

EXPERT ACCESSORY
RANGE
THE BEST YOUR TOOL CAN GET.

Dealer Marketing Assets

GROW YOUR ONLINE SALES WITH COMPELLING MARKETING ASSETS FROM BOSCH

Download PDF 

Start the journey



Bosch Professional Accessories.



EXPERT DEALER MARKETING ASSETS - GETTING STARTED

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> RANGE OVERVIEW

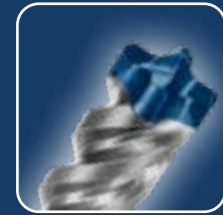
Explore the range:



Abrasives



Cutting and Grinding



Drill Bits



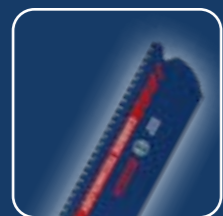
Hole Saws



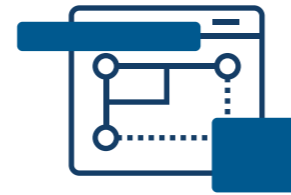
Multitool Accessories



Machine and System Accessories



Saw Blades



HOW TO USE

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DOWNLOAD

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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.



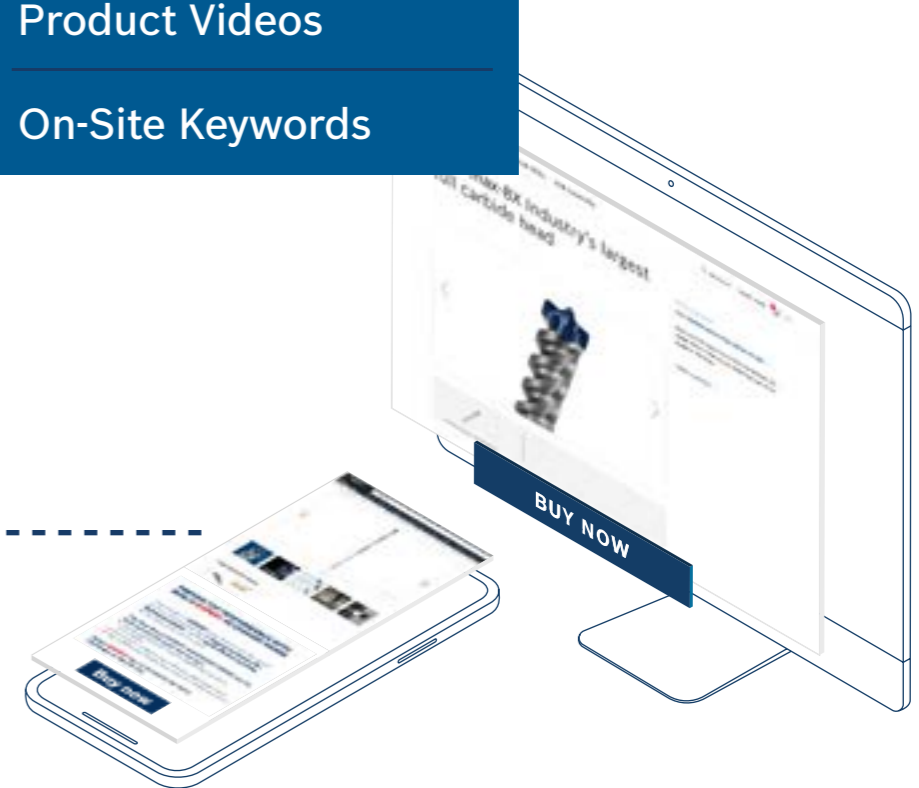
3.

- Online Banners AWA
- Online Banners CON
- Social Media AWA
- Excite Videos
- Testimonial Videos
- Social Media CON
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- Email & Landingpages
- Infogr./Edit. Content
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- Getting Started
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- Conversion



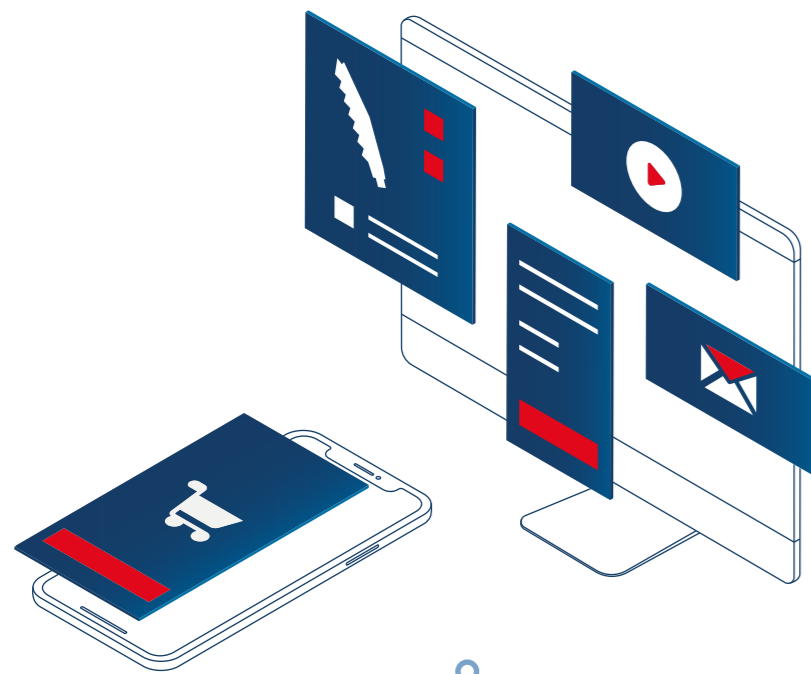
the buyer they purchase.



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

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

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

Online Banners AWA	Getting Started
Online Banners CON	Awareness
Social Media AWA	Consideration
Excite Videos	Conversion
Testimonial Videos	
Social Media CON	
Perform. Challenger	
Email & Landingpages	BUY NOW
Infogr./Edit. Content	
Application Pictures	
Product Videos	
On-Site Keywords	

+ **55 %**
sales increase with product pictures & videos



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.

Online Banners AWA

Online Banners CON

Social Media AWA

Excite Videos

Testimonial Videos

Social Media CON

Perform. Challenger

Email & Landingpages

Infogr./Edit. Content

Application Pictures

Product Videos

On-Site Keywords

Getting Started

Awareness

Consideration

Conversion

...me is correct and

...the machine information

...the product benefits,
...cons and bullet point text

...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](#)

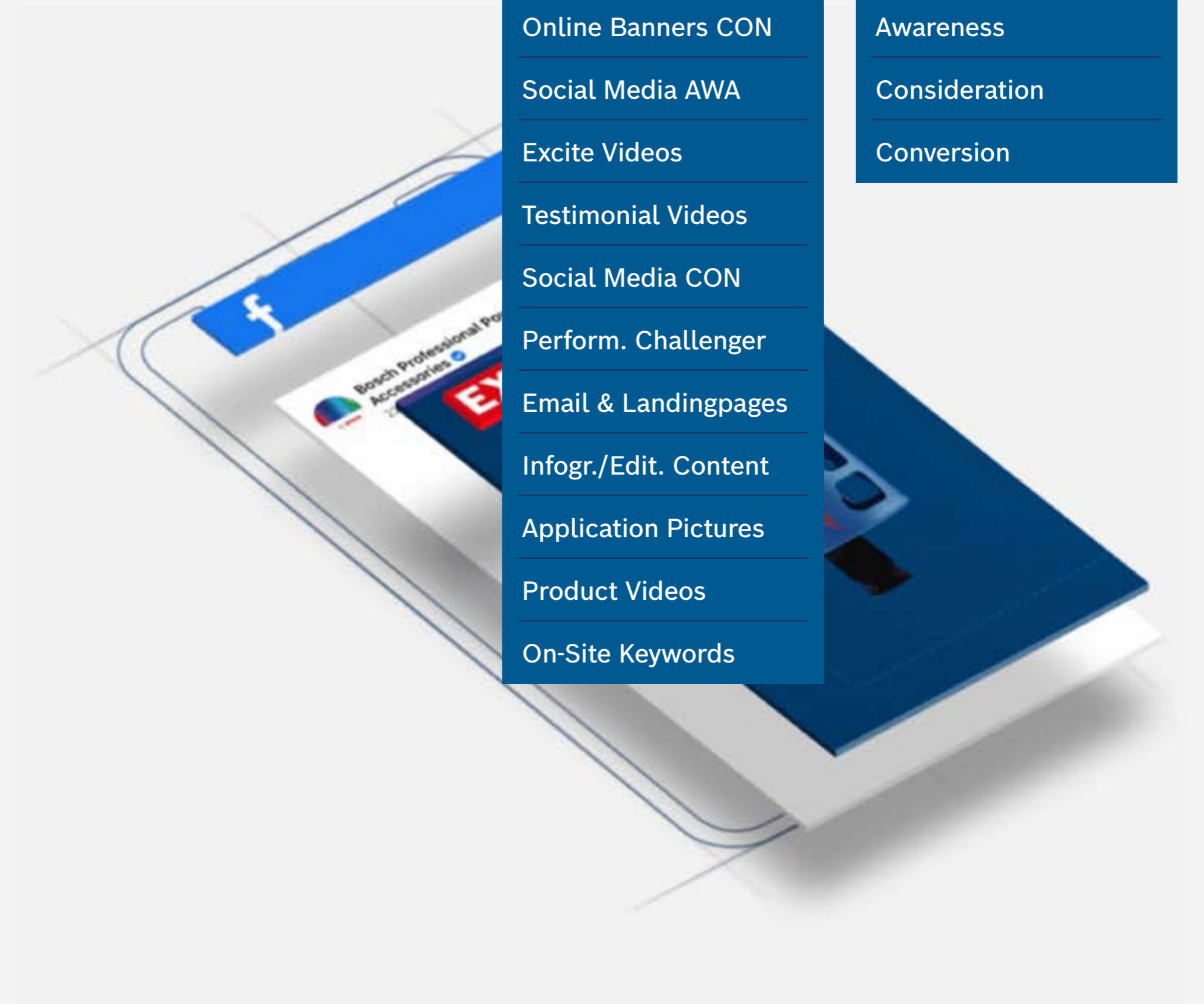
[Email Templates](#)

[Videos](#)

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EXPERT DEALER MARKETING ASSETS

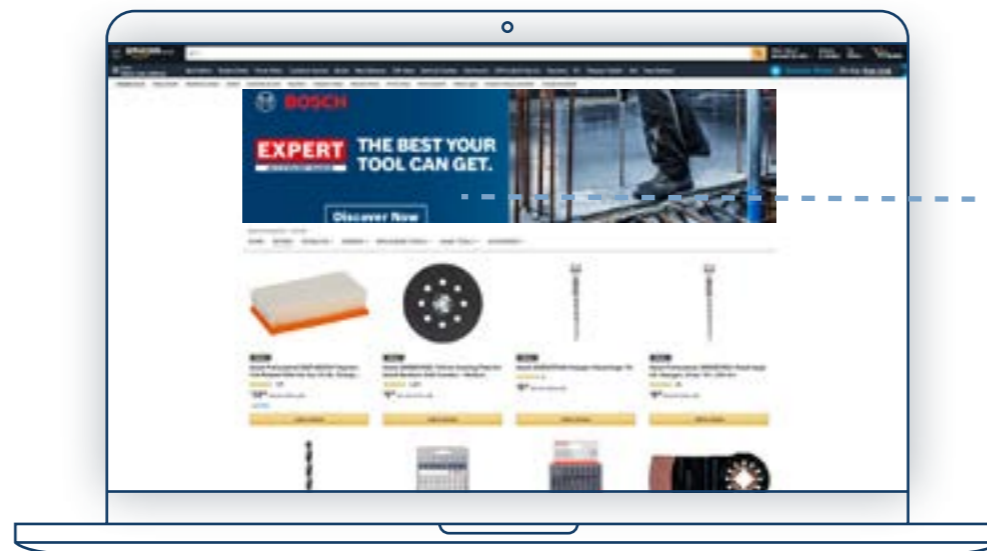
How to Use: Awareness

➤ HOW TO USE

Awareness Email



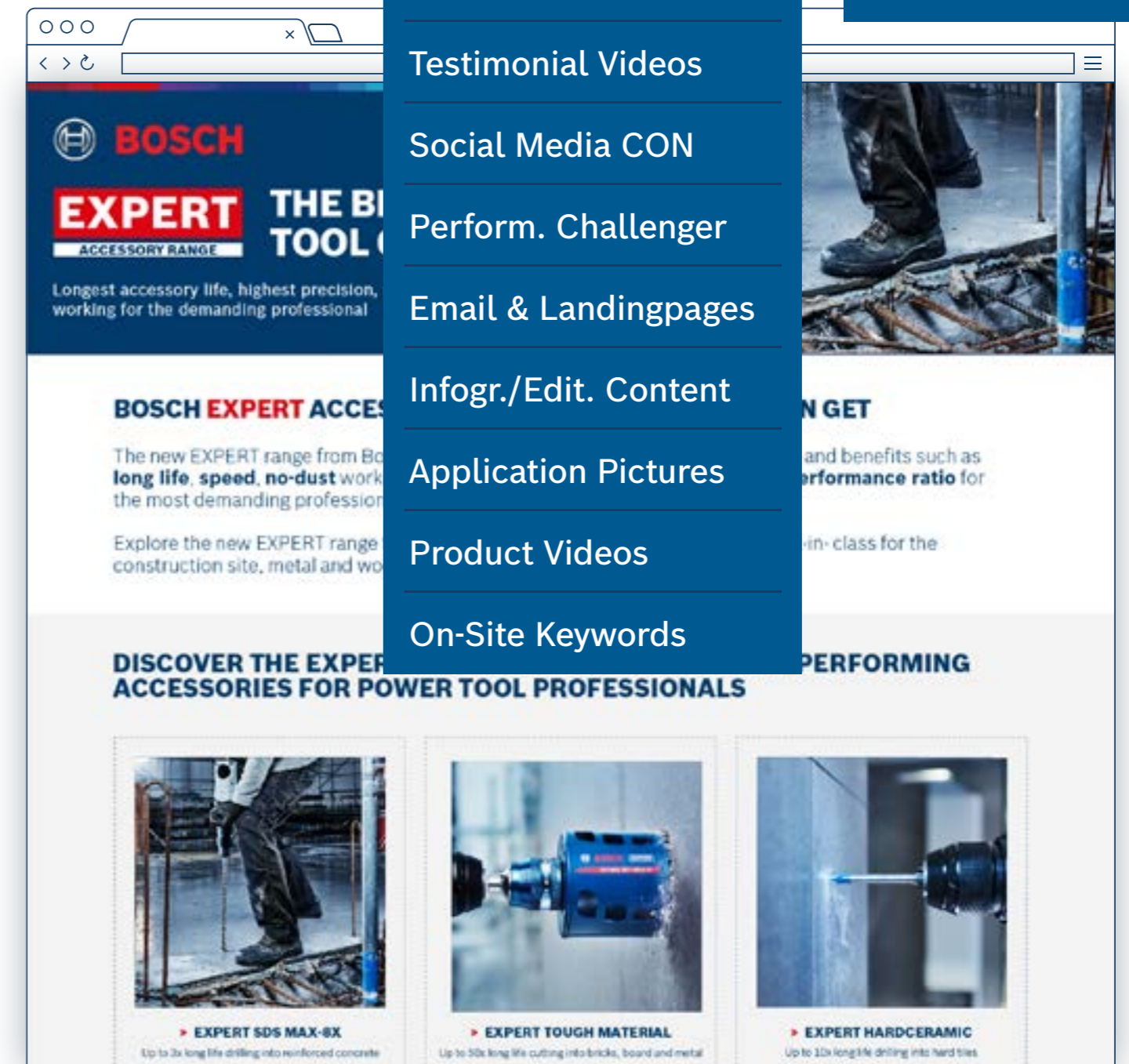
Awareness Web Banner



Awareness Ad Banner



Awareness Landing



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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](#)

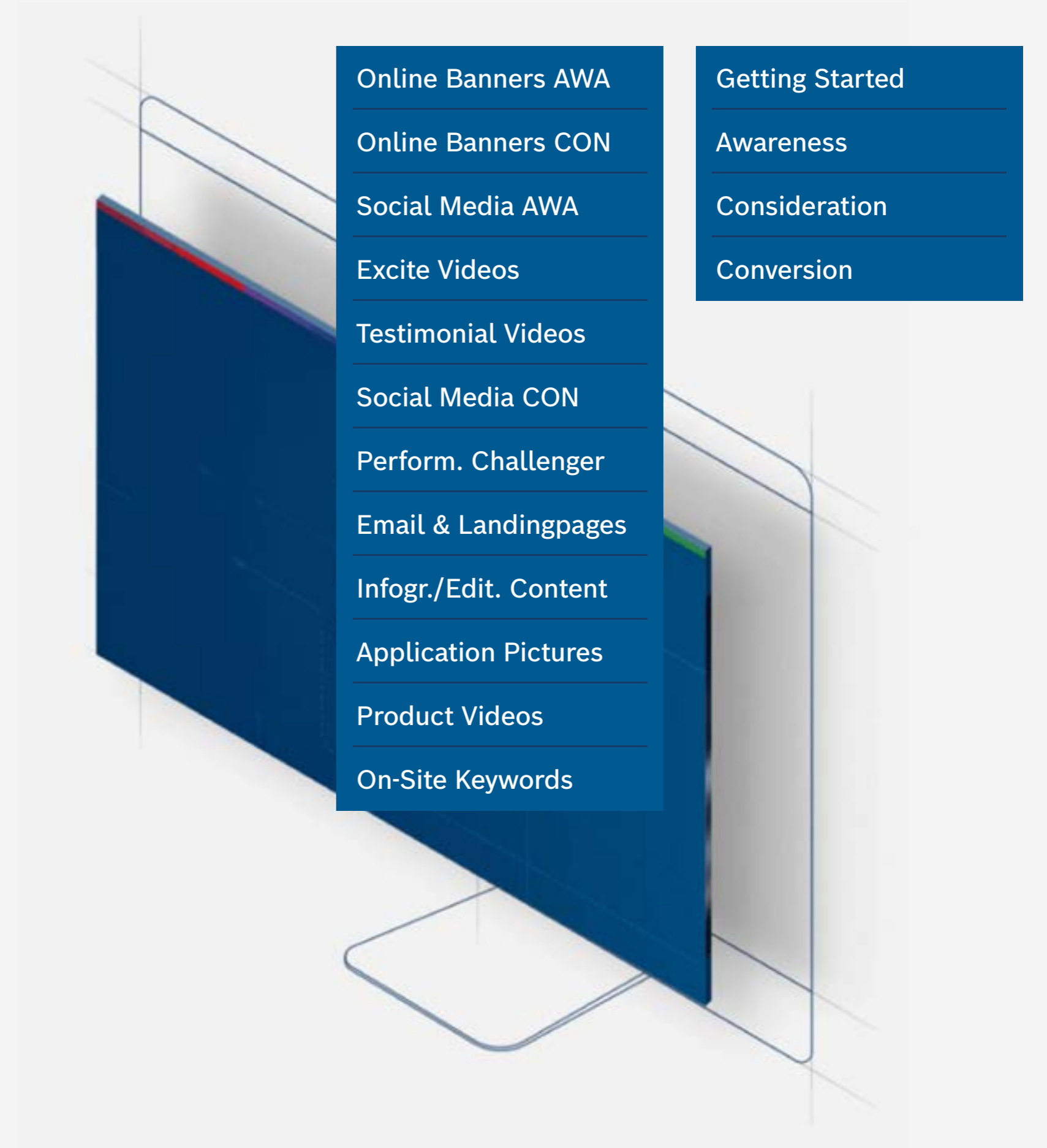
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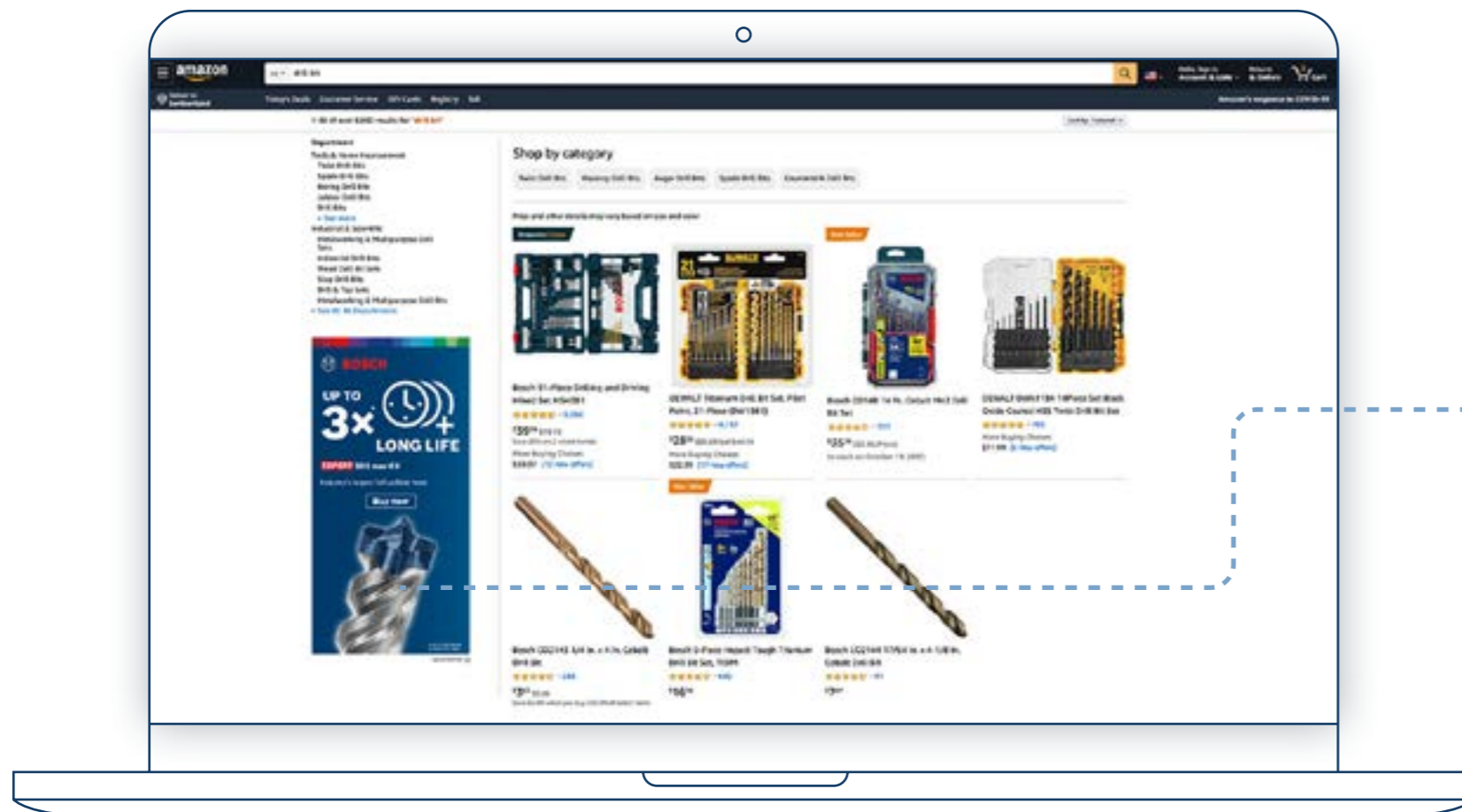


EXPERT DEALER MARKETING ASSETS

How to use: Consideration Banner

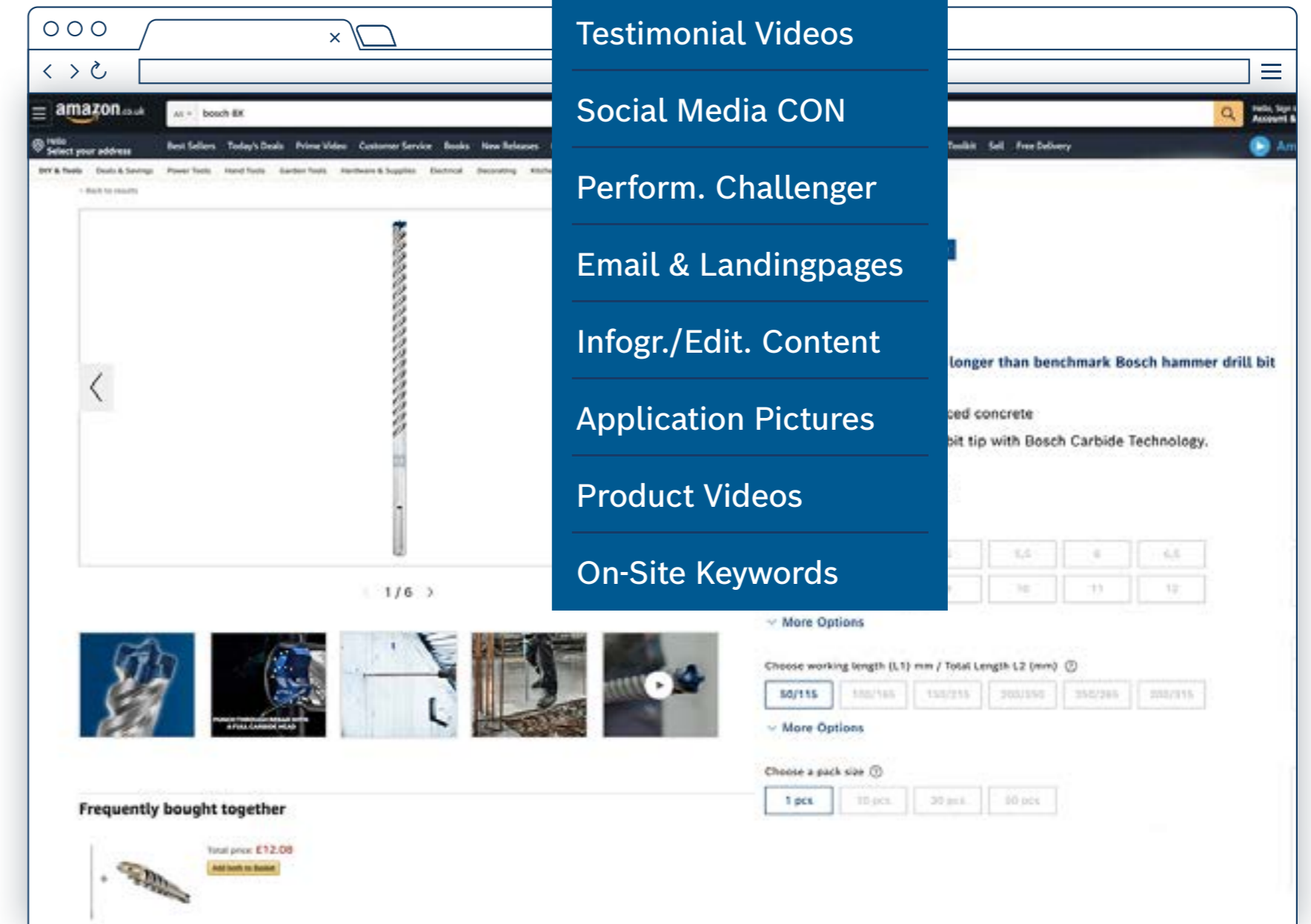
➤ HOW TO USE

Consideration Banner



Use the consideration banners to promote a focus product

Product Page



Link the banner to the product page

Online Banners AWA

Online Banners CON

Social Media AWA

Excite Videos

Testimonial Videos

Social Media CON

Perform. Challenger

Email & Landingpages

Infogr./Edit. Content

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EXPERT DEALER MARKETING ASSETS

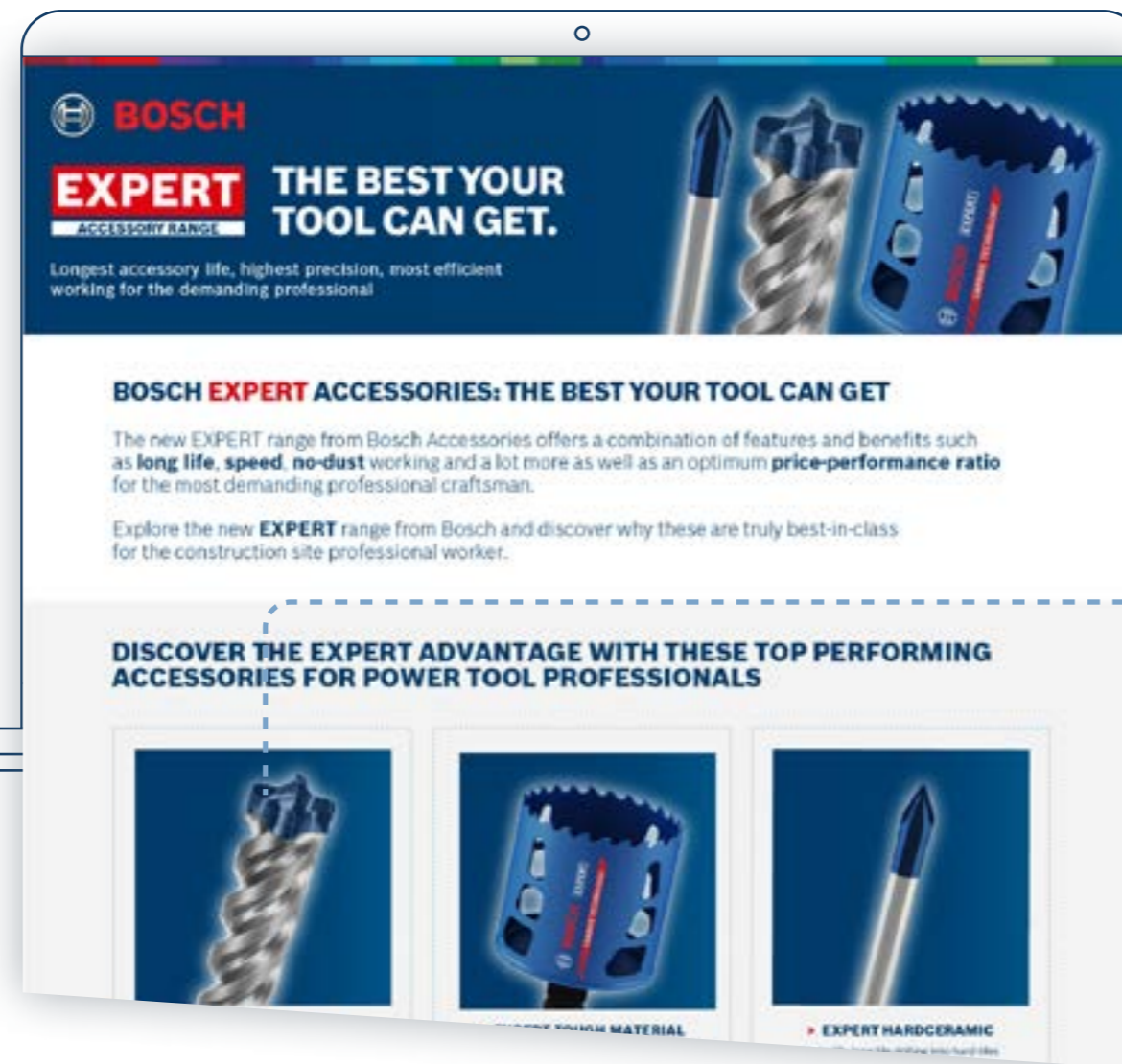
How to use: Email templates and campaign landing pages

➤ HOW TO USE

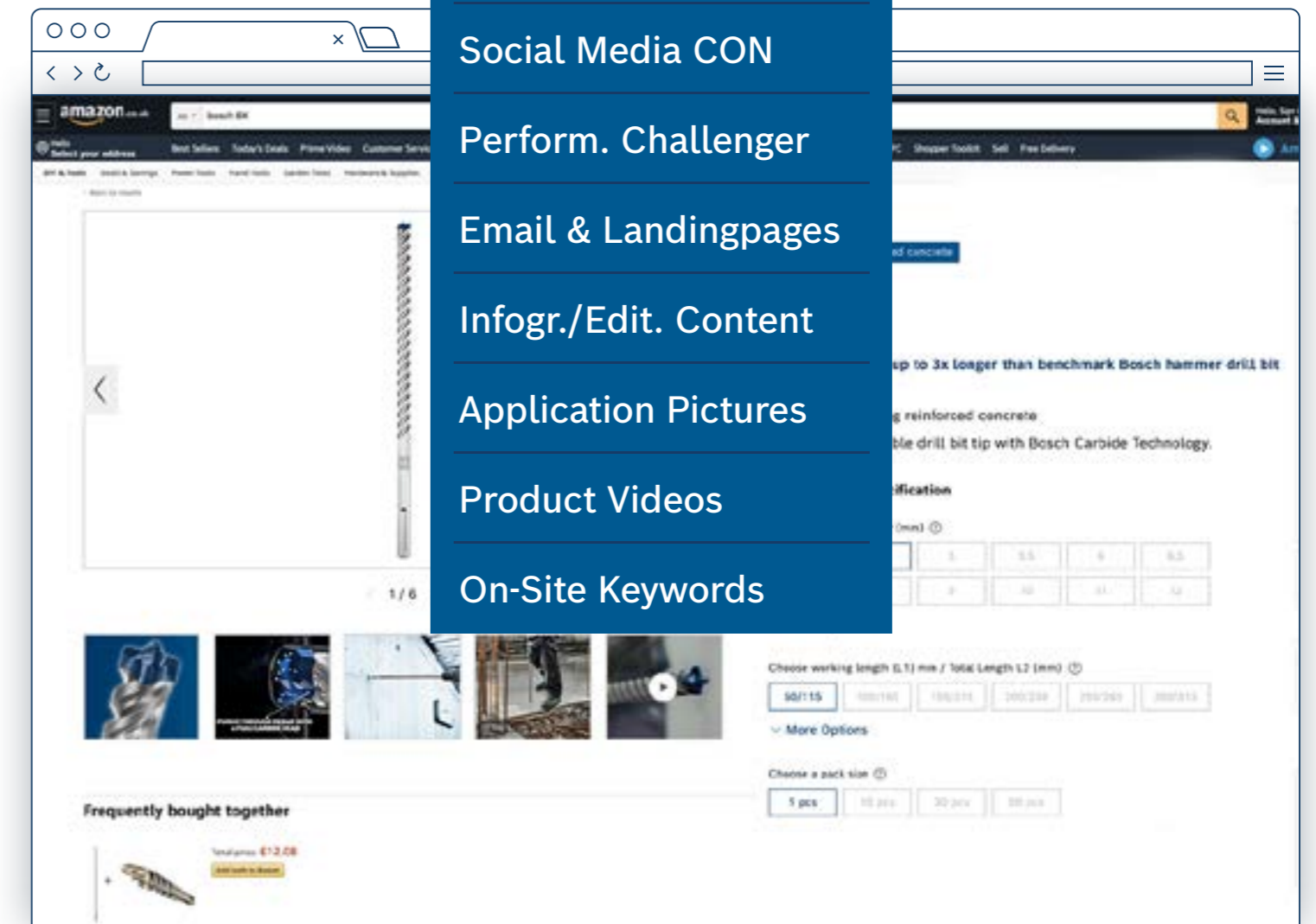
Product-Focused Email



Campaign Landing Pages



Product Page



Online Banners AWA

Online Banners CON

Social Media AWA

Excite Videos

Testimonial Videos

Social Media CON

Perform. Challenger

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Link to the product pages for your users to buy

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

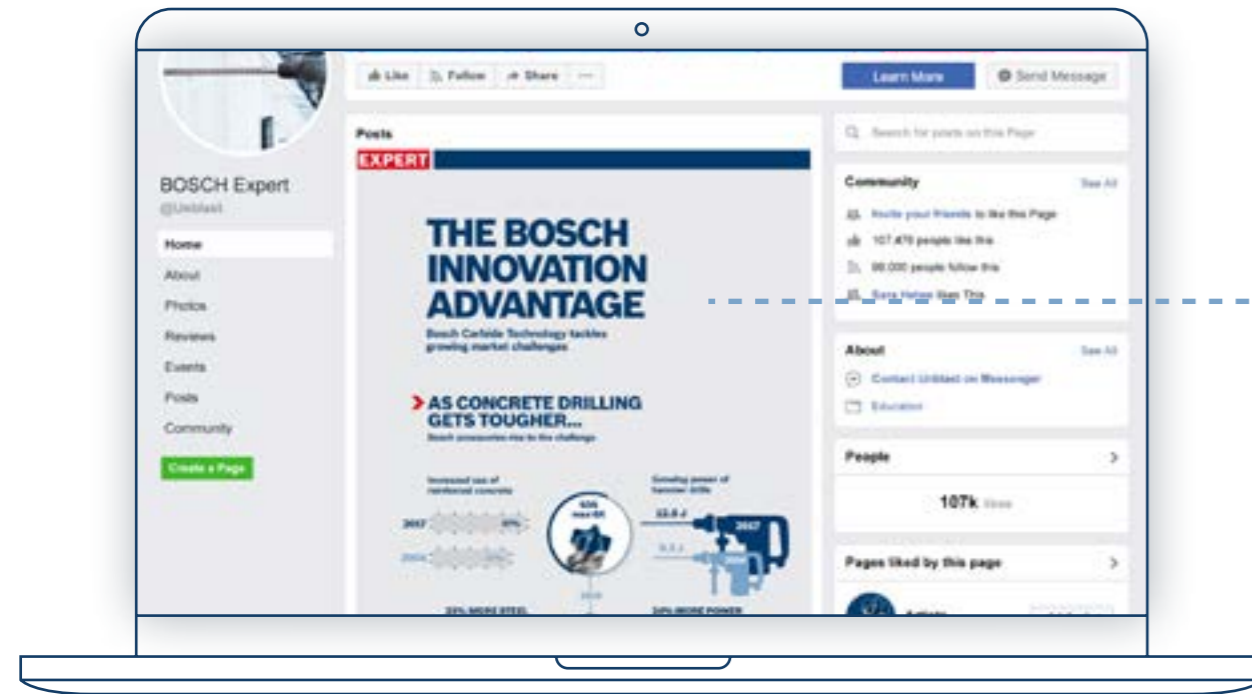


EXPERT DEALER MARKETING ASSETS

How to use: Infographics

➤ HOW TO USE

Product-Focused Infographic (Social Media)

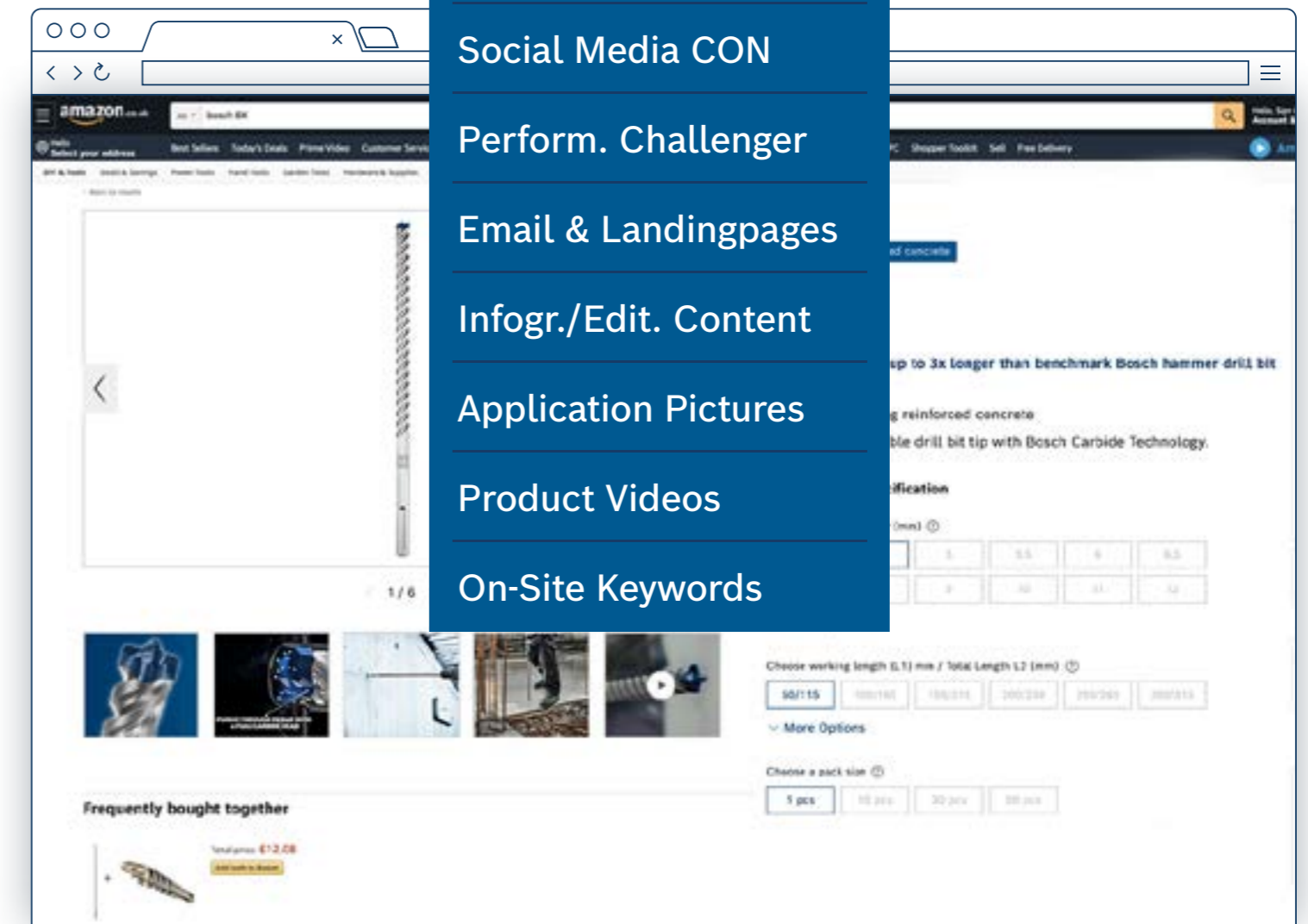


Use the infographics to highlight the benefits of a product

Product-Focused Infographic (Dealer's Website)



Product Page



Link to the product pages for the users to buy

Online Banners AWA

Online Banners CON

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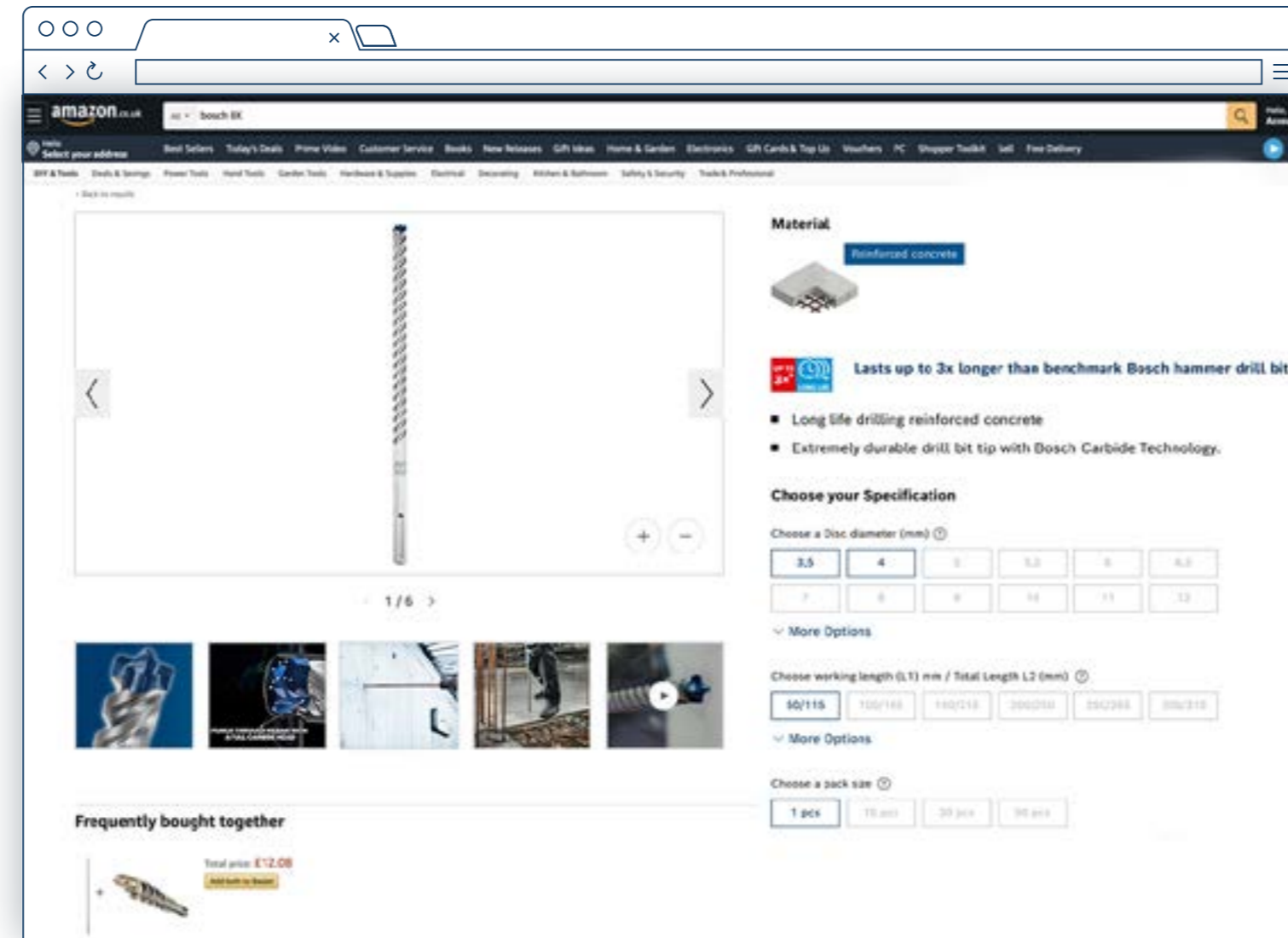


EXPERT DEALER MARKETING ASSETS

How to use: On-Site-Keywords

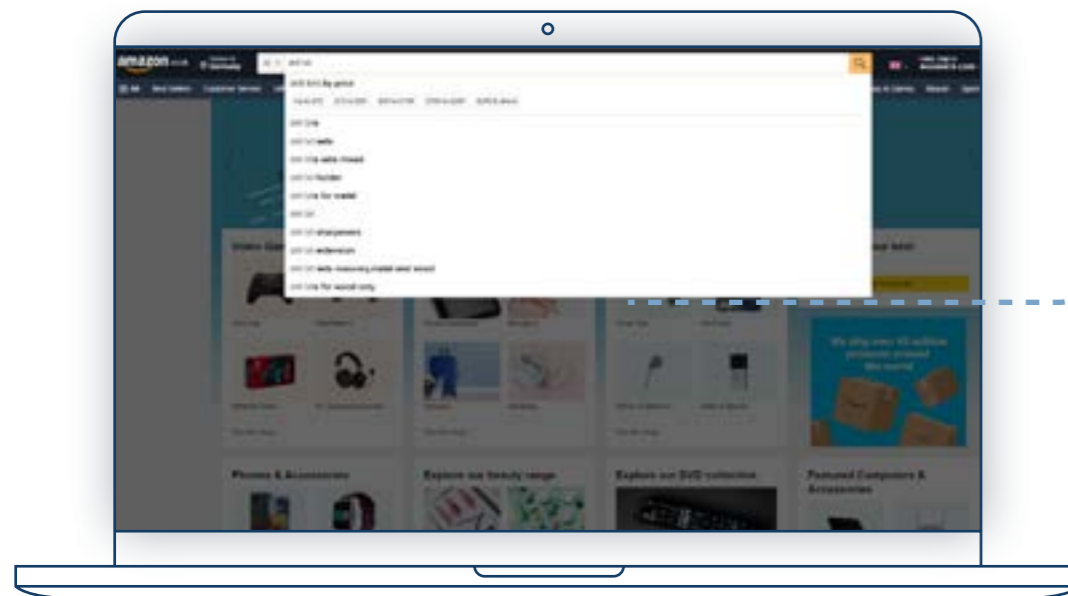
➤ HOW TO USE

Product Page



Help users find products on your page

Dealer's Website



Online Banners AWA

Online Banners CON

Social Media AWA

Excite Videos

Testimonial Videos

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Email & Landingpages

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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](#) 

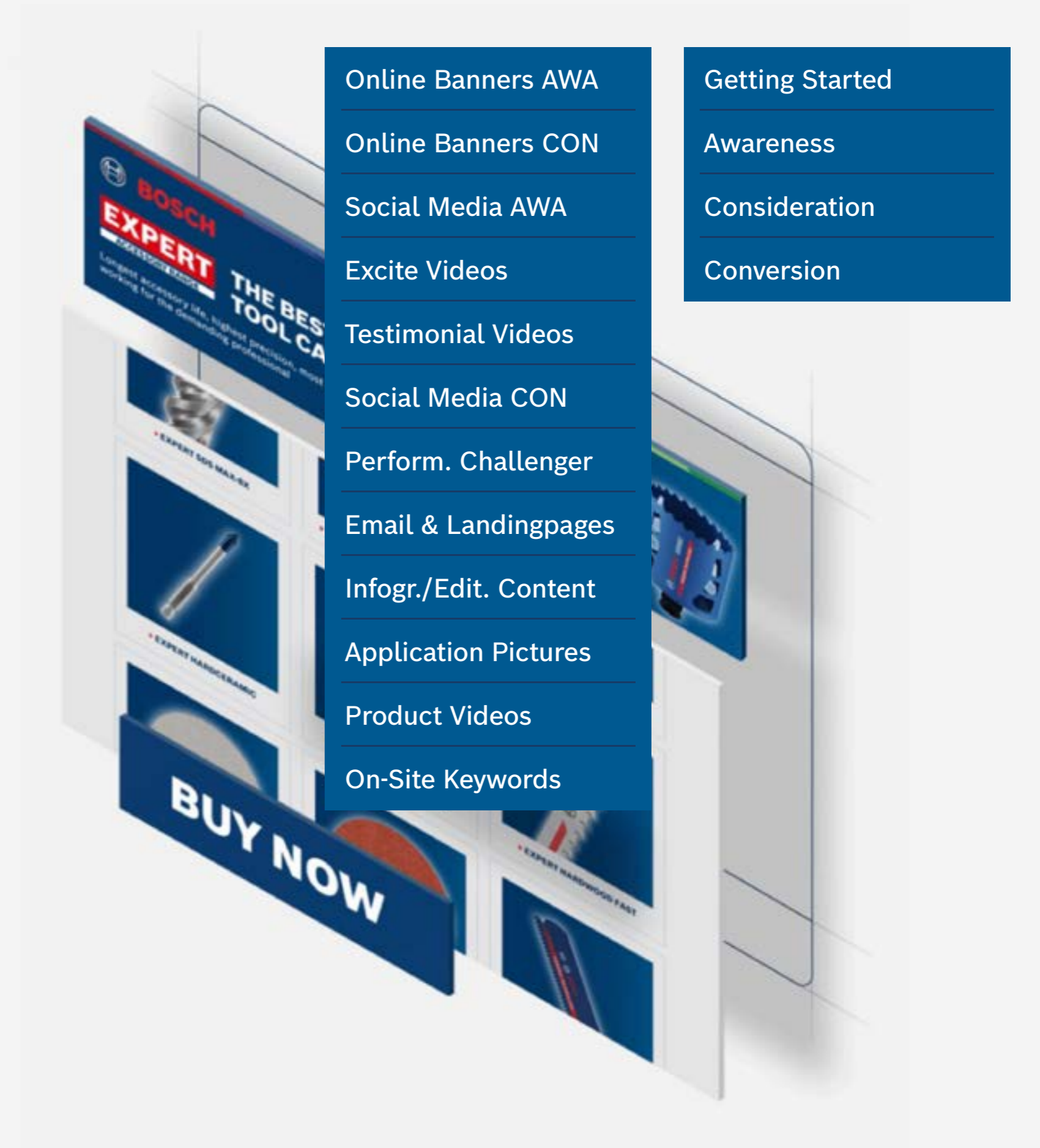
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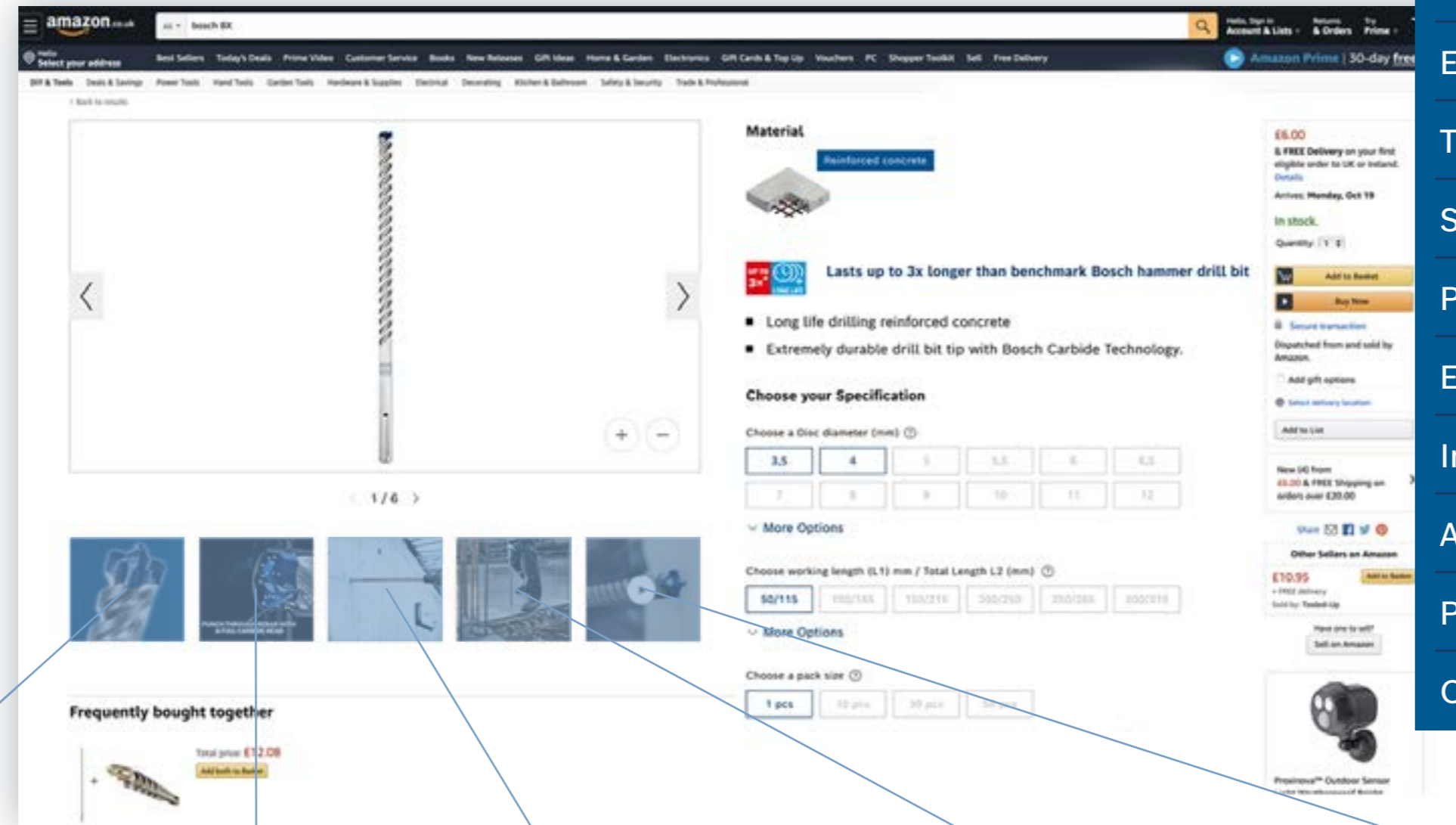


EXPERT DEALER MARKETING ASSETS

How to Use: Conversion Assets

PREVIEW ASSETS

Product P



- Online Banners AWA
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- Getting Started
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- Conversion



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

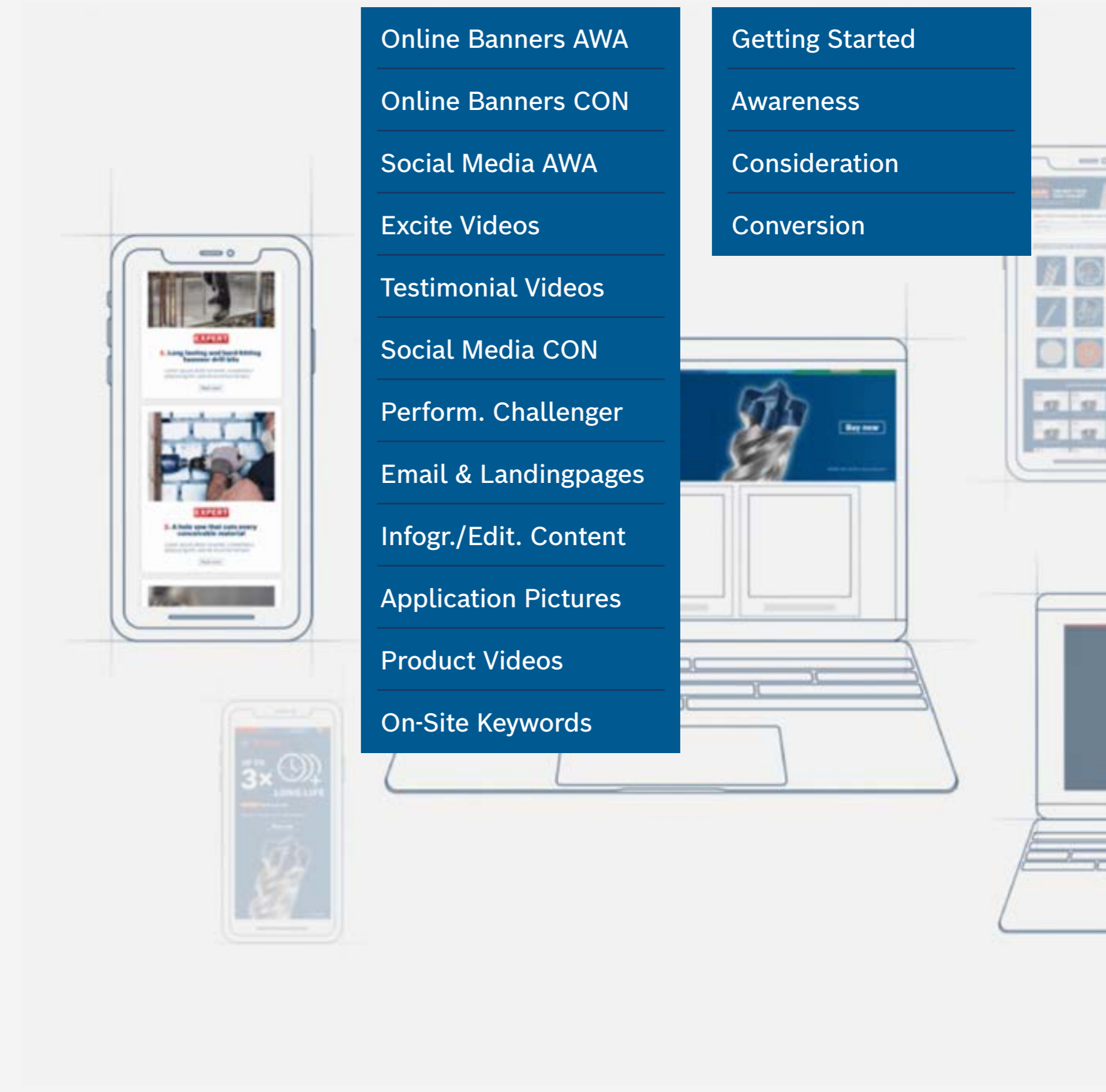
Social Media Assets

Performance Challenger

Infographics

Videos

On-site Keywords

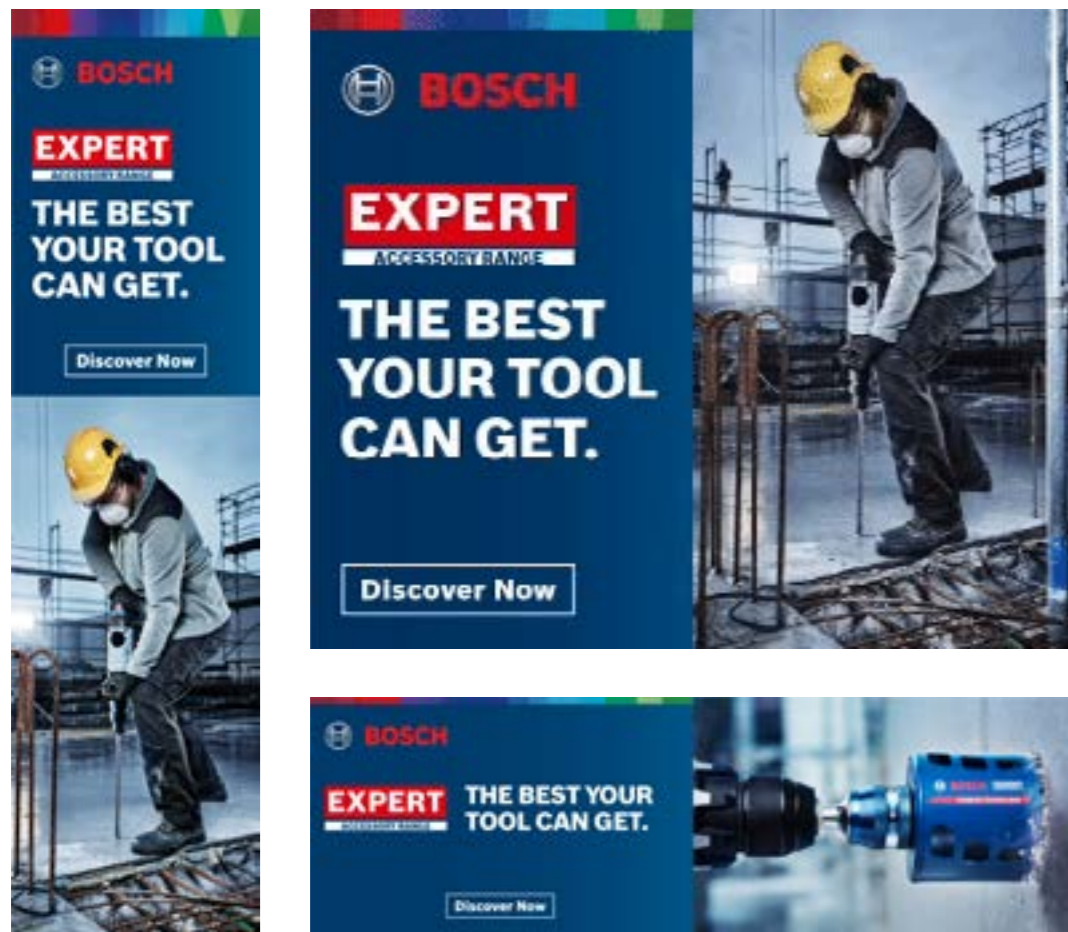


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ONLINE BANNERS: AWARENESS

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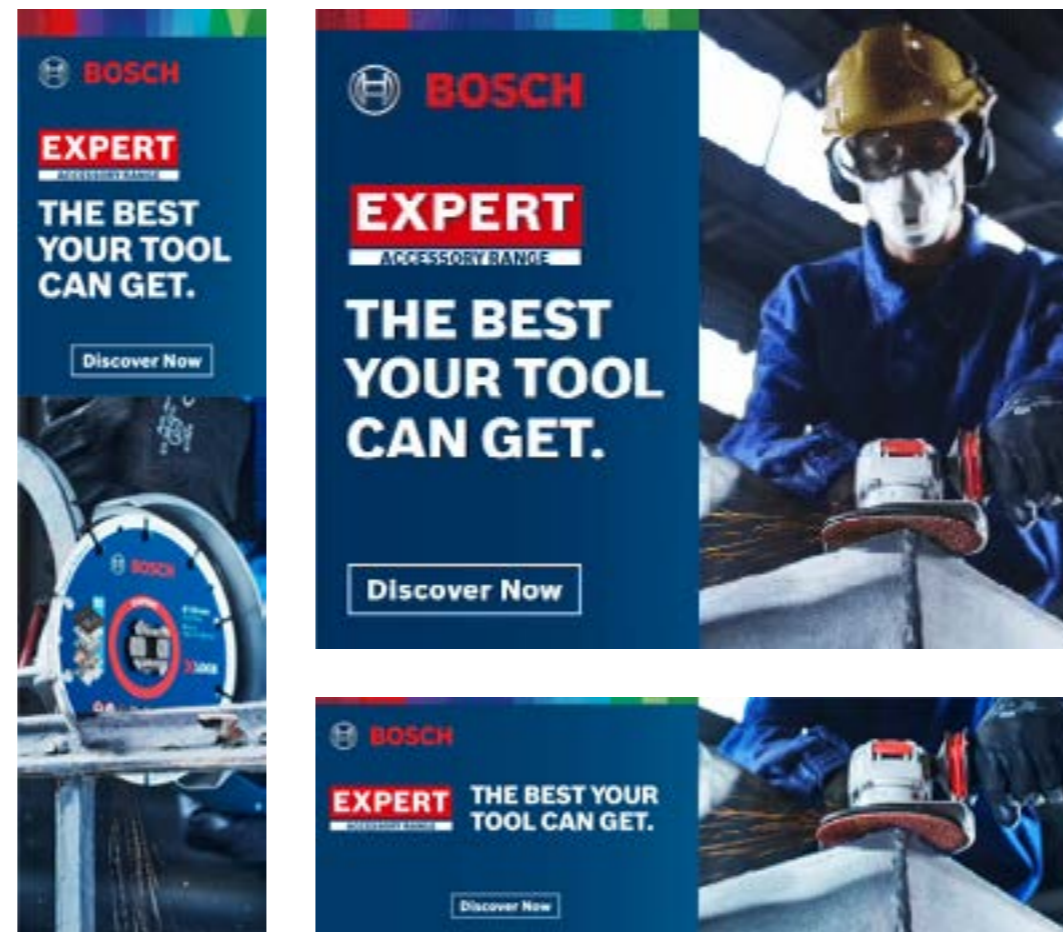
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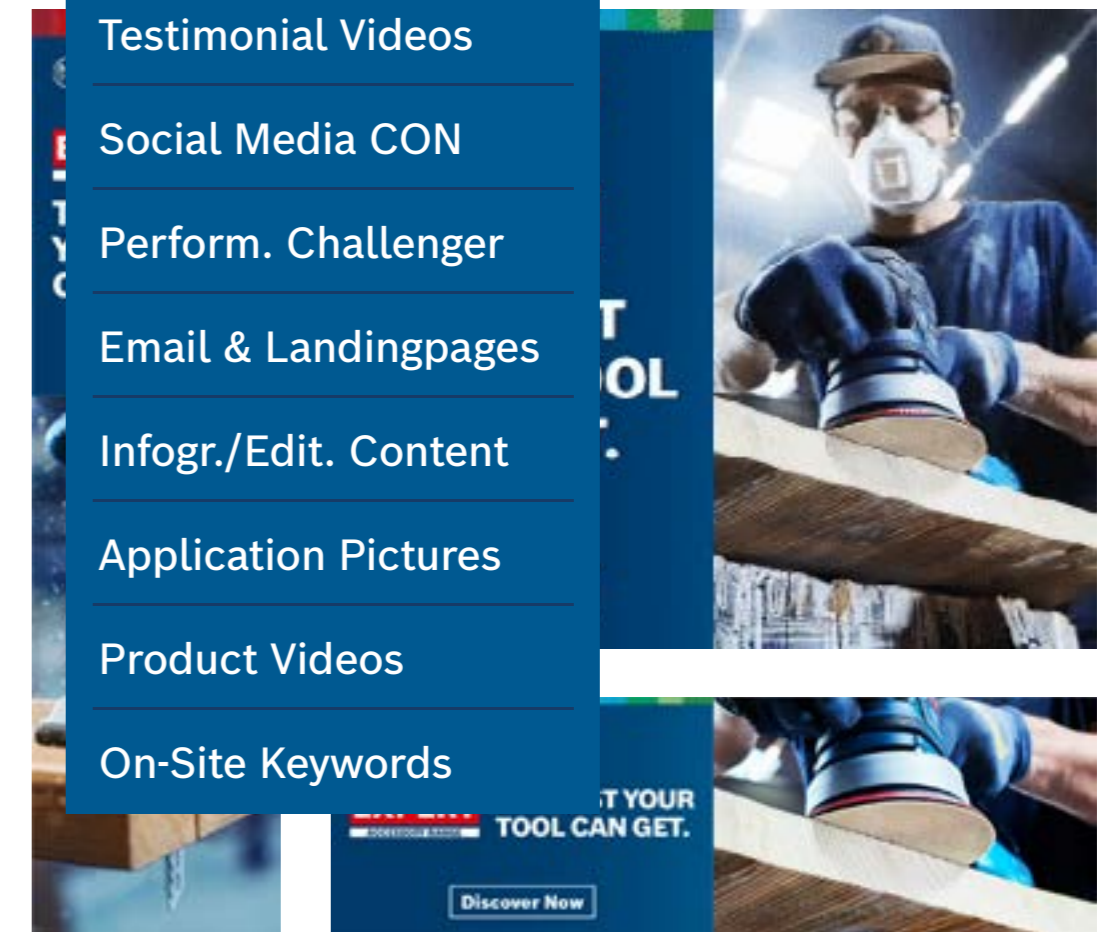
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ONLINE BANNERS: CONSIDERATION

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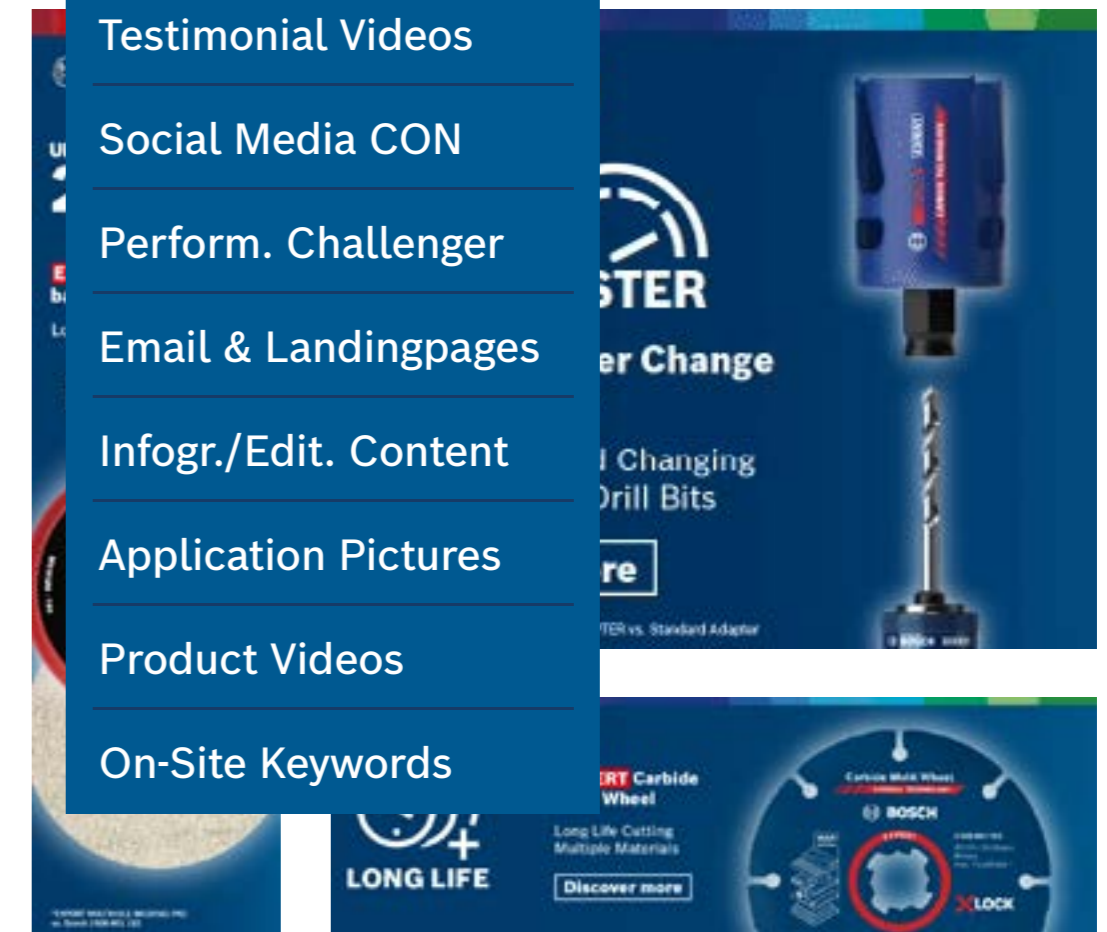
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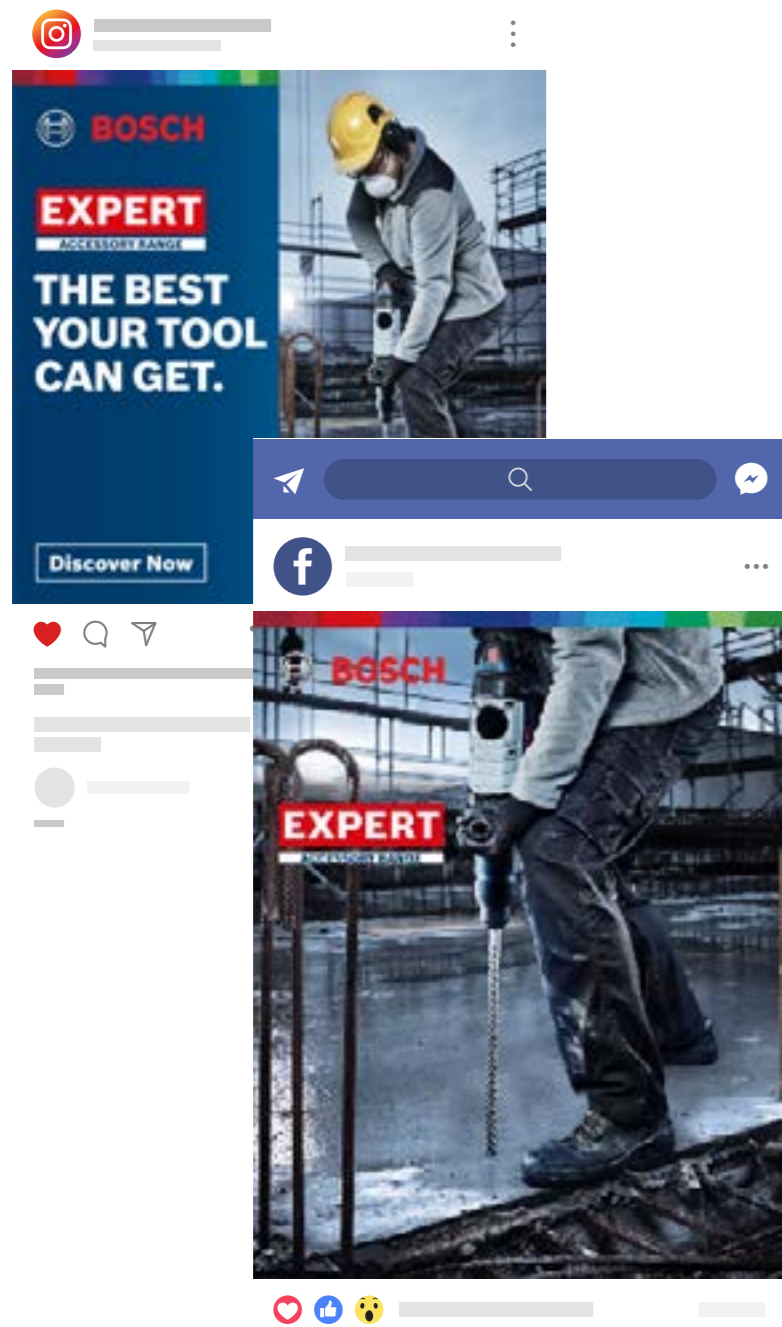


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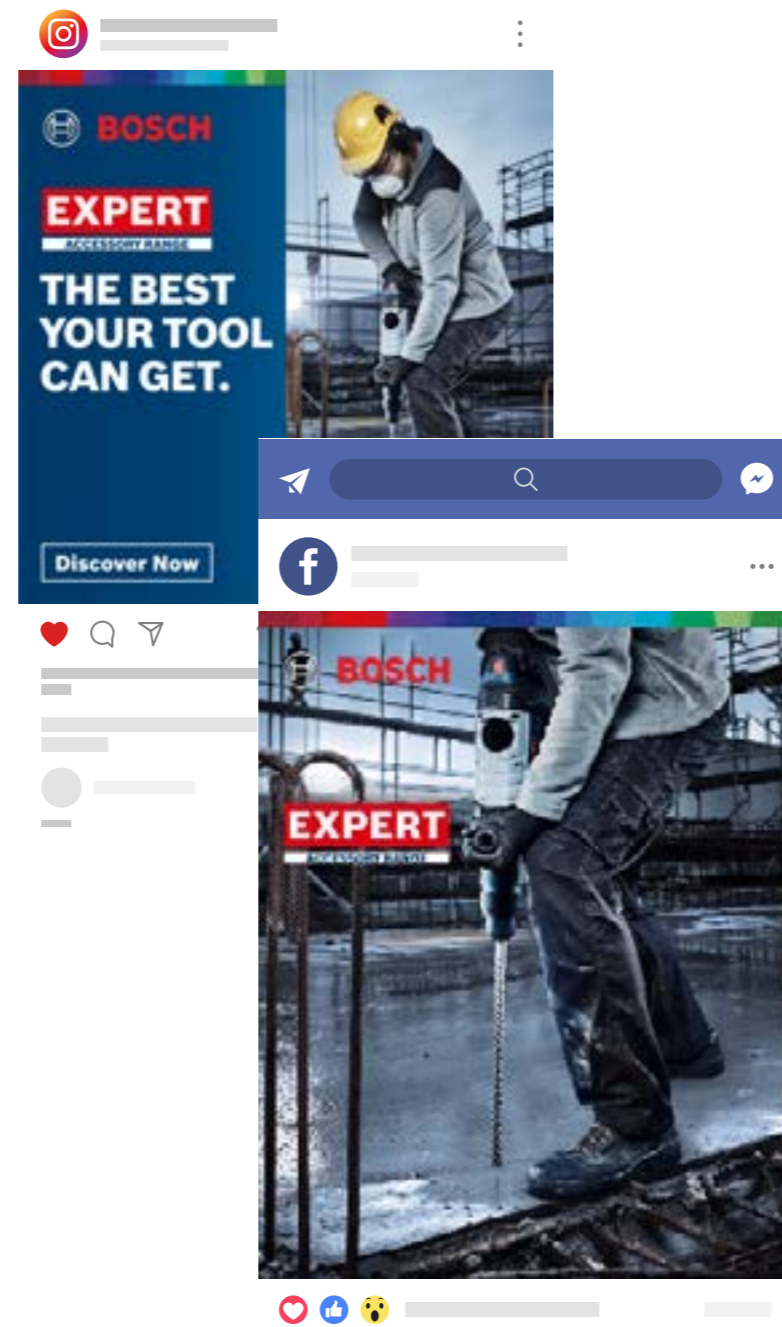
SOCIAL MEDIA ASSETS: AWARENESS

General



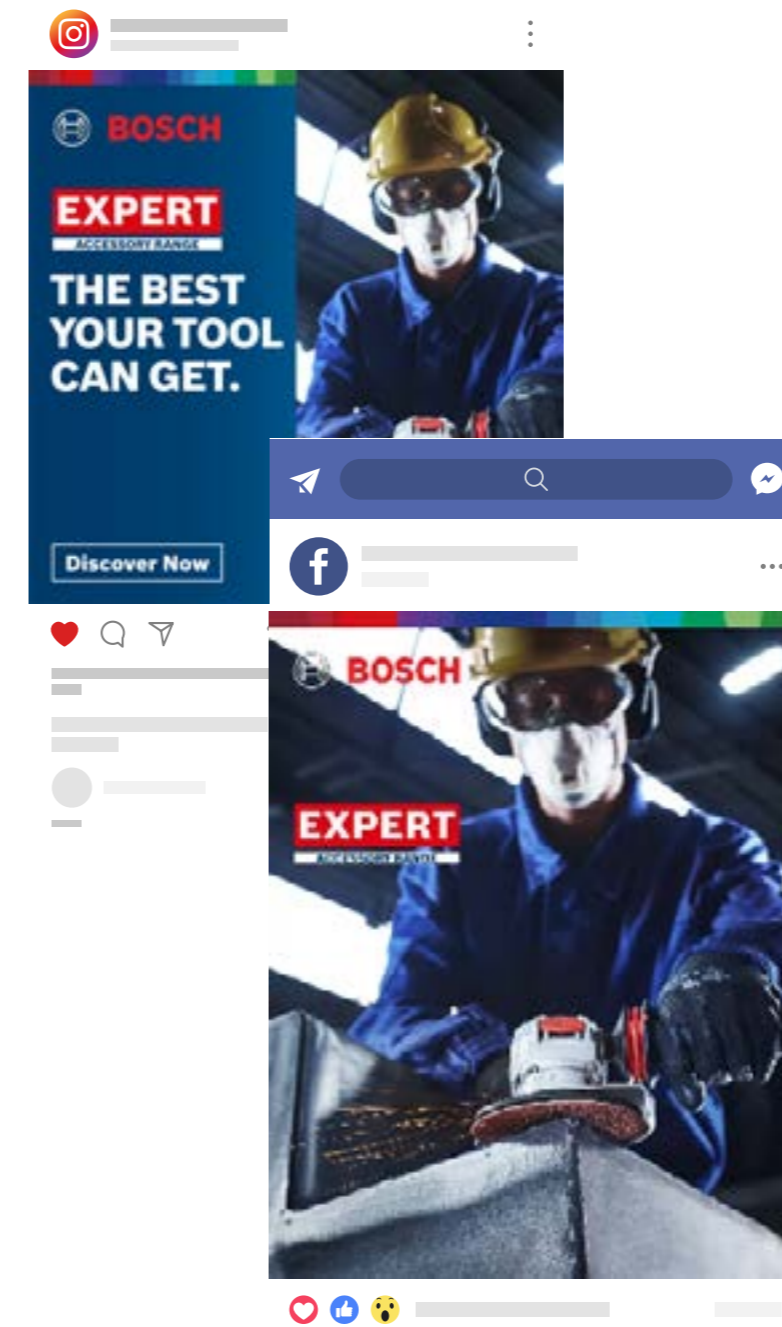
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EXPERT DEALER MARKETING ASSETS

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EXCITE VIDEOS

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Video formats

1080x1080 

1080x1920 

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Video formats

1080x1080 

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Online Banners AWA

Online Banners CON

Social Media AWA

Excite Videos

Testimonial Videos

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Inf

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Video formats

1080x1080 

1080x1920 

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TESTIMONIAL VIDEOS

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Video formats

- 1080x1080
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- 1920x1080

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Video formats

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

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Online Banners CON

Social Media AWA

Excite Videos

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Video formats

- 1080x1080
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- 1920x1080

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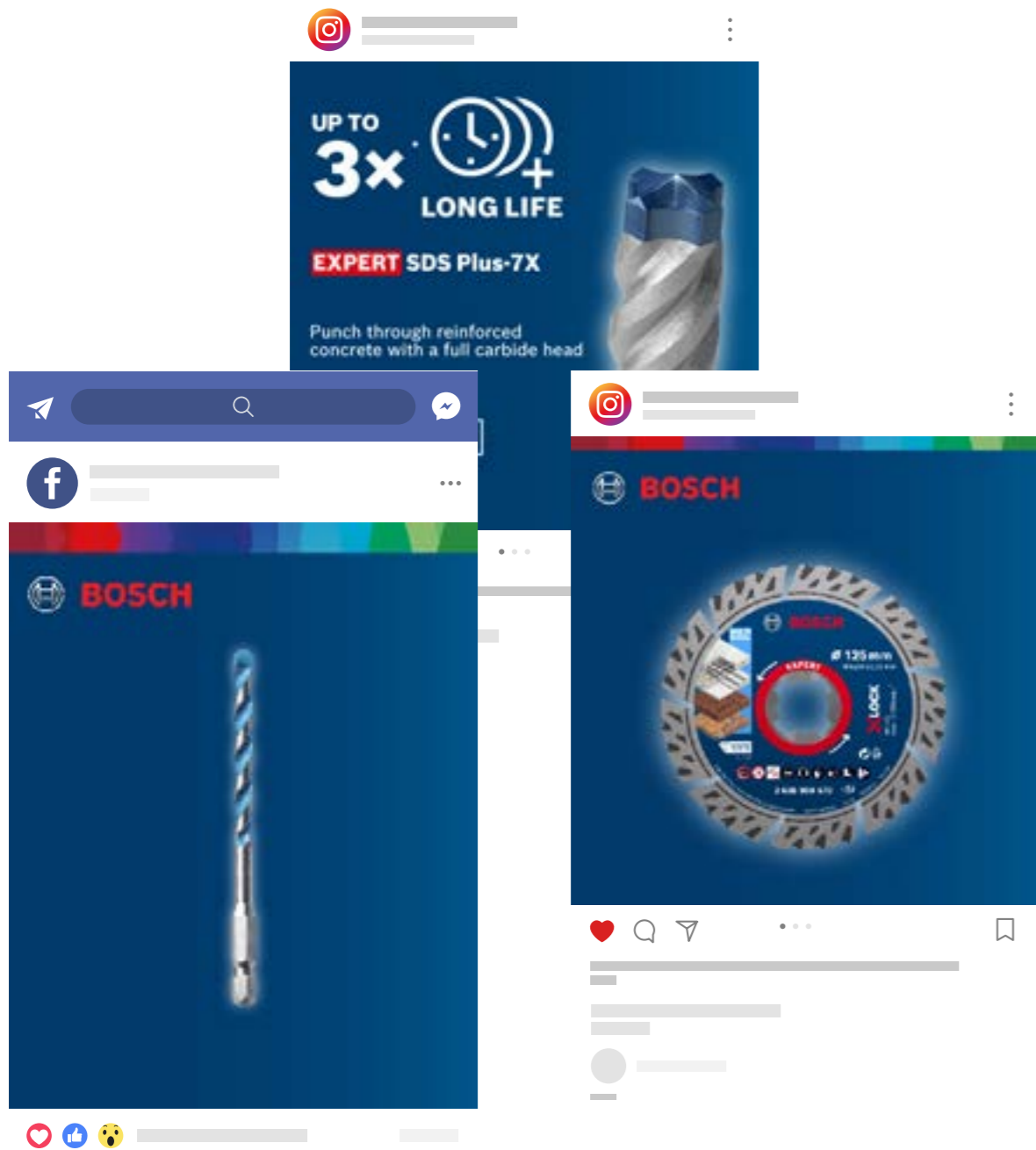
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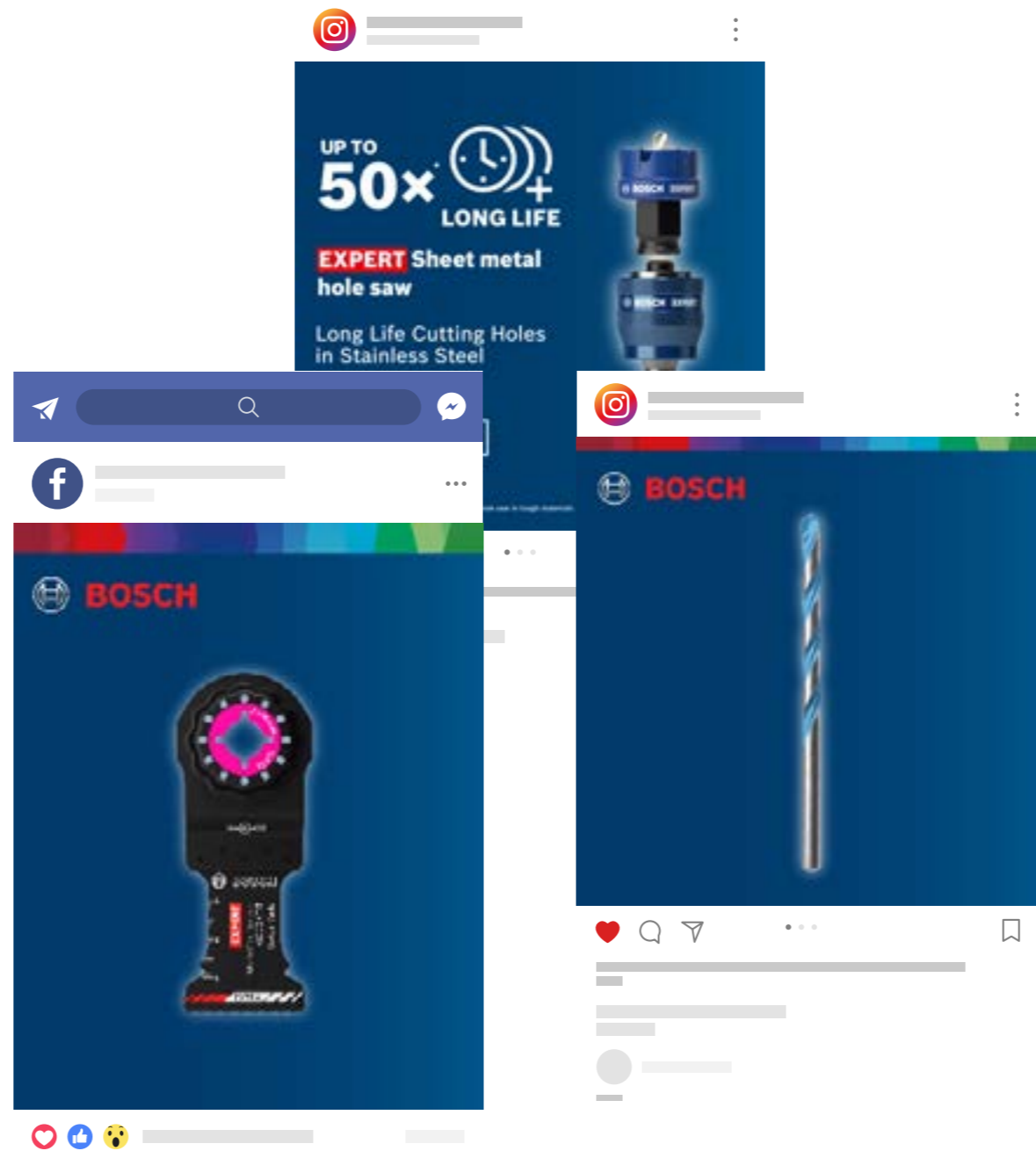
SOCIAL MEDIA ASSETS: CONSIDERATION

Construction

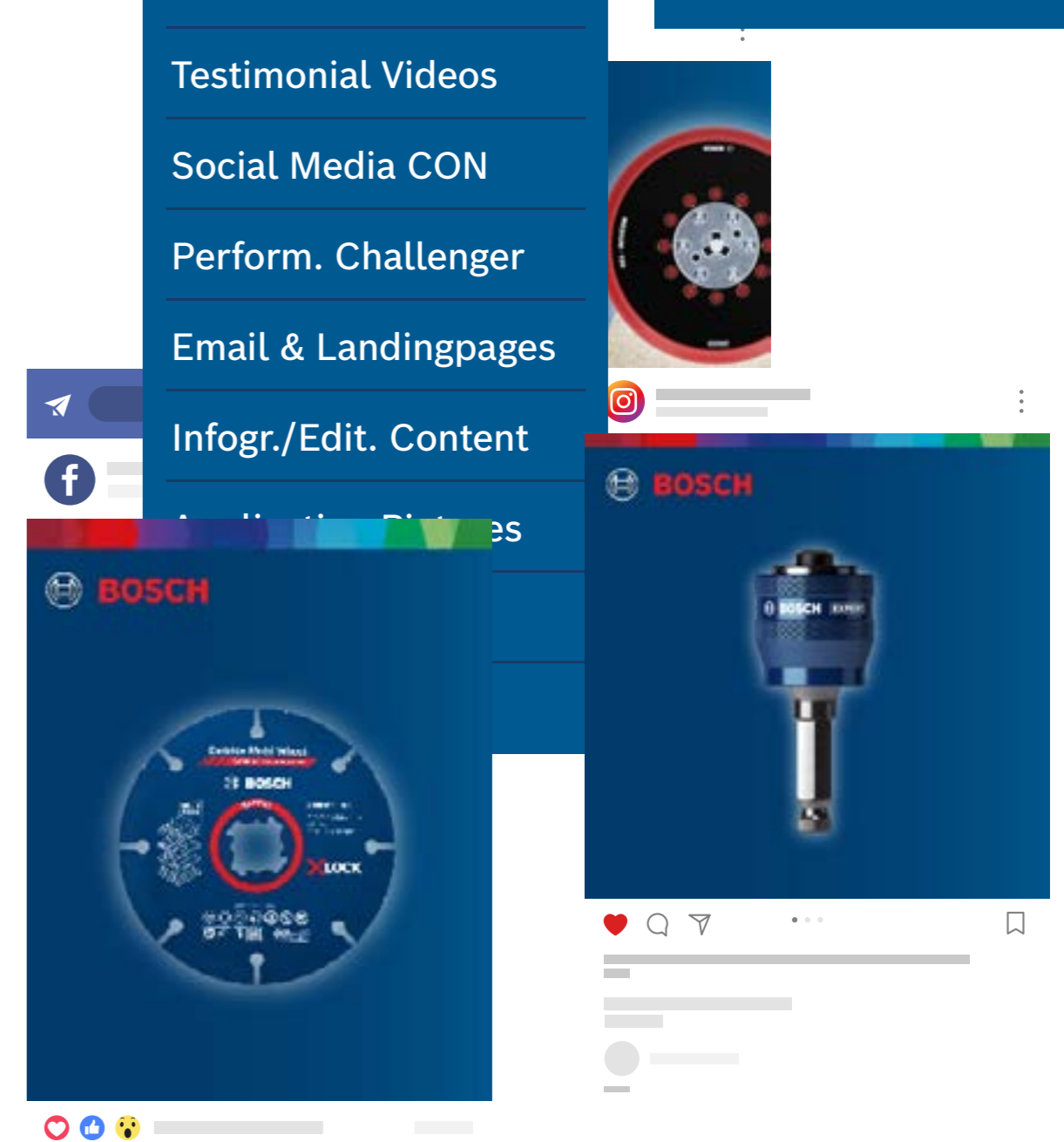
Metal



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PERFORMANCECHALLENGER

WHICH BIT DRILLS BEST INTO HARD TILES?

Standard ceramic drill bit vs Premium porcelain tiles (12mm thickness, Hardness grade PE1 5 (maximum hardness)) vs Bosch **EXPERT** HEX-9 HardCeramic

holes drilled: 0 vs 0

WHICH DISC CUTS BEST?

Standard multimaterial diamond disc vs Concrete pillar with rebar vs Bosch **EXPERT** Multi Material

of cuts: 0 vs 0

WHICH BLADE CUTS BEST?

Cutting on hardwood vs Bosch BIM

of cuts: 0

WHICH BLADE CUTS BEST?

Bosch BIM vs Bosch **EXPERT** Multi Material

of cuts: 0.2 vs 2

RRP: £7.40 vs RRP: £25.45
Cost per cut: £7.08 vs £25.16

WHICH DISC CUTS BEST?

Bosch Standard for Iron 125x16mm vs Steel bars 5225 6x20mm vs Bosch **EXPERT** Diamond Metal Wheel

of cuts: 0 vs 0

WHICH BLADE CUTS BEST?

Across hardwood floor vs Bosch BIM

of cuts: 0

WHICH DISC GRINDS BEST?

Standard disc vs **EXPERT** R782 Prima Disc

Remove 112g of metal from typical steel plate

WHICH DRILL BIT IS BEST FOR REBAR?

10mm rebar HEAVY PROFESSIONAL USER vs Bosch S05 max-4 vs Bosch **EXPERT** S05 max-6X

rebar bits: 0 vs 0

RRP: £75.90 vs RRP: £105.90
100 bits a year vs 50 bits a year

WHICH HOLESAW CUTS BEST?

Cutting wood with hard nails vs Bosch Bi-metal vs Bosch **EXPERT** Tough Material

of cuts: 0 vs 0

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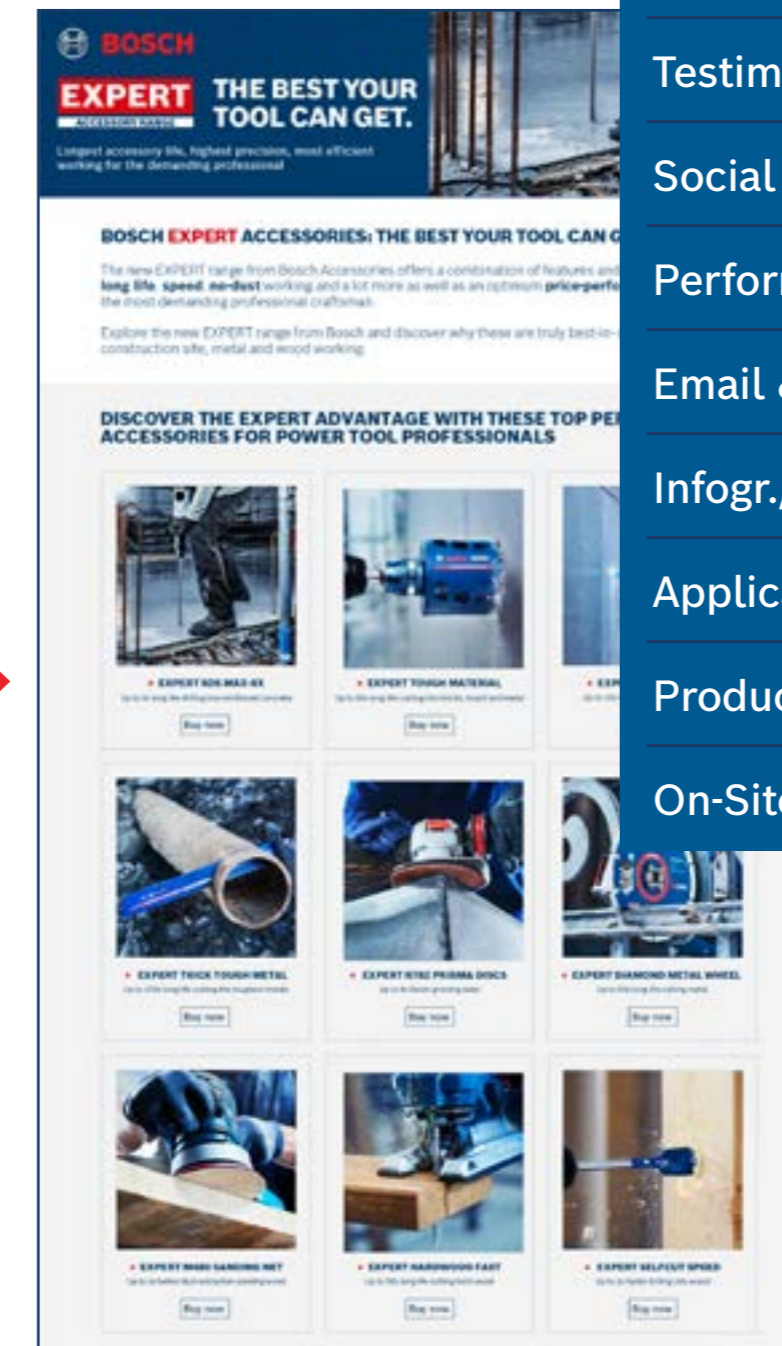
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> E-MAIL/LANDING PAGES: AWARENESS

E-Mail Newsletter



Landing Page



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Social Media AWA

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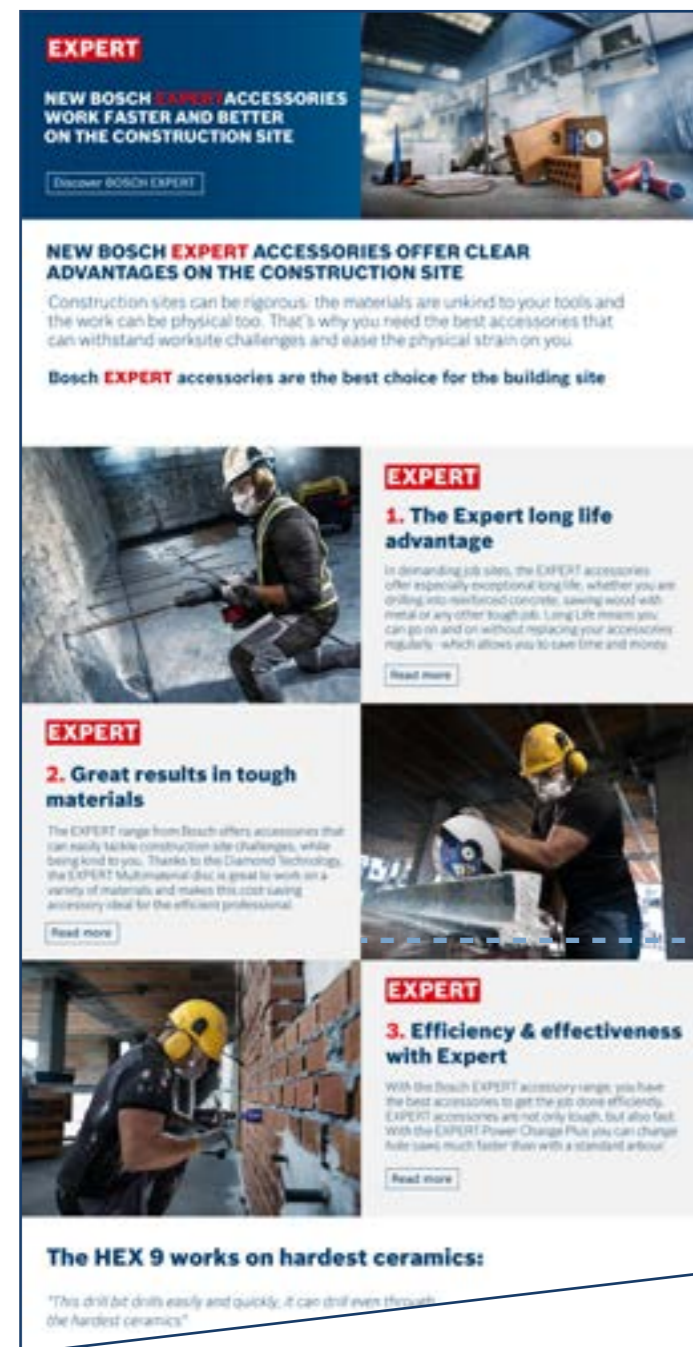


EXPERT DEALER MARKETING ASSETS

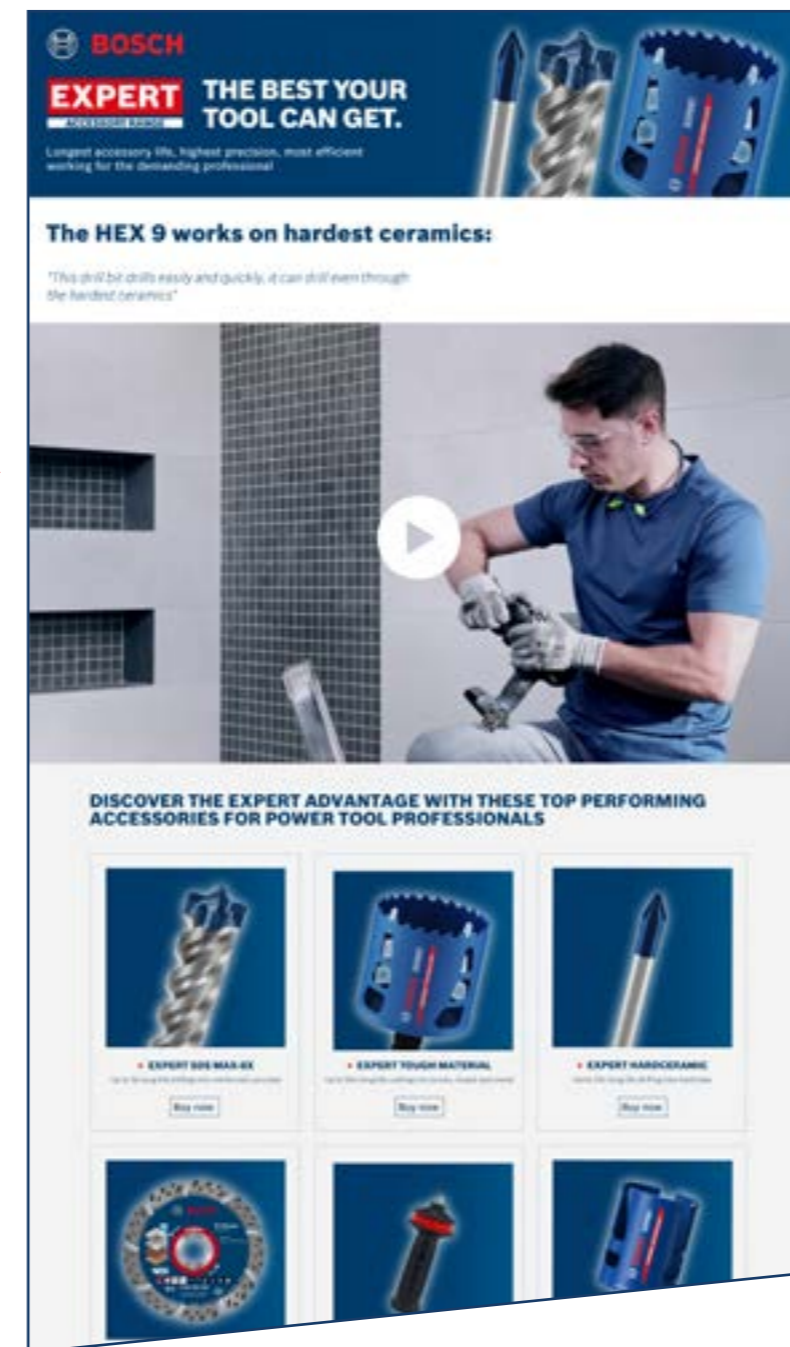
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> E-MAIL/LANDING PAGES: CONSTRUCTION

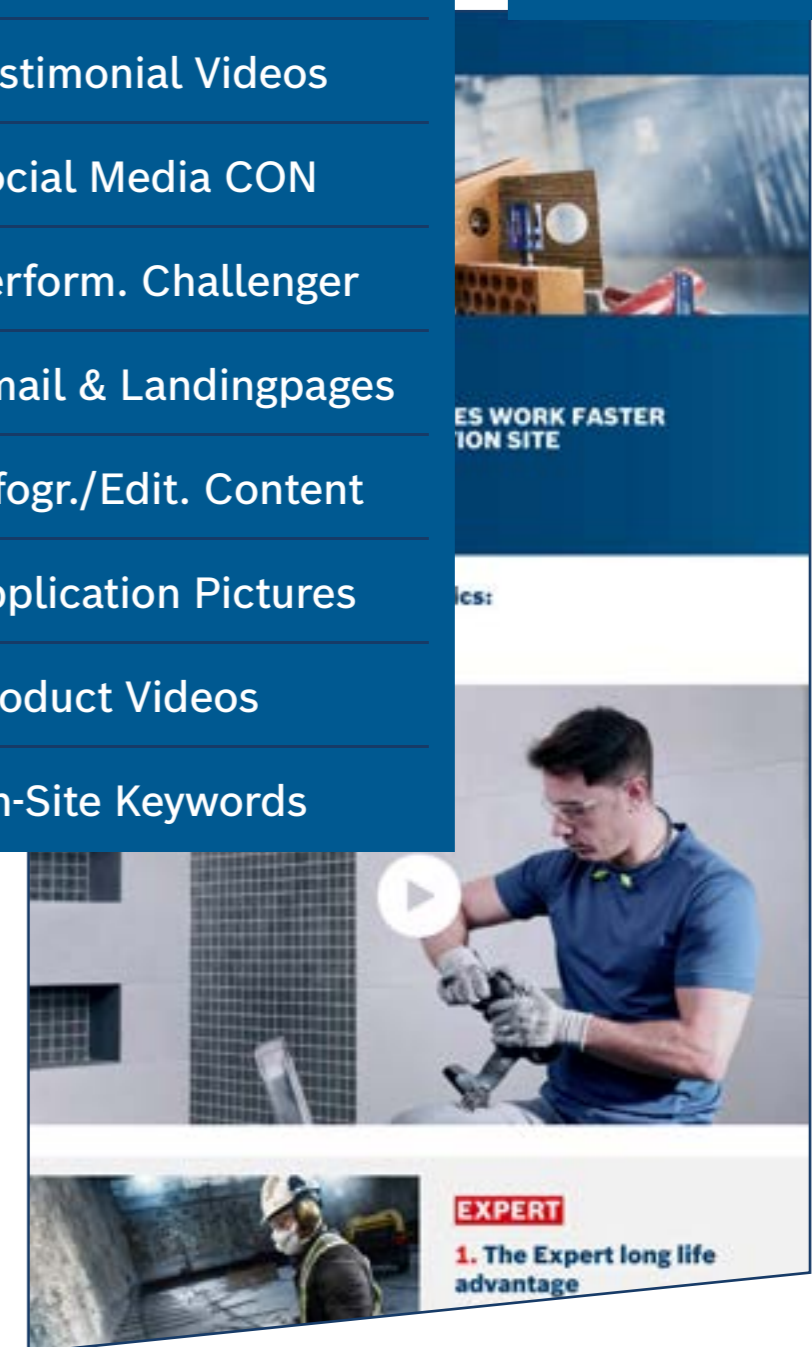
E-Mail Newsletter



Product Landing Page



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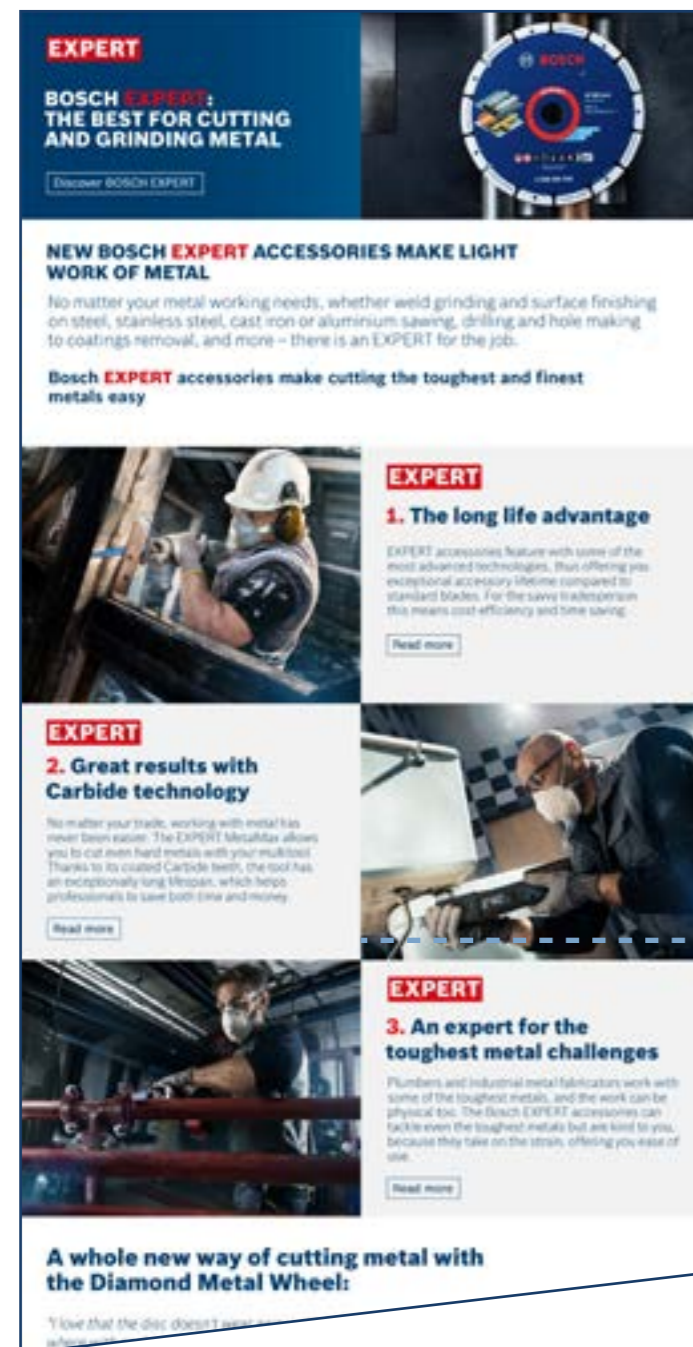


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> E-MAIL/LANDING PAGES: METAL

E-Mail Newsletter



Product Landing Page



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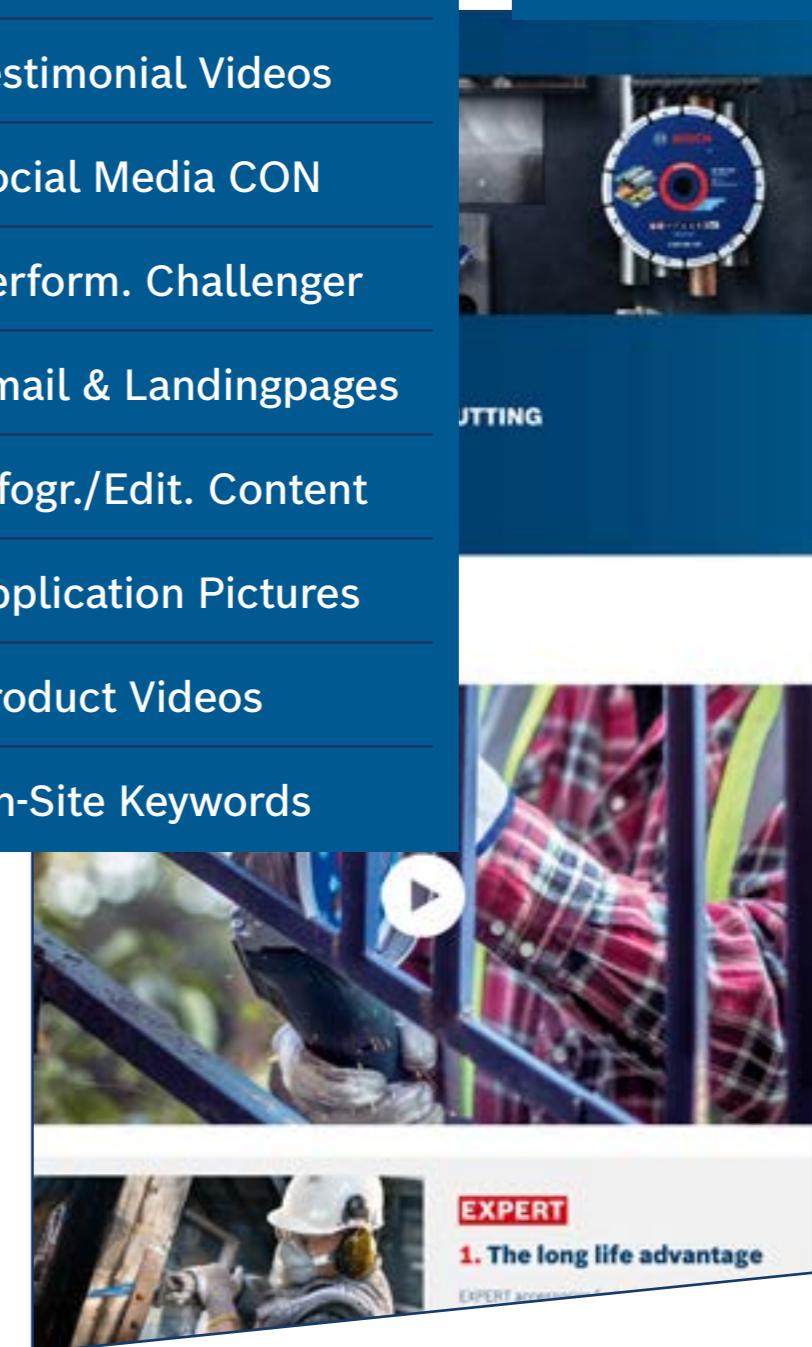
On-Site Keywords

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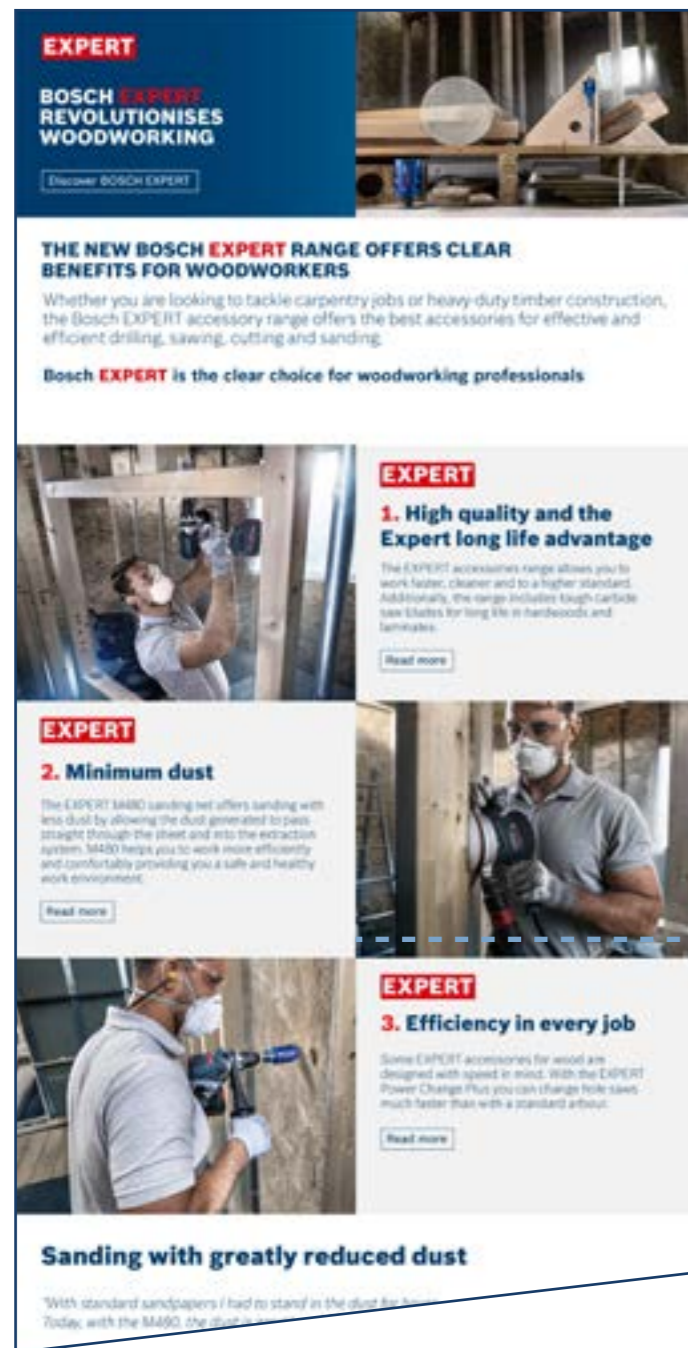


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> E-MAIL/LANDING PAGES: WOOD

E-Mail Newsletter



Product Landing Page



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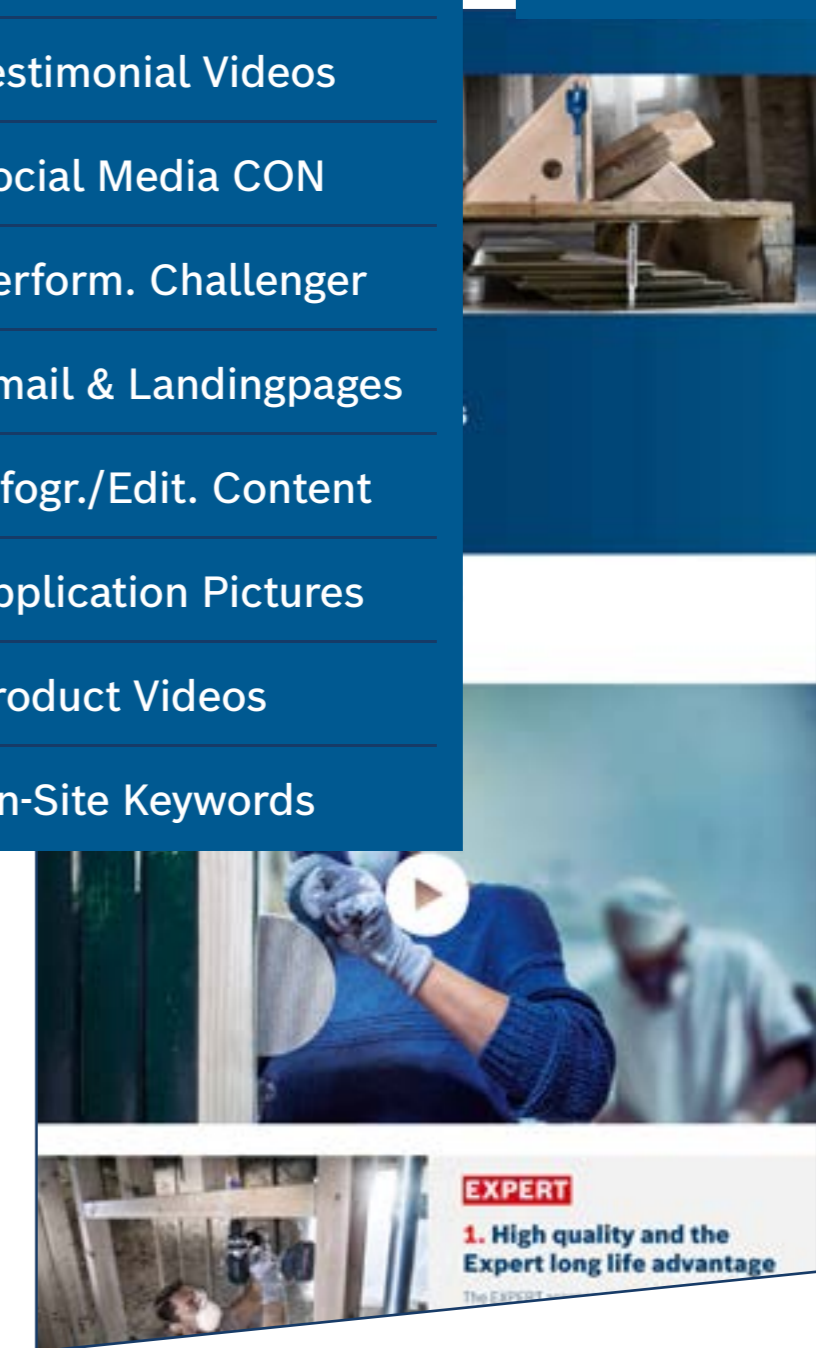
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➤ INFOGRAPHICS

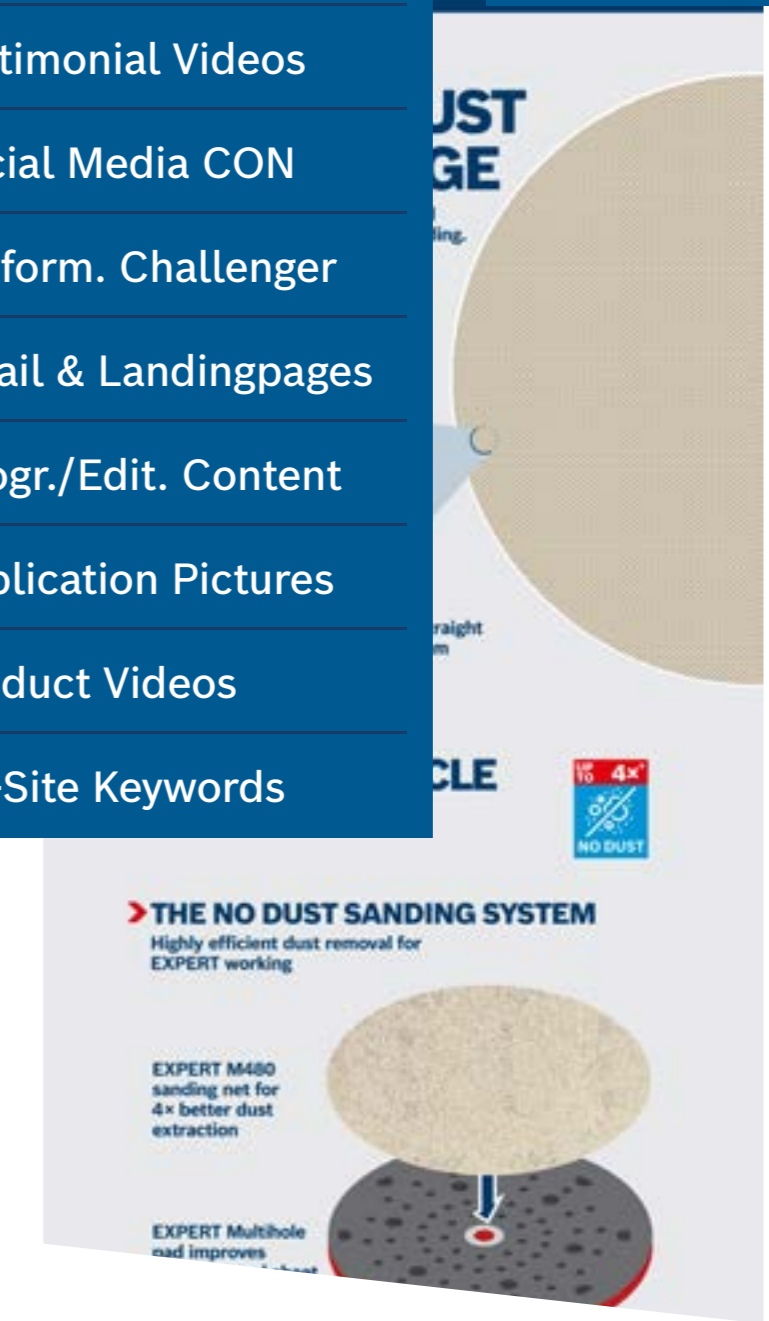
For Construction



For Metal



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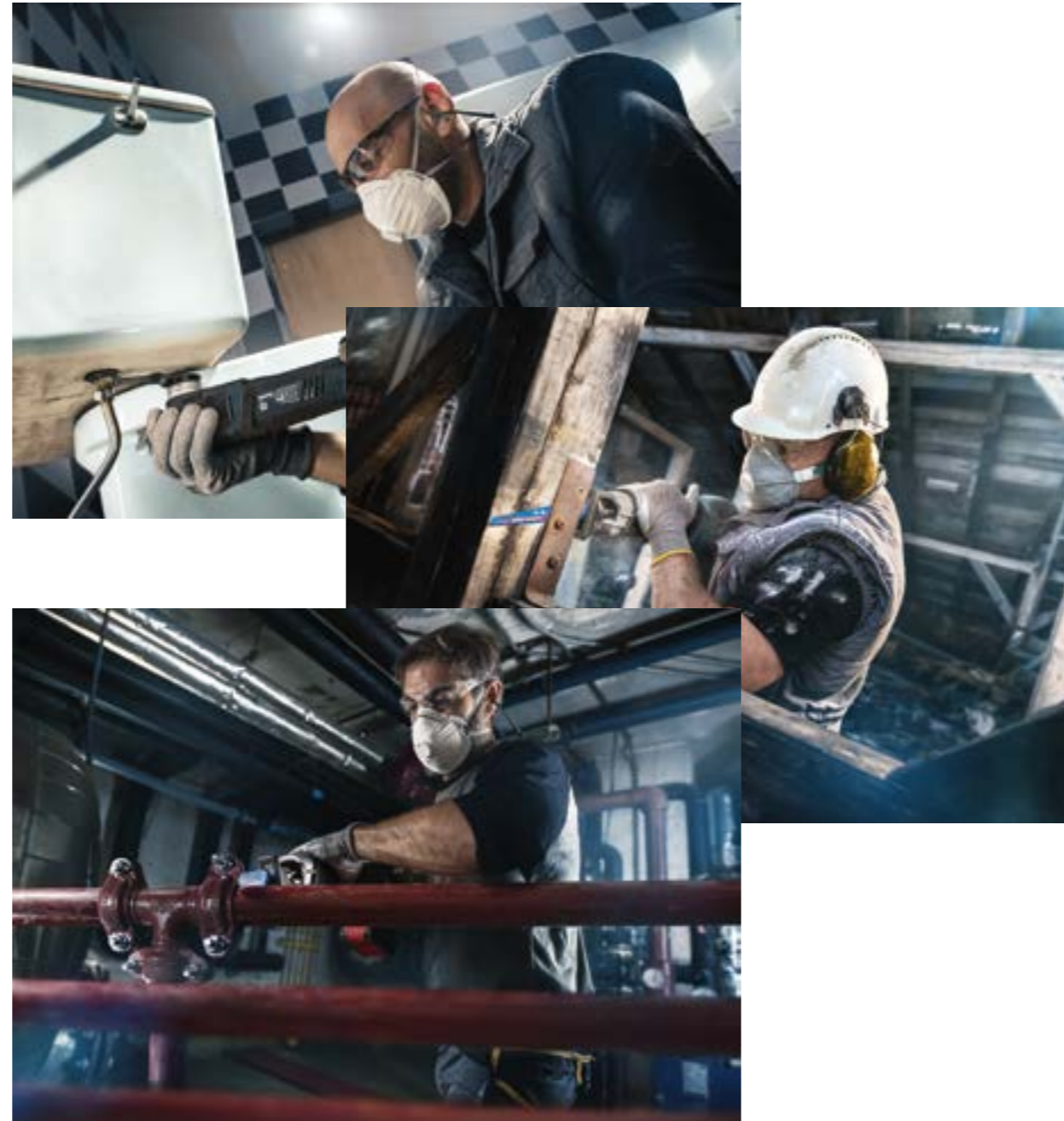
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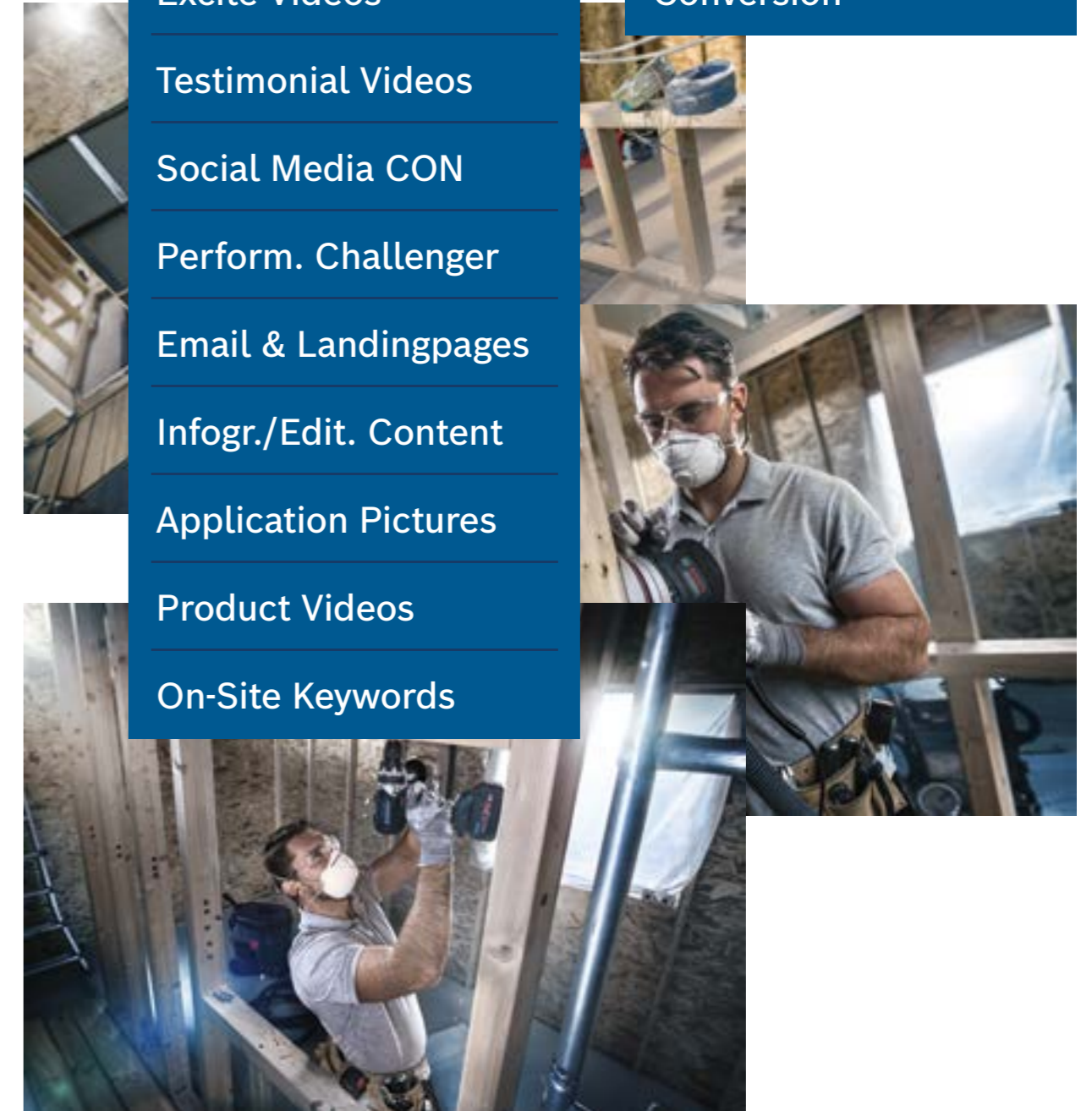
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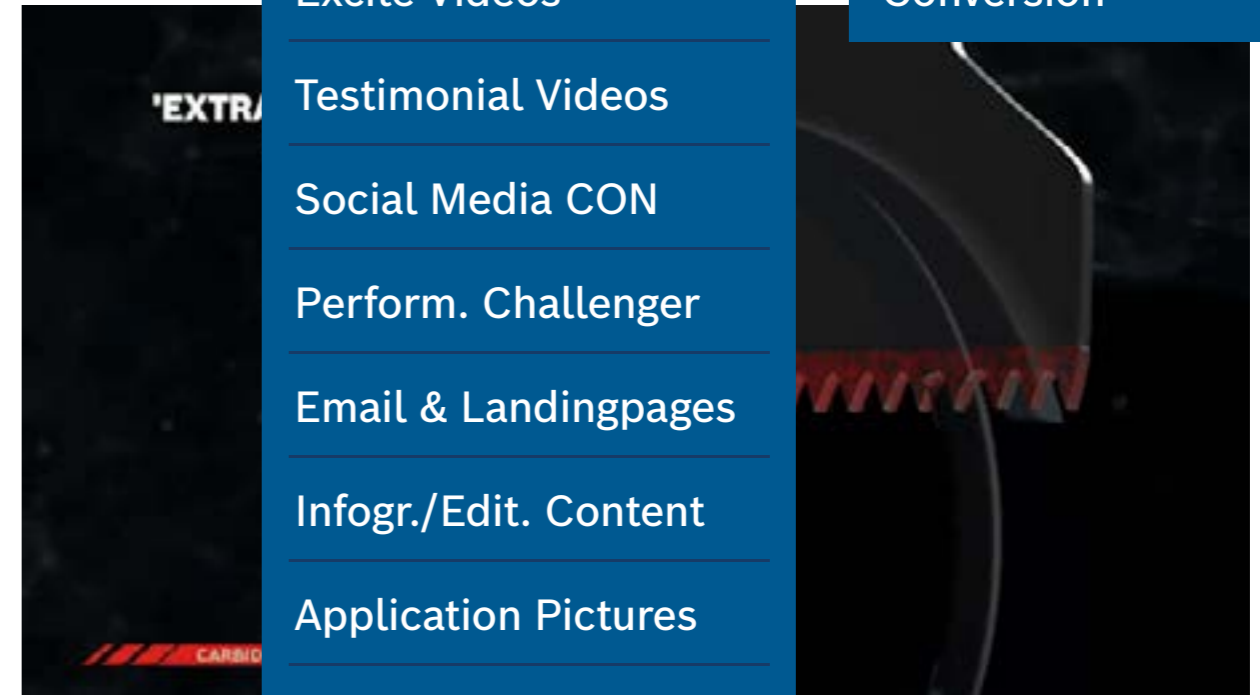
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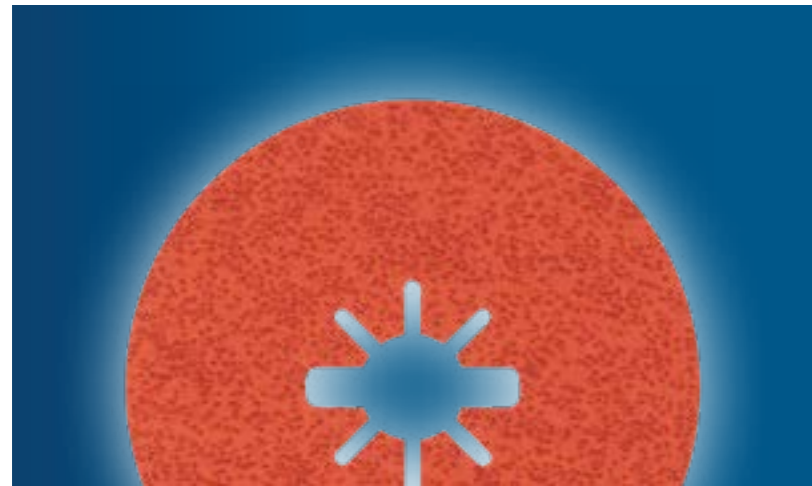
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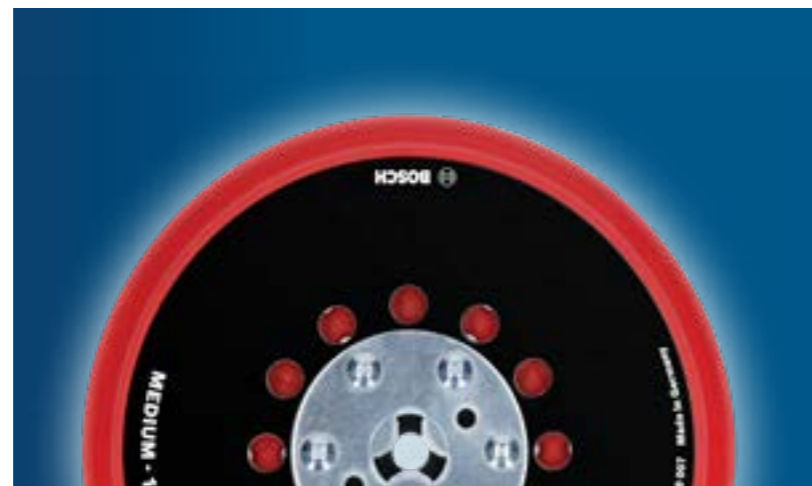
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