



**#Reshapingyourmarketing**  
**The Digital & Social Media  
Marketing Company**

## **Introduction**

***Digital changes everything  
about how you market.***

***Your customers are more connected,  
more informed, and more empowered to engage  
– on their terms – than ever before.***

***Successful marketing organizations  
must reinvent their role  
in their customers' digital world,  
create memorable, engaging experiences  
and use modern digital marketing platforms  
to scale and respond quickly,  
to lead the marketplace***

## Why choose #RYM ?

***In today's ever-changing environment, marketers must evolve their strategies, tactics and operations as quickly as customer choices change, and must master each area to win the intense competition for their limited attention.***

### Marketing Yesterday

Local, Expensive  
Creative & Production

Traditional, Static  
Marketing Campaigns

Inefficient Asset  
Replication

Inflexible, Linear  
Asset Distribution

### Marketing Today

Decoupled, Lower-Cost  
Content Production

Greater Reach, More  
Dynamic, Lower-Cost  
Digital Marketing

Lower-Cost, Efficient  
Content Reuse and  
Management

Flexible Content  
Platforms and  
Distribution

## #RYM Digital Marketing Offering?

**#RYM's**

**Digital Marketing offerings include a full spectrum of services across digital marketing strategy, creative and technology services.**



Brand & Marketing  
Services



Content  
Production



Campaign  
Management



Content Management  
Services



Content Platforms  
& Distribution

## **#RYM Portfolio**

***#RYM provides a portfolio of Digital Marketing solutions and managed services for a range of industries and verticals in areas such as multi-channel experiences, campaign, information, ecommerce, customer self-service and loyalty sites.***

## **#RYM Goals**

***We start with Disruption  
at the core of everything we do. We will  
invent ideas to attract  
your audience.  
No matter your budget we  
can find and keep your audience.***

## What #RYM can do for your Brand?

### \* **Unlock New Value:**

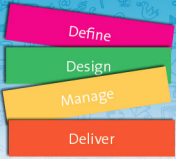
*Drive new business growth and stay ahead of the marketplace, by crafting and implementing effective end-to-end digital strategies informed through deep industry insight and digital marketing expertise.*

### \* **Elevate Customer Engagement:**

*Attract new customers and create loyal customer advocates by delivering more personal, customer-centric experiences. Our experience design skills and user-centric approach combined with our deep expertise in the underlying digital marketing platforms allow your most innovative ideas to be fully experienced.*

### \* **Respond Faster to Market Needs:**

*With a streamlined, integrated digital marketing platform, both marketing and IT will be able to respond quickly and efficiently to marketplace disruptions and emerging customer needs.*



## **#RYM Strength**

- \* *Business strategy and execution*
- \* *Client management*
- \* *Omnichannel thinking*
- \* *Commitment to agile marketing*
- \* *Data integration & report*
- \* *Brand perception*
- \* *New competition*
- \* *Integration of creative services*
- \* *Skills expansion*
- \* *Global business building*
- \* *Strong commitment to digital*
- \* *Broad scope and reach*
- \* *Commitment to business outcomes:*
  - \* *Media Platform*
  - \* *Social execution*
  - \* *Contrnt marketing*
  - \* *Creative and Graphics executions*



## **#RYM Digital Marketing Service**

***We provide a range of digital solutions and managed services to help enterprises deliver innovative customer experience solutions to meet business critical needs***

Loyalty

Commerce

Multi-channel experiences

Managed services

Technology consolidation

Campaign site platform

Customer self-service

Informational

## Contact Us:

For more information on #RYM's Digital Marketing, Content and Creative services, please contact:

#RYM

Managing Director, Digital Marketing  
and Creative Services

ayoola.ogunyomi@gmail.com

+234 703 331 9470

Copyright © 2016 #RYM

All rights reserved.

ReshapingYourMarketing, its logo, and  
High Performance Delivered  
are trademarks of Niche by Ayula & Co.

About #RYM

ReshapingYourMarketing helps the world's leading brands drive superior marketing performance across the full multichannel customer experience. Working with a team of dedicated professionals to serving the marketing function, #RYM offers integrated, industrialized and industry-driven marketing solutions and services across consulting, technology and outsourcing powered by analytics.

This document makes descriptive reference to trademarks that may be owned by others.

The use of such trademarks herein is not an assertion of ownership of such trademarks by #RYM, Niche by Ayula & Co. and is not intended to represent or imply the existence of an association between #RYM and the lawful owners of such trademarks. Information regarding third-party products, services and organizations was obtained from publicly available sources, and #RYM cannot confirm the accuracy or reliability of such sources or information. Its inclusion does not imply an endorsement by or of any third party.

The views and opinions in this article should not be viewed as professional advice with respect to your business. #ryms