1. Having the social base on the home page with the customers profile pic etc. will make our customers feel comfortable at home, they’ll spend time on our site and for a professional it would become a part of their daily route to check in at B&H and spend some time there.
2. Under each detail page have a social-based conversation, meaning NOT Q/A, just a regular conversation.
3. Have the customer connect his B&H social account to his Facebook, twitter, Google Plus etc. and by commenting on a product or by reviewing a product it should post to his social accounts and tag the B&H twitter account etc.
4. Consider giving the customer an affiliate-like plan where he’ll get a percent of the items bought through his social traffic. This will encourage customers to connect their B&H social account to their other social accounts.
5. Verify professional users by giving them a “verified” icon.
6. Have the ability to follow a pro or friend, suggest him to follow his Facebook and Twitter friends who already have an account with B&H, and of course this should all be connected to their regular B&H login.
7. Give them the option to have their account public or private. If public, everyone can see they’re wish-lists, photos, reviews, comments, gear they already bought from B&H, how many (and who) people are following them and how many people they follow and of course give him the ability to connect to them.
8. See who of your friends are online. See which pro’s are online and have a private message option to ask questions “only” from people you’re connected with on both ways, if they follow you and you follow them.
9. Mention a friend in the detail page chat is also very important. Meaning, give them a username.
10. Give the customer something for each customers that signs up to our social base through his invites.
11. Have his profile picture on every single page on our site with a “open/close bar” button so they can easily access their profile
12. Having a full social page besides the homepage where you can search your friends etc. and on the home page should just be like a widget idea.
13. Do not allow users to post links. (or maybe do?)