



**Electronic Retailing Association**  
*Leaders in Direct-to-Consumer Commerce*

# CONTENT AND THOUGHT LEADERSHIP

The Electronic Retailing Association (ERA) is developing a knowledge center which, upon launch, will be the direct response industry's leading resource for actionable content. Whether you're looking for the latest industry research or for trends and best practices regarding all aspects of direct-to-consumer (D2C) commerce—on television, on radio, online or via mobile devices—you'll be able to find it in the ERA Knowledge Center.

## CONTENT TYPES AND FORMATS

The ERA Knowledge Center will feature printed content of a variety of lengths, from single-page columns and "best-practice briefs" to case studies, whitepapers and eBooks. It will also contain videos, webinars and research. All content will be strictly educational in nature with no overt self promotion, and will aim to provide the reader with proven best practices and emerging trends: actionable solutions to real challenges facing the D2C community, all written by industry experts and thought leaders.

## SUBJECT MATTER

As noted above, all aspects of the direct response industry will be covered. Content will be organized (and easily searchable via a number of tools) according to subject matter categories, **including**:

- ▶ Direct Response Strategy and Campaign Management
- ▶ Direct Response Production and Creative
- ▶ DRTV Media
- ▶ Testing and Analytics
- ▶ Direct Response Radio
- ▶ U.S. Hispanic and International Markets
- ▶ SEO/SEM
- ▶ Online Display Advertising
- ▶ Online Video
- ▶ Affiliate Marketing
- ▶ E-mail Marketing
- ▶ Social Media
- ▶ Mobile Marketing
- ▶ Affiliate Marketing
- ▶ Online Merchandising
- ▶ Conversion and Testing/Optimization
- ▶ Online Analytics
- ▶ Data and Back-End Processes
- ▶ Fulfillment, Teleservices
- ▶ Payment Processing
- ▶ Product Sourcing
- ▶ Business Efficiencies/Receivables
- ▶ Customer Care
- ▶ PR and Reputation Management
- ▶ Legal Issues

## HOW TO PARTICIPATE

The ERA Knowledge Center's strength is in the pool of talented industry experts who are contributing to the project, and we are constantly looking for other who are willing to share their expertise with the D2C community.

If you are interested in contributing to the ERA Knowledge Center—or if your company has published case studies, whitepapers or original research you would like to make available to the direct response industry—please contact ERA at [content@retailing.org](mailto:content@retailing.org) to discuss your ideas and to receive contributors' guidelines.