



Social Media Explained

Follow

Showcase your style and visually engage with your students.

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Mix fun and humor in with your visual posting content and share consumer photos.

Source: curatti.com



phonesuit®

The Next Level of Power and Protection

PhoneSuit Elite Battery Case

The PhoneSuit Elite and Elite Pro Battery Cases for iPhone® 7 and iPhone® 7 Plus, provide your students with the ultimate in power, protection, and performance. The ultra-thin design and high quality materials provide an unparalleled iPhone 7 experience. PhoneSuit's advanced chipset and electronics coupled with custom high-density lithium-ion polymer Battery cells can deliver higher safety standards and power to the user's iPhone 7. The PhoneSuit Elite 7 Battery Case series can provide up to 100% additional iPhone 7 power and keep students charged when they need it most. The Elites 7 cases are also compatible with the iPhone 6/6S and iPhone 6/6S Plus, respectively.

Color	Version	DSC#	Vendor#	SRP	Cost
Black	iPhone 7	110768	PS-ELITE-IP7-BLK	\$84.49	\$48.66
Black	iPhone 7	110769	PS-ELITE-IP7-PRO-BLK	\$103.99	\$54.44
Black	iPhone 7 Plus	110770	PS-ELITE-IP7PL-BLK	\$103.99	\$54.44
Black	iPhone 7 Plus	110771	PS-ELITE-IP7PL-PRO-BLK	\$129.99	\$64.65

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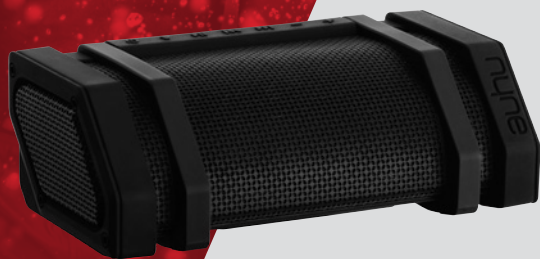


Reward your Instagram followers with contests, coupons, and discounts.

Source: curatti.com

LET THE MUSIC LOOSE

Wireless Speakers for Every Lifestyle



NYNE Edge Water Resistant Portable Bluetooth® Speaker

NYNE Edge™ portable speaker offers unbelievable sound quality, full functionality, and well-designed safety features—all-in-one sturdy package perfect for your student's lifestyle. They can clamp NYNE's Edge onto their handlebars, connect it to their device via Bluetooth or NFC touch, and hit the road for an all-day adventure. With a 12-hour rechargeable battery, there is no danger of running out of music or terrain to explore in any weather.

DSC# 96268 | Vendor# EDGEBLK | SRP \$103.94 | Cost \$86.56

NYNE Rebel Portable Bluetooth® Speaker

The NYNE Rebel wireless Bluetooth speaker is a true game changer for outdoor adventures. Destined to please a crowd, the Rebel features a booming 40-watts of power, two midrange speakers, two tweeters and a dedicated woofer. With Rebel's IPX 3 rating, students can enjoy life to a soundtrack without worrying about splashes or sprays on the speaker.

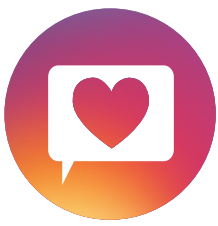
DSC# 100670 | Vendor# REBEL | SRP \$194.94 | Cost \$162.35



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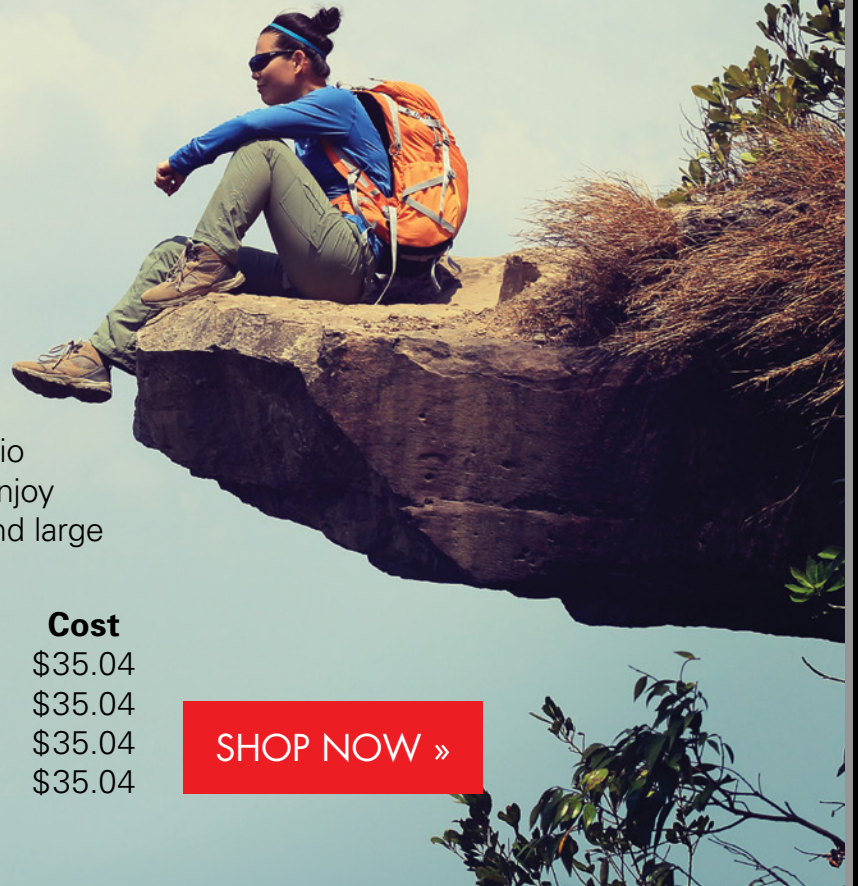
2.5 billion likes are generated on Instagram daily from users.

Source: curatti.com



OUTDOOR TECH.

GO WHERE THE MUSIC TAKES YOU



Outdoor Tech Buckshot 2.0 Rugged Bluetooth® Speaker

The original Buckshot is as legit as it gets. Now the 2.0 is pumped up in so many ways, with a more powerful driver, rechargeable lithium-ion battery for 20 hours of playtime, and Bluetooth® 4.0 wireless audio with battery fuel gauge. Students can also enjoy the improved waterproof to IPX6 standard and large accessible buttons for full control.

Color	DSC#	Vendor#	SRP	Cost
Black	100733	OT2301-CHR	\$51.94	\$35.04
Blue	100734	OT2301-EB	\$51.94	\$35.04
Gray	100735	OT2301-GR	\$51.94	\$35.04
Red	100736	OT2301-R	\$51.94	\$35.04

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Research hashtags and use the ones your students have interest in.

Source: curatti.com



MOUNTABLE, RECORDABLE, INCREDIBLE

1 Camera, 1,000 Ways to Play and Be

Polaroid CUBE HD Lifestyle Action Video Camera

Wearable and mountable, the tiny Polaroid CUBE camera lets you record and capture all your adventures with 6MP photos and 1080i video. Only 35 x 35 x 35mm, it's shockproof and splash-resistant, features a 124 wide-angle lens, and is built to handle all the action.

Color	DSC#	Vendor#	SRP	Cost
Black	68964	POLC3BK	\$129.99	\$113.42
Blue	68965	POLC3BL	\$129.99	\$113.42
Red	68966	POLC3R	\$129.99	\$113.42

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Instagram is owned by Facebook and is the fastest-growing social media platform with 59% of users logging in every day. Instagram is a visual platform completely based on photo and video posts and is famous for its unique editing options and filters. This platform is an easy way for you to visually engage with your students by posting pictures of new products or creating captivating video content.

INSTAGRAM SNAPSHOT



SHARE
PHOTOS
AND 15 SECOND
VIDEOS

400 MILLION
MONTHLY
ACTIVE USERS

90% OF USERS
ARE YOUNGER THAN
35 YEARS
OLD

8% OF USERS
ARE BOTS

According to digitalinformationworld.com, over 80 million photos are shared on Instagram every day and 55% of Millennials used Instagram in 2015.

BEST DAYS TO POST



According to TrackMaven, Instagram engagement stays consistent throughout the week, with slight spikes on Mondays and a slight dip on Sundays.

BEST TIMES OF DAY TO POST

During work hours, an average of 22.5 per 1,000 Instagram followers interacted with videos posted by Fortune 500 companies. During off-hours, 33.4 per 1,000 followers interacted with the content.



Fortune 500 companies overwhelmingly put photos up on Instagram during business hours, with posts spiking between 3pm-4pm EST.

Sources: digitalinformationworld.com, josefacchin.com, forbes.com, brandongaille.com



POSTING FREQUENCY



Instagram has a laid-back “feed speed” so you don’t have to post to it every hour or even every day. What matters most on this platform is consistency—create a posting schedule and stick with it. An inconsistent posting schedule will negatively affect your account more than consistently posting multiple times per day.

- » Minimum: 2-3X per week
- » Maximum: 2X per day
- » Aim for quality pictures and consistent posts vs. quantity

INSTAGRAM TIPS & TRICKS

posts with a location tag have **79% HIGHER ENGAGEMENT THAN POSTS WITHOUT**

● USERNAME
📍 MAIN STREET

images with faces receive **38% MORE LIKES**

THE TOP 100 BRANDS ON Instagram include about **2.5 HASHTAGS PER POST**



THERE IS LITTLE TO NO CORRELATION between caption length and engagement rate

brand posts generally take **OVER 19 HOURS** TO RECEIVE 1/2 THEIR TOTAL ENGAGEMENT

USERNAME CAPTION
#INSTAGRAM #INFOGRAPHIC #DSC

POSTS WITH 11+ HASHTAGS received about **80%** interaction **PER 1,000 FOLLOWERS**

❤️ ADD A COMMENT

1 KNOW WHEN YOUR FOLLOWERS ARE ACTIVE AND TAKE ADVANTAGE



Identify the 3-5 peak times during the day to create your posting schedule around

2 INTERACT WITH FOLLOWERS AND OTHER USERS TO INSPIRE ENGAGEMENT



Respond to comments and mentions and you'll inspire even more people to chime in

3 EXAMINE WHAT POSTS ARE SUCCEEDING AND WHY

Identify posts that get the most likes and comments, then use that knowledge for other posts



4 CREATE BRANDED HASHTAGS AND MONITOR THEIR USE

Instead of just using popular hashtags in your posts, create your own for your brand

5 ADAPT INSTAGRAM EXCLUSIVES TO PROVIDE INCENTIVES



Instagram exclusive offers drive business and purchases, as well as give people a great incentive to follow you

6 USE EMOJIS TO CATCH PEOPLE'S ATTENTION



Try placing 2-3 downward pointing fingers above your url link in your bio to double your click through rate





Emarketer estimates that Instagram will add 26.9 million users between now and 2020.

Source: digitalinformationworld.com



Experience Bluetooth Freedom

Bubble Gum Air are wireless Bluetooth® earphones that boast flexible and durable design. These high quality earphones have a built-in remote with easy-to-use control buttons which allow you to adjust the volume, pause/play, skip and rewind tracks. Bubble Gum Air also feature a built-in mic for hands-free phone conversations. With a headset like this, students can enjoy crisp, clean audio quality when they listen to their favorite songs for up to 5 hours at a time.

COLOR	DSC#	VENDOR#
Black	106828	BBGUMAIRBK
Pink	106829	BBGUMAIRPN
White	106830	BBGUMAIRWH

MIN 1 | SRP \$25.99 | COST \$17.00

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iLuv®



300%

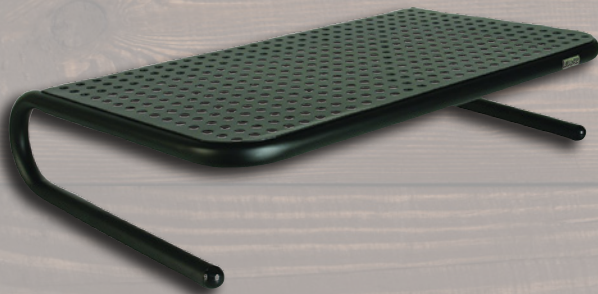
Instagram's user base has grown by 300% between 2013 and 2015.

Source: digitalinformationworld.com



Transform Your Workspace

Students can transform any area into a productive space to get any project done with Allsop stands. These stands allow them to work comfortably on their beds, a couch, or anywhere on the go.



Allsop Metal Art

The clean and timeless design raises a laptop or monitor 4 inches to a comfortable and ergonomically correct viewing height. Forged from powder coated steel, it provides a sturdy shelf for a laptop, monitor, TV, or printer. There's space beneath for a keyboard or other office supplies and electronics.

Metal Art Jr | Black

DSC# 68625 | Vendor# 30165
SRP \$32.49 | Cost \$19.98

Metal Art Stand | Black

DSC# 68626 | Vendor# 30336
SRP \$51.99 | Cost \$31.96



Allsop Redmond Monitor Stand

The Redmond Adjustable Curve Laptop Stand is designed to add ergonomic benefits as well as style when using a laptop at a work station. The sliding black feet allow students to raise or lower their laptop screen to put it at the correct angle for their height, and the front lip keeps the laptop in place. Plug in a keyboard and mouse to create the perfect desktop work station.

DSC# 68640 | Vendor# 29248
SRP \$45.49 | Cost \$27.97

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ALLSOP®





59% of users log into Instagram every day.

Source: digitalinformationworld.com



Now an easier way to offer Industry-leading creative tools from Adobe

Adobe Creative Cloud is available as an Electronic Software Download from your website or through The Douglas Stewart Company's newly-launched ESD portal.

4 reasons to offer Creative Cloud for students to your customers this back-to-school:

- **Electronic software downloads** for Adobe Creative Cloud make it easier than ever to offer the 20+ essential desktop and mobile apps used by the majority of student majors
- **Manage student ESD purchases** to get in front of the renewal process and guarantee that revenue comes back through your store
- **Students and teachers will save 60%** off of Adobe Creative Cloud commercial prices
- **Position Adobe Creative Cloud sales** during new student orientations, with hardware purchases, and during back-to-school rush timeframes for the highest levels of success

Contact your Account Manager at 800-279-2795 to enroll in The Douglas Stewart Company's ESD Portal now and launch it for Back-to-School so you can start selling more Adobe Creative Cloud.





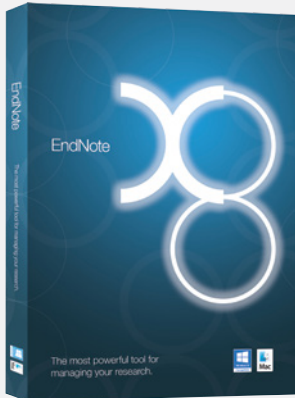
35% of Instagram users log into their account multiple times per day.

Source: digitalinformationworld.com



A Smarter Way to Research

Leave behind the tedious work of reformatting bibliographies, finding full text, and searching for references



Research collaboration has taken on a whole new meaning in the digital age. Your users may be spread all over, with access to different resources, but they still need to work together in order to produce truly novel research.

With EndNote X8:

Share the entire EndNote library, including references, PDFs, and annotations with up to 100 people. Everyone can add to, annotate and use the library—at the same time.

With the new Activity feed, easily keep track of who is making what changes to the shared library and when.

Save your funding dollars for your research. There's no additional charge for sharing, no library size limit and no charge for unlimited cloud storage.



Collaborate with a global team

Work from a single reference library with up to 100 people, no matter where they are located or what institutions they are affiliated with.



Overcome research limitations

Store and share as many references, documents, and files as needed—a necessity for successful collaboration.



Stop hunting down full text PDFs

Initiate a search for full text PDFs across an institution's subscription and freely available sources, and it will automatically be attached once found.



Sort through years of work in seconds

Search across reference metadata, full text journal articles, file attachments, personal annotations, and more to locate the research needed in just seconds.



Cite it right the first time

Insert citations and references from an EndNote library into a manuscript and automatically build a bibliography in over 6,000 styles.



Take the guesswork out of journal submission

Using EndNote online, find the journals where research is most likely to be accepted based on an analysis of tens of millions of citation connections in the Web of Science™.

DSC# 105983 | VENDOR# 42016711 | SRP \$389.95

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