

**BOSCH POWER TOOLS ACCESSORIES**

**THE BEST YOUR TOOL CAN GET.**

**BOOST YOUR PRODUCTIVITY  
WITH BOSCH ACCESSORIES**



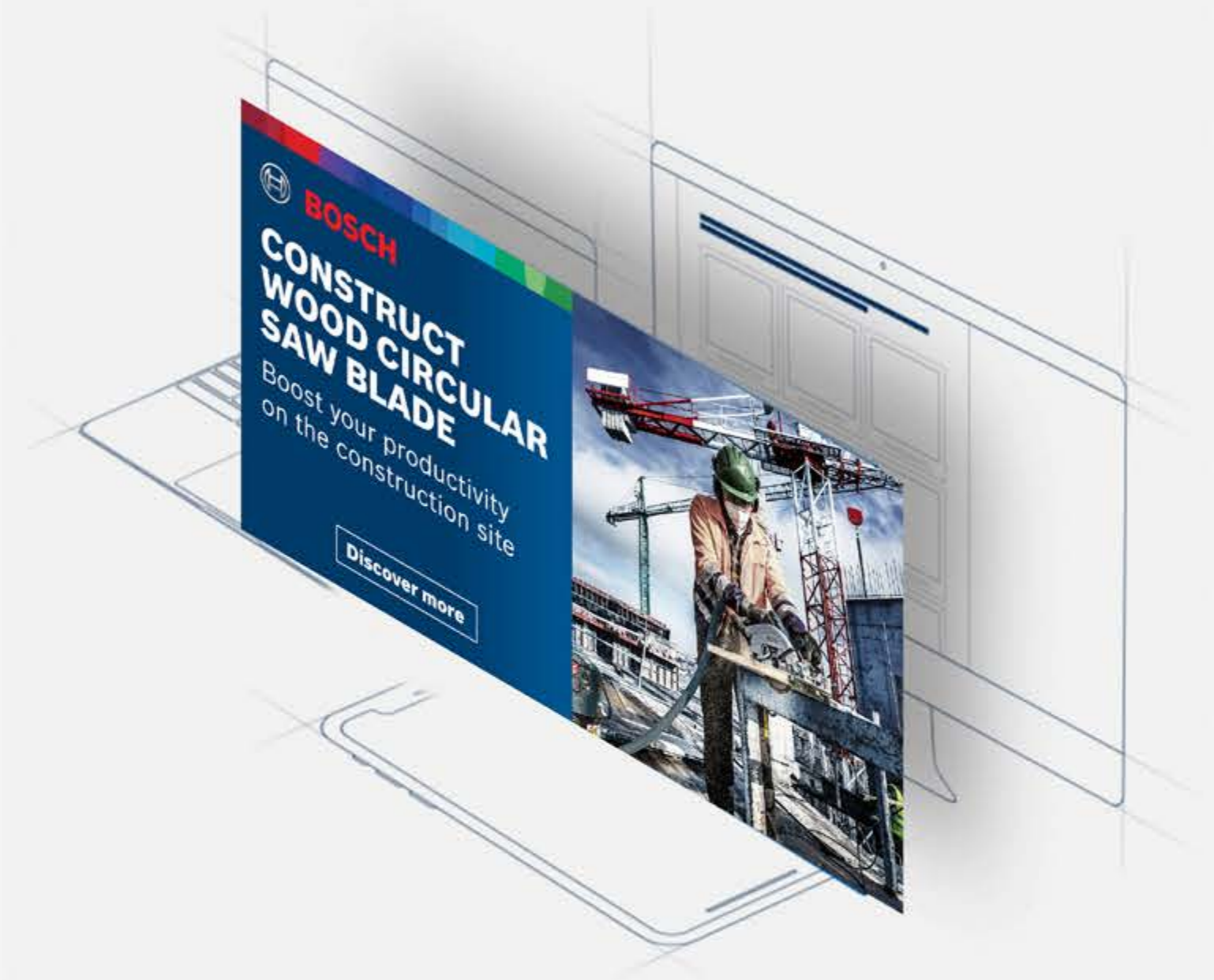
# BOSCH POWER TOOLS ACCESSORIES

THE BEST YOUR TOOL CAN GET.

Dealer Marketing Assets

# GROW YOUR ONLINE SALES WITH COMPELLING MARKETING ASSETS FROM BOSCH

Start the journey 



Bosch Professional Accessories.



# BOSCH POWER TOOLS ACCESSORIES

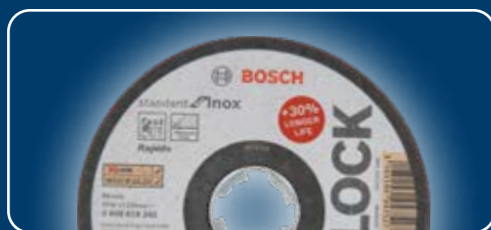
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## > RANGE OVERVIEW

Explore the range:



Range for Construction



Range for Metal



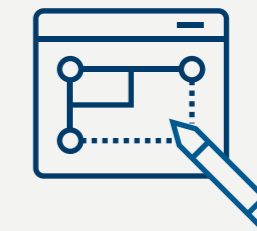
## LIST & PROMOTE PROFESSIONAL

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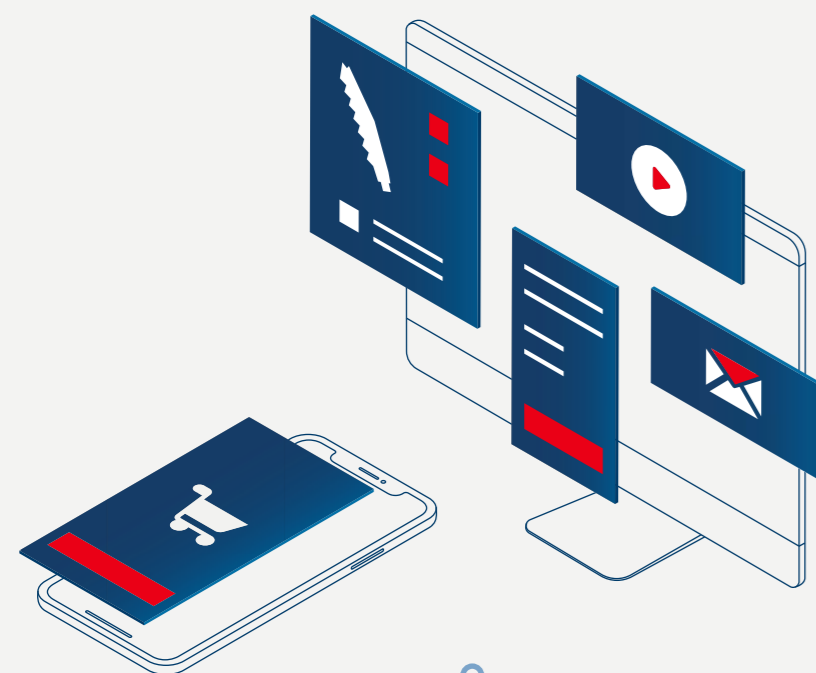


# BOSCH POWER TOOLS ACCESSORIES

Grow your online sales with compelling marketing assets from Bosch



## START THE JOURNEY



### 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



# BOSCH POWER TOOLS ACCESSORIES

The User Journey



## 1. AWARENESS



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



## 2. CONSIDERATION



Content to inform and persuade the buyer to choose PROFESSIONAL.



## 3. CONVERSION



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



# BOSCH POWER TOOLS ACCESSORIES

Awareness Phase Assets



## 1. AWARENESS

Use the awareness phase content to grab your user's attention and introduce them to Bosch Professional

Download the Awareness Phase assets:

### For Construction

[Online Banners](#)

[Email Templates](#)

[Social Media](#)

[Download All](#)

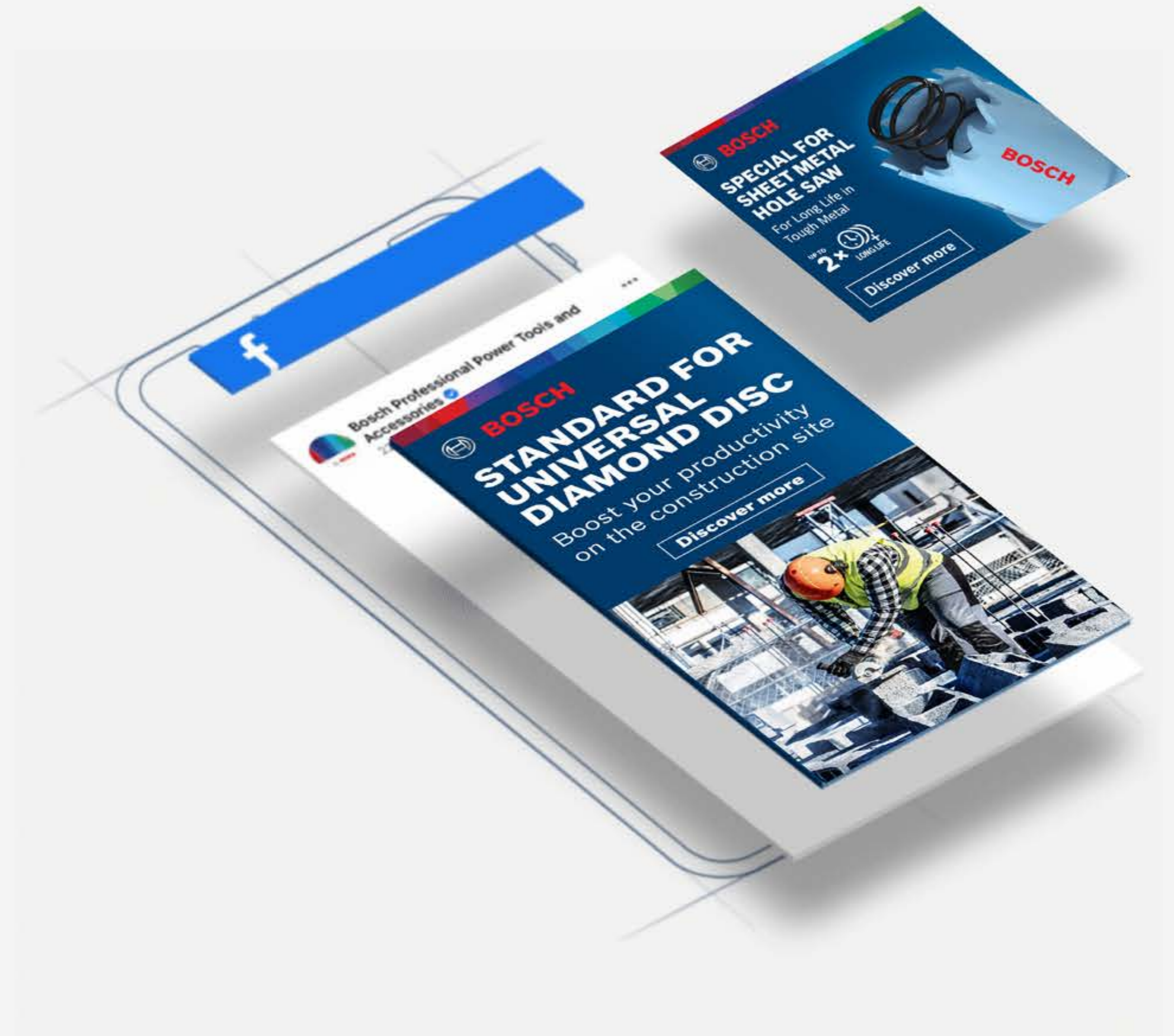
### For Metal

[Online Banners](#)

[Email Templates](#)

[Social Media](#)

[Download All](#)



[Preview Assets](#)

[How To Use Assets](#)





## PREVIEW ASSETS

Awareness Email

**BOSCH**

### BOOST YOUR PRODUCTIVITY WITH BOSCH PROFESSIONAL ACCESSORIES

[Upgrade now](#)

**BOOST YOUR PRODUCTIVITY - AND REAP THE REWARDS**

On the construction site time is money, and accessories need to be tough. With Bosch Professional, you can work on more materials, better, for longer. Upgrade your performance with Bosch.

**Bosch Professional accessories offer huge advantages on the building site:**

**POWERFUL, RELIABLE, DURABLE**

The Bosch Professional accessory range offers clear benefits in terms of lifespan, speed, precision and more.

[Read more](#)

**MULTI-MATERIAL**

Awareness Web Banners

**BOSCH**

## SDS MAX-4

Boost your productivity on the construction site

[Discover more](#)

**BOSCH**

## CONSTRUCT WOOD CIRCULAR SAW BLADE

Boost your productivity on the construction site

[Discover more](#)

**BOSCH**

## HSS-G DRILL BIT

For Long Life in Metal

UP TO **3x** LONG LIFE

[Discover more](#)



# BOSCH POWER TOOLS ACCESSORIES

Awareness Assets

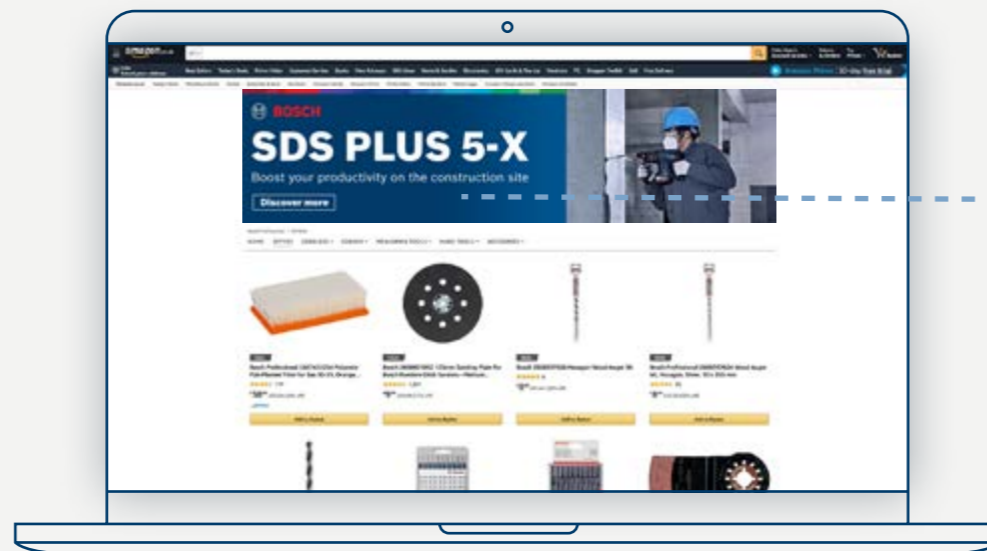


## HOW TO USE

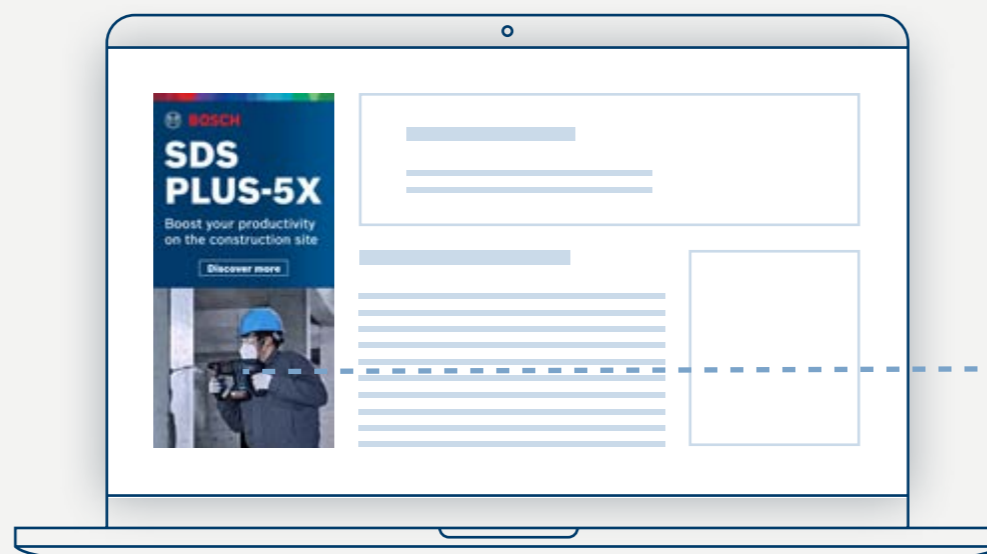
Awareness Email



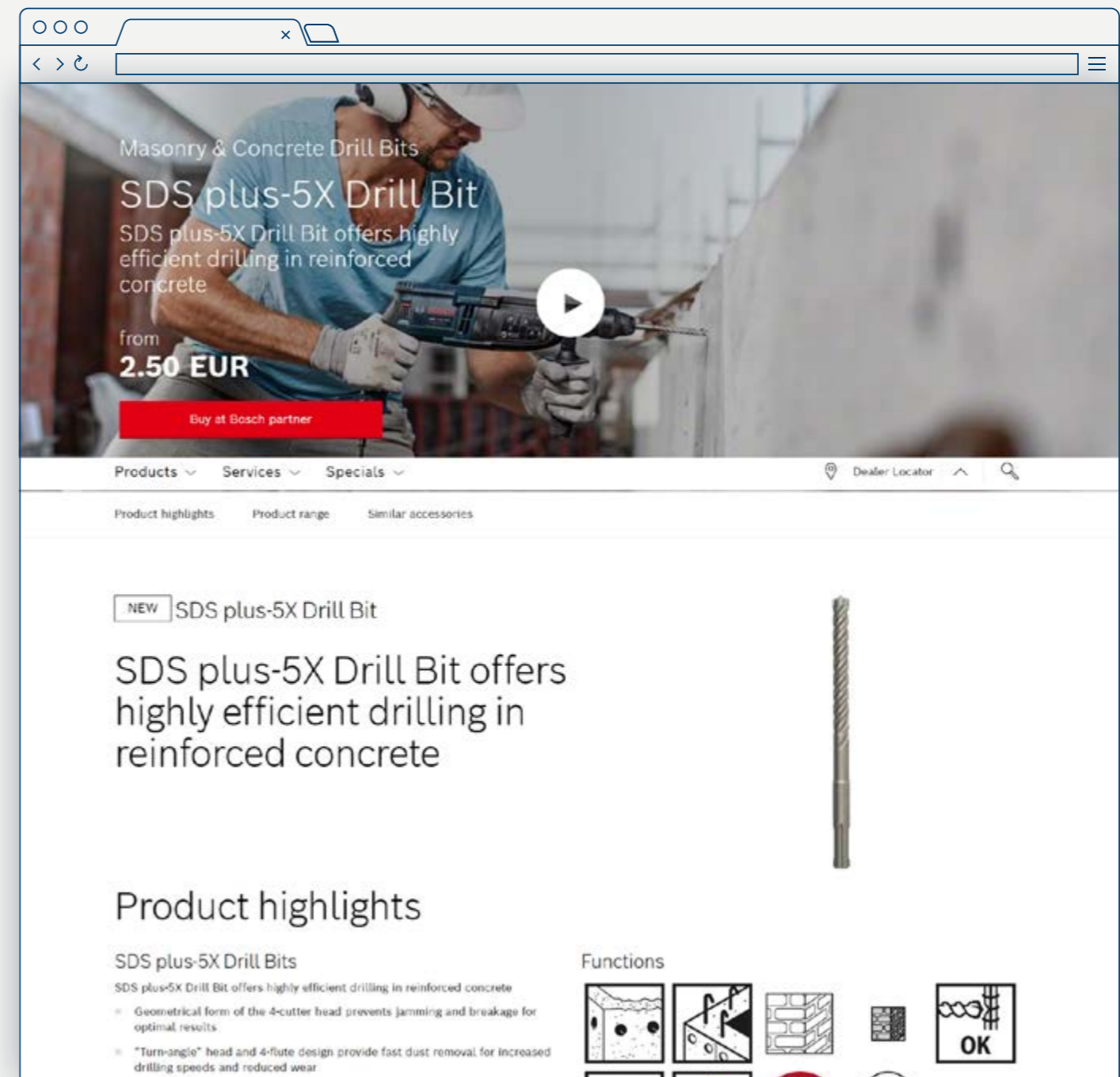
Awareness Web Banner



Awareness Ad Banner



Awareness Landing Page



Grab user's attention with the awareness assets

Link the banners to the awareness landing page



# DEALER MARKETING ASSETS

Consideration Phase Assets



## 2. CONSIDERATION

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

Download the Consideration Phase assets:

### For Construction

[Online Banners](#)

[Social Media](#)

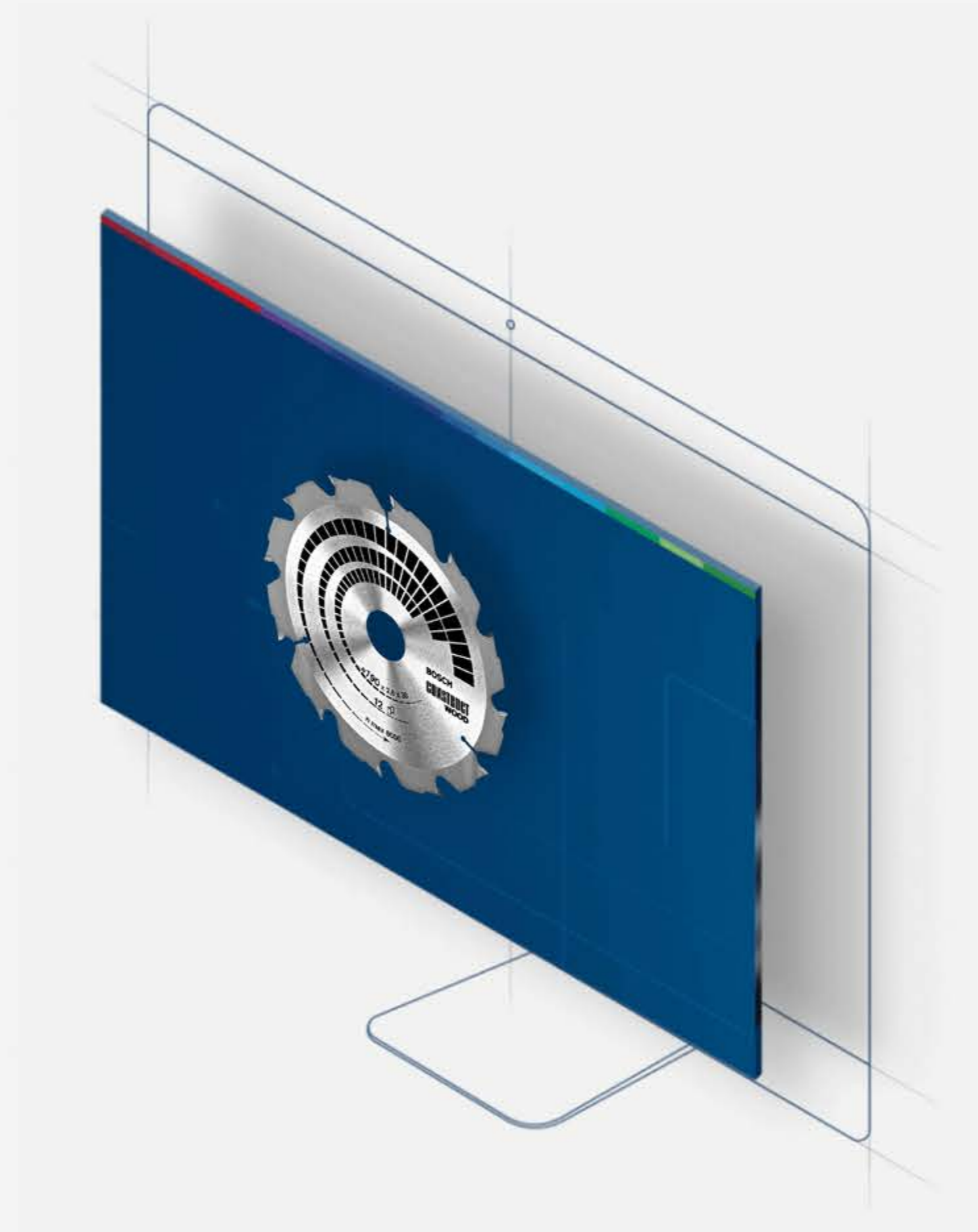
[Download All](#)

### For Metal

[Online Banners](#)

[Social Media](#)

[Download All](#)



[Preview Assets](#)

[How To Use Assets](#)





## PREVIEW ASSETS

Consideration Static Web Banners

**BOSCH** **CONSTRUCT WOOD CIRCULAR SAW BLADE**  
Extra robust in construction site timber [Discover more](#)

Consideration Animated Web Banners

**BOSCH** **STANDARD FOR UNIVERSAL DIAMOND DISC**  
Optimized diamond matrix for long life [Discover more](#)

**BOSCH** **STANDARD FOR UNIVERSAL DIAMOND DISC**  
Up to 1.5x long life in universal building materials [Discover more](#)

**BOSCH** **SDS MAX-4**  
Extra long life in reinforced concrete [Discover more](#)

**BOSCH** **SPECIAL FOR SHEET METAL HOLE SAW**  
For Long Life in Tough Metal  
UP TO **2x** LONG LIFE [Discover more](#)

**BOSCH** **X-LOCK STANDARD FOR INNOX CUTTING DISC**  
Long Life Cutting Metal  
**30%** LONGER LIFE [Discover more](#)

**BOSCH** **CONSTRUCT WOOD CIRCULAR SAW BLADE**  
Extra robust in construction site timber [Discover more](#)  
Special tooth design cuts through construction site timber

**BOSCH** **SDS MAX 4**  
4-cutter head prevents jamming [Discover more](#)

**BOSCH** **SPECIAL FOR SHEET METAL HOLE SAW**  
For Long Life in Tough Metal  
UP TO **2x** LONG LIFE [Discover more](#)  
Bi-metal HSS containing 8% cobalt alloy for long lifespan

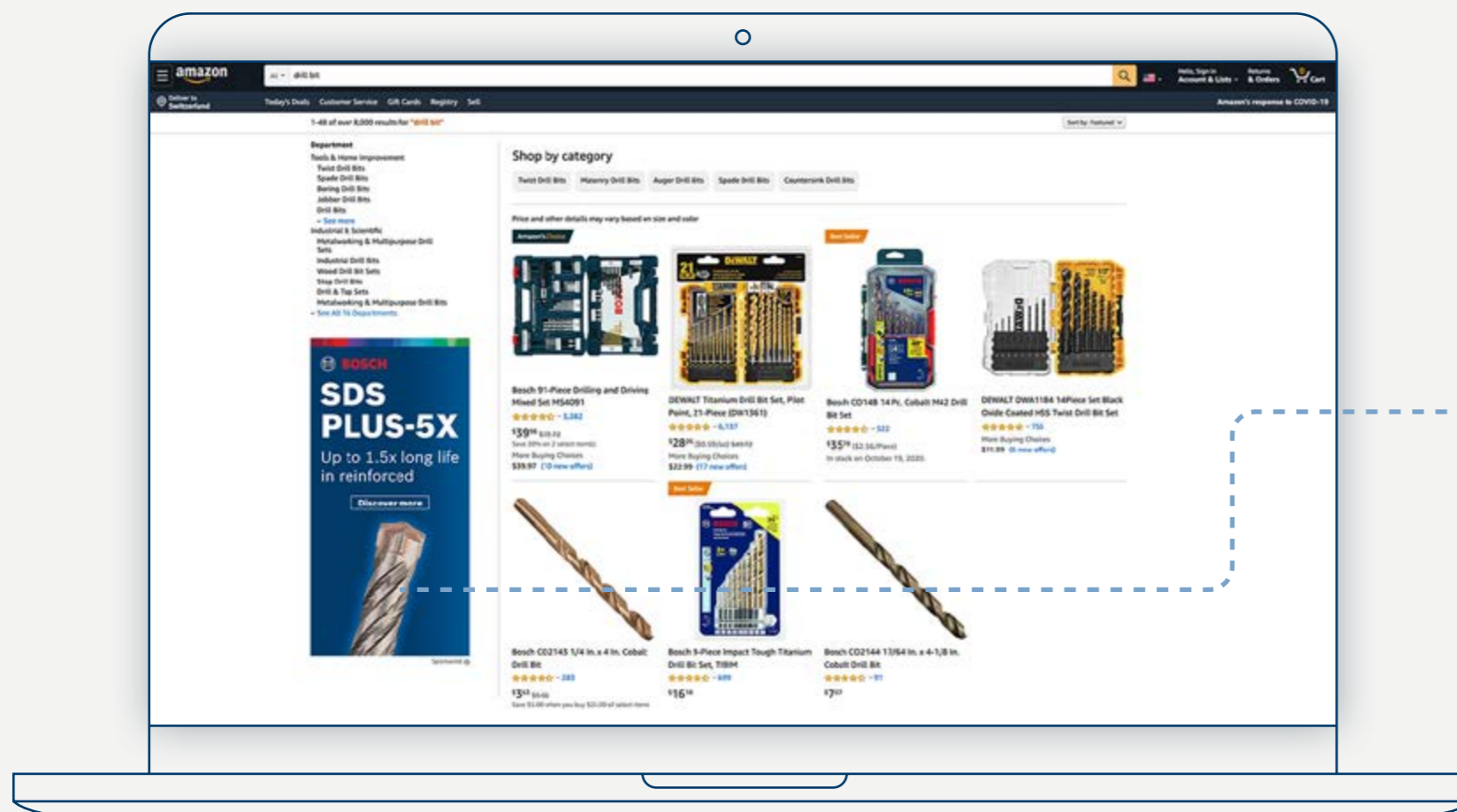
**BOSCH** **HSS-G DRILL BIT**  
For Long Life in Metal  
UP TO **3x** LONG LIFE [Discover more](#)  
135° tip design for speed, efficiency and long life





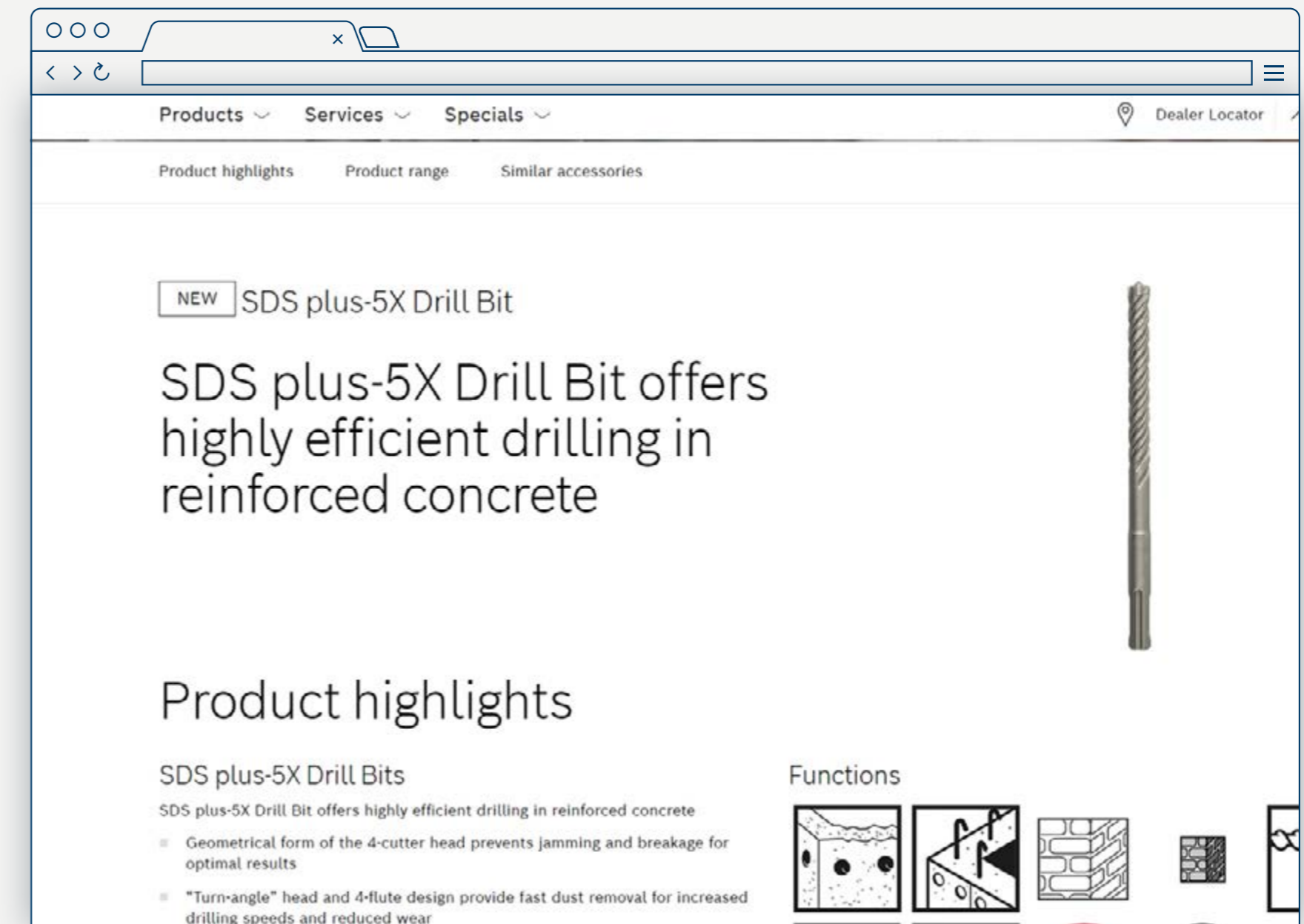
## ➤ HOW TO USE

Purchase Intent Web Banner



Use the consideration banners to promote a focus product

Product Page



Link the banner to the product page



# DEALER MARKETING ASSETS

Conversion Phase Assets



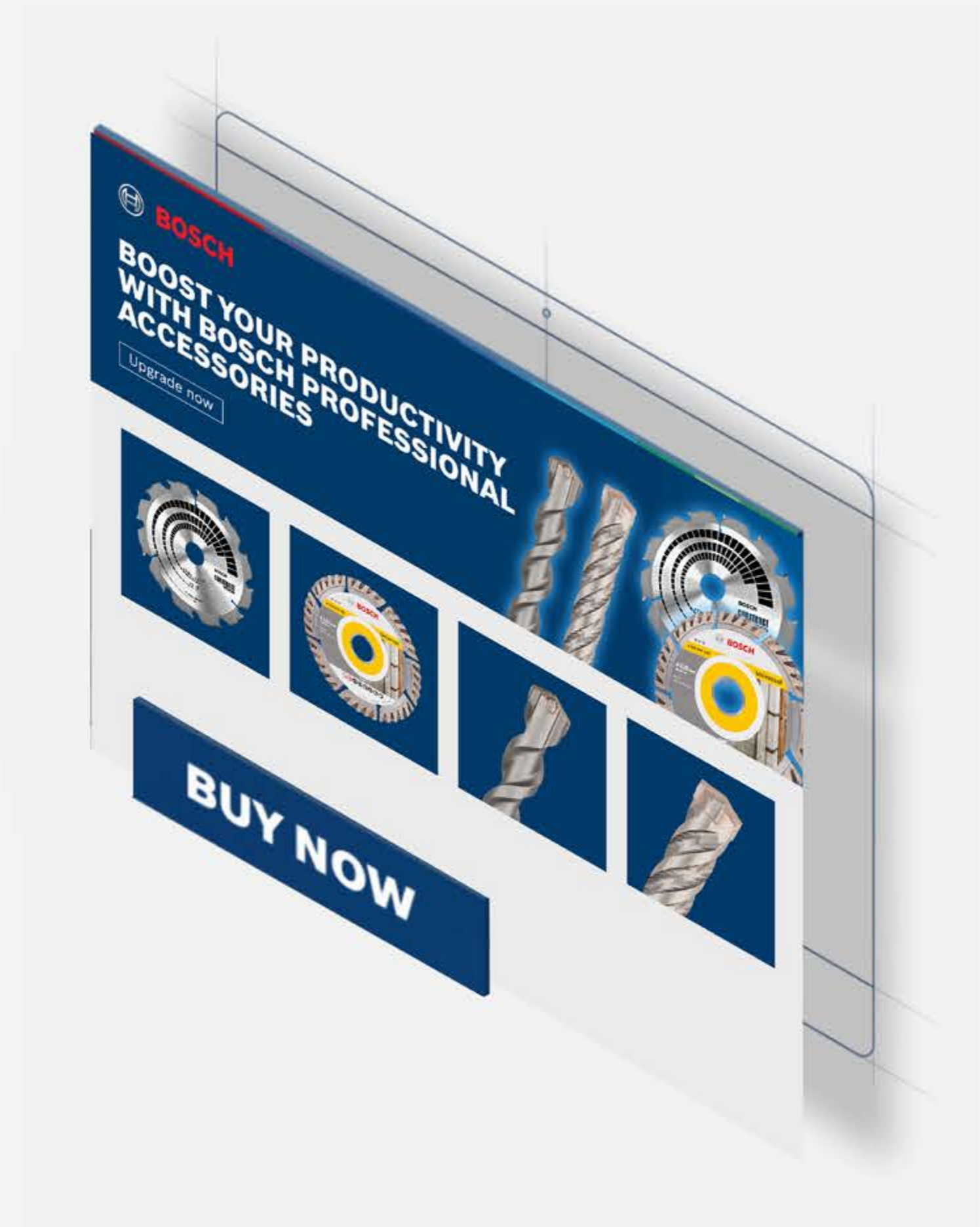
## 3. CONVERSION

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 the Range Overview content:

**For Construction** [🔗](#)

**For Metal** [🔗](#)



Preview Assets



# DEALER MARKETING ASSETS

Download Assets



**DOWNLOAD ASSETS**

Download the assets for all the phases:

**Online Banners**

**Social Media Assets**

**Email Templates**

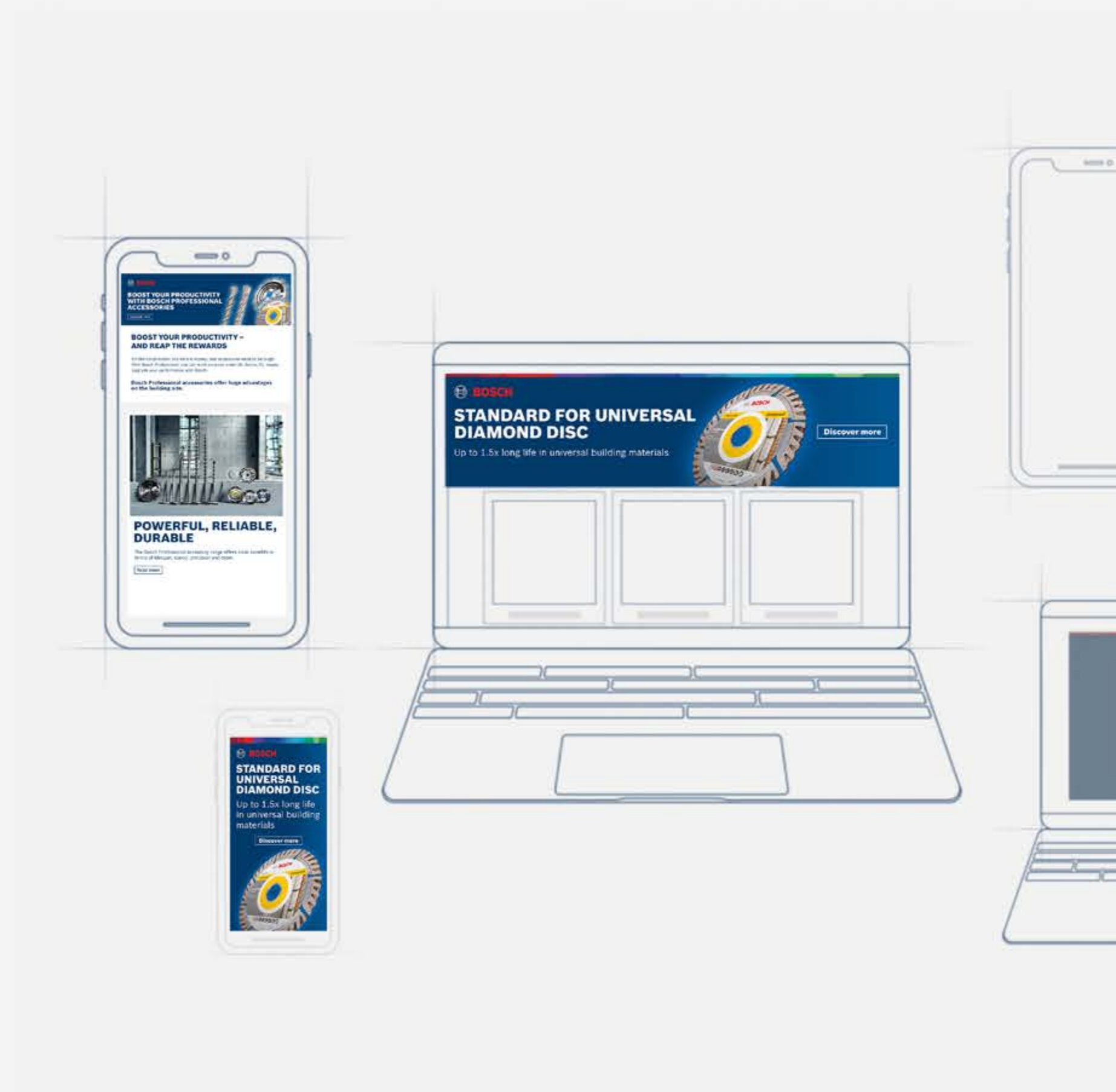
**Spider Charts**

**Videos**

**Application Pictures**

**Open Banner Files**

**Open Email Files**



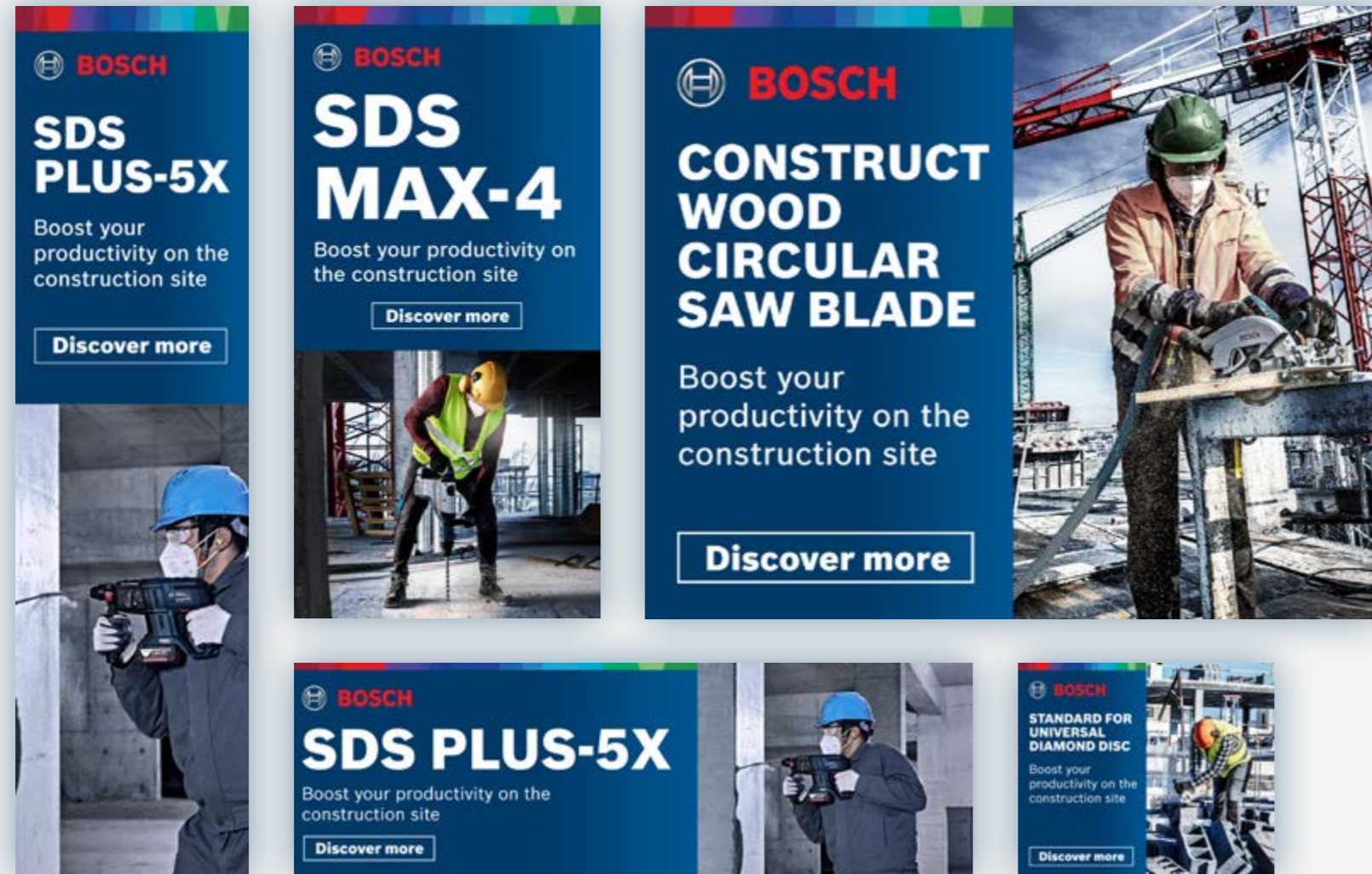
To The Assets





## ➤ ONLINE BANNERS - CONSTRUCTION

### Awareness Banners

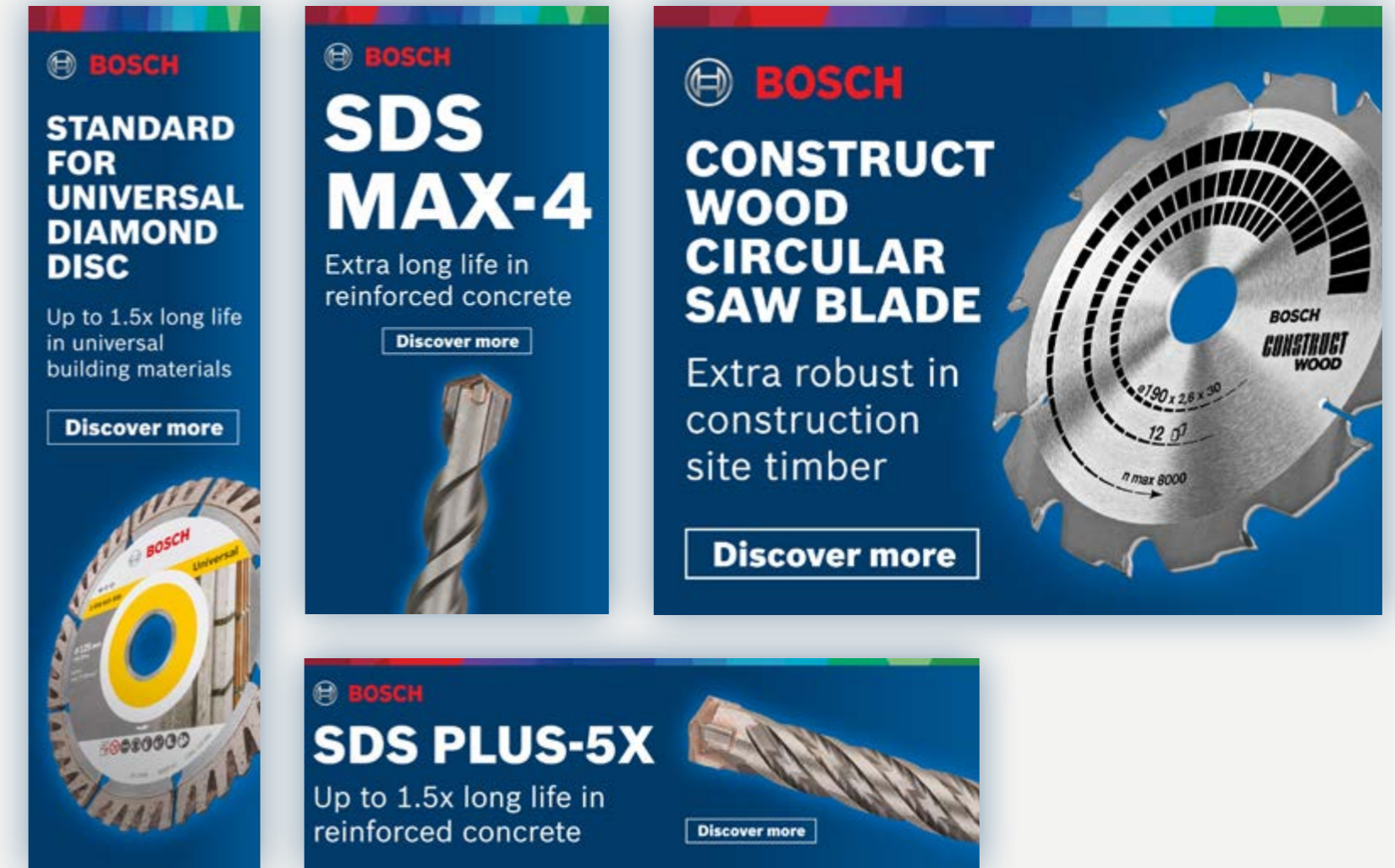


[Download static banners](#)

[Download animated banners](#)

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### Product Banners



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[Download animated banners](#)

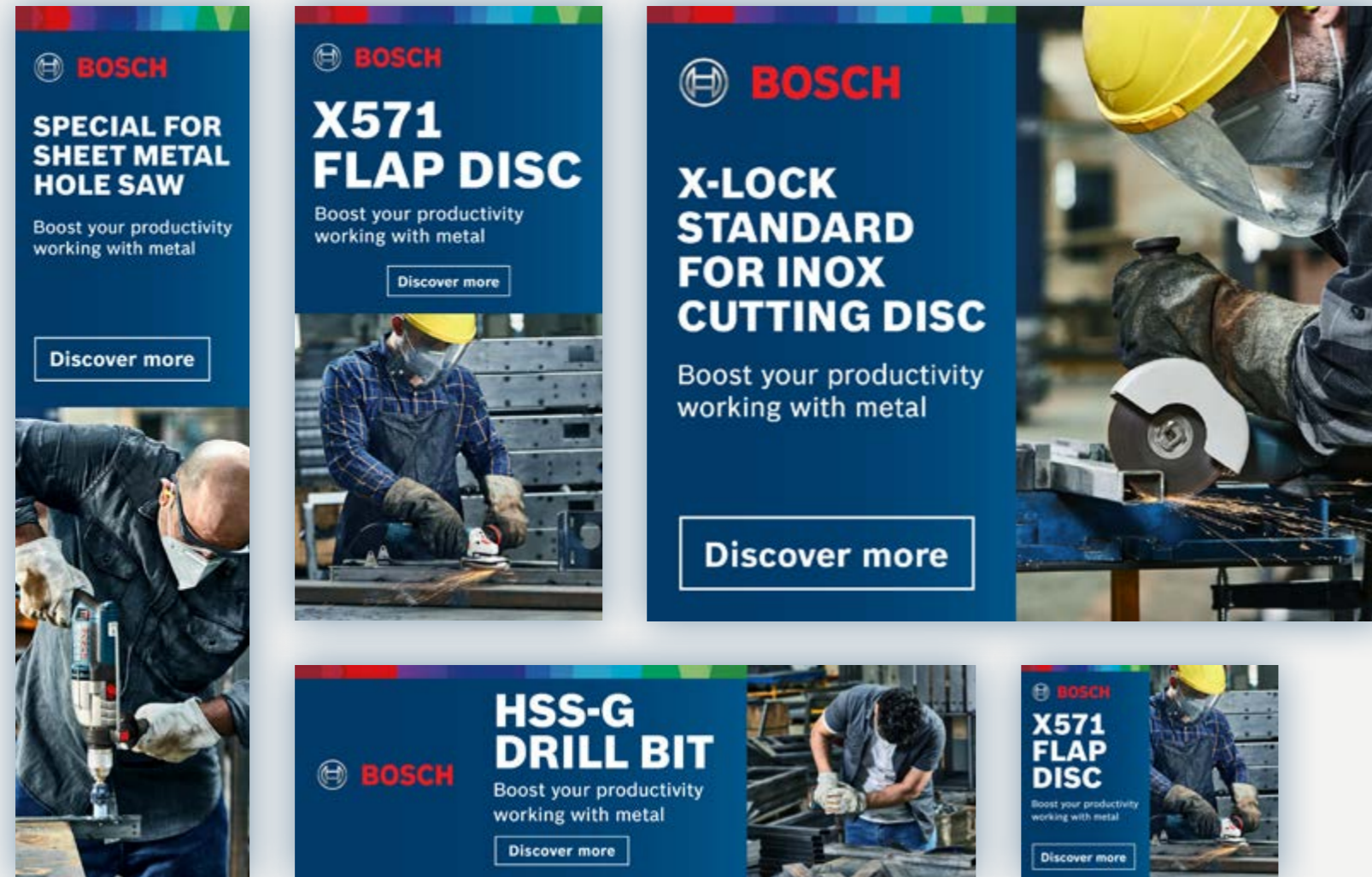
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## ➤ ONLINE BANNERS - METAL

### Awareness Banners



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[Download animated banners](#)

[Download All](#)

### Product Banners



[Download static banners](#)


[Download animated banners](#)

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## > SOCIAL MEDIA ASSETS - CONSTRUCTION

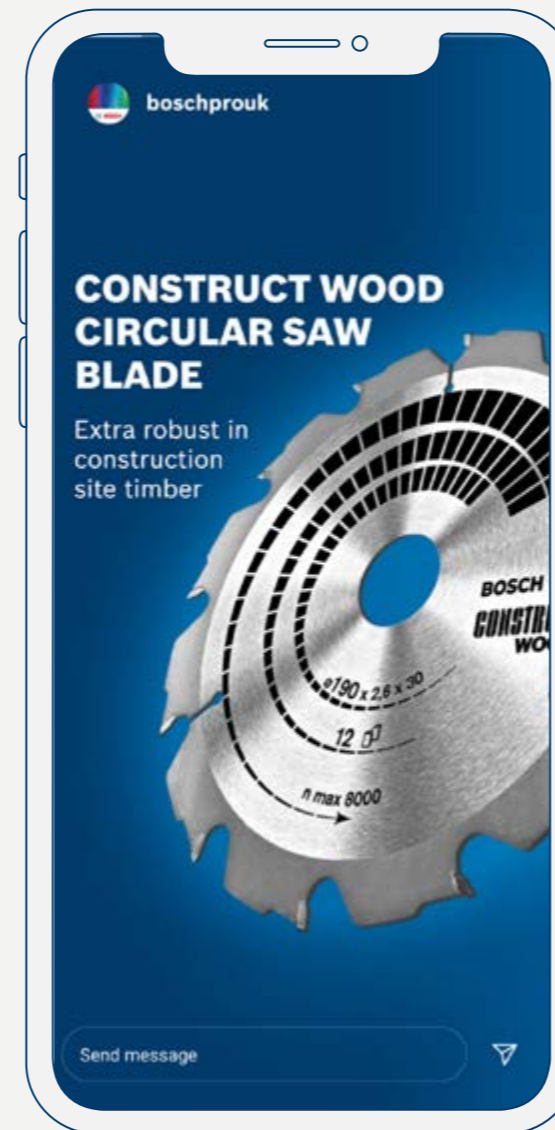
 Specially Sized for Facebook



Facebook Landscape (1200x628)  
Facebook Post (1200x1200)  
Facebook Video (1080x1080)  
Facebook Video (1080x1350)  
Facebook Story (1080x1920)


Download All 

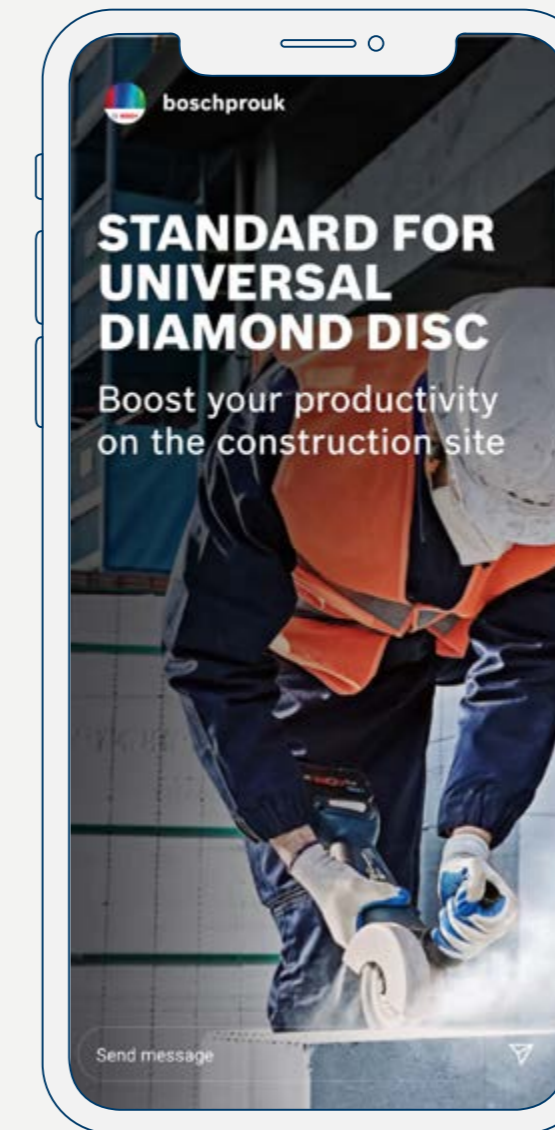
 Specially Sized for TikTok



TikTok (1080x1920)

Download All 

 Specially Sized for Instagram




Instagram Landscape (1200x628)  
Instagram Post (1200x1200)  
Instagram Video (1080x1080)  
Instagram Video (1080x1350)  
Instagram Story (1080x1920)

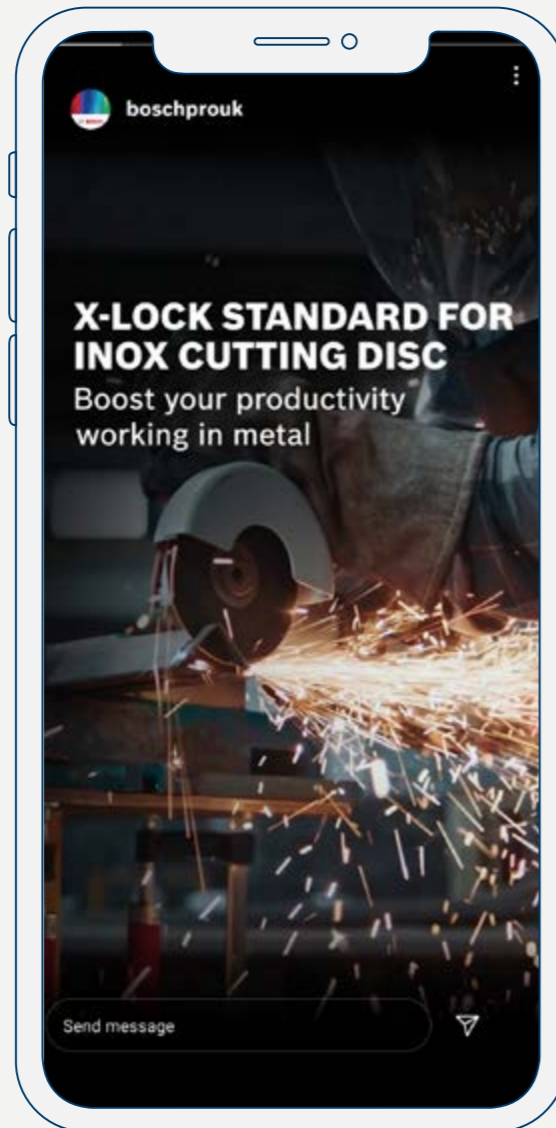
Download All 






## > SOCIAL MEDIA ASSETS - METAL

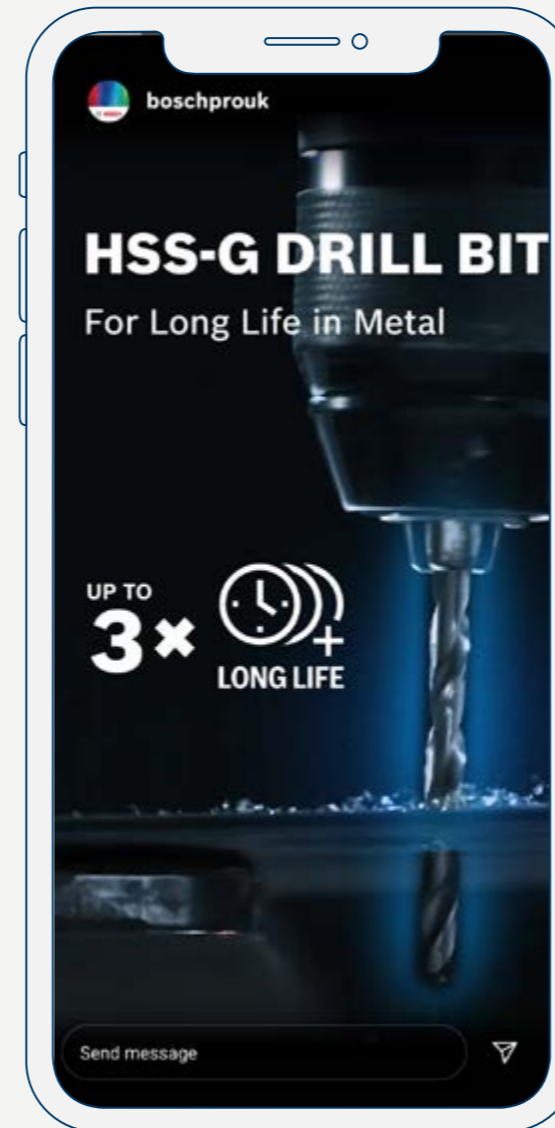
 Specially Sized for Facebook



Facebook Landscape (1200x628)  
Facebook Post (1200x1200)  
Facebook Video (1080x1080)  
Facebook Video (1080x1350)  
Facebook Story (1080x1920)


Download All 

 Specially Sized for TikTok



TikTok (1080x1920)

Download All 

 Specially Sized for Instagram



Instagram Landscape (1200x628)  
Instagram Post (1200x1200)  
Instagram Video (1080x1080)  
Instagram Video (1080x1350)  
Instagram Story (1080x1920)

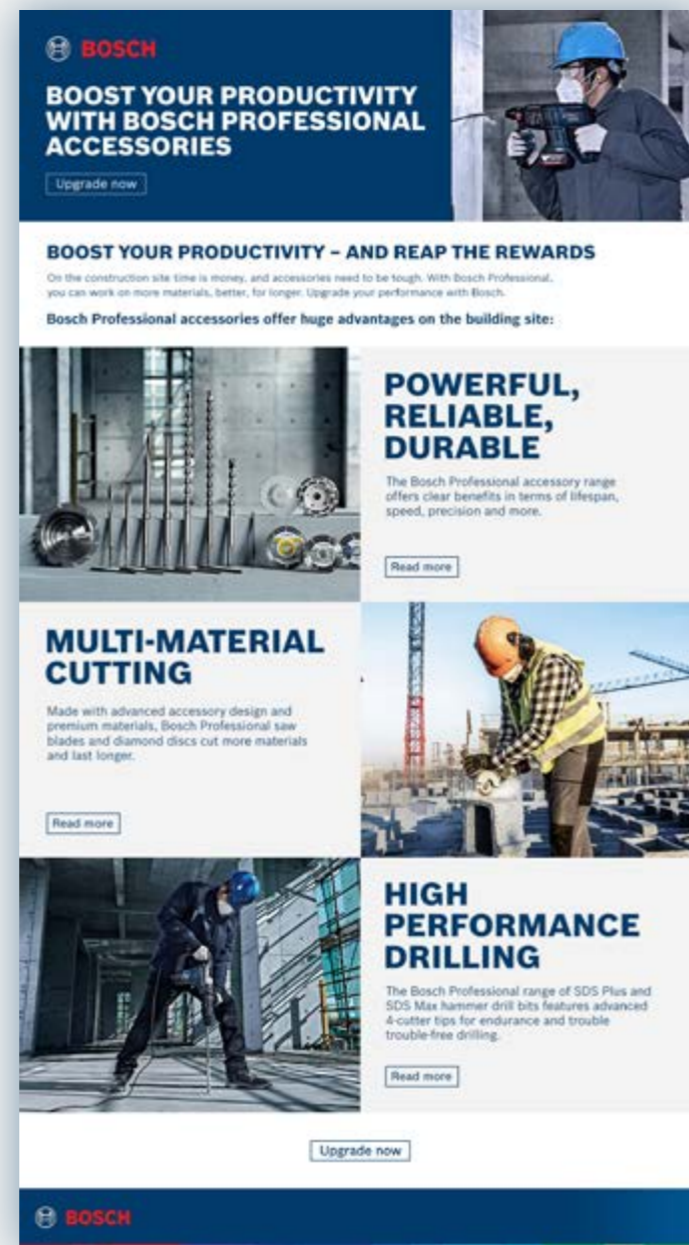
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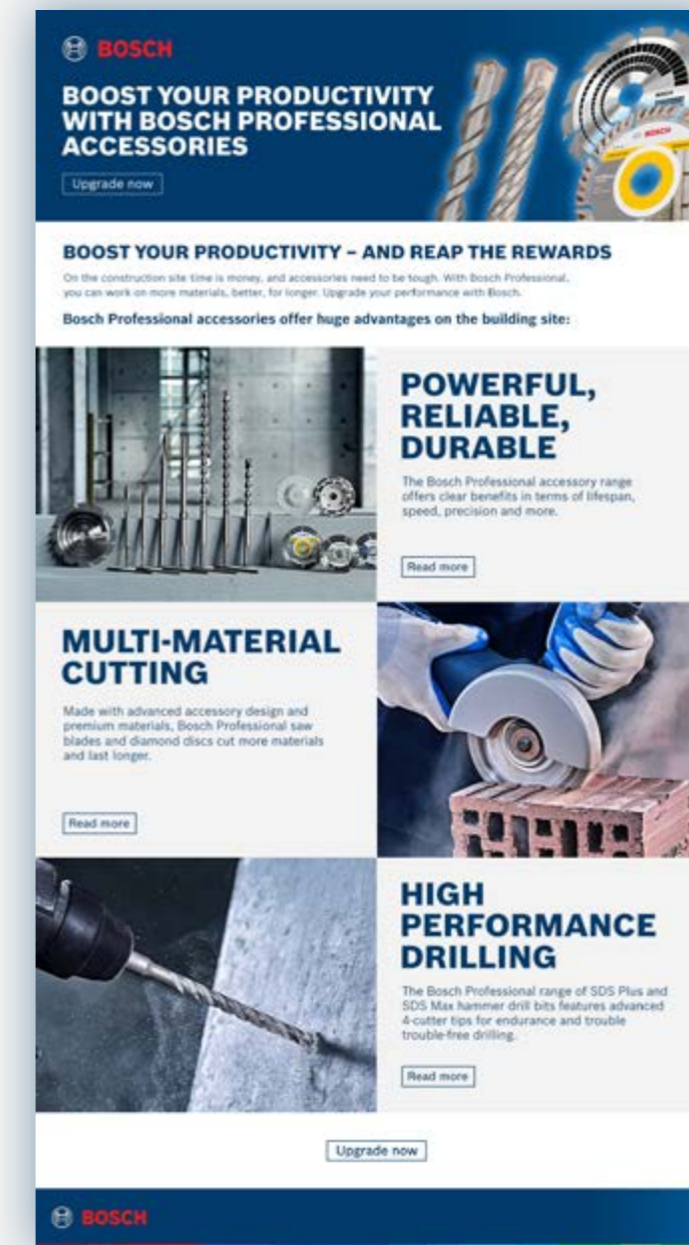
## EMAIL TEMPLATES - CONSTRUCTION

Awareness email

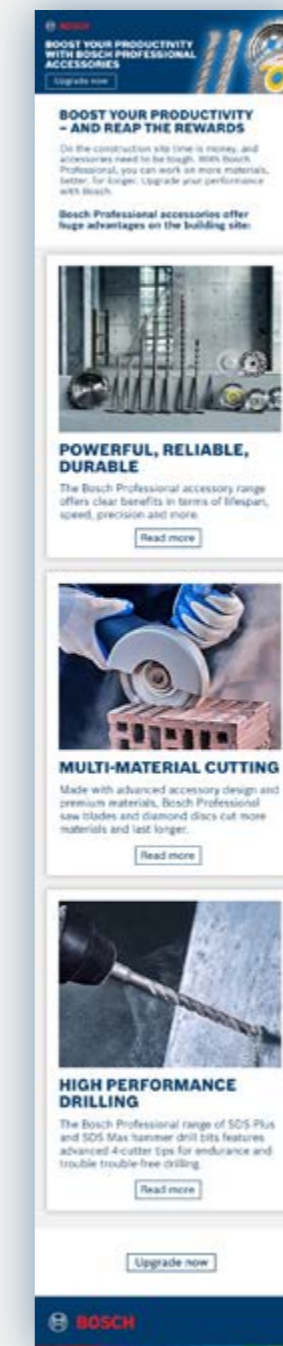


Download All [↗](#)

Product email



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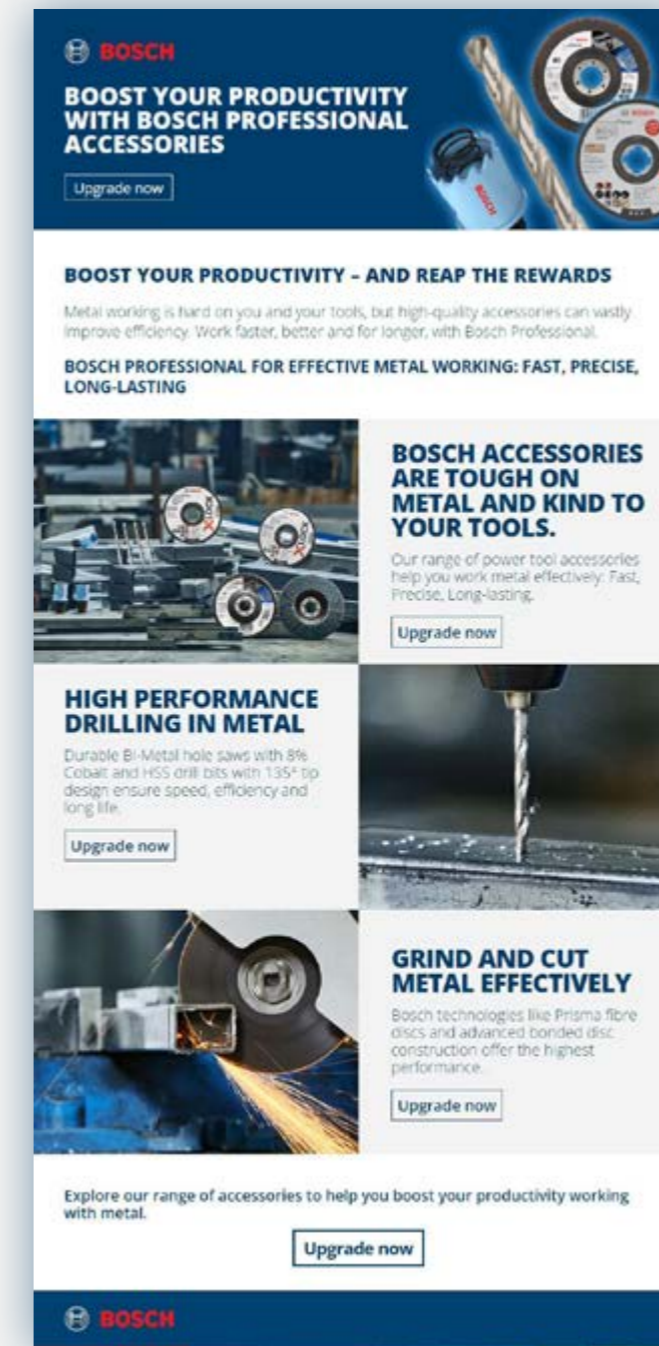
## > EMAIL TEMPLATES - METAL

Awareness email



Download All

Product email



Download All





## > SPIDER CHARTS - METAL

### HSS-G DRILL BIT

UP TO **3x** LONG LIFE

**135° split point tip design**  
Perfect centering split point tip drills precisely where it is placed.

**Grinding chip flutes**  
Smooth chip removal, fast and labour-saving.



### SPECIAL FOR SHEET METAL HOLE SAW

UP TO **2x** LONG LIFE

**For Long Life in Tough Metal**  
Bi-metal HSS containing 8% cobalt alloy for long lifespan.

**Cut accurate holes in any metal**  
For use with the Bosch Power Change Plus keyless arbor: offering accuracy and robustness.



### X-LOCK STANDARD FOR INOX CUTTING DISC

**30%** LONGER LIFE

**Fast and Convenient Disc Changes**  
Changing discs is fast and convenient thanks to the keyless X-LOCK system.

**Long Life Cutting Metal**  
High quality white aluminum oxide grains ensure longer life.



### X571 FLAP DISC

UP TO **1.5x** LONG LIFE

**Tough and wear-resistant premium grit**  
The grit is bonded using fully synthetic resin for wear-resistance in heavy-duty applications.

**Long Life and Fast Work**  
High-quality zirconia alumina/semi-friable aluminium oxide grit is tough and wear-resistant



Download All 





## VIDEOS

### For Construction

Awareness



Product



Download All

### For Metal

Awareness



Product



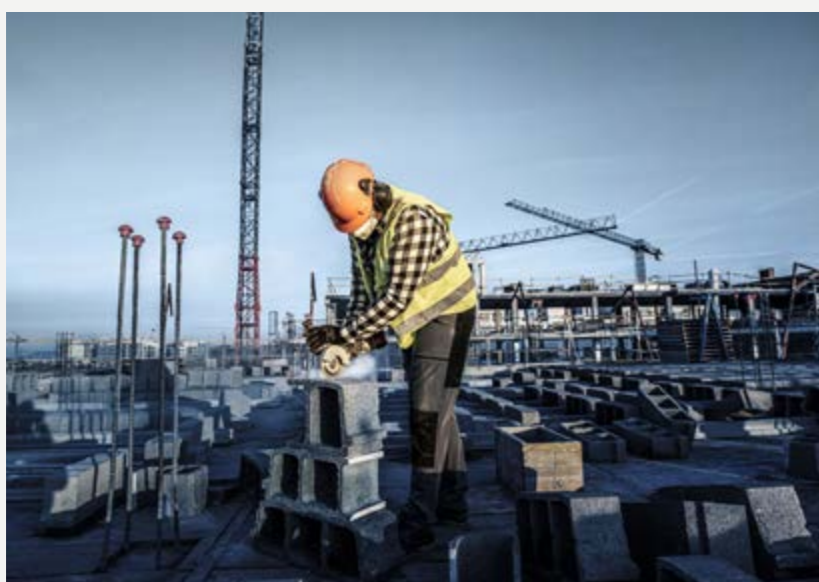
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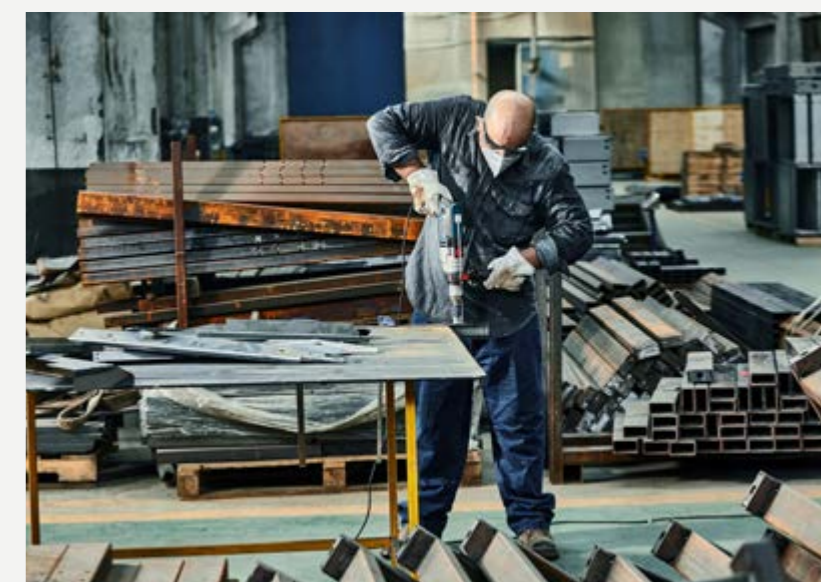
## > APPLICATION PICTURES

### For Construction



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### For Metal



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# ➤ OPEN BANNER FILES

## For Construction



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## For Metal



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# BOSCH POWER TOOLS ACCESSORIES

Asset Download



## OPEN EMAIL FILES

### For Construction

### For Metal

**BOSCH**  
**BOOST YOUR PRODUCTIVITY WITH BOSCH PROFESSIONAL ACCESSORIES**  
[Upgrade now](#)

**BOOST YOUR PRODUCTIVITY – AND REAP THE REWARDS**  
On the construction site time is money, and accessories need to be tough. With Bosch Professional, you can work on more materials, better, for longer. Upgrade your performance with Bosch.  
Bosch Professional accessories offer huge advantages on the building site:

**POWERFUL, RELIABLE, DURABLE**  
The Bosch Professional accessory range offers clear benefits in terms of lifespan, speed, precision and more.  
[Read more](#)

**MULTI-MATERIAL CUTTING**  
Made with advanced accessory design and premium materials, Bosch Professional saw blades and diamond discs cut more materials and last longer.  
[Read more](#)

**HIGH PERFORMANCE DRILLING**  
The Bosch Professional range of SDS Plus and SDS Max hammer drill bits features advanced 4-flute tips for endurance and trouble-free drilling.  
[Read more](#)

[Upgrade now](#)

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**BOSCH**  
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[Read more](#)

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**BOOST YOUR PRODUCTIVITY WITH BOSCH PROFESSIONAL ACCESSORIES**  
[Upgrade now](#)

**BOOST YOUR PRODUCTIVITY – AND REAP THE REWARDS**  
Metal working is hard on you and your tools, but high-quality accessories can vastly improve efficiency.  
Work faster, better and for longer, with Bosch Professional.

**BOSCH ACCESSORIES ARE TOUGH ON METAL AND KIND TO YOUR TOOLS.**  
Our range of power tool accessories help you work metal effectively: Fast, Precise, Long-lasting.  
[Upgrade now](#)

**HIGH PERFORMANCE DRILLING IN METAL**  
Durable Bi-Metal hole saws with 8% Cobalt and HSS drill bits with 135° tip design ensure speed, efficiency and long life drilling or cutting into metal.  
[Upgrade now](#)

**GRIND AND CUT METAL EFFECTIVELY**  
Bosch technologies like Prisma fibre discs and advanced bonded disc construction offer the highest performance in cutting and grinding metal.  
[Upgrade now](#)

Explore our range of accessories to help you boost your productivity working with metal.  
[Upgrade now](#)

**BOSCH**

**BOSCH**  
**BOOST YOUR PRODUCTIVITY WITH BOSCH PROFESSIONAL ACCESSORIES**  
[Upgrade now](#)

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Explore our range of accessories to help you boost your productivity working with metal.  
[Upgrade now](#)

**BOSCH**

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# BOSCH POWER TOOLS ACCESSORIES

Bosch Professional Overview and Product Listing Content



## > BOSCH PROFESSIONAL OVERVIEW AND PRODUCT LISTING CONTENT



**SDS MAX 4**

> **DOWNLOAD** XLS



**SDS PLUS-5X**

> **DOWNLOAD** XLS

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# BOSCH POWER TOOLS ACCESSORIES

Bosch Professional Overview and Product Listing Content



## > BOSCH PROFESSIONAL OVERVIEW AND PRODUCT LISTING CONTENT



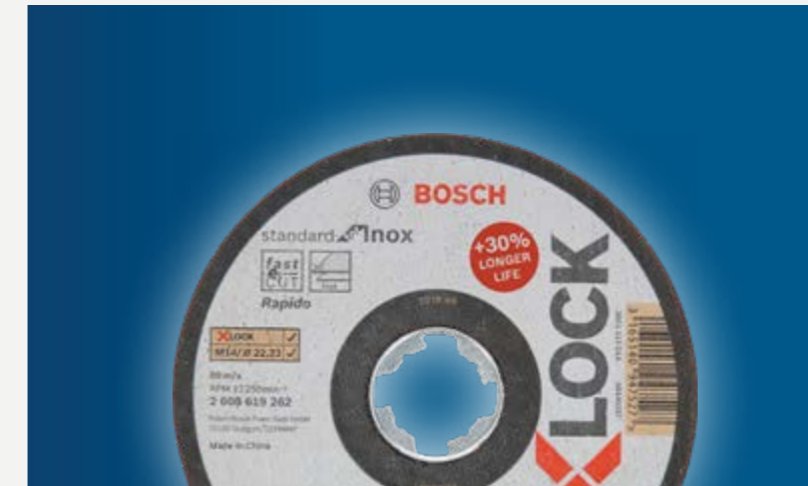
**X571 Flap Disc**

> **DOWNLOAD** [XLS](#)



**HSS-G Drill Bit**

> **DOWNLOAD** [XLS](#)



**X-LOCK Standard for Inox Cutting Disc**

> **DOWNLOAD** [XLS](#)

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THE BEST YOUR TOOL CAN GET.

**BOOST YOUR PRODUCTIVITY**

**> THANK YOU**

