B&H Community

**Primary Goal**

By encouraging people to hang out at B&H, online and in-store, we’ll highlight our value as a source of ideas, creativity, knowledge and gear. We will do this through discussions, collections, wish lists, stories, galleries and education.

**Secondary Goal**

Create a tool to educate for the enjoyment of being with a like-minded community. To establish our social credibility and help customers 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 is it for**

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

**What it is**

The main section where everything else stems from is the Profile page. Everything will be in one place where the user can customize and use the tools below:

1. Discussions (user discussions, reviews, Q&A) They will be able to see where they have contributed, when people have answered, save and bookmark relevant info.
2. B&H Content (Explora, video, Event Space) Would be interspersed through their newsfeed.
3. An Education Portal that would feature an Edu library of video courses like Lynda.com, groups of articles based on topics and live streaming events like the ones we do for Sony that talked about the video capabilities.
4. A gallery of photos that the user uploads. They could be portfolio images or images for reviews. Basically, anyplace where someone uploads images to our site would appear and be managed here.
5. News Feed is a center column where updated information appears that is similar to Facebook. Things that would show up here include: photos from other people, notifications on price drops, reviews of products they follow, content made by B&H or our partners.
6. Gamification (like Stack Overflow) For instance points to finish profile, leaving reviews and getting a high rating on the quality of the review. Becoming mayor of B&H by checking in.
7. Wish lists that can be shared and featured throughout our site, third party sites and even the users own blog or site.
8. Collections are similar to wish list, but made by us or other people. For instance a featured collections of wedding gear for beginners by Scott Kelbey. A more advance way of doing bundles that look less like something to sell and more like a suggestion from a pro.
9. Storylines are a way for people to create content for us about things like travel experiences or things in general that interest them. Something similar to Huffington Post or Medium.
10. Product Sponsored, BH Photo products integrated into feeds of influencers (give a camera to Gregory Hiesler and let him tweet about it. Samsung was doing this when they launched a new line of cameras.) This is a common practice on Instagram.
11. My Gear is a list of items I own, whether I bought it at B&H or not. It allows them to know what they may already own or if someone asks for a recommendation, they can share it.
12. Make Event Space more interactive like Creativelive.com. They create tutorials for free if you watch them live or people can pay after the fact. When they do the livestreaming people can write in and ask questions.
13. Crowdsource funding for projects – People can create a wish list and have people contribute to the funding of it.