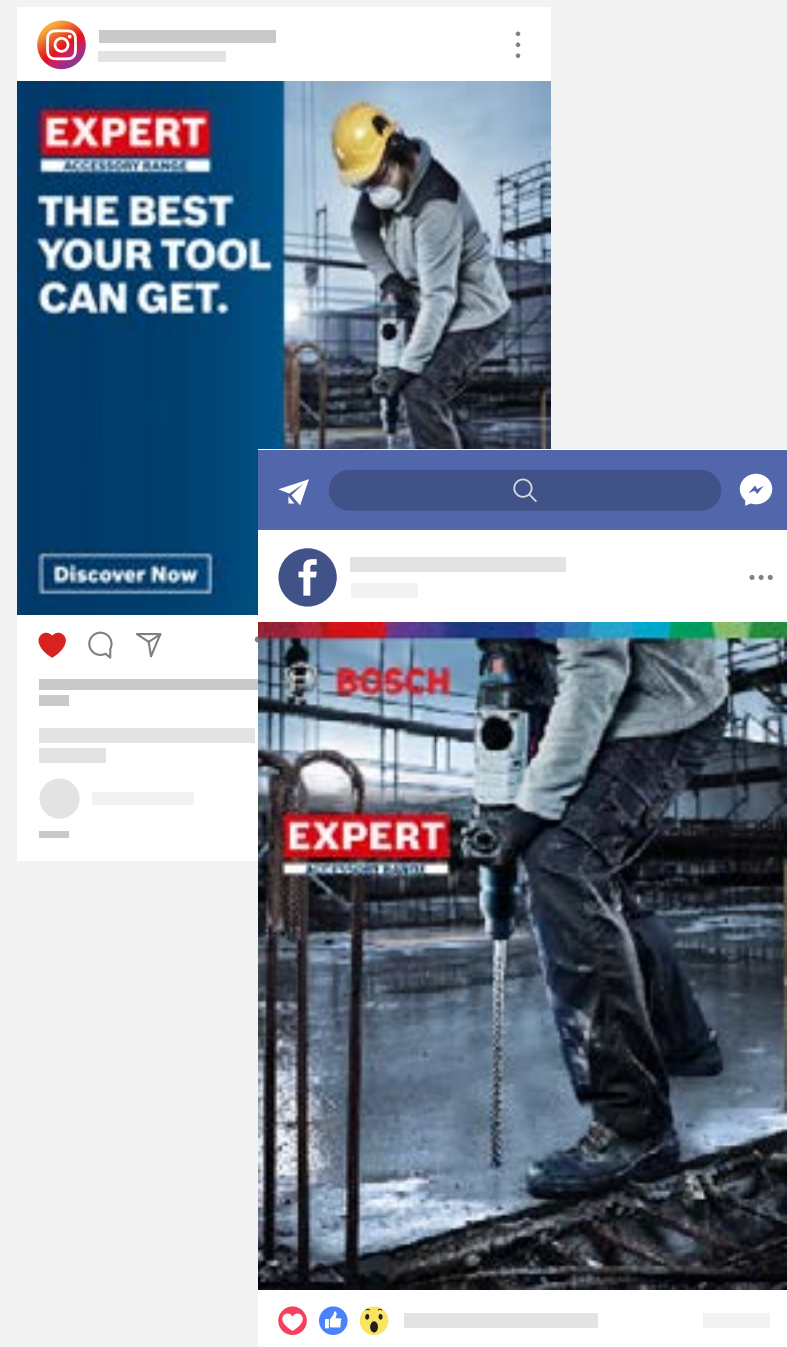


EXPERT DEALER MARKETING ASSETS

Asset Download

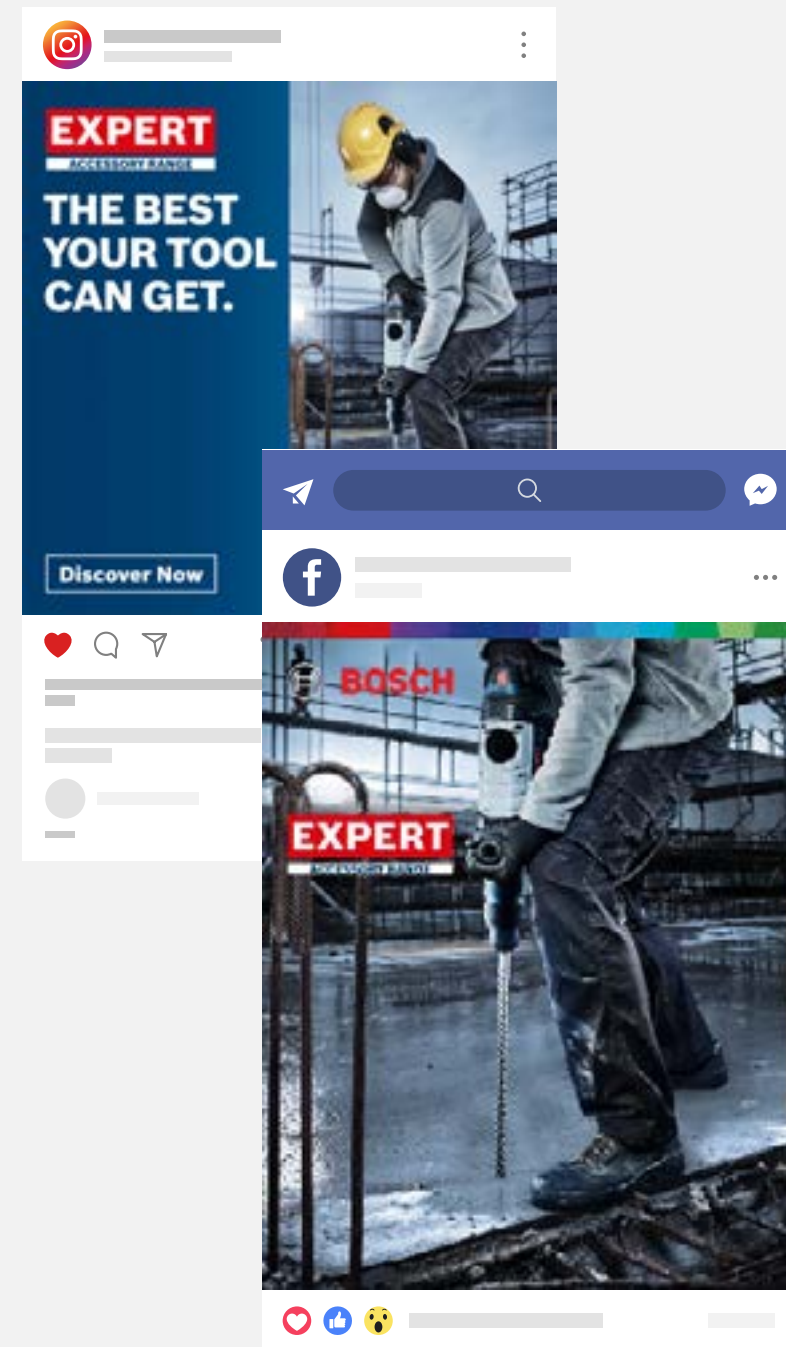
> SOCIAL MEDIA ASSETS: AWARENESS

General



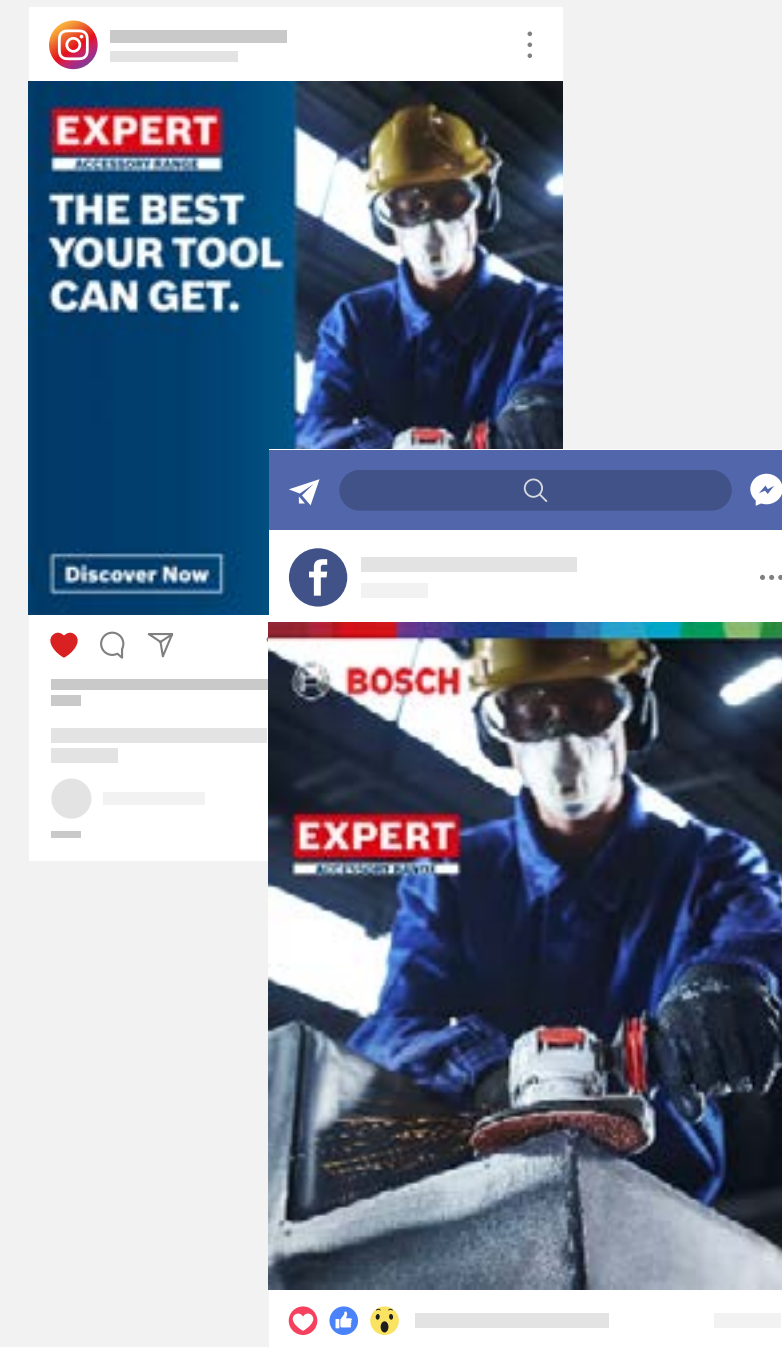
Download All

Construction



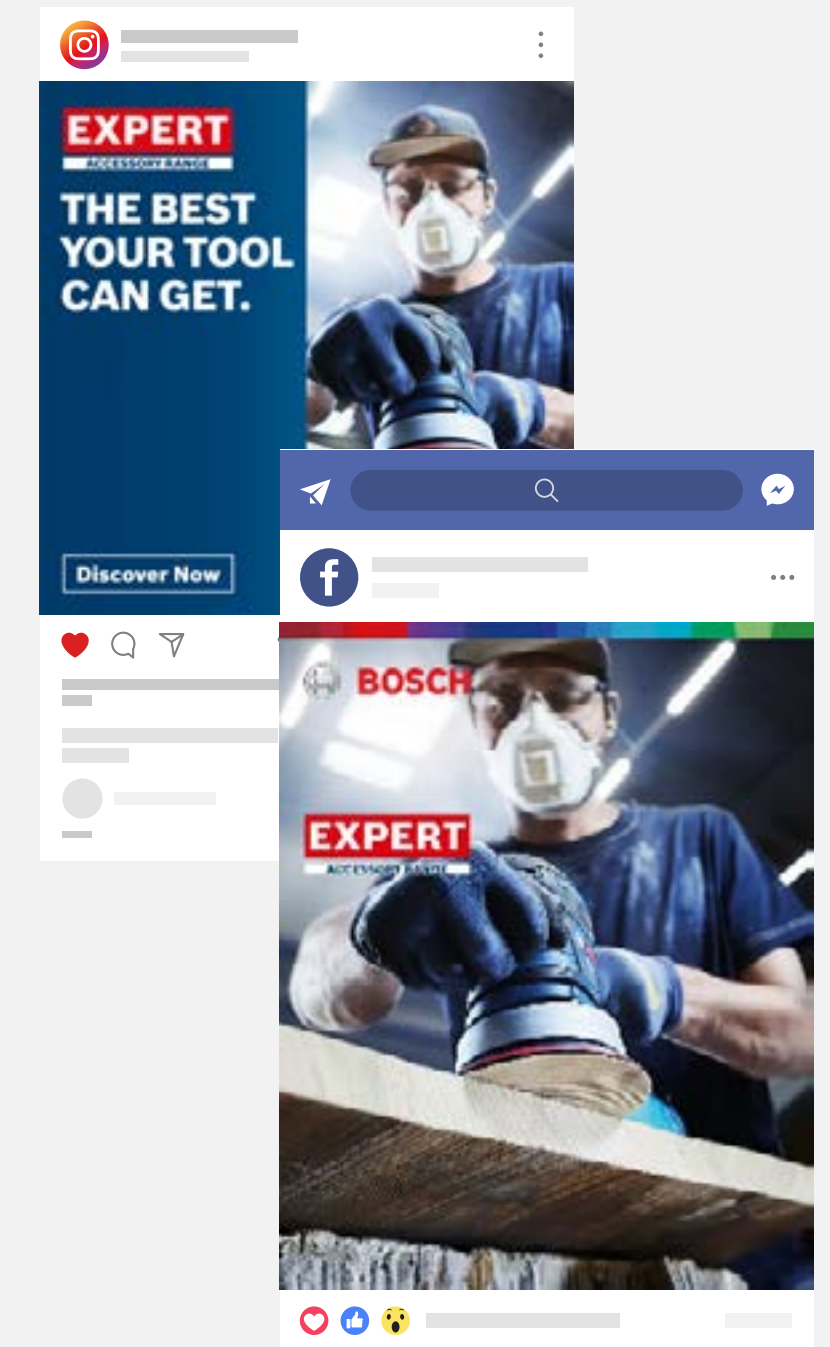
Download All

Metal



Download All

Wood



Download All

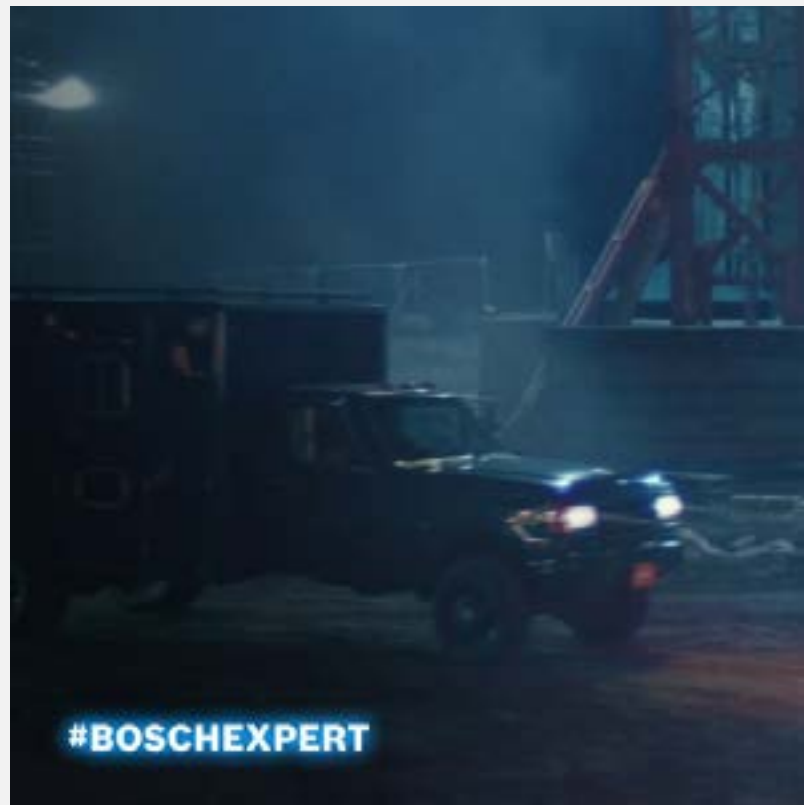


EXPERT DEALER MARKETING ASSETS

Asset Download

TECHNOLOGY VIDEOS

For Construction



Video formats

1080x1080 

1080x1920 

Download All

For Metal



Video formats

1080x1080 

1080x1920 

Download All

For Wood



Video formats

1080x1080 

1080x1920 

Download All



EXPERT DEALER MARKETING ASSETS




Asset Download

> TESTIMONIAL VIDEOS

For Construction



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 

[Download All](#)



EXPERT DEALER MARKETING ASSETS

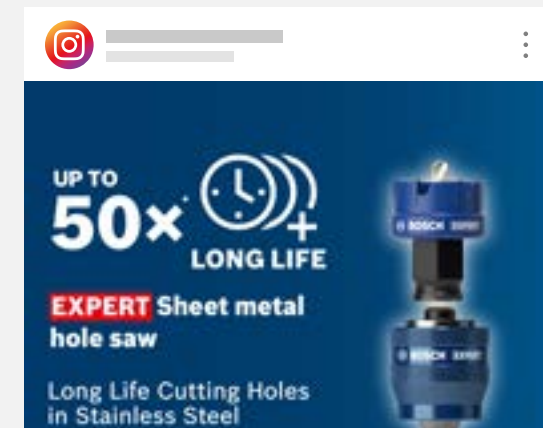
Asset Download

> SOCIAL MEDIA ASSETS: CONSIDERATION

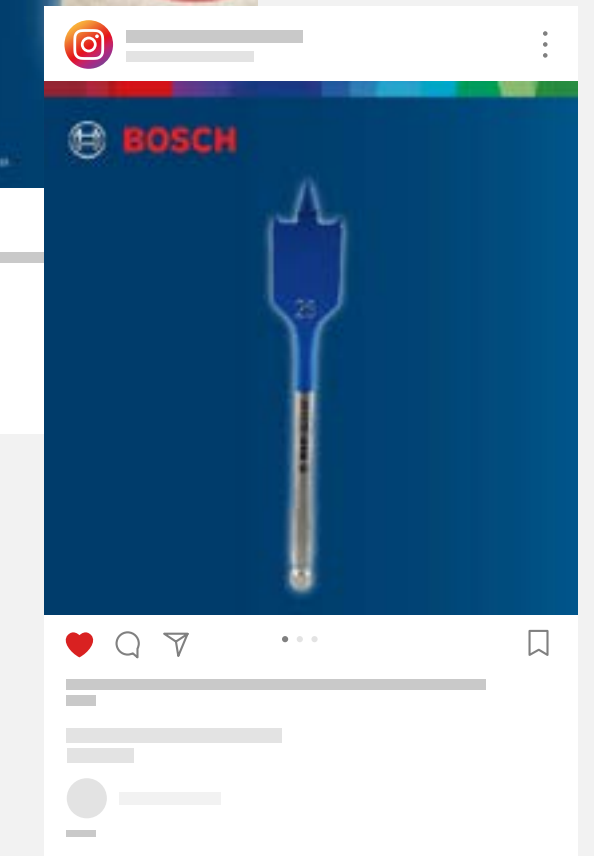
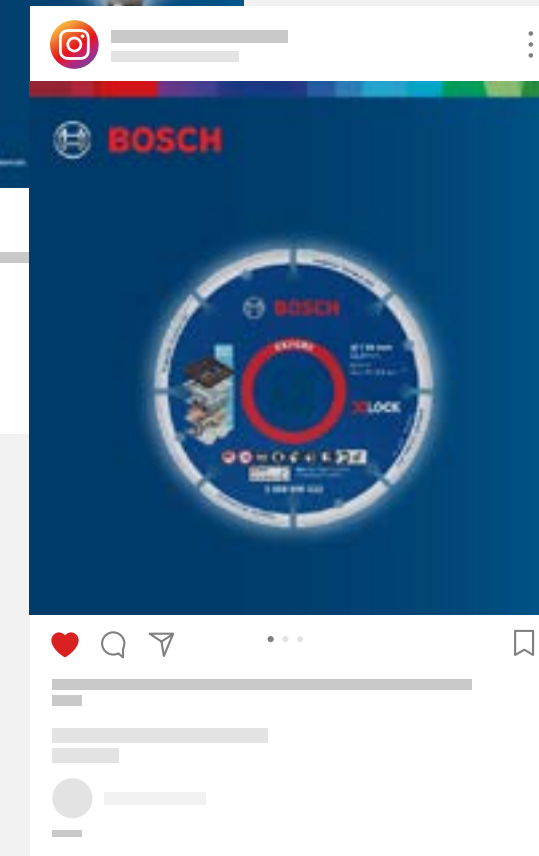
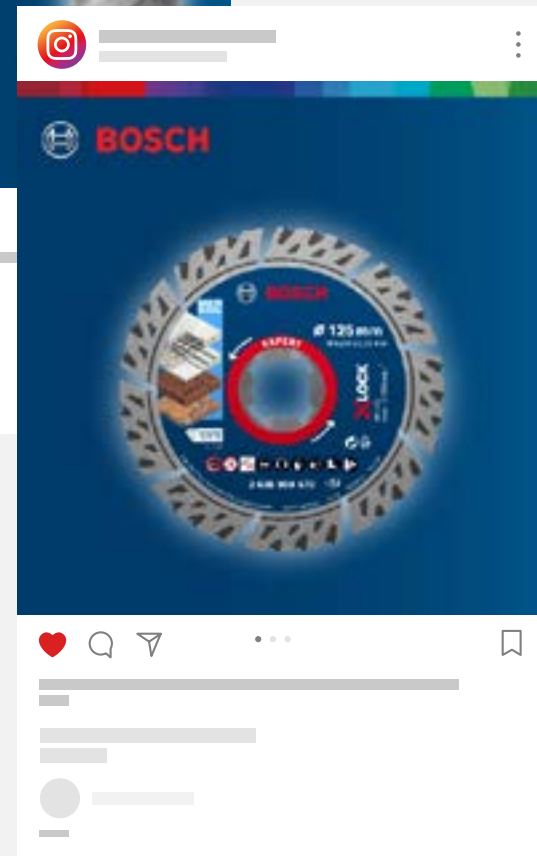
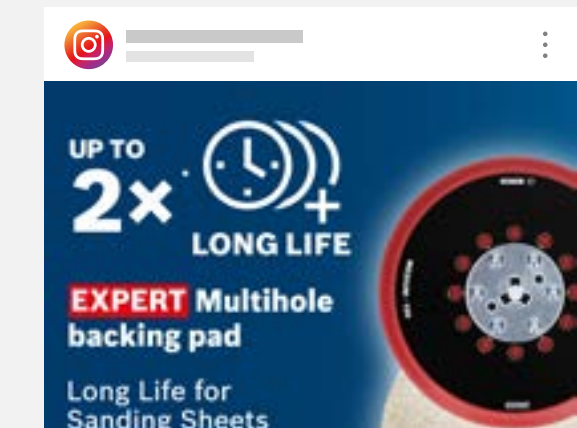
Construction



Metal



Wood



Download All

Download All

Download All



EXPERT DEALER MARKETING ASSETS

Asset Download

> PERFORMANCE CHALLENGER



Video formats

1080 x 1080

1920 x 1080



Download All

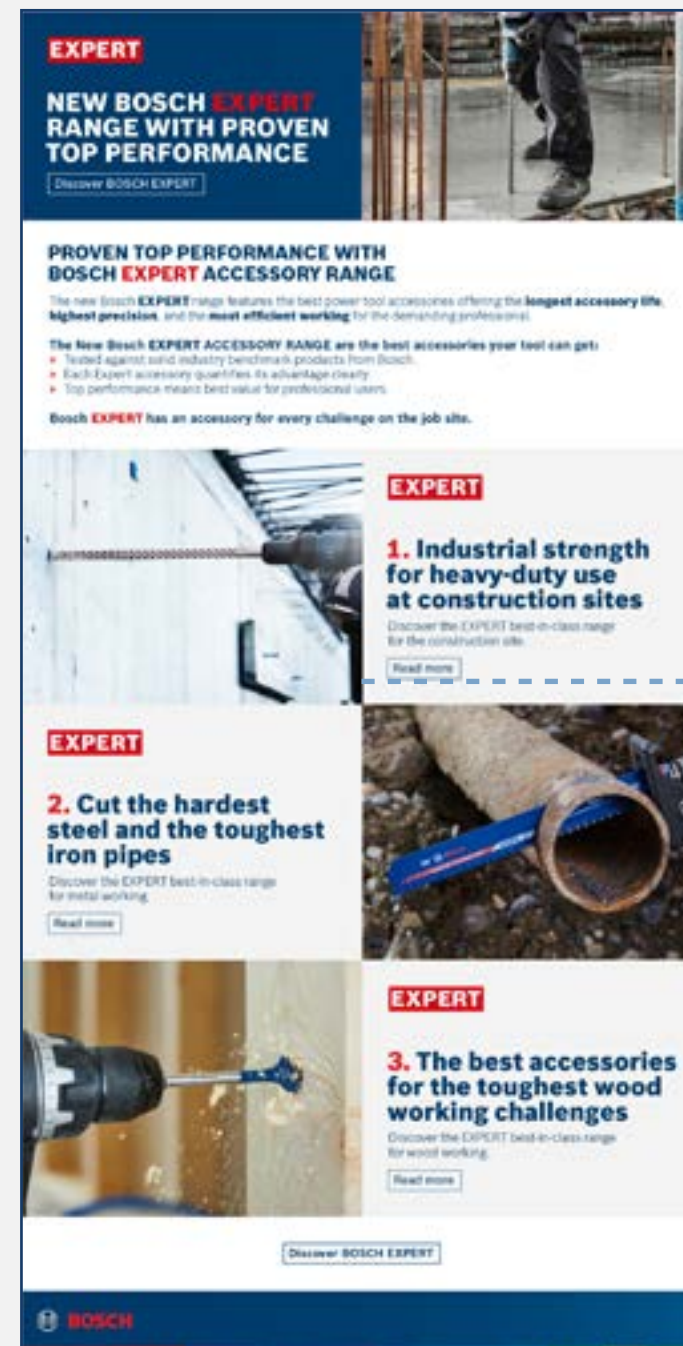


EXPERT DEALER MARKETING ASSETS

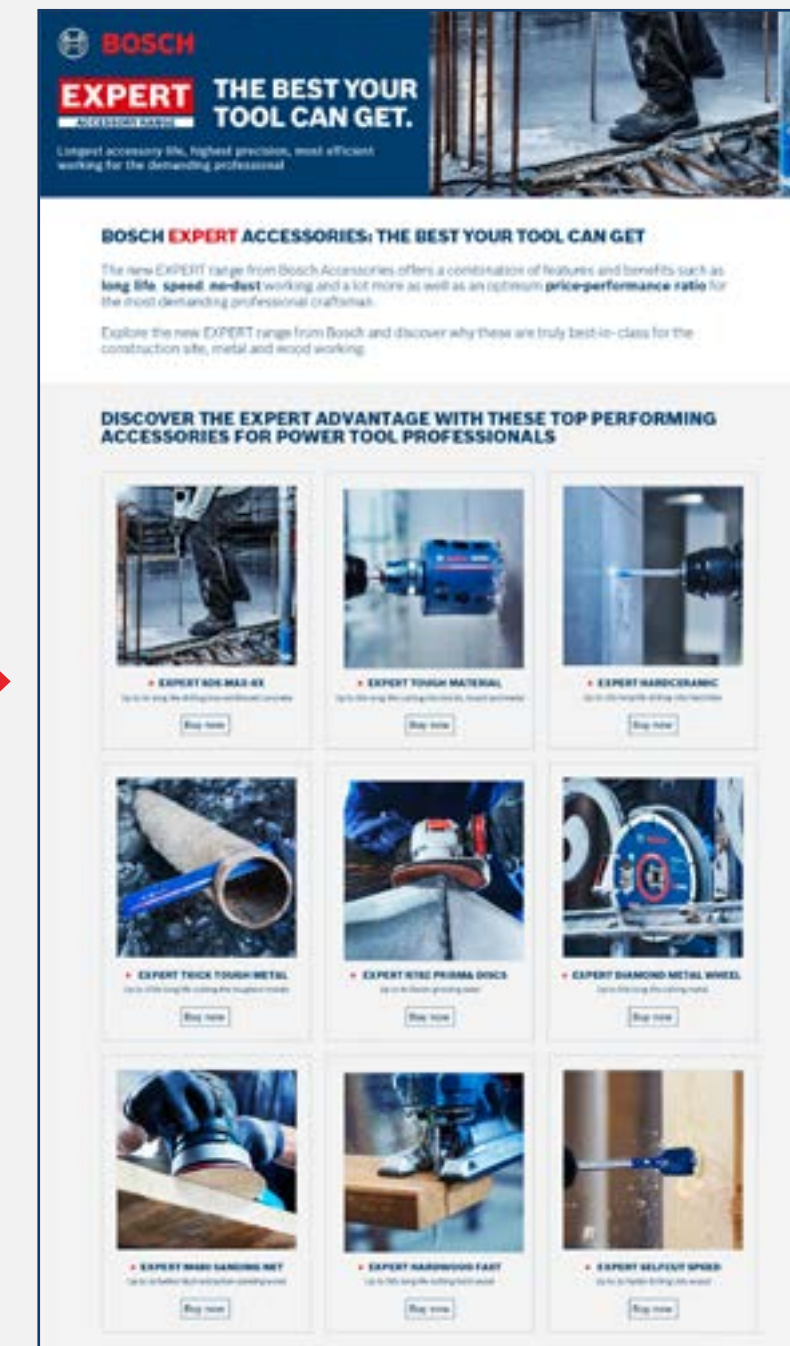
Asset Download

> E-MAIL / LANDING PAGES: AWARENESS

E-Mail Newsletter



Landing Page



Download All



EXPERT DEALER MARKETING ASSETS

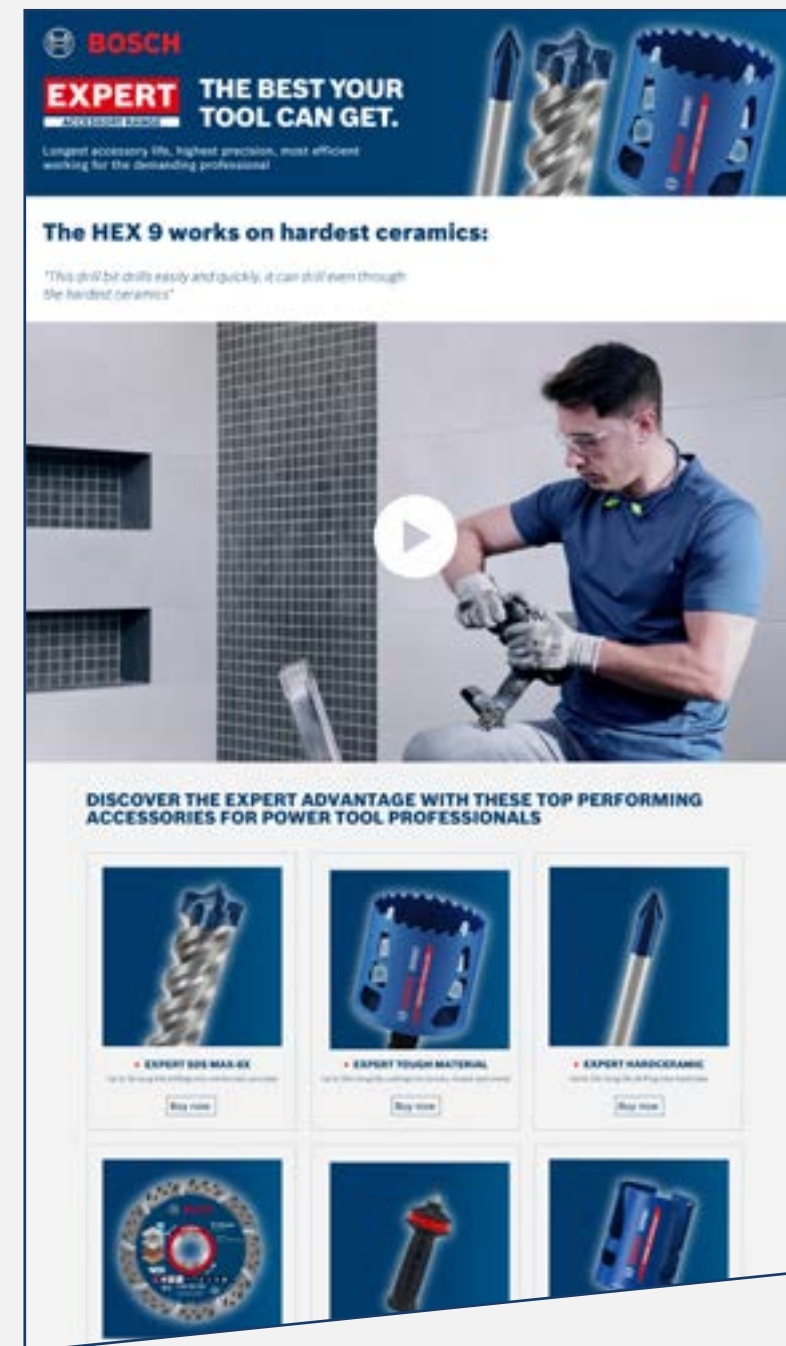
Asset Download

> E-MAIL / LANDING PAGES: CONSTRUCTION

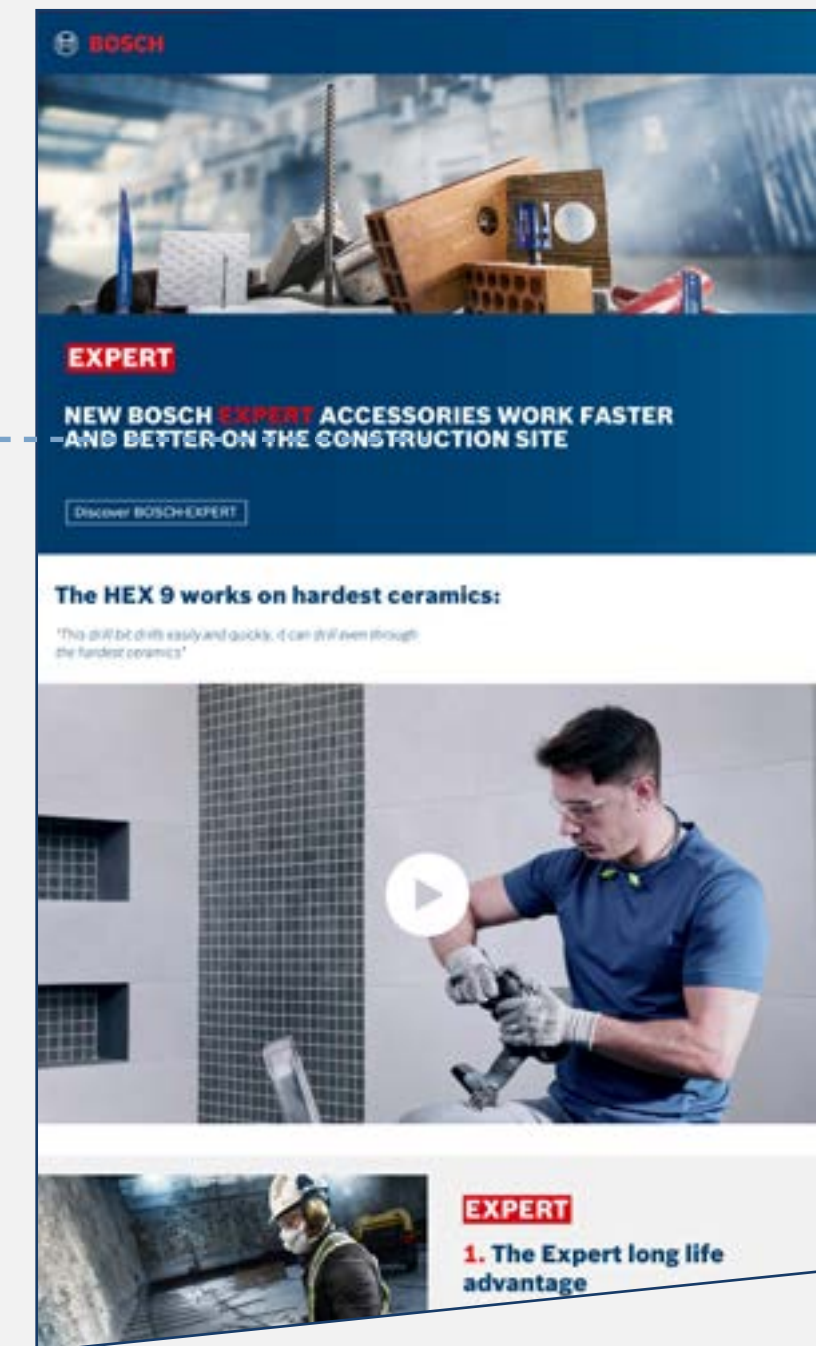
E-Mail Newsletter



Product Landing Page



Campaign Landing Page



Download All

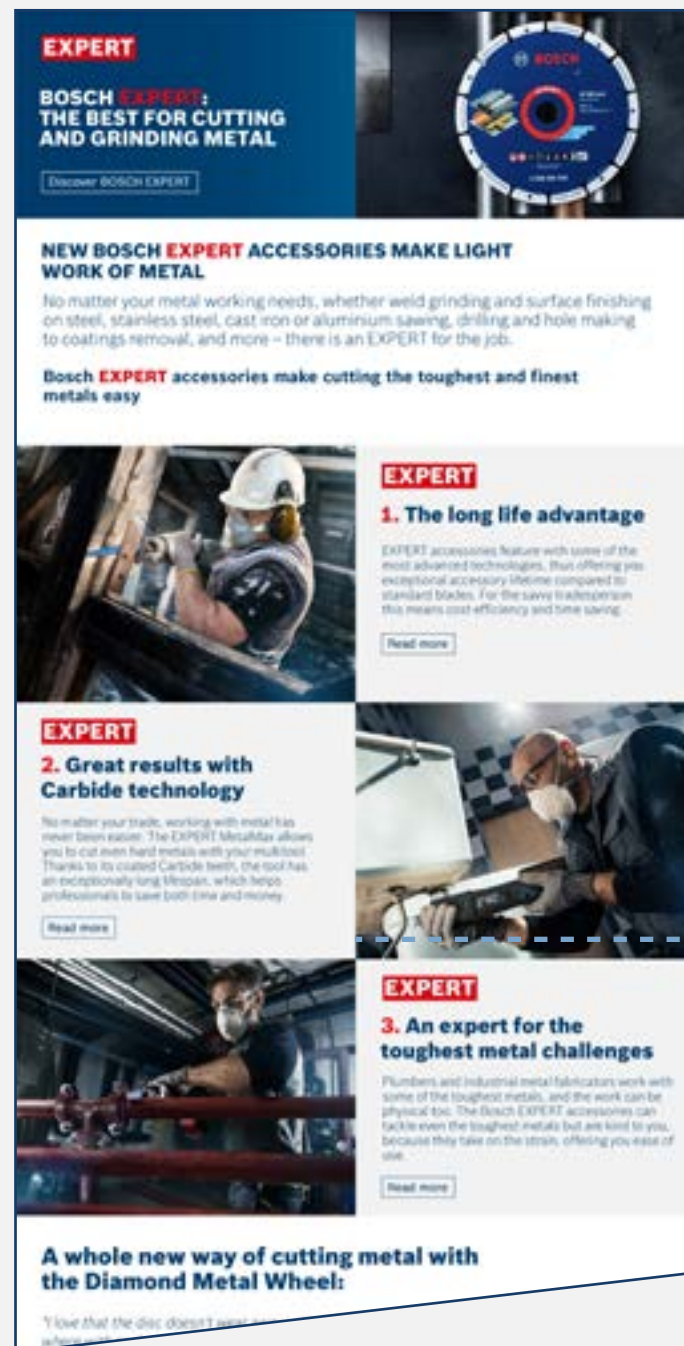


EXPERT DEALER MARKETING ASSETS

Asset Download

> E-MAIL / LANDING PAGES: METAL

E-Mail Newsletter



Product Landing Page



Campaign Landing Page



Download All

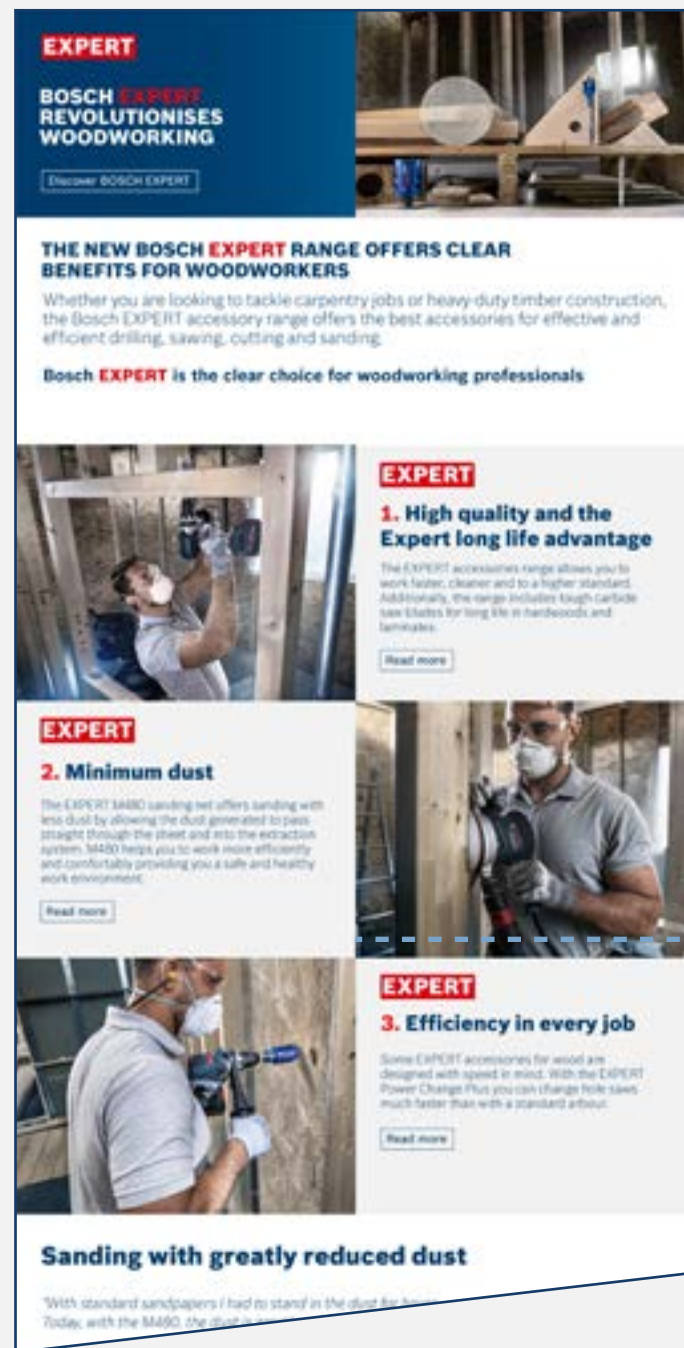


EXPERT DEALER MARKETING ASSETS

Asset Download

> E-MAIL / LANDING PAGES: WOOD

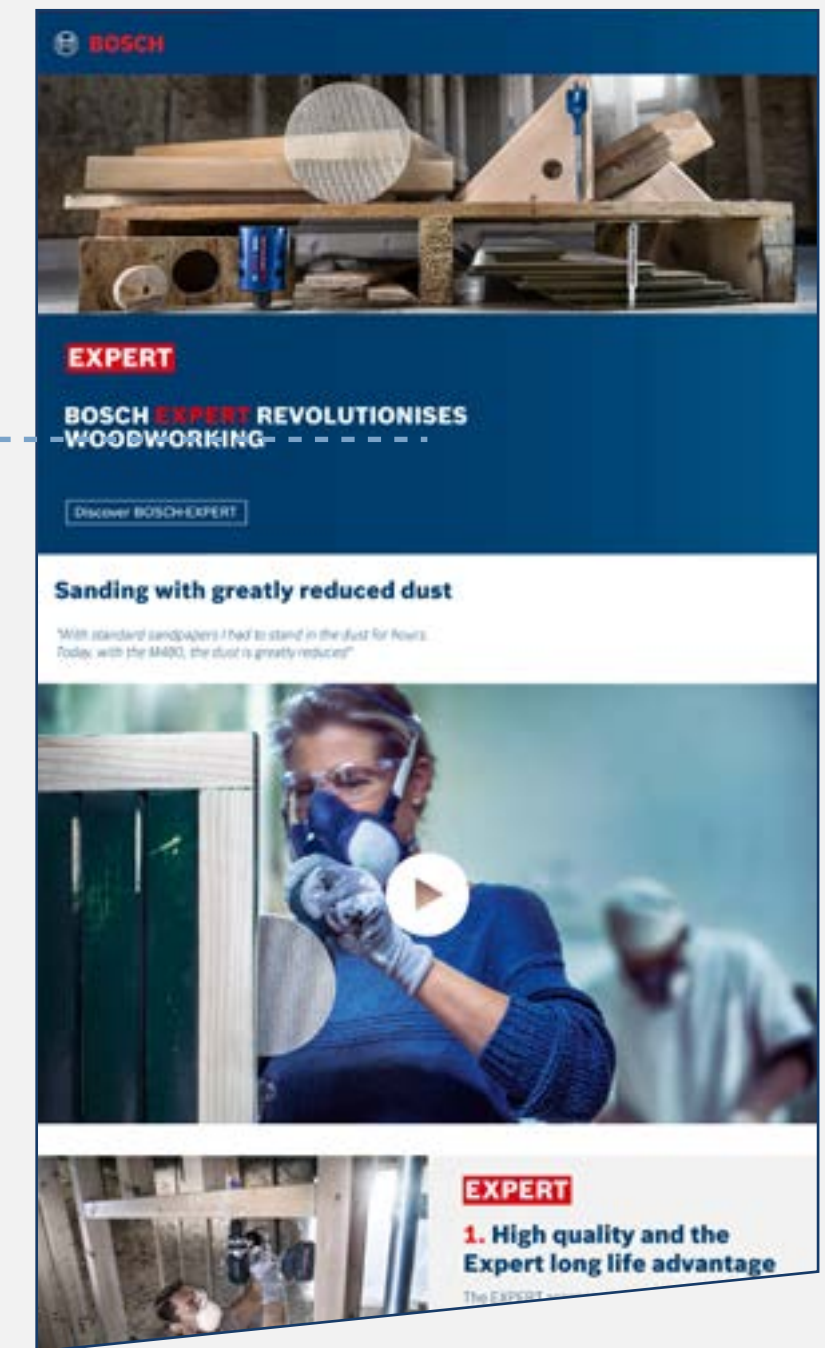
E-Mail Newsletter



Product Landing Page



Campaign Landing Page



Download All



EXPERT DEALER MARKETING ASSETS

Asset Download

> 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 pad improves

Download All



EXPERT DEALER MARKETING ASSETS

Asset Download

EDITORIAL CONTENT

For Construction

BOSCH
EXPERT THE LONG LIFE ADVANTAGE
ACCESSORY RANGE

BOSCH
EXPERT THE LONG LIFE ADVANTAGE
ACCESSORY RANGE

CARBIDE TECHNOLOGY

THE LONG LIFE CHALLENGE

SAVE TIME AND MONEY WITH BOSCH CARBIDE HAMMER DRILL BITS

Bosch Carbide accessories last longer. For the professional power tool user, longer accessory life means higher efficiency, through time and cost savings and a lot less hassle.

Bosch Carbide accessories from the Bosch-Expert range offer proven longer life. They are the best your tool can get, and the best for your business.

THE DIFFERENCE IS IN THE HEAD

Full Carbide Head offers no weakness and outperforms embedded carbide 4-cutter

Embedded 4-cutter

Full Carbide Head

LONG LIFE MEANS EXTREME HEAT RESISTANCE

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

For Metal

BOSCH
EXPERT THE PRISMA TECHNOLOGY ADVANTAGE
ACCESSORY RANGE

CARBIDE TECHNOLOGY

PRISMA ADVANTAGE

UP TO 4x* SPEED

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

REMOVE 112g OF METAL

EXPERT Prisma Disc

770 SECS

175 SECS

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

For Wood

BOSCH
EXPERT THE DUST REDUCTION ADVANTAGE
ACCESSORY RANGE

CARBIDE TECHNOLOGY

BOSCH PARTICLE CONTROL

UP TO 10x* DUST REDUCTION

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



Download All



EXPERT DEALER MARKETING ASSETS

Asset Download

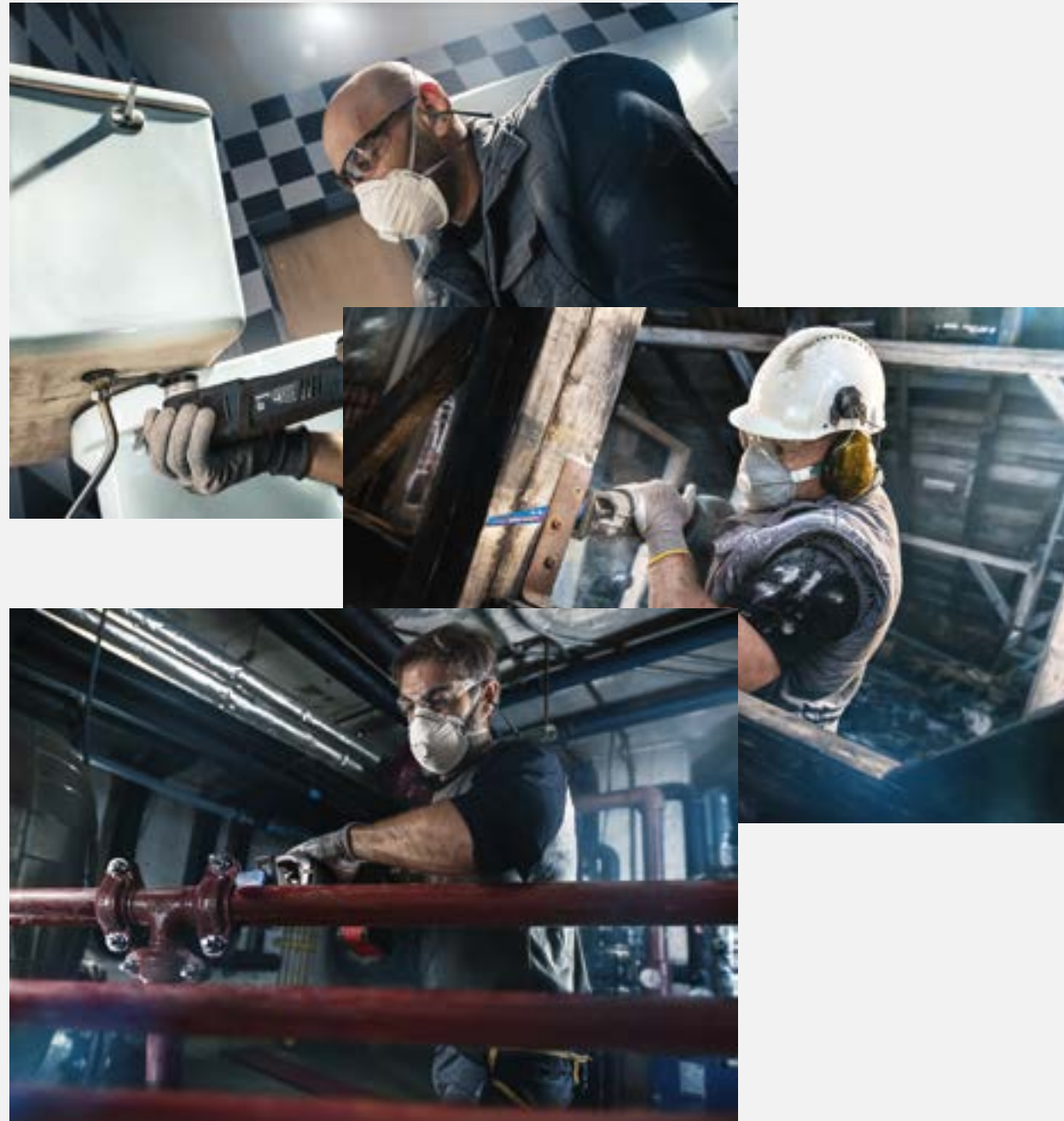
> APPLICATION PICTURES

For Construction



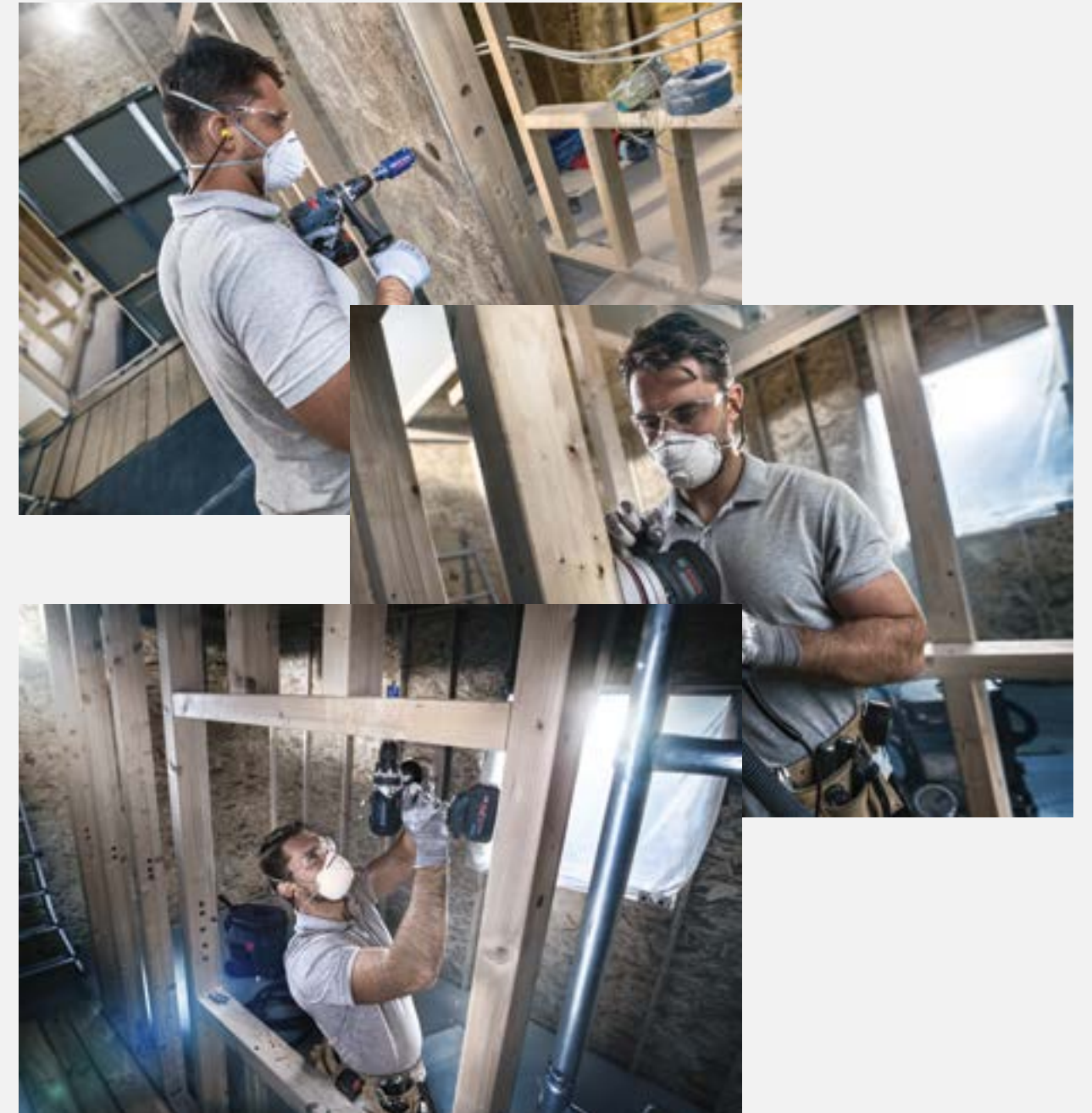
Download All

For Metal



Download All

For Wood



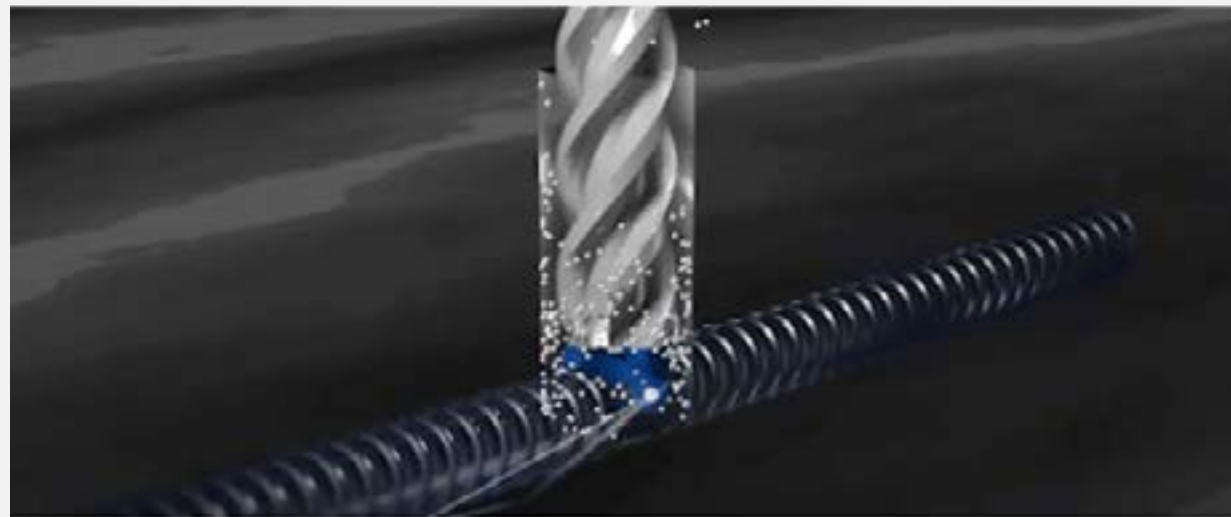
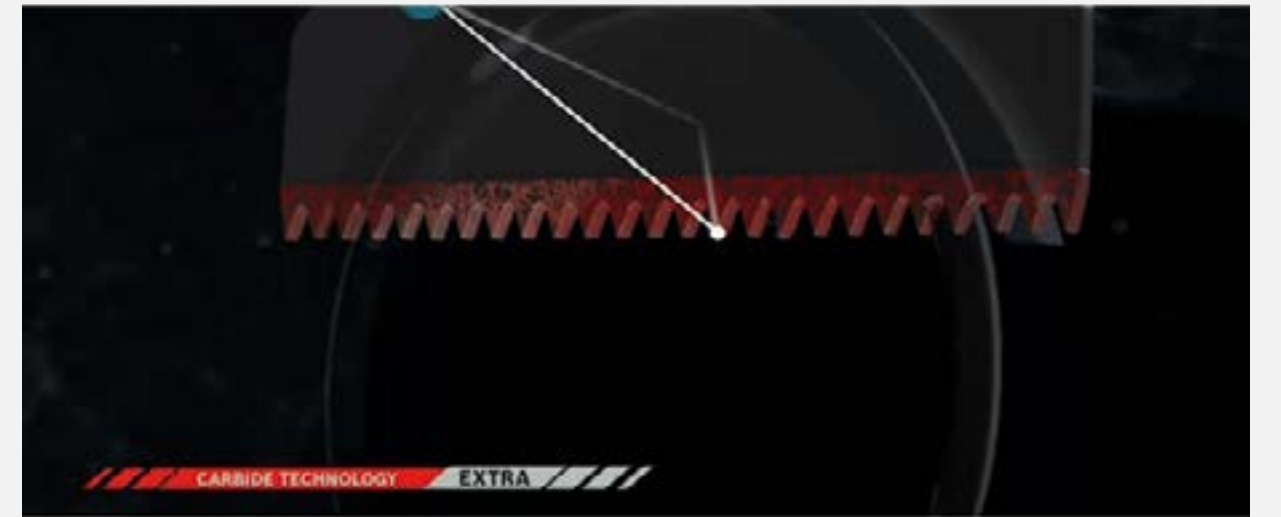
Download All



EXPERT DEALER MARKETING ASSETS

Asset Download

> EXPERT PRODUCT VIDEOS



Download All



EXPERT

Asset Download

ON-SITE KEYWORDS

**GENERAL CATEGORY
ON-SITE-KEYWORDS**

> DOWNLOAD XLS

**BRAND AND PRODUCT
ON-SITE KEYWORDS**

> DOWNLOAD XLS



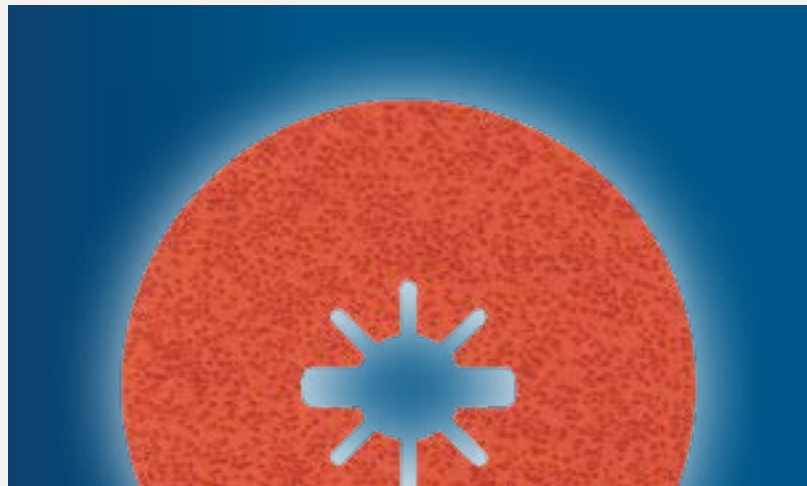
Download All



EXPERT

Bosch Expert Range Overview and Product Listing Content

> BOSCH EXPERT RANGE OVERVIEW AND PRODUCT LISTING CONTENT



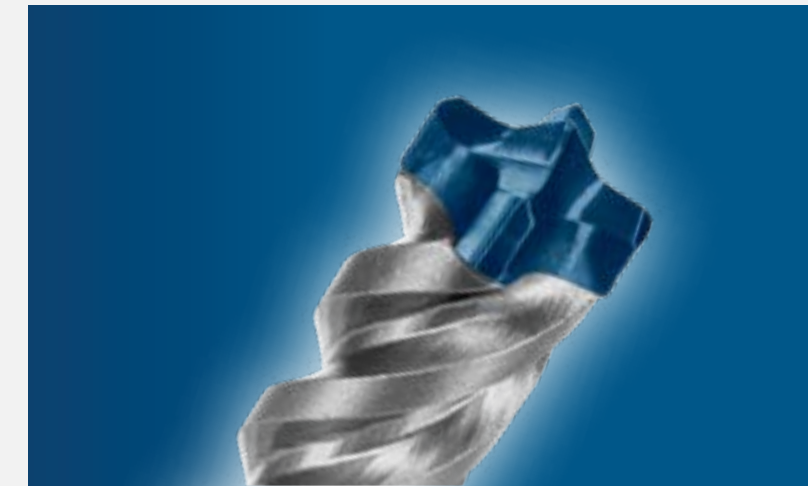
Abrasives

> DOWNLOAD [XLS](#)



Cutting and Grinding

> DOWNLOAD [XLS](#)



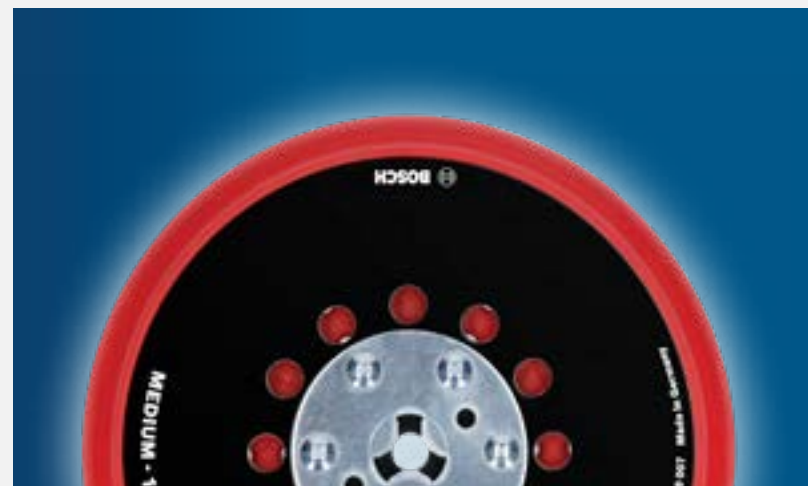
Drill Bits

> DOWNLOAD [XLS](#)



Hole Saws

> DOWNLOAD [XLS](#)



Machine and System Accessories

> DOWNLOAD [XLS](#)



Multitool Accessories

> DOWNLOAD [XLS](#)



Saw Blades

> DOWNLOAD [XLS](#)



[Download All](#)



EXPERT

ACCESSORY RANGE

[View Interactive Version](#) 

> THANK YOU

