RICOH
imagine. change.

Level up your marketing game.

Augmented reality software enables innovative marketers with cross-media marketing campaigns that grab audience attention and keep them engaged!

Carrie is rising star at her Marketing agency and while her work continues to satisfy her clients, she feels like she needs to find that something extra that will put her work over the top; something that will secure her clients – and her status in the firm – for the long-term.

Carrie's clients are looking for something different, something fresh and inspired – the proven tactics of yesterday are just feeling kind of stale today. But with client budgets for agency work shrinking, there isn't a lot of money to invest – or 'gamble' as her boss calls it – on expensive, complex technology that creates a heavy IT burden.

From her research, Carrie knows that today, her clients' customers expect more. More information, more ways to connect and more ways to interact. They expect brands to offer richer narratives through seamless cross-media experiences. That means she needs to deliver campaigns that accelerate user interaction and keep people engaged. Ultimately, she needs to help her clients grab their customers' attention at critical points of opportunity and drive them to action.

Carrie's looking for the elusive gem that will take her marketing campaigns to the next level, complete with data analytics for measuring ROI – all without a huge investment because, the truth is, this economic climate been tough all around and we're all doing more with less.

Learn more at Ricoh.ca

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The RICOH Solution

A new era for clients and offline print! Clickable Paper puts your marketing agency, product, or brand at the forefront of innovation, setting you apart from your competition. Embedding online experiences into traditional static materials instantly adds cross-media value and significantly increases the ROI of print advertising budgets. It also creates integrated brand experiences that grow loyalty, drive brand awareness and create new revenue opportunities.

Clients are calling Carrie's work innovative and inspired. She's differentiated herself, revitalized her campaigns and is bringing new value to her clients by creating interactive, cross-media campaigns that layer touchpoints and generate rapid results. Carrie is enjoying long-term partnerships with clients, new revenue opportunities, and because Clickable Paper is a cloud-based solution, it's affordable, easy to implement and simple to use – so her boss is happy too!

Business Challenges

· Delivering fresh, innovative and differentiated campaigns
· Lack of analytics to measure campaign response and ROI
· Shrinking client spend
· Transactional business jeopardizes growth and stability

Business Results

· Tracking every interaction and measuring results
· Improved click-throughs with creative offers
· New revenue opportunities for the agency with minimal investment
· Securing long-term partnerships with clients

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