

# Promote Your Product On RICOH THETA Community



Unofficial Guide: [theta360.guide](http://theta360.guide)

# What is “Unofficial Guide”



45,000 page views a month from THETA application developers and advanced users of THETA videos and images

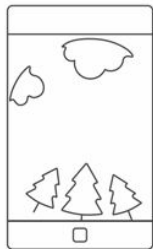
Not run by Ricoh staff. Community of enthusiasts.

## GUIDES

- 360 video and image editing
- Live streaming
- Camera API
- Unity development
- Media standards and information

## DISCUSSION

- Sharing projects
- Related technologies
- Usage of related products
- Events
- Contests, sweepstakes



# Free Promotion of Your Product

Free  
Product  
Review

Free  
Banner  
placements

Free  
Advertising

Free  
Events

Free Email  
Campaigns

Free Social  
Media

Your  
Product

**Free Promotion. No Cost**





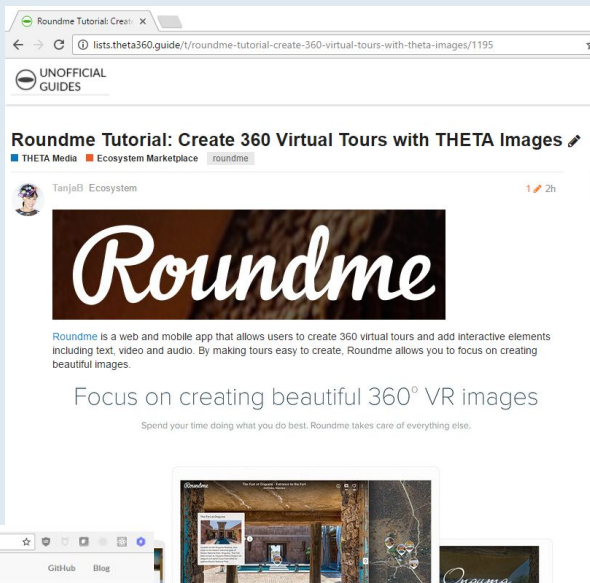
# Two Ways to Start

1. Contribute Content
2. Contribute Product

**No Cost For Promotion  
Benefits are Free**



# Option 1: Contribute Content

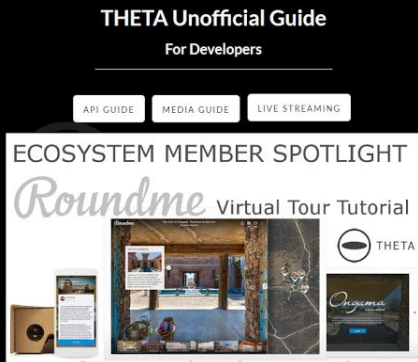


Vendor tests THETA with product

Vendor provides technical usage tutorial

Vendor publishes on lists.theta360.guide

[Example](#)

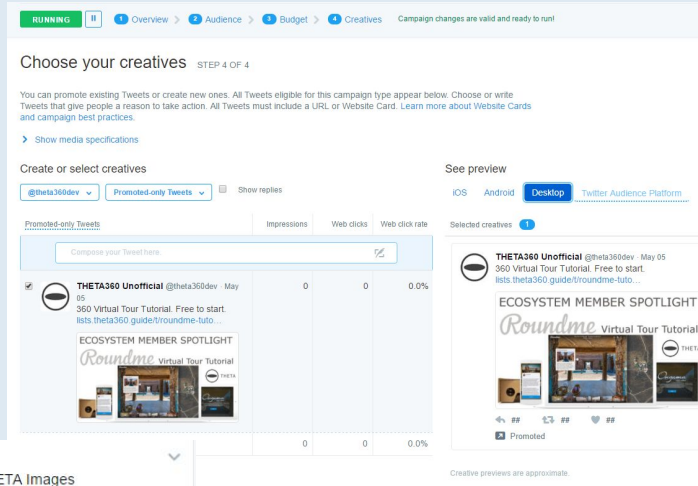


We highlight tutorial on front page of theta360.guide (1 to 3 weeks)

We promote tutorial with campaign



# We Promote



Paid social media campaign (1-3 weeks)  
(advertising)

Owned social

- Twitter, Facebook

Earned social

- Facebook, other



## Option 2: Contribute Product



UNOFFICIAL GUIDES

Hot News: [Win CyberLink PowerDirector 360 Video Editing Software](#)

**Win CyberLink PowerDirector 360 Video Editing Software** ✎

Contests and Challenges prizes

jcasman Ecosystem 8 4d

360° PowerDirector 15  
The No. 1 Choice for Video Editors

**Your Chance to Win!**

360 3D HVC H265 64 4K XAVC S

Join the THETA Unofficial Guide community before June 30 for a chance to win a free copy of [CyberLink PowerDirector 15 Ultra](#), the number one choice for video editors. No purchase necessary. Existing members also have a chance to win.

**Enter Now!**

PCMag EDITOR RATING  
★★★★★  
EXCELLENT

**PCMag Editors' Choice**

“PowerDirector is the fastest and most...”

Vendor supplies minimum of \$100 in product

Vendor verifies product works with THETA

We create sweepstakes, contest or raffle

We create landing page, rules and promotion material

We handle logistics

Jointly promoted with direct email, social, ads, banner, possible physical event





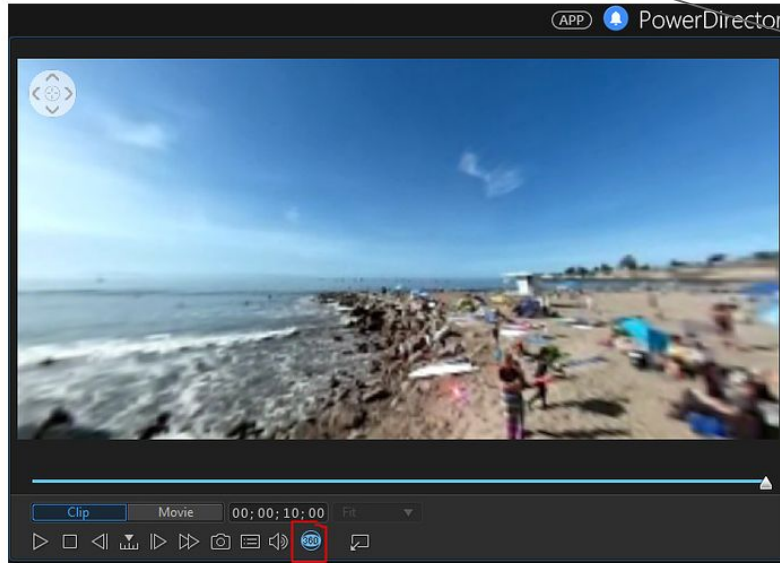
## Product Review: CyberLink PowerDirector 360 Video Editor with RICOH THETA

■ THETA Media ■ Ecosystem Marketplace



codetricity

9 May 17



360 view

CyberLink loaned me a copy of PowerDirector to test with RICOH THETA S images and videos. It's an excellent tool for professionals and hobbyists. [See more details of PowerDirector15](#). Although this takes me less than a day, I can say that it compares favorably to Adobe Premiere Pro VR Mode.

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Multi-page detailed product review





# Events

465 registered members

Held every other month  
in San Francisco area

Product usage  
demonstrations

30-50 people attend each  
event





# Contact Us

Jesse Casman

[theta360.guide](http://theta360.guide)

[jcasman@oppkey.com](mailto:jcasman@oppkey.com)





# Internal notes to be deleted

## Goals

- Increase traffic to theta360.guide
- Increase content that we can promote
  - Measure number of companies
  - Target 1 a month
- Increase marketing campaigns to build traffic and awareness to site
  - Measure traffic to tutorial or contest page
- Define and improve marketing techniques
  - Move toward process where we review internal work metrics. What we did each month
- Increase communication with partners in hopes of learning something

## Not Goals

- Increase registrations to ecosystem
  - though the program should help
- Clarify benefits of being in ecosystem program
  - More of a test or a step in the process than an answer
- Build legitimate partner program
- Define meetup structure
- Define who the target audience of theta360.guide is
- Define basic objective of Oppkey's contract with TK

