

COMMUNITY AND LOYALTY PROGRAMS



PROGRAM BASICS

Consumers have shifted, to some extent, away from a desire for possessions to a desire for experiences - partly due to changing demographics. Across 12 industries, retailers inspire the most loyalty.

Initially the focus will be the Professional Customer, but there will be something for everyone with a path to higher rewards. The social section of the site will be the tool that allows customers to create content and contribute to the site.

Who is it for

- Professionals
- Prosumers - Hobbyists
- Basic or first time customers

Requirements of a Program

- Easy to understand and manage for the customer
- The relationship between points (discounts, contests VIP access, etc.) and rewards must be attainable, desirable and tangible.

Basic objectives for a Program:

- Have users create content on our site (Reviews, Q&A and Collections, wish lists, stories)
- Retain best, most profitable customers

Basic objectives for a Program - Continued:

- Acquire customers with potential to become best customers
- Reconnect lapsed users with the brand
- Revitalize the brand's relationship with its core customer
- Create brand awareness
- Help show the diverse range of products we carry
- Speak to customers in places they actually are
- Get accurate and timely feed back from our customers
- Increase the spending of existing customers
- Retention, improve the churn rate of customers
- Shift spending to higher margin products

PROFILE PAGE

The Profile page has everything in one place where the user can customize. It will be more than just a account setting page. It will be a place where people will hang out and spend some time interacting. The page will include a News-feed, friends, messages and most of the functions usually associated with interacting with B&H.

1. Each profile has the ability to add an image and location. It also shows how many people follow you, that you are following and your reputation. Here you can also see your notifications, galleries and account details.
2. This section contains lists of a person's passions, skills and gear they own.
3. Collections are recommendations made by the user or other people to help them figure out what they need to be a professional wedding photographer. (i.e. featured collections of wedding gear for beginners by Scott Kelby)
4. A list of recent orders.
5. The top three wish lists of the user.
6. A news feed similar to Facebook with latest news from us, people or brands they follow.
7. A list of events at B&H

The screenshot displays the B&H user profile page for John Doe. The page layout includes a header with navigation links, a search bar, and a user profile section. The profile section shows the user's name, location, and statistics (Reputation, Followers, Following). Below the profile, there are several sections: My Passions, My Gear, My Collections, My Orders, Wishlists, and Events. The News feed is also visible, showing recent posts from other users.

1 Profile picture and location (Astoria, Oregon)

2 My Passions (Photography, Landscape, Portraits)

3 My Collections (Gear for Wedd..., Top 5 Cameras, Essential Travel...)

4 My Orders (Table with Order #, Order Date, Total)

5 Wishlists (Want to buy, New Cameras, Studio Equipm...)

6 News feed (David Hasselhoff, Joe Camel)

7 Events (Event Space, Nikon Learn & Explore, LIVE...)

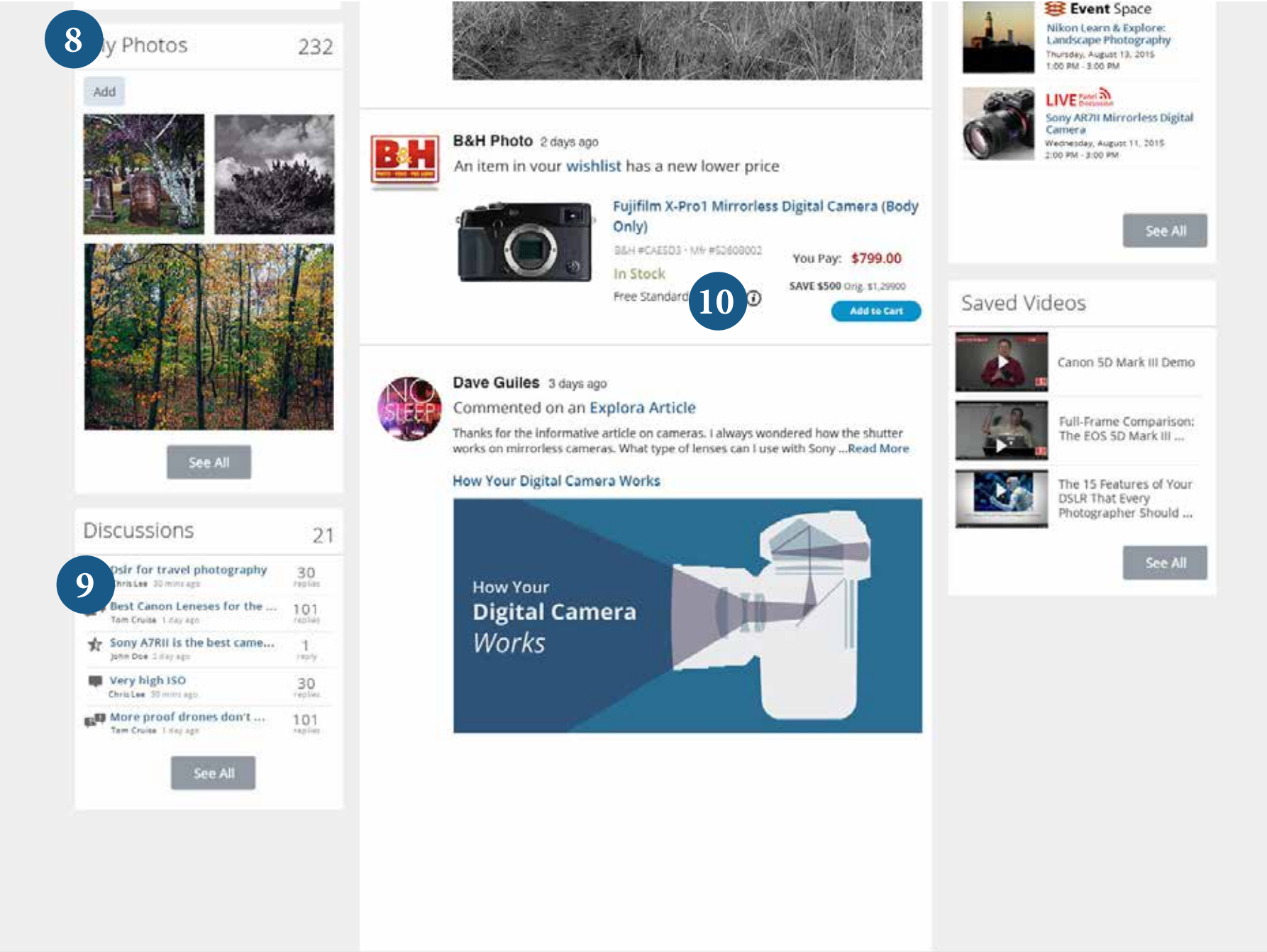
PROFILE PAGE CONTINUED

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8. My Photos is a place where people can upload and share the photos they took and use it as a place to upload to product reviews or enter contests.

9. Discussions would be the place where anything they have reviewed, asked in Q&A or posted in a forum would show up.

10. Saved Videos is a place where videos from Explora, The Event Space or product reviews could be saved to watch again or at a later date.

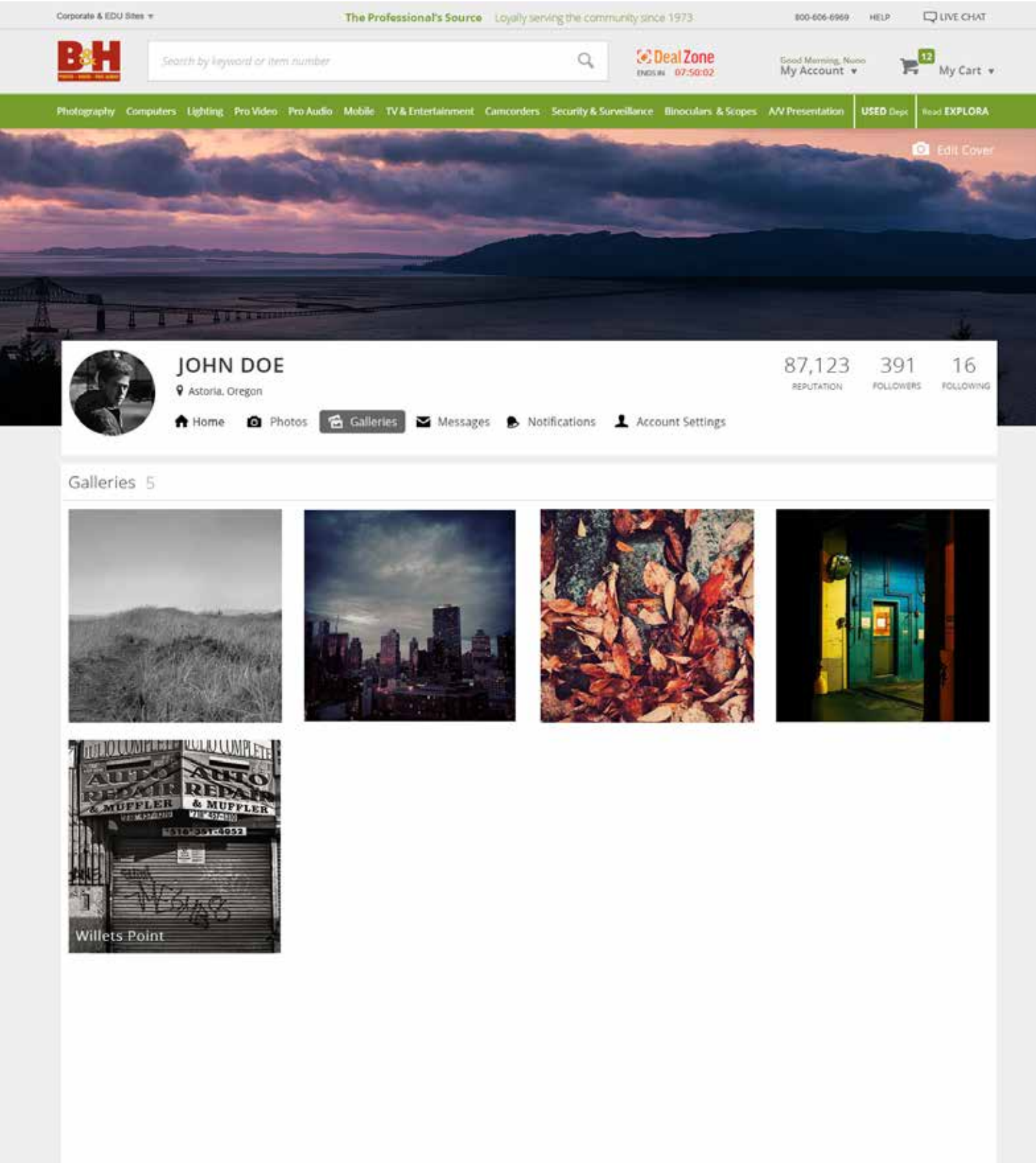


Visit our NYC SuperStore. *Come and Explore!*

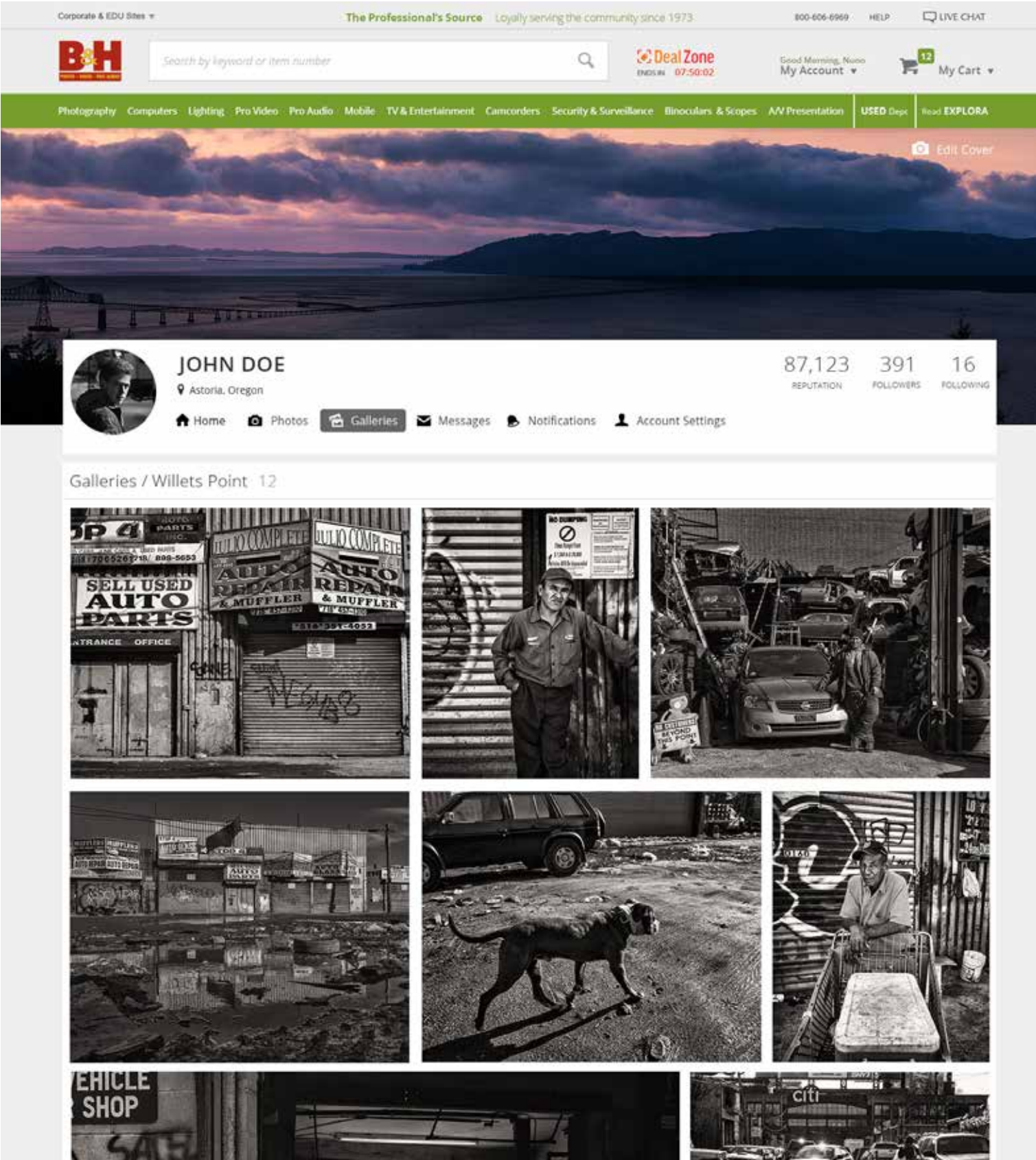
PROFILE PAGE GALLERY VIEW

The gallery section is similar to sites like 500px or Behance where customers can upload, share and comment on photos.

1. A page showing the users galleries



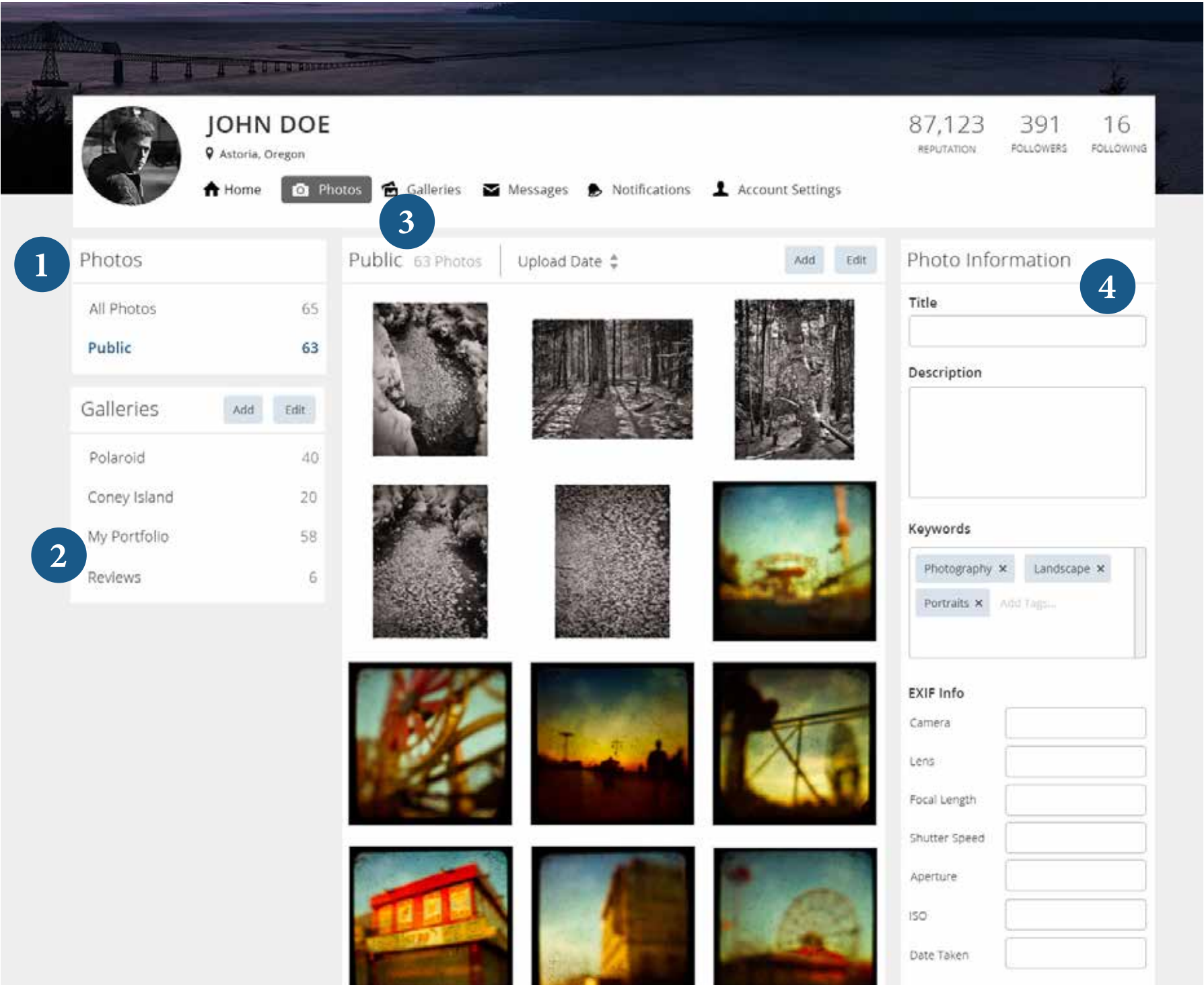
2. A detailed view of a gallery



PROFILE PAGE EDIT PHOTOS

The gallery section is similar to sites like 500px or Behance where customers can upload, share and comment on photos.

- 1. Shows how many public and private photos a user has.
- 2. A list of galleries created by the user
- 3. The current selected gallery that can be sorted by upload date or name. This is also where the user would edit the gallery itself.
- 4. The left side bar is where the user can enter the name of the photo, a description, keywords and EXIF Info.

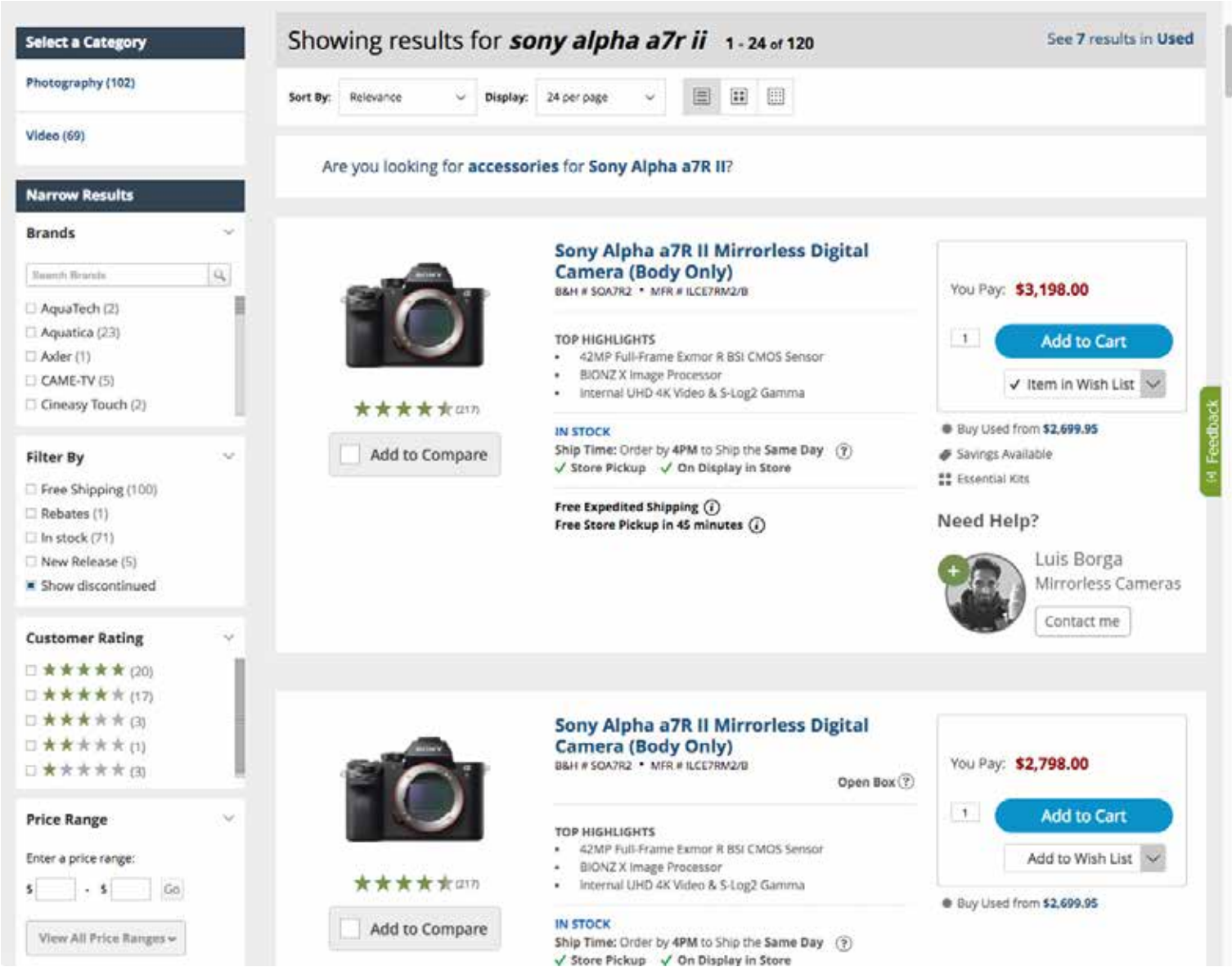
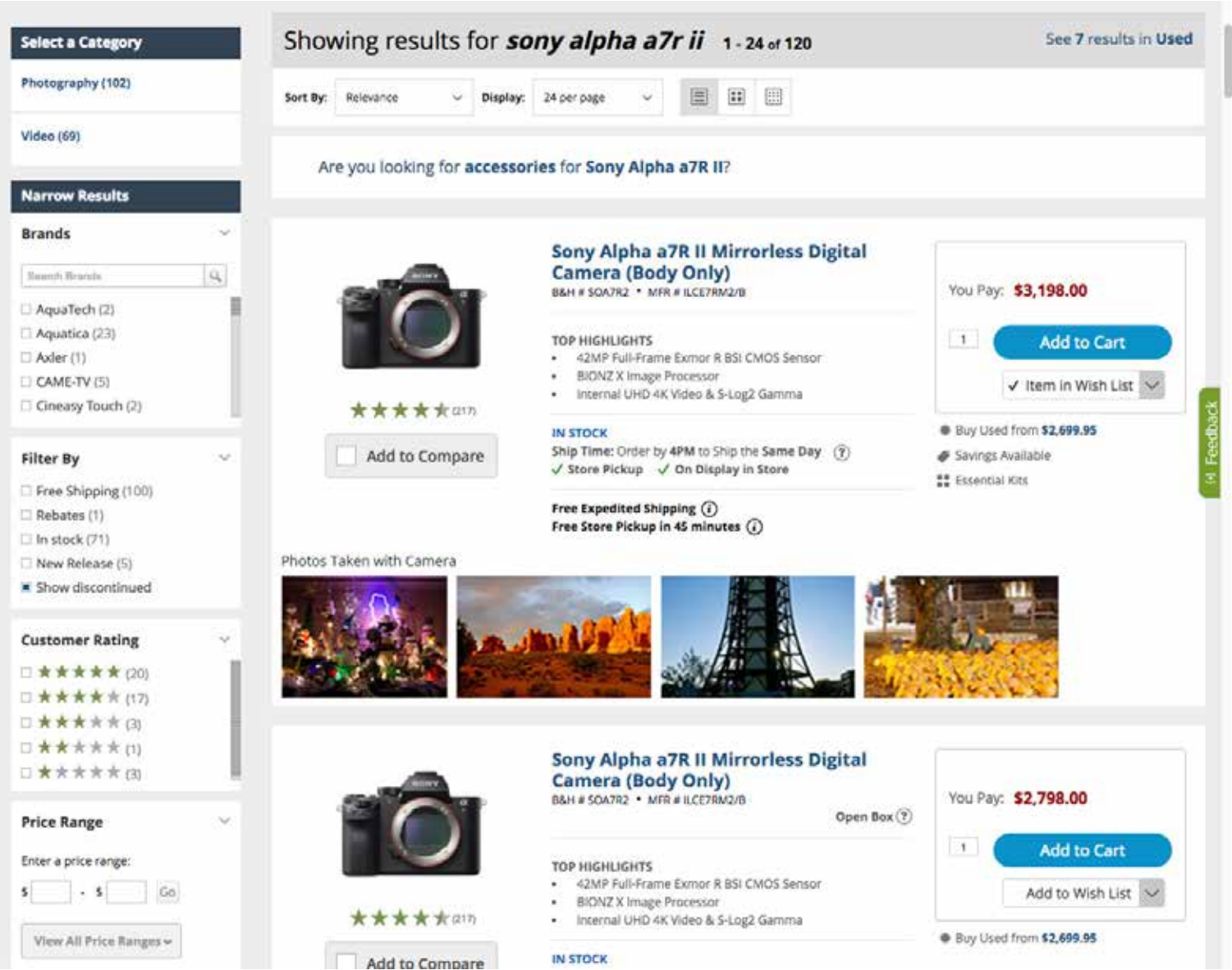


INTEGRATION WITH THE SITE

Here are some examples of ways to integrate user created content and experts into the rest of the site.

1. Adding photos that the customers friends may have taken with the same camera

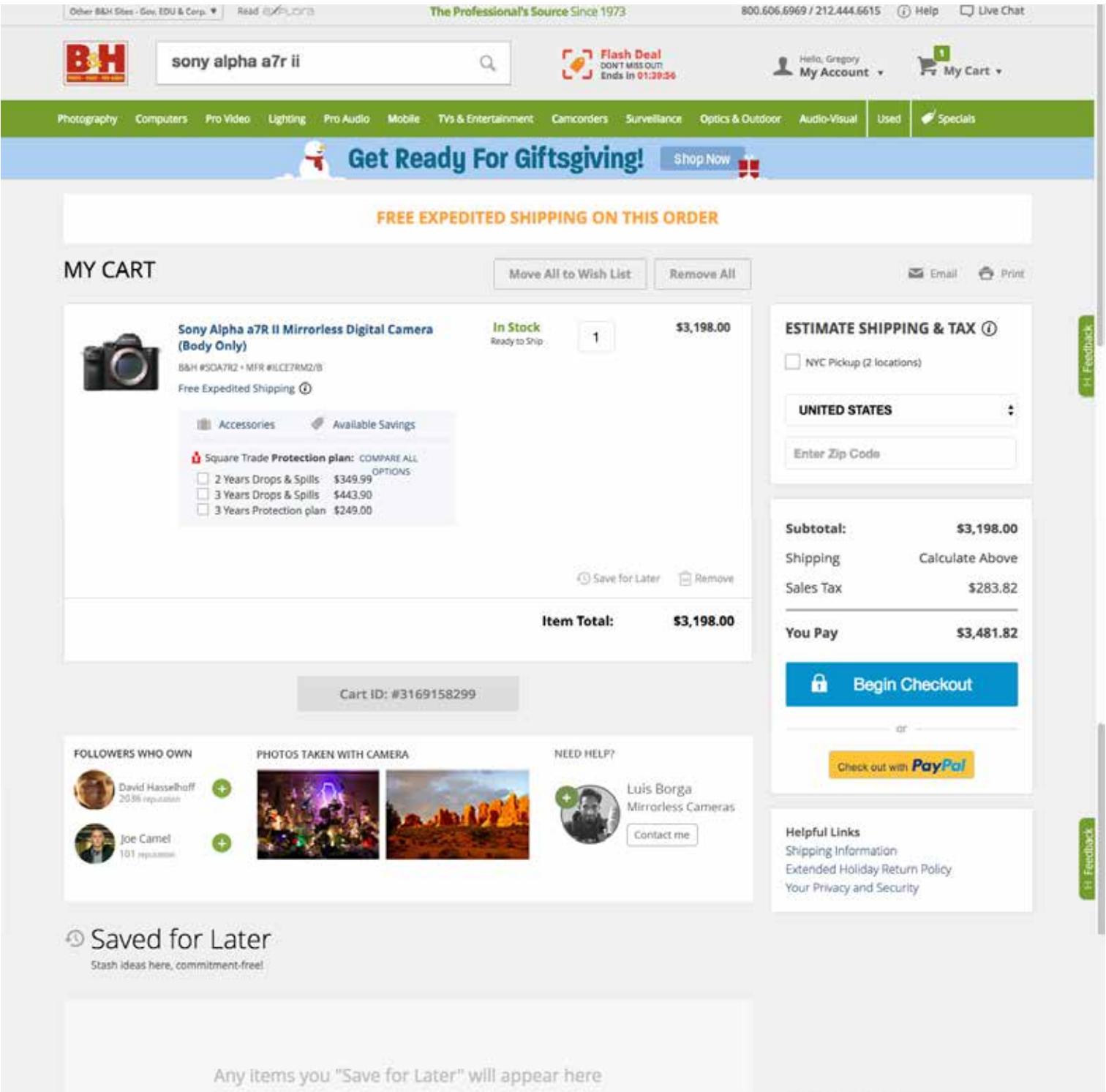
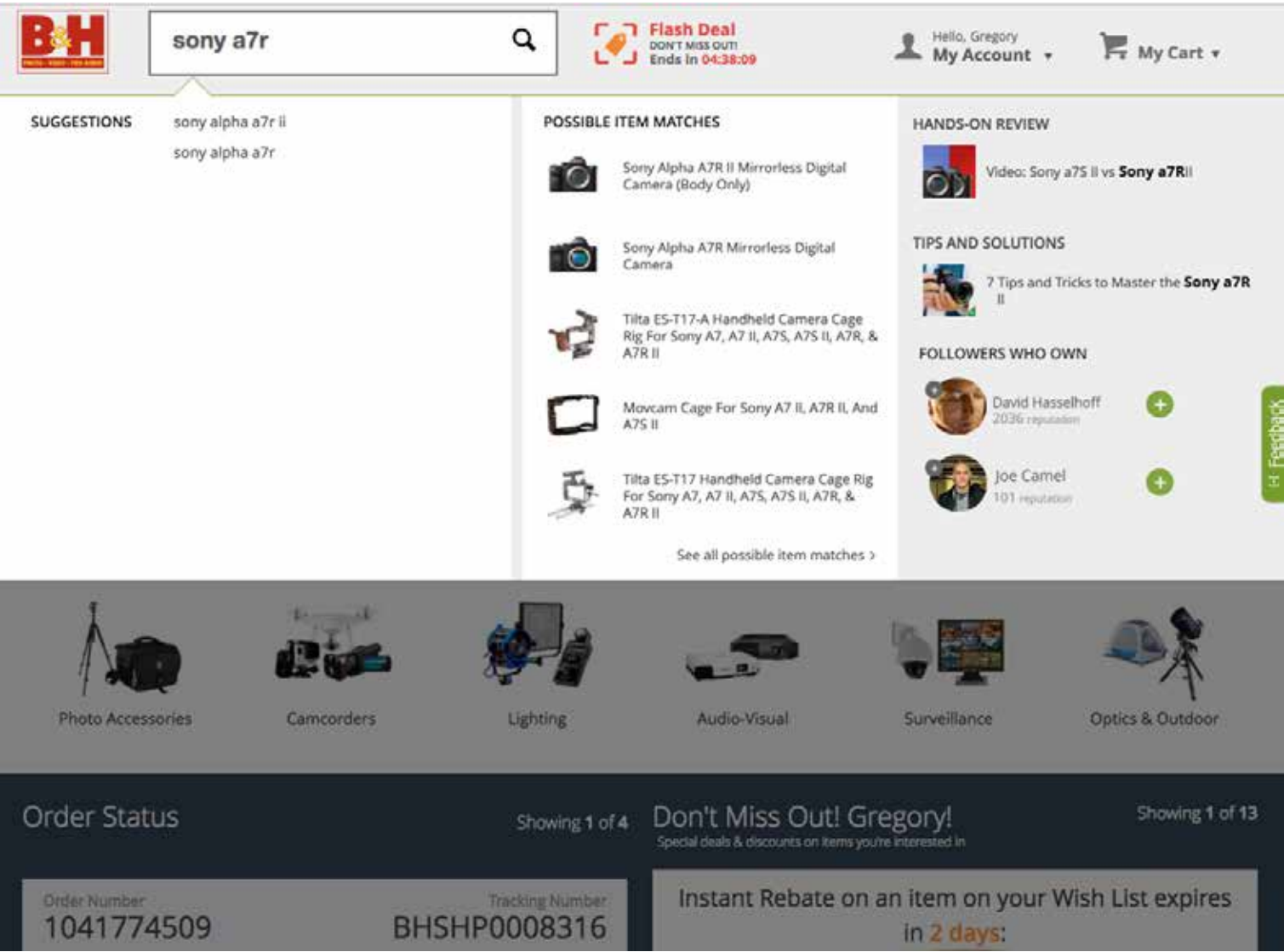
2. Placing experts next to the items they have knowledge of to help customers



INTEGRATION WITH THE SITE

Here are some examples of ways to integrate user created content and experts into the rest of the site.

1. As a customer searches for a product they get results showing friends that also own the same product
2. In the cart, we can show people who own the same item, photos taken with it and help from experts.



B&H REWARDS TIERS

CONCEPT DRAFT

B&H photo has an advantage over many other retailers. As a retailer we don't just sell products, we sell dreams. Our customers are passionate about what they do and we help them fulfill their dreams.

Combine Points with Tiers and Special Benefits

1. Enroll and earn 1 point for each \$1 dollar spent
2. 250 points = \$5 reward card
3. Spend over \$2500 a year and get bumped up to Premier Silver Member.

Silver Member

1. Free overnight shipping
2. Personalized tech - 5 calls with an expert to help set up product.
3. Help Financially (Besides being a place for an 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) using things like custom wish lists or reviews.
4. Exclusive discounts to top vendors
5. Free access to course we make like Kelby or Lynda.com

Gold Member

1. Same benefits as Silver
2. A chance to fly to NY paid by B&H with a tour of the store
3. When something that is preorder, as the preorders come in, they get the product before other customers
4. Greater discounts

5. Camera Repair service discount.
6. Free access to special events or classes at B&H (Optic)
7. Extended return policy

Pro Level

1. All the previous benefits
2. Access to lending library (similar to [Paracût](#), you pay \$150 a month and you get unlimited access to an equipment library)
3. Access to products before anyone else
4. Free membership to ZipCar or free amount of time. Also possible with Uber
5. Free Helicopter ride or any other types of partnerships we have where the customer can be rewarded.
6. Personalized support
7. Different type of account page. One that looks more professional than the standard account page.
8. Opportunity to give classes in event space
9. Camera replacement while camera is repaired (similar to Canon Pro service)
10. Host exhibitions of work
11. Use of a photo studio for free (great for photographers traveling to the city and don't have a studio space) See link to VSCO Opens free photo studio <http://petapixel.com/2016/08/10/vsco-opens-free-use-giant-photo-studio-nyc/>)

Funding Platform

1. Allow people to fund their projects with special Wish Lists on B&H.
2. People can donate money to the project and the photographer gets it in the form of a B&H gift card.