



IDEAS360°
a BRAND DESIGN agency

ESTIMATE FORM

date: 2014-10-15

status: awaiting approval

customer: RICOH IMAGING NORTH AMERICA

estimate number: ideas-0010

job number: N/A

sales representative: Steve Bagby

project type: ideas360° client

project name: ACE8 Digital Initiative

simple project description:

medium: digital

other: 970 hours / \$194,000.00

Tactics - Re-Launch Lithium Community: 40 hours / \$8000

Tactics - Create Content Calendar: 40 hours / \$8000

Tactics - Implement President Message Communication: 20 hours / \$4000

Tactics - Integrate Social Media: 30 hours / \$6000

Tactics - Enhance RICOH Portal (RICOH-CONNECT): 20 hours / \$4000

Tactics - Improve Retail/Dealer Communications: 20 hours / \$4000

Tactics - Linked Promotions: 10 hours / \$2000

Tactics - Improved Retailer Locator Listing: 10 hours / \$2000

3 Videos: 120 hours / \$24000

Tactics - Develop and Manage CRM Lifecycle Strategy: 40 hours / \$8000

Tactics - Improve Direct to Consumer Sales: 120 hours / \$24000

Tactics - Develop Long-Term E-Commerce Solution: 20 hours / \$4000

Tactics - Increase Capabilities to Capture New Consumer Contacts: 20 hours / \$4000

Tactics - Make Experience More Personal: 40 hours / \$8000

Tactics - Attract Traffic To Site: 40 hours / \$8000

Tactics - Improve Online Product Merchandising: 190 hours / \$38000

Tactics - Improve Site Navigation Search: 190 hours / \$38000

total: 970 hours / \$194,000.00