



Ricoh Marketing Services

Get the right mix of consulting, technology and creative services tailored to your specific goals.

The perfect blend of marketing services and technology to amplify your message.

Ricoh Marketing Services provides a full suite of marketing services to quickly and efficiently execute campaigns and projects — plus technology solutions that deliver continuous innovation, effective marketing programs and critical business results.



Unleash your company's potential with experts and best practices.

Meet with Ricoh consultants to discover your full marketing potential. We'll analyze and optimize your processes using Ricoh's proven methodology. Our managed marketing and media services offer expertise to successfully deploy marketing experiences without exhausting internal resources and bandwidth. Services include campaign management, social media management, content creation, copywriting and analytics.



Brand quickly and effectively across the right channels.

Drive growth by successfully promoting your brand across print, digital and social platforms. Optimize your marketing operations with insights and recommendations from our marketing attribution and automation assessments. Ricoh Marketing Services provides the expertise, technology, resources and collaborative approach to run effective multichannel campaigns to reach your customers and prospects.

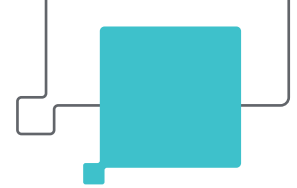


Be supported at every stage of the marketing lifecycle.

Leverage technology to capture more leads and increase ROI throughout a campaign. Our comprehensive suite of solutions includes marketing asset management, digital asset management and collaboration platforms. In addition, Ricoh supports marketing campaign deployment through cross-media engagement, composition, augmented reality and digital demand-side platforms.

Ricoh Marketing Services

Our unique approach. Your unique needs.



Proven assessments: Meet goals and achieve benchmark success with a thoughtful, customized assessment that analyzes existing capabilities, addresses short- and long-term goals and recommends solutions and services.

Consultative approach: Ensure the best results for defined goals with a process that includes consulting, analysis, implementation and management of campaigns and projects.

Cloud strategy: Manage with more ease and accessibility with Ricoh technology that deploys assets to the cloud.

Flexible consumption models: Cloud-based subscription solutions and flexible service consumption models give you ultimate flexibility in your desired marketing services.

Integrating disparate applications: Eliminate manual touchpoints and redundant processes by taking advantage of Ricoh's expertise in integrating technology.

Customer support technology: Issues can be tracked, prioritized, managed and resolved by technical support staff with access to a centralized system.

To achieve exceptional marketing results, innovative technologies and marketing solutions are vital.



Campaign Management

- Omni-channel campaigns including email, web, print, mobile & social media
- ePresentment
- VDP
- Paid media placement
- Marketing automation
- Workflow & Asset management



Social Media

- Account management
- Multi-platform support
- Brand support
- Ad management
- Evolve with social media trends



Creative Content

- Content management
- Increase digital traffic
- Brand consistency
- Creative design
- Copywriting
- Video editing



Analytics

- Custom campaign reporting
- Google Analytics/Google Tag Manager
- Google AdWords/Ad buy consulting
- Tracking & Compliance
- List acquisition
- Marketing attribution



Technology

- Asset development & Distribution
- MarcomCentral® Gather
- MarcomCentral® Portal
- RoboHead
- Interactive media
- Clickable Paper™
- RealityBLU®
- Communication & Composition
- ePS MarketDirect Cross Media
- Direct Mail Automation
- MarcomCentral® FusionPro®

Contact the Ricoh Professional Services team at takealookatricohproduction.com/marketing-services



Ricoh USA, Inc., 300 Eagleview Blvd, Exton, PA 19341, 1-800-63-RICOH.

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RICOH
imagine. change.