

Ricoh Marketing Services

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





To create exceptional marketing experiences, innovative technologies and solutions are vital

Ricoh Marketing Services provides you with the complete package.

Execute the most effective campaigns and projects with expert consultants, a full suite of solutions and a menu of creative resources.

Explore the benefits

Unlock your company's potential without exhausting internal resources.

Accomplish more and achieve better returns with managed marketing and media services. Your experience with Ricoh Marketing Services begins with our marketing specialists and technology gurus. We'll employ best practices, analyze current processes, identify goals, establish performance benchmarks and outline the roadmap and resources needed to deliver real results.

Brand quickly and efficiently 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 comprehensive attribution and automation assessments. Ricoh Marketing Services provides the technology, resources and collaborative approach to run multichannel campaigns that 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.



Reach your goals and realize sustainable outcomes with Ricoh Marketing Services

Services tailored to your specific needs



Collaboration and Distribution:

Project Collaboration • Sales Enablement • Digital Asset Management • Multi-platform Integration



Campaign Management:

Omni-channel Campaigns: Email, Web, Print, Mobile & Social with Reporting • Paid Digital Media Buys • Marketing Automation Services



Attribution:

Marketing Attribution Dashboard • Lead Scoring & B2B Sales Attribution



Audience Engagement and Personalization:

Augmented Reality • CCM/CXM Hyper Personalization • Variable Data Printing



Creative Design:

Design & Consultation • Video Production & Editing • Copywriting • Brand Consistency

Your unique needs — our unique approach

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 using Ricoh technology that deploys assets to the cloud.

Flexible consumption models: Cloud-based subscription solutions and flexible service consumption models give you ultimate agility 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.



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



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imagine. change.