Promote Your Product On RICOH THETA Community

What is "Unofficial Guide"

45,000 pageviews and 7,500 people per month. 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
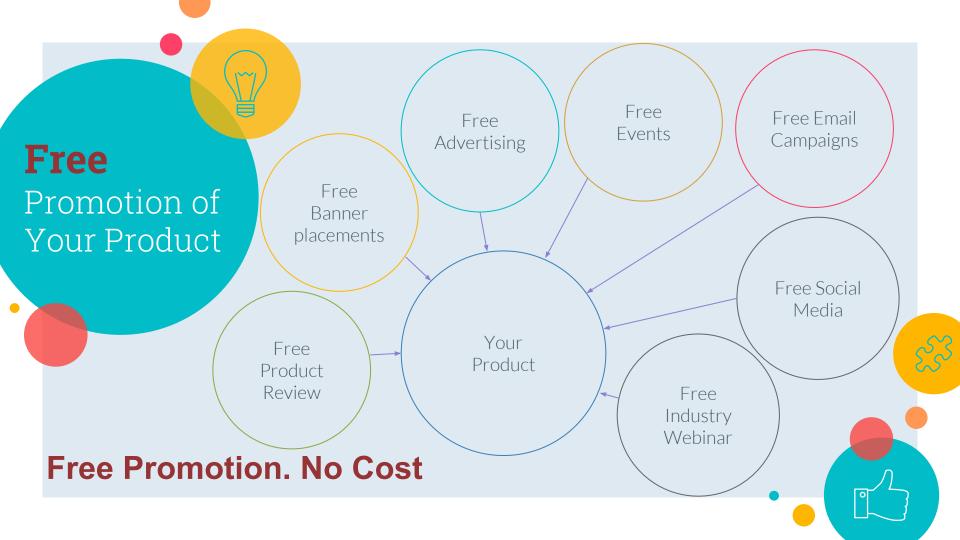- Usage of related products
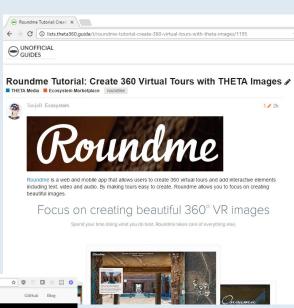- Events
- Contests, sweepstakes

Free Promotion of Your Product

Free Promotion. No Cost

Free Banner placements

Free Advertising

Free Events

Free Email Campaigns

Free Social Media

Your Product

Free Product Review

Free Industry Webinar

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

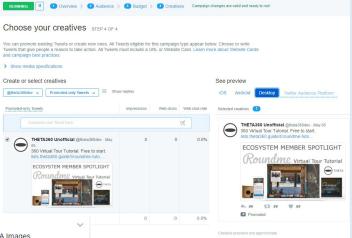Vendor publishes on lists.theta360.guide

[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

Hot News: Win CyberLink PowerDirector 360 Video Editing Software

Win CyberLink PowerDirector 360 Video Editing Software ✏️

🟧 Contests and Challenges   prizes

jcasman 🛡️ Ecosystem   8 ✏️ 4d

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 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
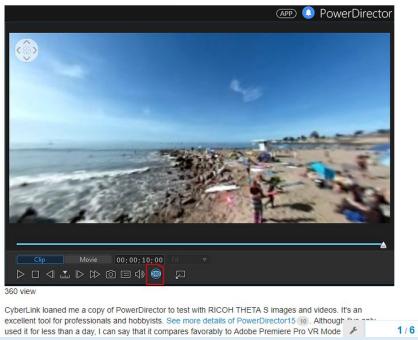
Multi-page detailed product review

Events

515 registered members

Held every other month in San Francisco area

Product usage demonstrations

30-50 people attend each event

Contact Us

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