Social

**B&H Goals**

1. Improve customer relationships
2. Have users create content on our site
(Reviews, Q&A and Collections, wish lists, stories)
3. Create brand awareness
4. Help show the diverse range of products we carry
5. Speak to customers in places they actually are
6. Get accurate and timely feed back from our customers

**Why (Customer Goals)**

1. A tool to educate
2. Enjoyment, being with a like minded community
3. Social credibility
4. Help Financially (Besides being a place for a all-in-one public profile, the owner of the profile pages will get incentives from every purchase made through their page (either like affiliates or B&H credits)

**Who**

1. Professionals
2. Hobbyists
3. Students
4. Basic or first time customers

**How**

1. Profile page with everything in one place where the user can customize –(Google Cards)
2. Discussions (user discussions, reviews, Q&A)
3. B&H Content (Explora, video, Event Space)
4. Education Portal (Edu library of video courses like Lynda.com, groups of articles based on topics)
5. Gallery (memory type photos)
6. News Feed (flow type photos)
7. Gamification (like Stack Overflow) For instance points to finish profile
8. Wish lists (Public, private, collaborate)
9. Collections (featured collections of wedding gear for beginners by Scott Kelbey)
10. Storylines (Medium)
11. Product Sponsored BH Photo products integrated into feeds of influencers (give a camera to Gregory Hiesler and let him tweet about it. Samsung is doing this now)
12. My gear (or what I bought)
13. Reward good users/customers
14. Make Event Space more interactive (Like Creative Live)
15. Crowdsource funding for projects – People can create a wish list and have people contribute to the funding of it.

**Trends in photo sharing**

**Summary**

1. In the past photos were taken as a tool for memory. **(Memory)**
2. Photos are now used as a tool to communicate, either artistically (Instagram) or practically (Pinterest) **(Age of Communication)**
3. The main two ways we can use photos through social media for B&H now is either through users feeds (Flow) for branding or galleries (Stack) for advertising. (**Hunter Gatherers)**
4. The future use of photos will be for helping users make decisions. **(Future/Informational)**
5. The current trend in communication is visual media. **(The Photo Generation)**

**Memory**

Originally we took photos printed them and put them in boxes. (Family photos, travel photos) Validation- We take photos of food, where I am. We enjoy sharing it because it validates what we are doing by likes and reposts. (More ego based)

**Age of communication**

No longer taken as an addition to memory but rather as a tool to directly communicate with each other. We use photos as a way to communicates that’s better than words. Originating in text messaging, the one to one digital dialog where you can attach a photo, it has matured in a variety of formats, from the more artistic Instagram to the more practical Pinterest. One accentuates the form versus the substance (Instagram) while the other uses photography to teach and inform (Pinterest). Both are used as a communication tool first. (Selfie of a sad face)

**Hunter gatherers**

We use Photography for communication and memorization or also know as Flow and Stock. Flow for communicative photography (Snapchat, WhatsApp, Facebook, Instagram, Pinterest) and Stock for memorization (Google photos, Apple photo, Flickr, Facebook, Hard Drives) Flow are images that **brands** want to capture since it can be steered to purchasing, but is also harder to break into. The message needs to be authentic. Stock is what the printing, cataloging and archiving industry want to reach. Stock is more precious than the Flow, since it carries higher emotional value, and is great for **advertisers**, but harder to do. (Mercedes pays a photographer to go on a road trip with a Mercedes and integrate photos of the car into Instagram in a casual, authentic way. Similar to product placement in movies)

**Future/Informational**

We will take pictures to help us make better decisions. To predict traffic, trends in clothing, how crowded restaurant is. How many calories are there in my food?

**The Photo Generation**Text only is rapidly disappearing as the only form of communication, replaced by visual media, be it photos and videos (a 75% increase according to Facebook). In fact, platforms like Pinterest, Snapchat and even WhatsApp (450 million photos shared a day) are only confirming this trend, propelling photography as the number one universal means of communication, along with video, soon to be fully mastered by a teen generation raised upon it.

**Experts**

In today's social media world, most people to not generate much original content but follow the ones who do (the minority on twitter for example). Here too, the Professional & enthusiast photographers, designers, audio technicians, animators, gamers will be creating a full profile, all others will be able to get educated and inspired by them, as well as interact with them.