

Ricoh Case Study



Ricoh reaches IT professionals and attains new followers and greater engagement using LinkedIn Sponsored Content and Banner Ads

“As our communication strategy, social media has been one of the key focus areas. Ricoh being a B2B company, LinkedIn becomes a relevant medium as it allows us to target the “right audience” through focused messaging. We believe that communication is most effective when it is simple and easy to understand. Going forward, we will continue to develop innovative content to connect and engage with our LinkedIn followers.”

A. T. Rajan,
Senior VP & Chief Strategy Officer,
Ricoh India Limited

Company Profile

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion Yen (approx. 18.5 billion USD). The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives. Ricoh India Limited is mainly a B2B company, with a few select offerings in the B2C space.

Objectives

Ricoh's objective for the marketing campaign was to engage with IT professionals and reach out to them via LinkedIn. The main strategy was to become a part of an IT professional's life, by portraying Ricoh as a brand that understands the customer and his/her needs, and imbibes and exudes their values.

The aim of the campaign was to help **build visibility for the brand** among the relevant audience of IT Professionals. Ricoh **wanted to be seen as a credible brand** that understood and catered to its customers' problems and requirements – with the ability to help them by **providing custom solutions**.

Results in numbers:


- Achieved impressive CTRs that were 2.2x above LinkedIn benchmarks
- Audience Engagement Rates were 1.8x above LinkedIn benchmarks
- Generated over Rs. 2 lakhs of Earned Media
- Acquired 5,730 new followers over the campaign duration

Solutions

LinkedIn's solutions (Banner Ads combined with Sponsored Content) were the right offerings to help Ricoh reach its mandate. LinkedIn provided Ricoh the ability to better target their content, alongside using the in-depth analysis that LinkedIn offers to help them strategize better with regard to content creation and audience targeting. Beginning in June 2015, Ricoh started their campaign on LinkedIn, which lasted for 8 months. The LinkedIn team gave Ricoh access to the tools and Ricoh analyzed the available data to understand and thus channel their content to ensure that the required objective was met.

Ricoh India Ltd. shared: Follow

The new age selfie - 360 degree selfie! Thanks to Ricoh's Theta S, taking 360 degree selfies has never been easier!
<http://bit.ly/1ODBaMp>



Harsha Bhogle @bhogleharsha Dec 17
Here's one view of the selfie with @Sundarpichai. This 360 deg selfie is quite something.

👍 1.2K ❤️ 2.3K ...

One major advantage for Ricoh, which mostly deals in B2B products and IT solutions, was the ability to have access to a niche audience and get their undivided attention to talk about products and solutions that can be quite technical, and perhaps uninteresting, at times. To this end, Ricoh introduced comic strips, which resulted in huge popularity and engagement and increased traction of the campaign. Comics were a unique way of thinking about brand messaging which captured the audience's attention and led to widespread popularity of the relevant posts.



Results

Ricoh gained the majority of its audience from the Engineering function and the High-tech industry categories. A large section of the audience included employees from Large Enterprises, mainly top IT giants like HCL Technologies, Infosys, and TCS.

Over the course of the campaign, Ricoh's CTRs were more than double of LinkedIn's benchmarks and their Audience Engagement Rates were 1.8 times above LinkedIn benchmarks. Ricoh also generated over Rs. 2 lakhs of Earned Media.

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There was also a marked increase in the follower base – Ricoh acquired 5,730 new followers, including 307 new followers for free within their target audiences. Ricoh also saw greater engagement on the posts that were being published on its Ricoh India page, with an average engagement rate of 1.7% being maintained across the campaign's duration, which is well above the industry benchmarks.

Overall, Ricoh considers the engagement and campaign with LinkedIn to be a great success and will continue to work with LinkedIn to develop and propagate personalized, relevant content to its target audience of IT professionals.

"The purpose of the campaign was to reach and engage the right audience with creative content. We focused on past LinkedIn data to methodically identify what content works with the target audience. The results vindicate our belief in the use of data to improve performance of creative campaigns."

Arem Mukim,
Manager, Corporate Communications & Digital Marketing,
Rico India Limited