ATTACHMENTS

REFERRED TO IN THESIS

“B2B Going Social”

The value of social marketing in B2B and the social media approach for Bosch Security Systems EMEA

Martine Sedy

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More focus on influencer groups with marketing activities is necessary

ATTACHMENT 2

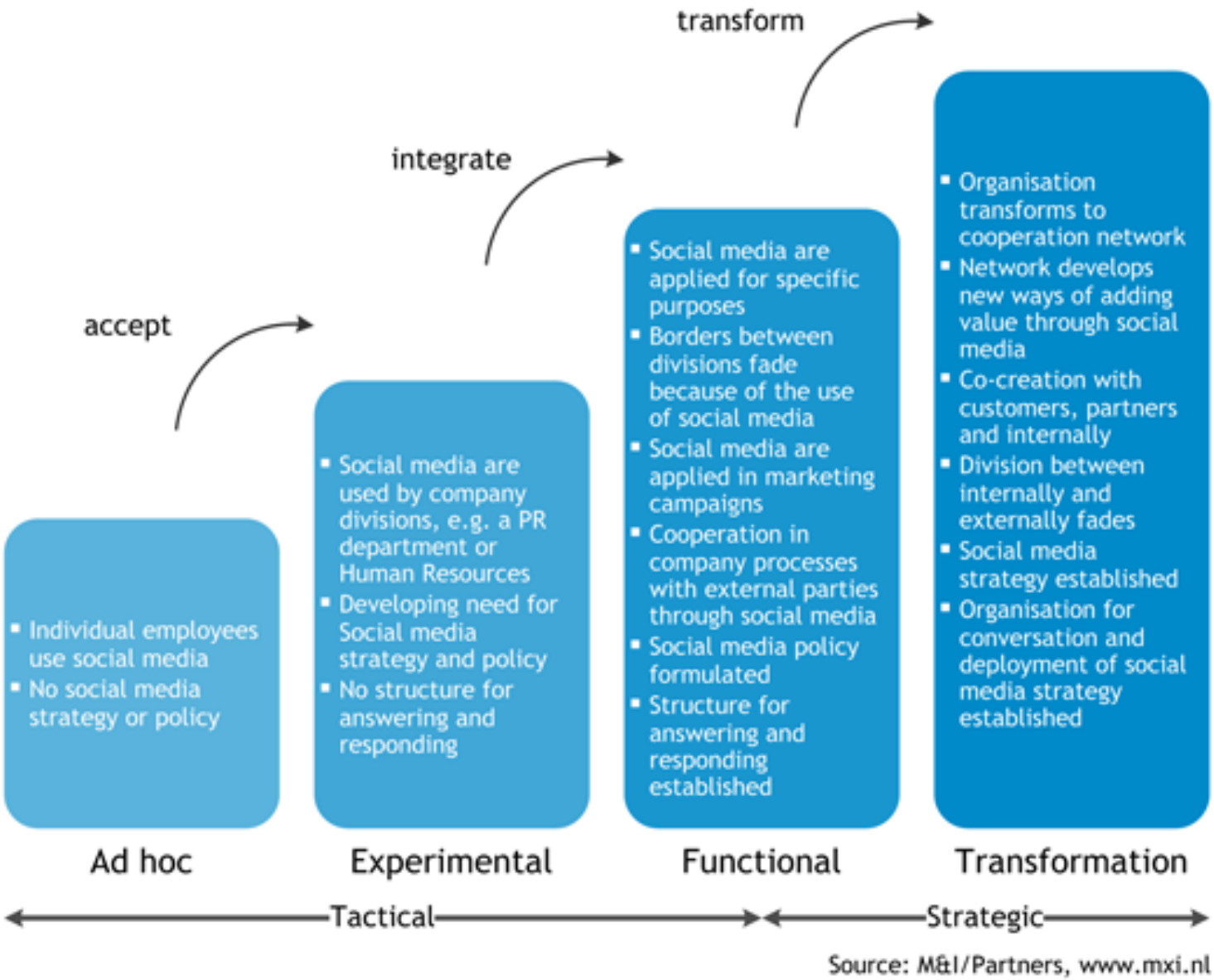
Customer satisfaction drives all ST activities

ATTACHMENT 3

Brand building at Bosch ST

ATTACHMENT 4

Social media maturity model

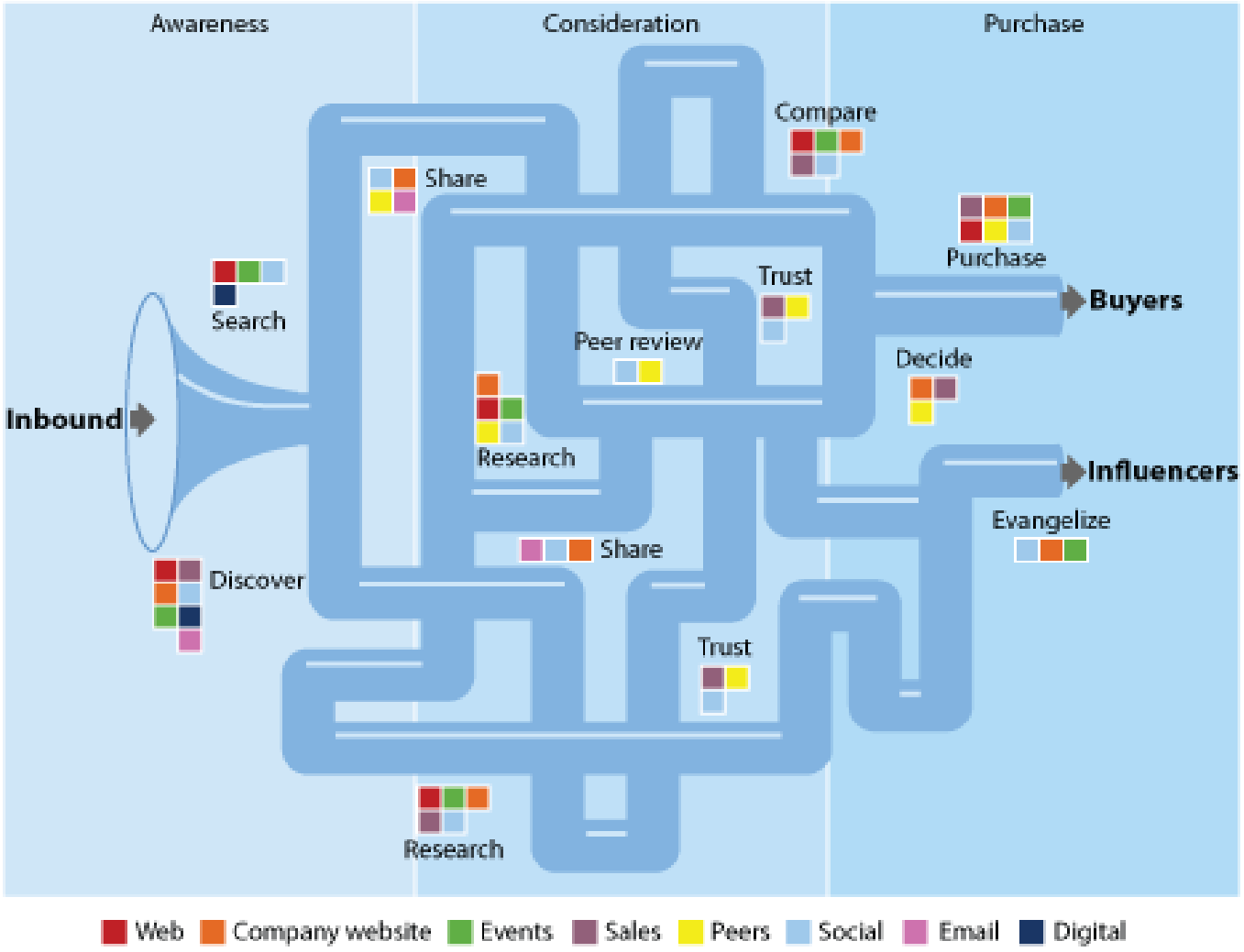


ATTACHMENT 5

Influencer approach at Bosch ST

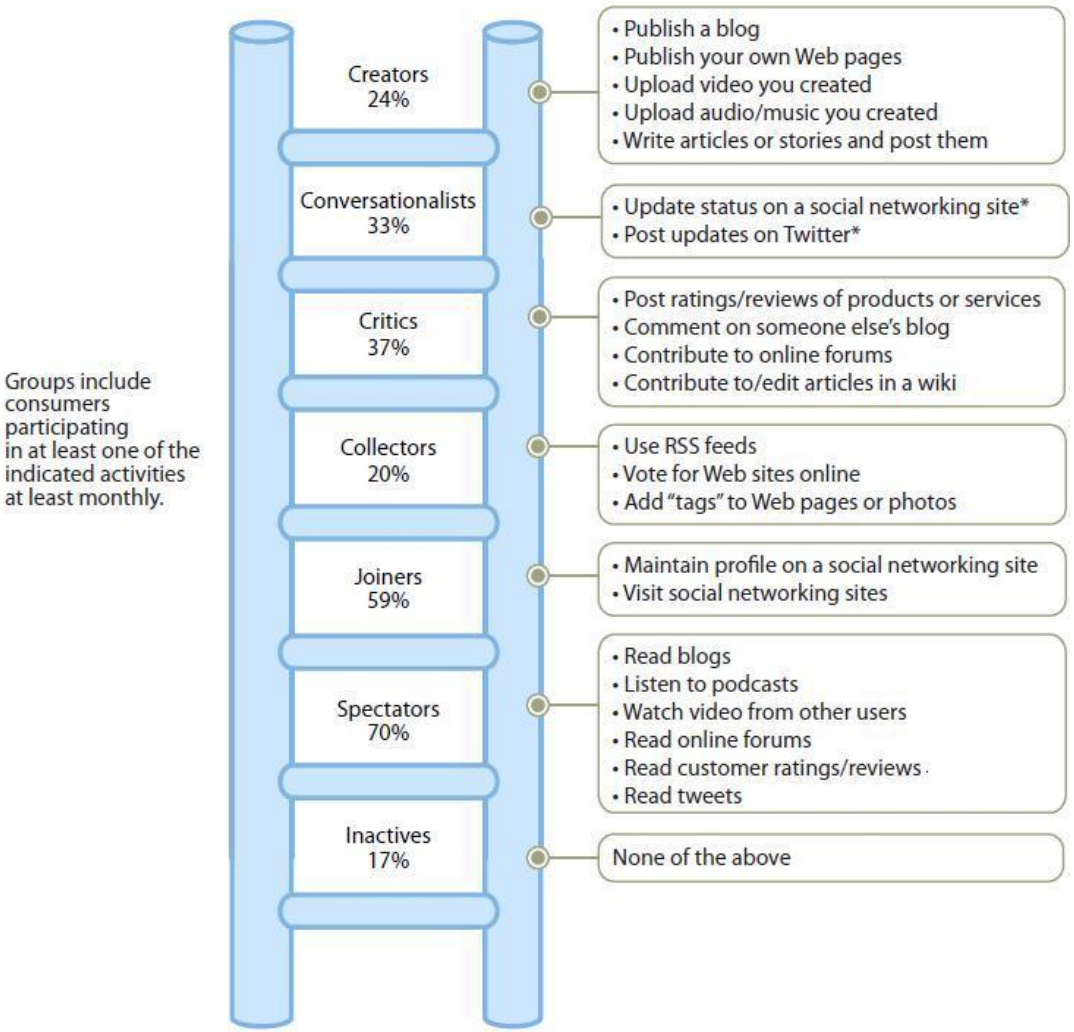
ATTACHMENT 6

More complex buying funnel, according to Forrester Research



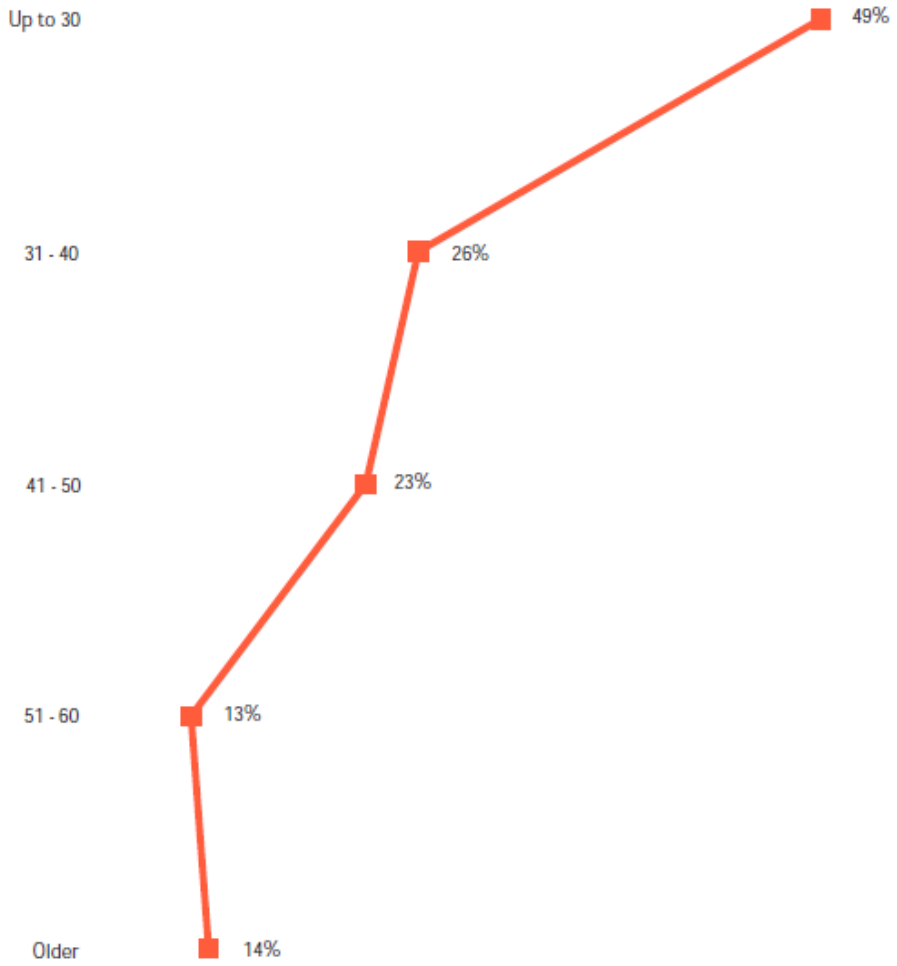
ATTACHMENT 7

Social Technographics, according to Forrester research



ATTACHMENT 8

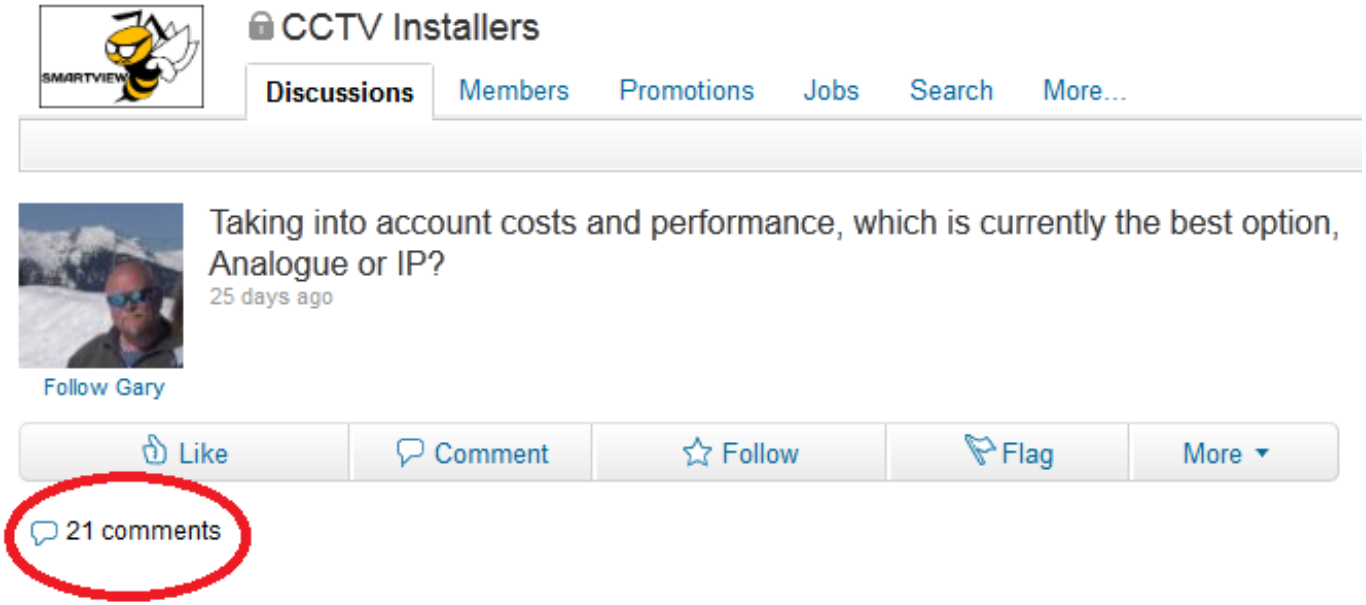
Use of social media for information or advice, by age



Base: all respondents (800)

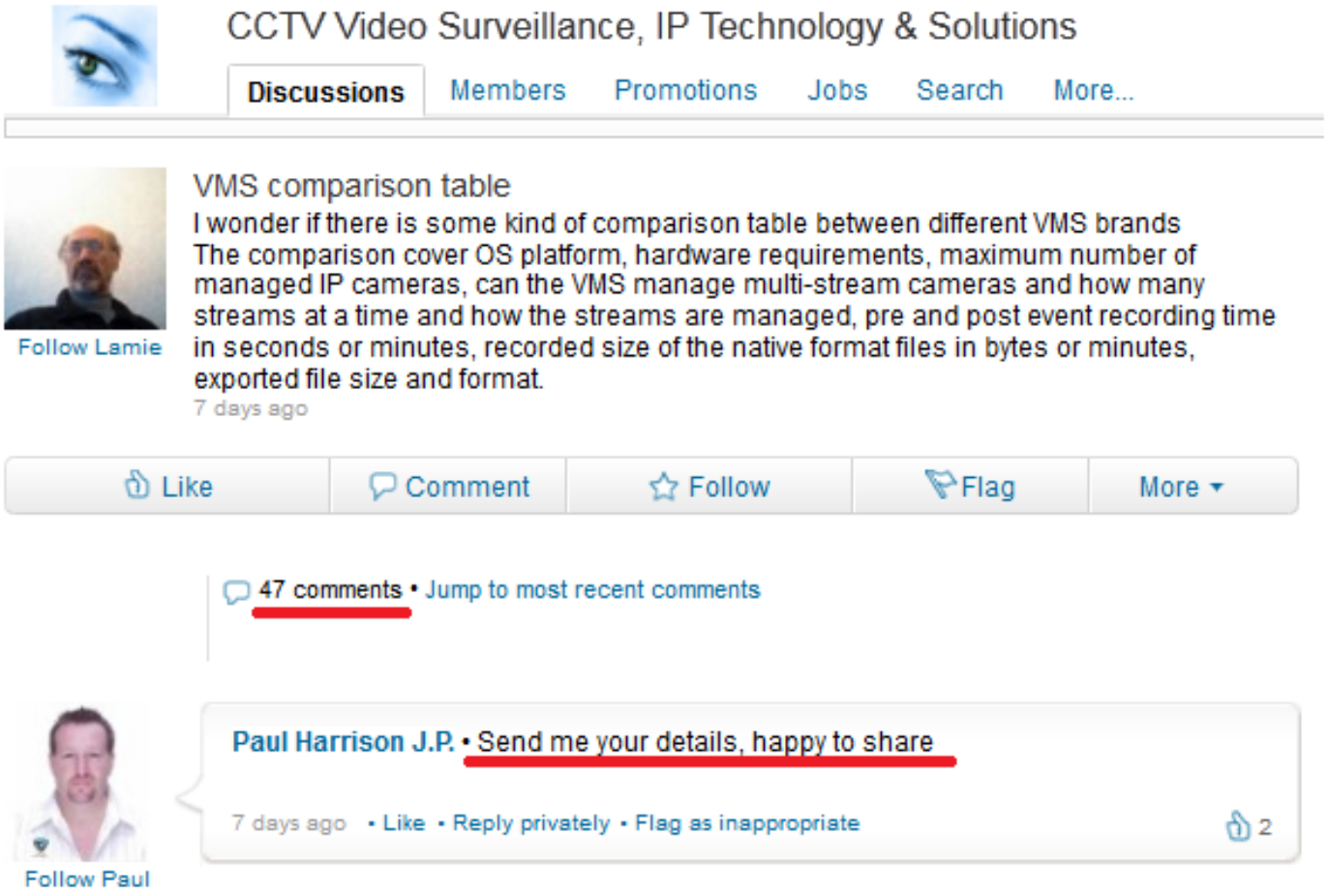
ATTACHMENT 9

Using LinkedIn to gain valuable insights for product development



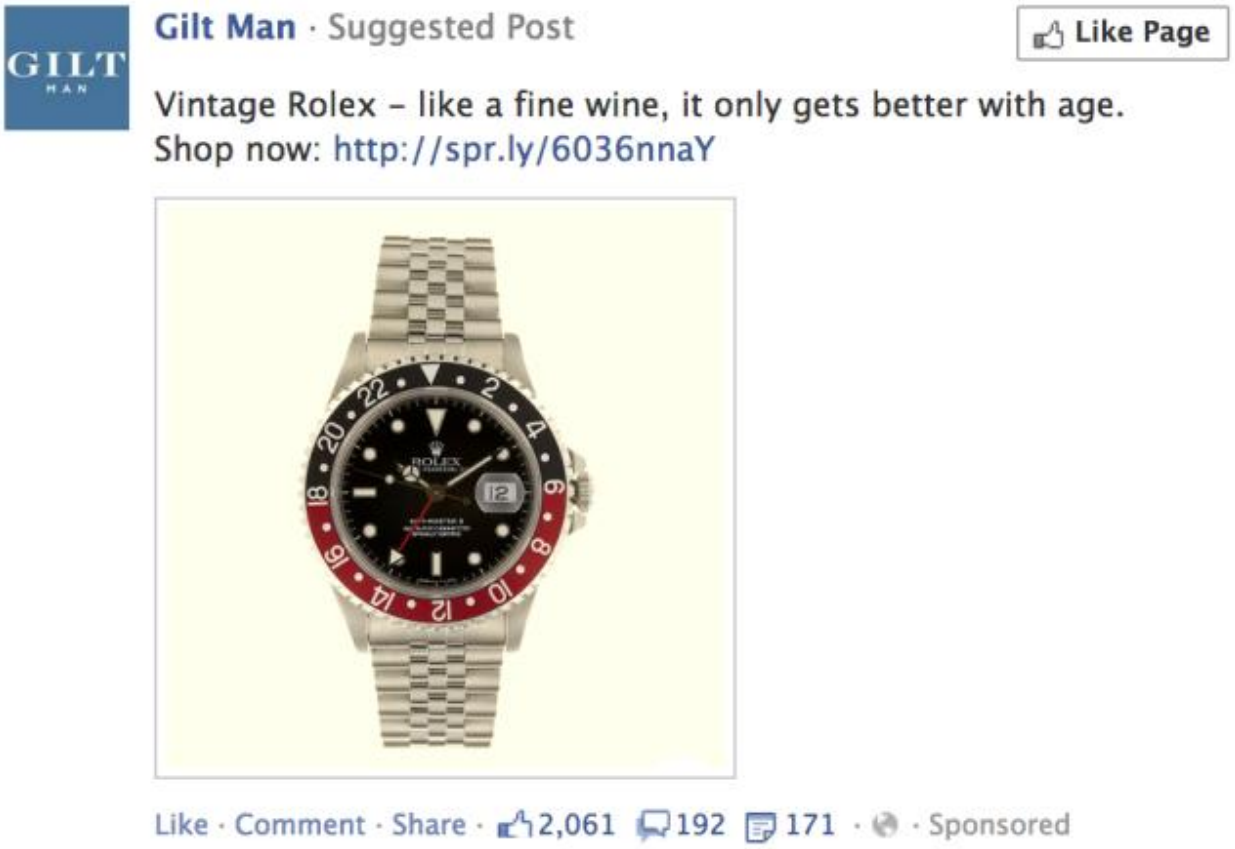
ATTACHMENT 10

Using LinkedIn to report valuable insights to Marketing Communications and the social media team



ATTACHMENT 11 [1]

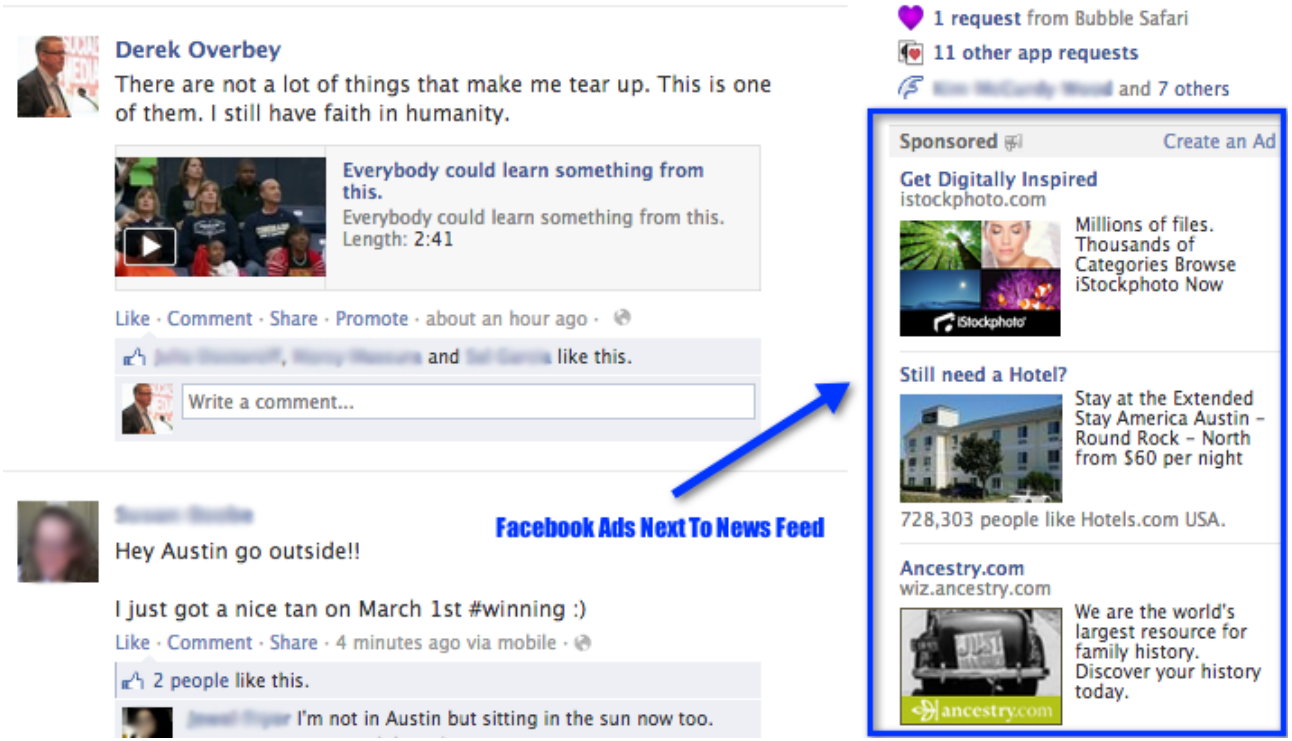
Example of a promoted post on Facebook



[1] http://www.verticalresponse.com/blog/wp-content/uploads/2013/02/Screen-Shot-2013-02-28-at-5.42.36-PM.png

ATTACHMENT 12 [2]

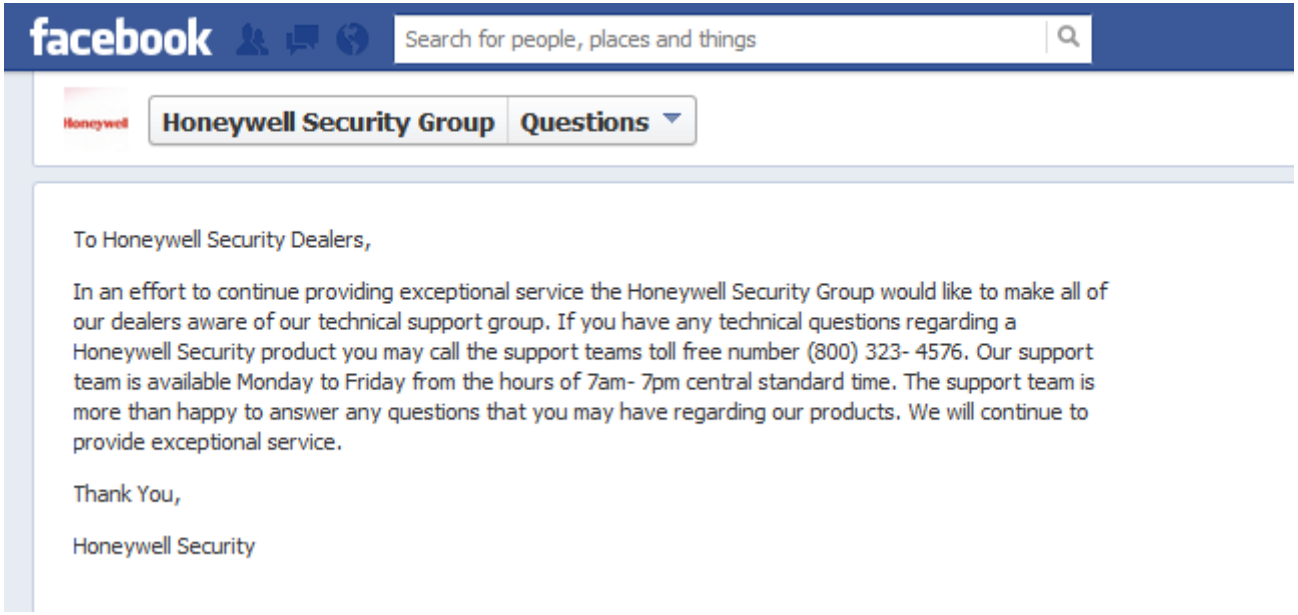
Example of a Facebook ad



[2] http://www.verticalresponse.com/blog/wp-content/uploads/2013/03/Facebook-Screenshot-for-Blog.png (27-05-2013)

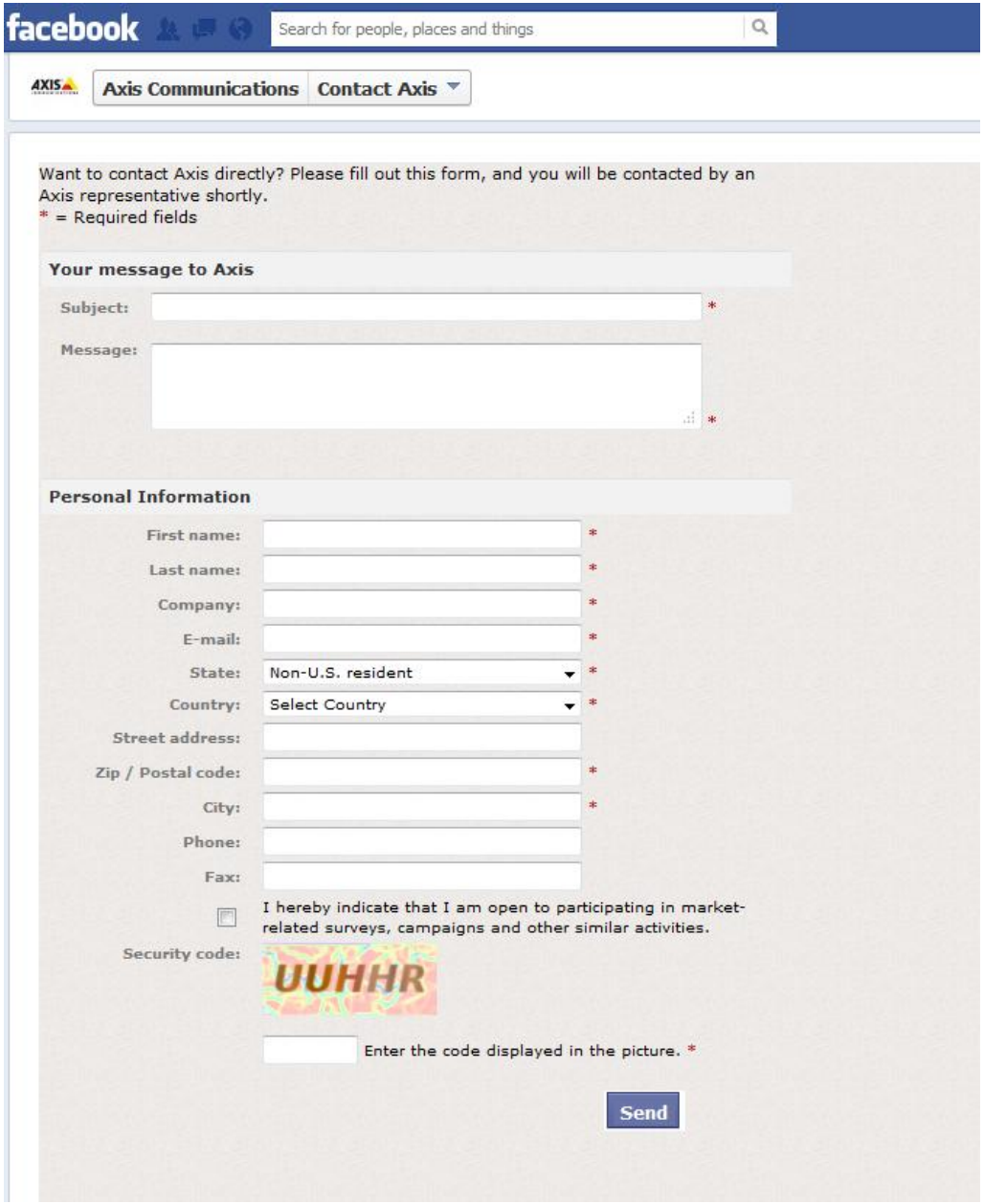
ATTACHMENT 13

Honeywell customer support on Facebook



ATTACHMENT 14

Axis customer support on Facebook



ATTACHMENT 15

Comparison Facebook: Bosch ST versus Axis Communications

Fan analysis

On May 10th 2013, the Bosch ST page existed 2 years. Axis Communications has joined Facebook earlier: December 14th 2009, making it exist 3 years, 4 months and 26 days (as of May 10th 2013). In that amount of time, Bosch ST has gained a total of 1401 Fans. Axis Communications gained 8406 Fans. Approximately, Bosch ST has gained 2 fans per day and Axis 7.

MONTHLY COMPARISON	AXIS	BOSCH
January 2013		
Total updates posted	16	12
Posts shared by fans	83	32
Total Comments	13	8
Total posts liked	430	219
February 2013		
Total updates posted	22	9
Posts shared by fans	92	35
Total Comments	36	3
Total posts liked	813	119
March 2013		
Total updates posted	20	10
Posts shared by fans	89	51
Total Comments	38	15
Total posts liked	676	255
APROX. WEEKLY STATISTICS	AXIS	BOSCH
Posts	5	2-3
Posts shared by fans	22	10
Total Comments	22	2
Total posts liked	160	50

Differences between Bosch ST and Axis on Facebook, on a weekly basis.

Content analysis

Posts from January 2013 until May 2013 by Bosch ST – by content category		
Content	Amount Bosch	Amount Axis
1. Customer stories	6	28
2. Company award news	5	5
3. Company report (annual report)	0	4
4. Post that addresses problem & solution	5	8
5. Product / software info	14	7
6. Event updates	30	8
7. How-to posts	0	6
8. Product / software intro	10	3
9. Internal news (employees)	1	4
10. Open questions towards followers	2	6
11. General security news	0	1
12. Entertaining	3	1
13. Poll	0	1
14. Company activity	6	4

ATTACHMENT 16

HP using Twitter for customer support

HP Social Media Experts are here for you.

Our Experts are here to help with troubleshoot and answer questions. To join the conversation, tweet us with **#HPExperts** or visit our forums at **hp.com/supportforum**.

Jeff^J

Arvid^A

Keith^K

Eddie^E

HP Discover @HPDiscover 16 May
Meet 1 on 1 with HP experts at #HPDiscover 2013 in Vegas. Register today: owl.li/kVd8F
Retweeted by HP Support
Expand

HP Support @HPSupport 28 May
@clompaluffagus What product are you having trouble getting serviced, and what is wrong with it?
Expand

HP Support @HPSupport 28 May
@chadtennant101 Hi Chad, this is Keith from HP. Can I be of any assistance?
Expand

HP Support @HPSupport 26 May
No more #print cartridge errors on your #HP printer! #HPexperts - ow.ly/IfP2z
Expand

HP Support @HPSupport 25 May
When restoration is more than just a hobby: #Windows8 makes system restoration easy! #HPexperts - ow.ly/IfP28
Expand

HP Support @HPSupport 25 May
Do you love faxing directly from your PCs #HP solution center? Try this. #HPexperts - ow.ly/IfP0x
Expand

HP Support @HPSupport 25 May
@vivatobuscus Hi, Im Sean with HP. Were you able to find the Num lock key? If not let me know the specific model number. Thanks!
Expand

ATTACHMENT 17

Dell's introduction of a product expert in the social media team

Please welcome Florian "Flo" Klaffenbach

Here's the great news I promised to share with you: Since Wednesday this week, Florian "Flo" Klaffenbach is supporting us as a Community Technologist in Germany. Prior to this role, Florian was part of the enterprise support team helping customers to solve the most challenging issues around enterprise and datacenter technologies, such as:

- Dell PowerEdge server
- Dell CloudEdge server
- Datacenter equipment
- Microsoft products (e.g. Windows Server, Active Directory, Exchange, Hyper-V etc.)

Florian has a very strong reputation as a server and Microsoft technology expert. Expect nothing less than that from someone who puts his whole heart into learning and acquiring new skills at work as well as in his spare time (some of Florian's active Microsoft certifications: MCSA W2k3, MCITP SA and EST, MCTS Exchange and W2k8 Application). Now it's not a lonely nut but two nuts and we're close to become a crowd in EMEA. Care to join us?

Florian will primarily focus on building an online knowledge base around enterprise and datacenter products. He will write blogs, wikis, answer customer questions at the German Dell TechCenter forum and he will also engage at our Facebook and XING sites (the latter is our German version of LinkedIn).

Please give Florian a warm welcoming applause!

Dell TechCenter Germany: **DELL-Florian K**
E-Mail: **florian_klaffenbach@dell.com**
Microsoft MCP: **Virtual Business Card**
Twitter: **@FloKlaffenbach**

Dell, Microsoft, Dell TechCenter, Germany, EMEA

Facebook Twitter LinkedIn Email Share

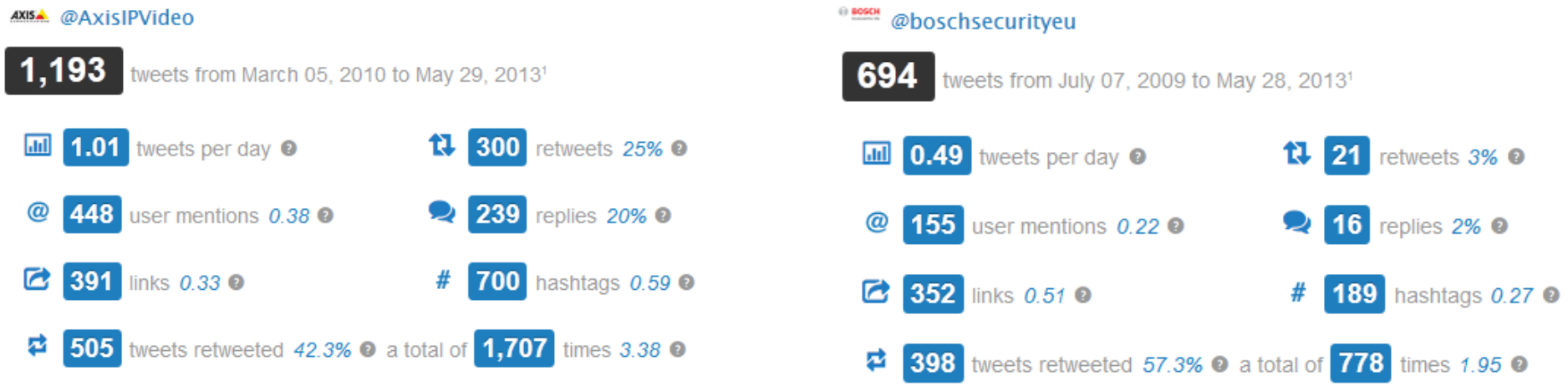
ATTACHMENT 18

Twitonomy.com

#				Joined	Tweets	Following	Followers
3426		**@SecurityDefens1** Security&Defense *We support companies Defence & National Security, Homeland Security & Disaster Response, Commercial Aerospace , Transportation & Supply Chain ,* http://t.co/zdQv0262TV United Kingdom	+ Follow	November 2012	78	25,010	252,959

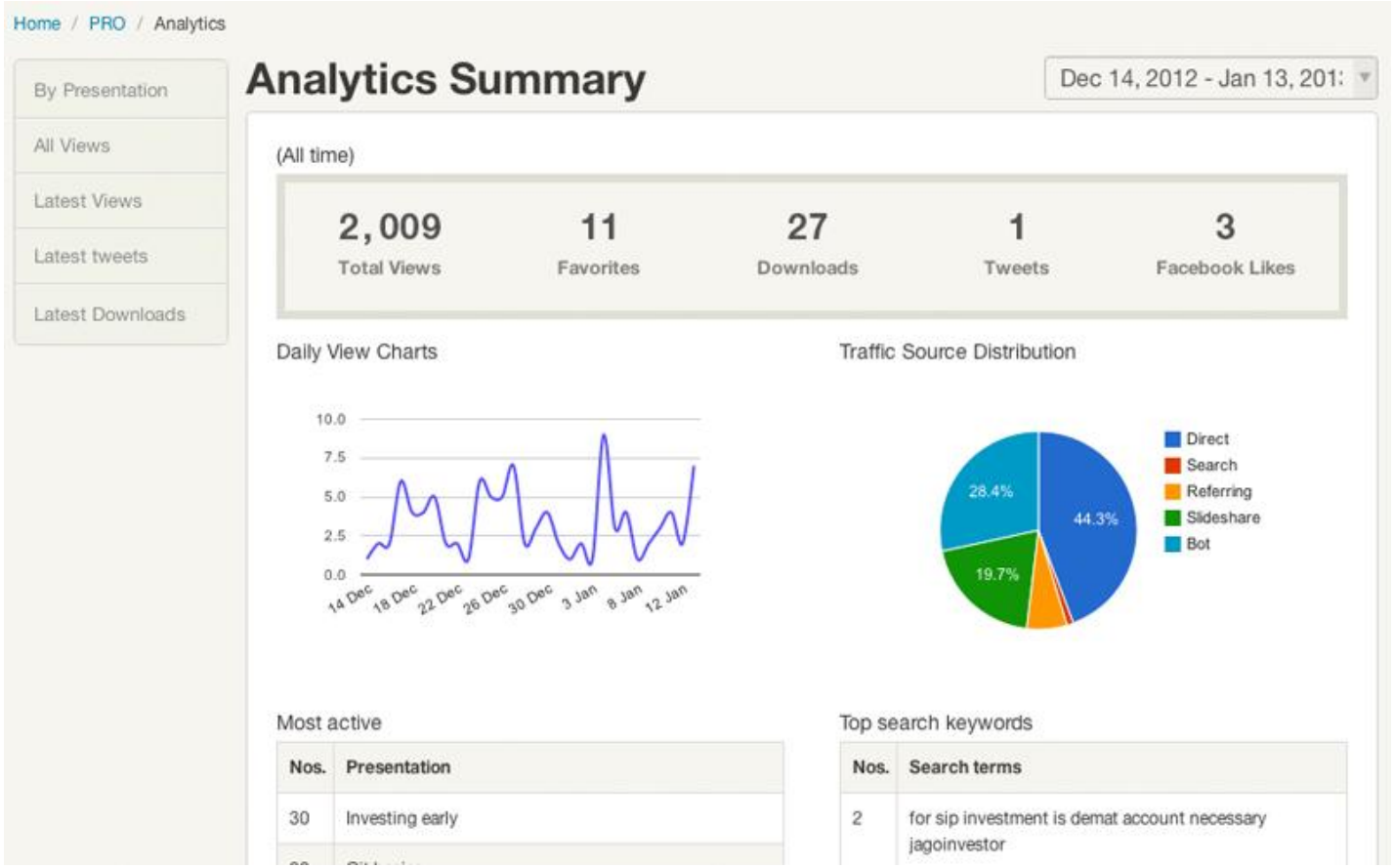
ATTACHMENT 19

Twitter comparison: Bosch ST versus Axis Communications



ATTACHMENT 20 [3]

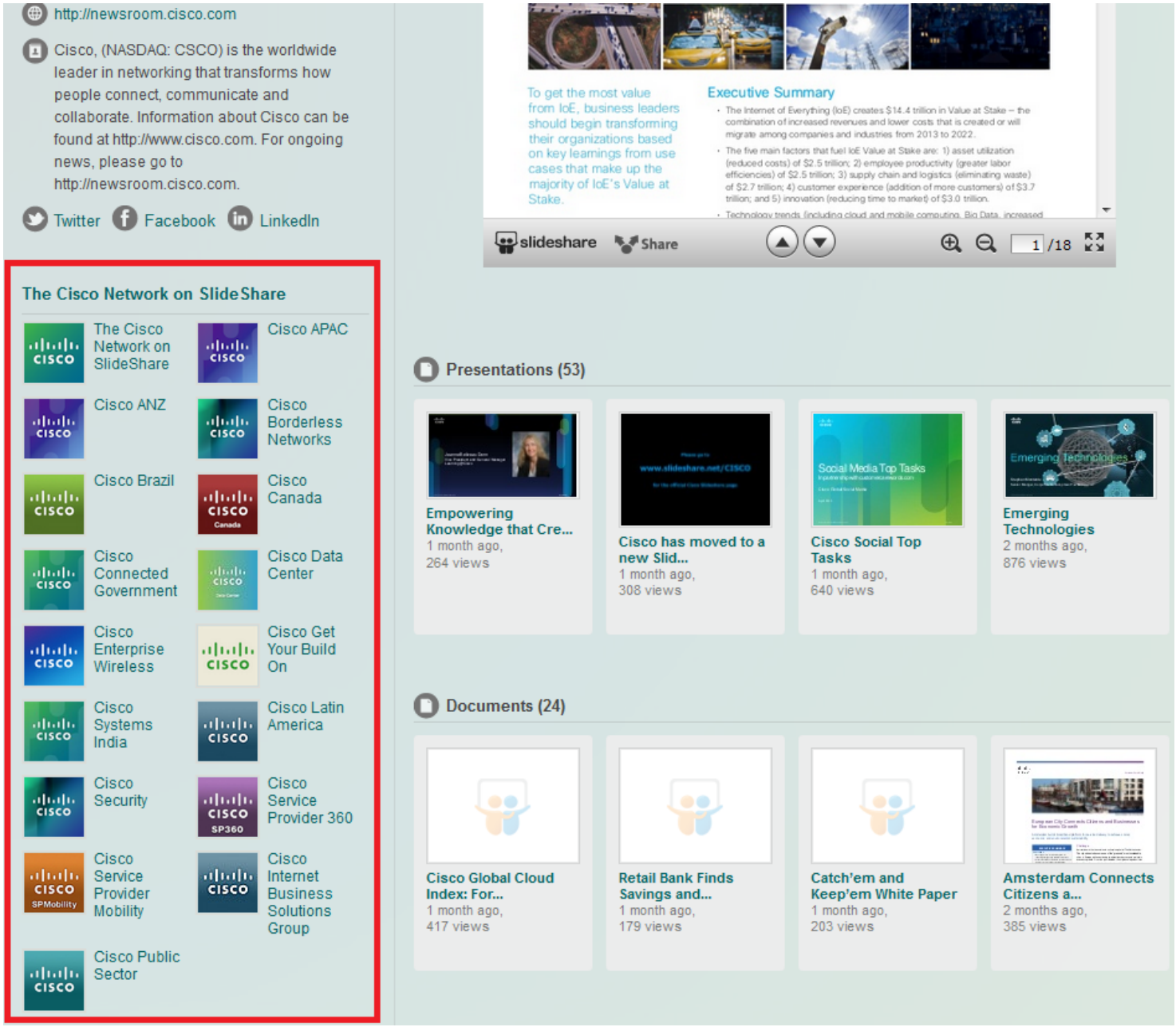
Get additional analytics with SlideShare



[3] http://public.slidesharecdn.com/images/business/plans/pro-feature-analytics.png?2755601abf

ATTACHMENT 21

Different SlideShare channels for Cisco's business units



Attachment 22

The winning post on Bosch STs Facebook channel

Bosch Security
28 March

If you design a comprehensive security and safety systems as a planner or building operator, you often choose to mix and match fire protection, public address, access control, video surveillance and management systems from multiple vendors. Designing the best possible security concept can get pretty complex, and result in a lack of integration and transparency.

This is where the Bosch Building Integration System (BIS) comes into the picture. It was designed to solve these challenges!

BIS is bringing all your building systems together on a single platform, regardless of software, hardware or technology.

http://www.bosch-presse.de/presseforum/details.htm?txtID=6121&tk_id=111

Like · Comment · Share 44 2 12

1,441 people saw this post Boost Post

ATTACHMENT 23

Axis is using more customer oriented messages in their content

AXIS

Would you like to know how to be able to gain new insights into a store performance and be able to plan your store layout better? Have a look at this video clip that shows cross-functional usage of network video in action and see some of the ways where Axis retail solutions can benefit retailers.

Cross-functional use of network video in retail

www.youtube.com

Along with loss prevention, Axis retail solutions can make further positive contributions to retail including helping

BOSCH **Bosch Security**

26 March

Loudspeaker selection on the spot: SPL meter included in LSP Select App from Bosch

LSP Select enables you to choose the best fit product from the large range of over 80 Bosch Public Address, Voice Alarm, Background- and Foreground music loudspeakers.
http://www.boschsecurity.com/lspselect

ATTACHMENT 24

Content comparison on Facebook: Bosch ST and Axis

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24. Open questions towards followers	2	6
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26. Entertaining	3	1
27. Poll	0	1
28. Company activity	6	4

Attachment 25

Comparison: how Bosch ST and Axis communicate about customer stories

Axis network video products, including outdoor models and thermal cameras have been installed at Port Adriano in Spain. "It was very important for us to deploy a video surveillance system that provided the flexibility and scalability needed to meet current and future security demands for both the marina and clients" says Antonio Zaforteza, CEO of Ocíbar

Customer story: Ocíbar, Port Adriano | Axis Communications
www.axis.com

Design, security and new technologies serve a marina that aims to attract high quality tourism

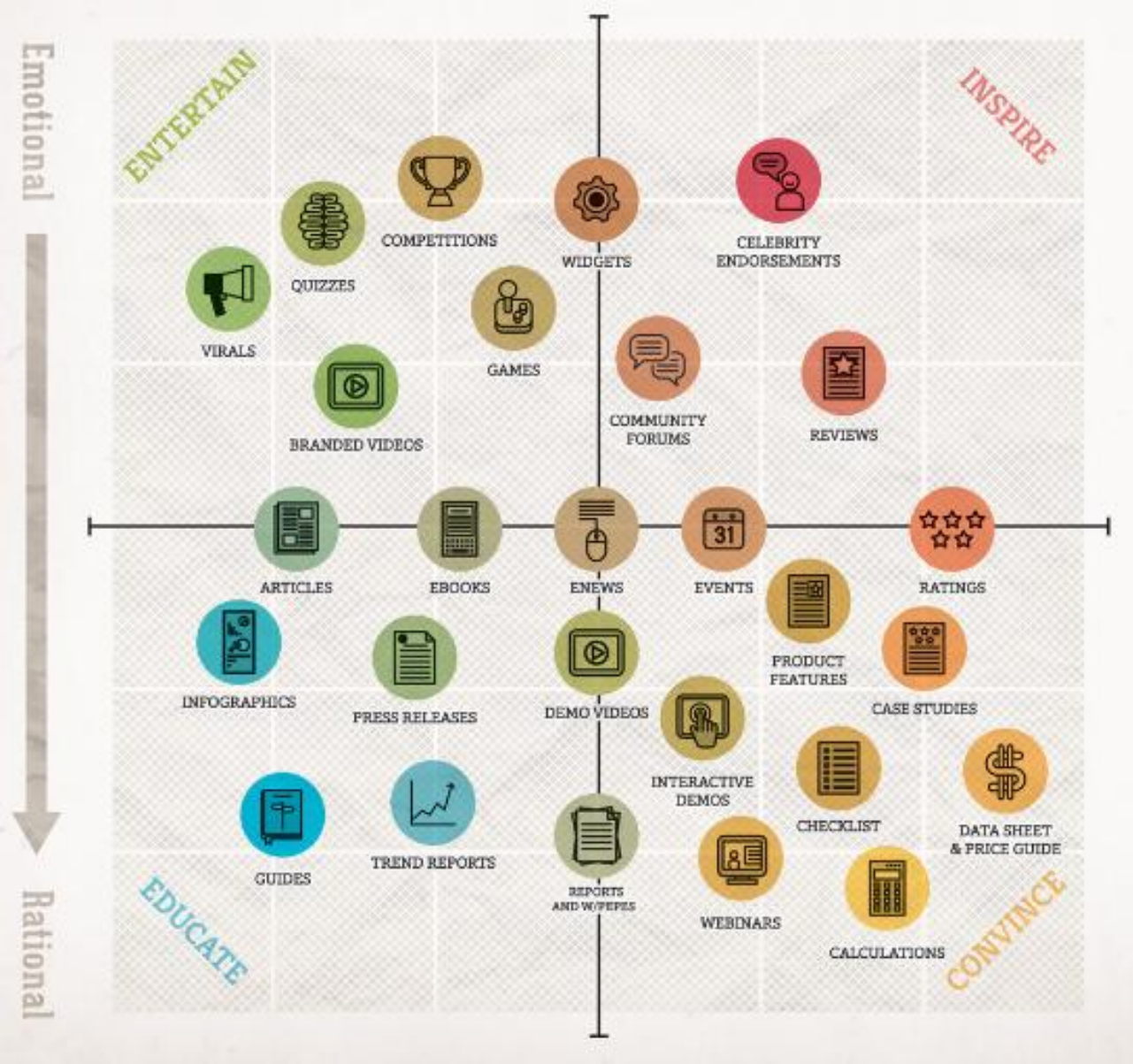
"Have a safe stay!" - a comprehensive HD video solution from Bosch was chosen for Lotte Hotel in Seoul, Korea:

Bosch Security Systems - Newsflash
www.boschsecurity.com

Lotte Hotel was first opened in 1973, after taking over Korea's first private hotel "Bando Hotel" which opened in 1938. In 2010, they were the first Asian hotel brand to open a

ATTACHMENT 26

Content formats by SmartInsights



Attachment 27

Atomization of content