



**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