Explora integrated into the site

Experts as Brand ambassadors for each product section

Who are they?

Expert in their field

Practitioner

Teacher

Writer

Blogger

Assistant

Tester of new items we sell

Reporter

What they are not

Customer service

Salesperson

Responsibilities:

Write short articles about their category

Social media – twitter/Facebook

Create media (photos, videos music depending on category)

Shoot videos with help of video production crew

Create instructional series

Q&A

Testing new equipment

Follow and report on industry trends

How is it different than explora?

Integrated into the site through detail pages, category pages, guided shopping experience using filters

Each person has his or her own social media handle and feed

Content is shorter

More series based approach to get repeat visitors.

What happens to explora?

Explora changes to a news section where we can post product announcements and latest news. Similar to dpreview.