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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ATTACHMENT 1

*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

CONFIDENTIAL
ATTACHMENT 4

Social media maturity model

- **Ad hoc**
  - Individual employees use social media
  - No social media strategy or policy

- **Experimental**
  - Social media are used by company divisions, e.g. a PR department or Human Resources
  - Developing need for social media strategy and policy
  - No structure for answering and responding

- **Functional**
  - Social media are applied for specific purposes
  - Borders between divisions fade because of the use of social media
  - Social media are applied in marketing campaigns
  - Cooperation in company processes with external parties through social media
  - Social media policy formulated
  - Structure for answering and responding established

- **Transformation**
  - Organisation transforms to cooperation network
  - Network develops new ways of adding value through social media
  - Co-creation with customers, partners and internally
  - Division between internally and externally fades
  - Social media strategy established
  - Organisation for conversation and deployment of social media strategy established

Source: M&I/Partners, www.mxii.nl
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

Groups include consumers participating in at least one of the indicated activities at least monthly.

- Creators 24%
  - Publish a blog
  - Publish your own Web pages
  - Upload video you created
  - Upload audio/music you created
  - Write articles or stories and post them

- Conversationalists 33%
  - Update status on a social networking site*
  - Post updates on Twitter*
  - Post ratings/reviews of products or services
  - Comment on someone else’s blog
  - Contribute to online forums
  - Contribute to/edit articles in a wiki

- Critics 37%
  - Use RSS feeds
  - Vote for Web sites online
  - Add “tags” to Web pages or photos

- Collectors 20%
  - Maintain profile on a social networking site
  - Visit social networking sites

- Joiners 59%
  - Read blogs
  - Listen to podcasts
  - Watch video from other users
  - Read online forums
  - Read customer ratings/reviews
  - Read tweets

- Spectators 70%
  - None of the above

- Inactives 17%

Base: US online adults

Source: North American Technographics* Empowerment Online Survey, Q4 2009 (US)
*Conversationalists participate in at least one of the indicated activities at least weekly.

Source: Forrester Research, Inc.
ATTACHMENT 8

Use of social media for information or advice, by age

Base: all respondents (800)
Using LinkedIn to gain valuable insights for product development

Taking into account costs and performance, which is currently the best option, Analogue or IP?

25 days ago

Fellow Gary

21 comments
ATTACHMENT 10

*Using LinkedIn to report valuable insights to Marketing Communications and the social media team*
Example of a promoted post on Facebook

Gilt Man · Suggested Post

Vintage Rolex – like a fine wine, it only gets better with age.
Shop now: http://spr.ly/6036nnaY

Like · Comment · Share · 2,061 192 171 · Sponsored
Example of a Facebook ad

[Image of a Facebook ad]

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To Honeywell Security Dealers,

In an effort to continue providing exceptional service the Honeywell Security Group would like to make all of our dealers aware of our technical support group. If you have any technical questions regarding a Honeywell Security product you may call the support teams toll free number (800) 323-4576. Our support team is available Monday to Friday from the hours of 7am-7pm central standard time. The support team is more than happy to answer any questions that you may have regarding our products. We will continue to provide exceptional service.

Thank You,

Honeywell Security
ATTACHMENT 14

Axis customer support on Facebook

Want to contact Axis directly? Please fill out this form, and you will be contacted by an Axis representative shortly.
* = Required fields

Your message to Axis:

Subject:

Message:

Personal Information:

First name:
Last name:
Company:
E-mail:
State: Non-U.S. resident
Country: Select Country
Street address:
Zip / Postal code:
City:
Phone:
Fax:

I hereby indicate that I am open to participating in market-related surveys, campaigns and other similar activities.

Security code: [UHHR]

Enter the code displayed in the picture.

Send
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.

<table>
<thead>
<tr>
<th>MONTHLY COMPARISON</th>
<th>AXIS</th>
<th>BOSCH</th>
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<tr>
<td><strong>January 2013</strong></td>
<td></td>
<td></td>
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<tr>
<td>Total updates posted</td>
<td>16</td>
<td>12</td>
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<td>Posts shared by fans</td>
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<td>Total Comments</td>
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<tr>
<td>Total posts liked</td>
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<td><strong>February 2013</strong></td>
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<tr>
<td>Total updates posted</td>
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<tr>
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<tr>
<td>Total posts liked</td>
<td>813</td>
<td>119</td>
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<tr>
<td><strong>March 2013</strong></td>
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<td></td>
</tr>
<tr>
<td>Total updates posted</td>
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<tr>
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<td>Total posts liked</td>
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</tr>
</tbody>
</table>

APPROX. WEEKLY STATISTICS

| Posts from January 2013 until May 2013 by Bosch ST – by content category |
|-----------------------------|-----------------------------|
| Content | Amount Bosch | Amount Axis |
| 1. Customer stories | 6 | 24 |
| 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 |

Differences between Bosch ST and Axis on Facebook, on a weekly basis.
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.
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 the best 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 becoming 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
<table>
<thead>
<tr>
<th>#</th>
<th>Username</th>
<th>Description</th>
<th>Joined</th>
<th>Tweets</th>
<th>Following</th>
<th>Followers</th>
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<td></td>
<td></td>
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</tr>
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</table>
ATTACHMENT 19
Twitter comparison: Bosch ST versus Axis Communications

@AxisIPVideo

1,193 tweets from March 05, 2010 to May 29, 2013

1.01 tweets per day

300 retweets 25%

448 user mentions 0.38

239 replies 20%

391 links 0.33

700 hashtags 0.59

505 tweets retweeted 42.3% a total of 1,707 times 3.38

@boschsecurityeu

694 tweets from July 07, 2009 to May 28, 2013

0.49 tweets per day

21 retweets 3%

155 user mentions 0.22

16 replies 2%

352 links 0.51

189 hashtags 0.27

398 tweets retweeted 57.3% a total of 778 times 1.95
Get additional analytics with SlideShare

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Different SlideShare channels for Cisco’s business units
Attachment 22

The winning post on Bosch STs Facebook channel

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.

Axis is using more customer oriented messages in their content

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 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
### Content comparison on Facebook: Bosch ST and Axis

<table>
<thead>
<tr>
<th>Content</th>
<th>Amount Bosch</th>
<th>Amount Axis</th>
</tr>
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<tbody>
<tr>
<td>15. Customer stories</td>
<td>6</td>
<td>28</td>
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<td>16. Company award news</td>
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<td>5</td>
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</tr>
<tr>
<td>27. Poll</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>28. Company activity</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>
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

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

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

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
editorial calendar

MAIN PIECE

Blog posts

Video

E-mail series

Whitepaper

Facebook, Twitter, LinkedIn

Newsletter

SlideShare