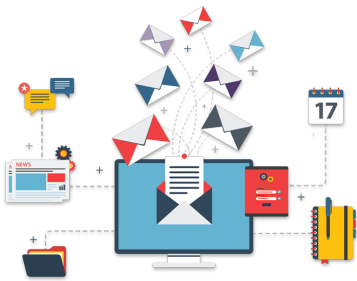


GROW YOUR BUSINESS WITH EVOLVED OFFICE!



MARKETING PLATFORM



READY-TO-GO RICOH & INDUSTRY CONTENT



DIGITAL & SOCIAL



WEBSITES & MANAGEMENT

WHY EVOLVED OFFICE?

Evolved Office is in the business of helping Business Solutions Providers thrive. From traditional office equipment dealers to IT VARs, we are a marketing agency aimed at growing our customers' businesses through an array of marketing services, including digital and web-based marketing, email marketing, print marketing, and more.

Unlike other digital marketing agencies, Evolved Office specifically caters to the office technology industry. You don't need to teach us about MPS, document management, Managed IT, or VoIP solutions—we know this stuff like the back of our hands. Our team is comprised of industry experts, and we are here to help you drive leads and close sales.



CUSTOM MARKETING PLATFORM BUILT FOR BUSINESS SOLUTIONS PROVIDERS



100+ YEARS OF INDUSTRY & MARKETING EXPERTISE COMBINED



GOOGLE PARTNER CERTIFIED



ONE-STOP-SHOP – EMAIL, SOCIAL, WEBSITES, SEO

WEBSITE DESIGN & MANAGEMENT

\$199/month



Evolved Office offers ready-to-go websites that are responsive, secure, and designed to drive leads that are built for Ricoh dealers like you. Our template-based sites are a quicker, more affordable alternative to custom website design, but still showcase the office technology products and solutions that you offer your customers.

READY-TO-GO WEBSITE FEATURES:

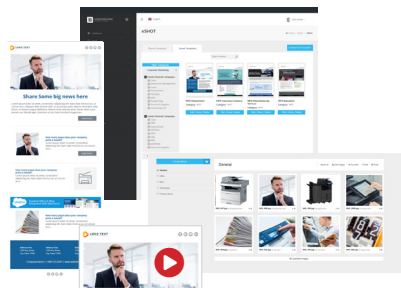
- Exclusive per territory – never have the same website as your local competitors
- Branded with your logo, contact information, and color scheme
- Responsive design renders across mobile devices and increases SEO
- Standard pages that align with your services: Office Equipment, MPS, Document Management, Managed IT
- Multi-vendor product library feed

Additional Pricing:

- \$1,500 setup fee
- \$2,500 setup fee for custom content
- Contact us for custom website design pricing

EMAIL MARKETING

\$399/month



No time to create content? No problem! Our email marketing platform provides ready-to-go Ricoh and industry content. on all of the services you offer, including newsletters, emails, videos, and more. Evolved Office offers a wide selection of pre-written, industry-based content that is automatically branded with your logo, contact information, and even your sales rep's headshot.

Our managed email marketing program guarantees one approved piece is sent on your behalf each month, while you have unlimited access to send additional content to your marketing lists at any time.

CAMPAIGN TOPICS INCLUDE:

- Managed Print Services
- Document Management
- Color
- Managed IT
- Going Green
- Prospecting
- Telecom
- Security

SOCIAL MEDIA MANAGEMENT

\$500/month*



Evolved Office will manage, monitor, and post custom content to your social media accounts on a regular basis. Each post is industry-based (hardware, software, managed services), engaging, and includes custom graphics to set you apart. Keeping up with social media accounts helps to increase your business's digital presence.

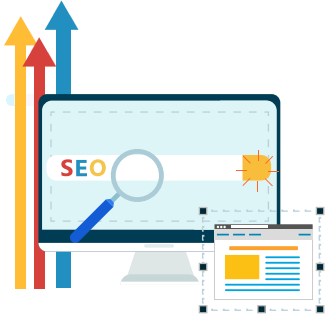
CHANNELS INCLUDE:

- Facebook
- Instagram
- Twitter
- LinkedIn

*\$500 PER MONTH FEE APPLIES TO TWO SOCIAL MEDIA CHANNELS.

LOCAL SEO WITH BLOG ARTICLES

\$900/month



By implementing certain pre-determined strategies, you can increase a website's rank within a search engine's results. This is known as search engine optimization (SEO), and it is a vital aspect of digital marketing. Most users do not navigate to page two of search results, so applying SEO will maximize the number of visitors to your website.

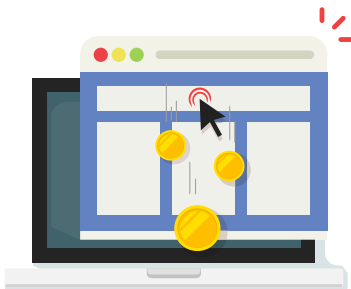
Evolved Office offers SEO services to Ricoh dealers, where we will manage and improve your website ranking on search engines, such as Google and Bing, based on typical industry keywords searched by end users. We also optimize your website and add custom content to increase your search placement.

SERVICES INCLUDE:

- A technical audit of your site to uncover any issues
- On-site optimizations
- Aligning your site with reputable sources
- Monthly custom content, optimized with keywords & geo-targeting
- Real-time analytics of your SEO efforts
- And so much more!

PAY PER CLICK (GOOGLE / BING ADS OR PAID SOCIAL CAMPAIGNS)

\$350/month



Want to rank high on internet search results now? Pay Per Click (PPC) is your answer. It is a form of marketing that places your business's ads at the top of search results, but requires businesses to pay each time that ad is clicked. Evolved Office is able to ensure your ads' success through extensive keyword research, monitoring of keyword effectiveness, facilitation of keyword bidding, and strategy implementation. We also apply advanced PPC marketing techniques to target customers who visit your site but don't initially convert.

Paid social campaigns also fall under this package. We'll create graphics and content and then target your ads to specific audiences, interests, and regions to ensure your paid social ad is displayed to high-value targets.

SERVICES INCLUDE:

- PPC Ads – Google, Bing
- Social Campaigns – Facebook, Instagram, LinkedIn

Additional Pricing:

These services require dealers to allocate a particular budget for campaigns. Evolved Office will make suggestions regarding your budget, based on platform and average keyword cost per click, to ensure campaign effectiveness.

INDUSTRY PARTNER INTEGRATIONS

\$75/month



Evolved Office proudly offers integrations with the most-used customer relationship management (CRM) systems to better serve our customers. These integrations allow Ricoh dealers to synch their contacts and campaigns with Evolved Office. Your sales reps can track how their customers engage with your marketing efforts using our lead scoring system directly from your existing CRM. Sales reps can identify hot leads instantly without the need to login to Evolved Office's marketing platform!

CRM INTEGRATIONS INCLUDE:

- Salesforce
- Compass
- AgentDealer

DIGITAL HUB \$50/month

If your marketing efforts are spread across several tools—requiring you to login to different platforms to track results—you aren't alone. This cumbersome process can make it difficult to get a clear picture of how effective your marketing really is. With Evolved Office's Digital Hub, you can monitor all of your marketing channels in one, unified place—from SEO to PPC to email marketing and more!

SEO



BACKLINK MONITOR



SITE AUDITOR



COMPETITION ANALYZER



GOOGLE ANALYTICS



GOOGLE MY BUSINESS



GOOGLE SEARCH CONSOLE

EMAIL MARKETING



LEAD SCORING SYSTEM



DRAG & DROP EDITOR



RESPONSIVE TEMPLATES



BUILT-IN ASSET MANAGER

SOCIAL MEDIA



FACEBOOK



INSTAGRAM



LINKEDIN



TWITTER



YOUTUBE

PAY PER CLICK



AD ROLL



BING ADS



FACEBOOK ADS



GOOGLE ADS



INSTAGRAM ADS



LINKEDIN ADS

CALL TRACKING



AVANSER



CALL TRACKING METRICS



CALLRAIL

REPUTATION MANAGEMENT



BIRDEYE



GRADE US



YEXT

MANAGED SERVICES (MONTHLY)

Website (\$1,500 / \$2,500 setup)	\$199
Managed Email Marketing (1/mo. + Unlimited Access)	\$399
Social Media Management	\$500
Local SEO w/ Blog Articles	\$900
PPC / Paid Social Campaigns (+ Ad Spend)	\$350

ADD ONS (MONTHLY)

Salesforce / Compass / AgentDealer Integration	\$75
Digital Hub	\$50

