



Elektor Featured on The Creative Minds Podcast

By C. J. Abate (Elektor)

COVID-19 has created challenges for businesses of all sizes. Curious about Elektor's approach to serving its customers during the past year and a half? In a recent episode of *The Creative Minds* podcast, Elektor's managing director, Erik Jansen, shared some insights.



While COVID-19 was tanking countless businesses across all industries, nearly every company had to rethink their activities to overcome this period of global uncertainty. In a July 2021 episode of *The Creative Minds* podcast, Flavio Stiffan and Stuart Cording investigated how *Elektor* found a successful way to serve its audience during the past year and a half. *Elektor*'s managing director, Erik Jansen, explained how implementing some key business actions in the years just prior to the pandemic put the company in a good place to weather the storm.

"I think the transition that helped us through the pandemic was actually started already a couple of years earlier," Jansen noted during the discussion. "I think it was in 2010 that we concluded that to remain relevant we had to reinvent ourselves a little bit."

And *Elektor*, which is celebrating its 60th anniversary this year, did just that. Check out the interview at <https://youtu.be/4vI0-TWBHR0>.

Since the 1960s, electronics engineers and makers have looked to *Elektor* for reliable and accurate technical content. But as Jansen noted in the interview, *Elektor* had to level-up its digital capabilities in the 2010s. It did so by investing in talented staffers, growing its technical community, and implementing innovative publishing tools.

First and foremost, *Elektor* focused on developing high-quality engineering content by expanding its global expert network of electrical engineers, developers, and academics. It grew its expert network and streamlined both the print and digital publishing processes

With growth in mind, management also invested time and resources in building its online community and developing the *Elektor Labs* platform. Today, thousands of engineers from the around world use the platform to post electronics projects and share ideas.

In the early 2010s, smart media executives started preparing their companies for a digital

future. To this end, *Elektor* implemented custom digital publishing tools that enabled editors, engineers, and community members to collaborate effectively across time zones and in different languages. Currently, *Elektor* uses a variety of connected tools to deliver content 24/7 in four languages via a variety of channels, including digital magazines, websites, print magazines, E-Zines, and several social media platforms (e.g., YouTube, Twitter, Facebook, LinkedIn, and Instagram).

And last but certainly not least, *Elektor*'s continuous focus on improving its e-commerce strategy has helped it weather the COVID-19 storm. Jansen spearheaded the necessary technical integrations and upgrades while he served as the company's Chief Technology Officer. During the past three years in particular, *Elektor*'s e-commerce team has reimaged and improved its online store (www.elektor.com), which enables engineers and makers in English-, German-, Dutch-, and French-speaking markets to access "never expensive, always surprising" electronic kits, equipment, and educational material.

"It's absolutely commendable," Stiffan commented during the discussion. "So many companies have been looking into figuring out how to deal with COVID-19, and your story is a beautiful one."

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About the Author

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