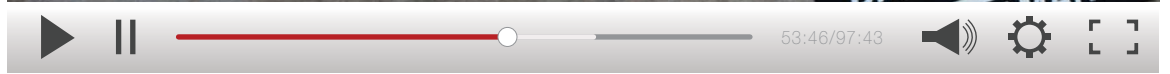




- Home
- My Channel
- Trending
- Subscriptions
- History
- Watch Later
- Get YouTube Red



Social Media Explained

Next Issue:



Previous Issues:



Douglas Stewart Co.

@DSCNews



Uploads



A World Beyond Imagination

Page 1



A Life Savior for Students

Page 2



Never Lose Anything Important Again

Page 4

57%

57% of consumers say that product videos make them more confident in a purchase and less likely to return an item.

Source: quicksprout.com

64%

64% of visitors who view video are more likely to make a purchase than other site visitors.

Source: quicksprout.com

Meet the Marble Collection *happy plugs* Combining Jewelry with Sound



Marble Earbuds with Mic

Happy Plugs Unik Edition is simply a whole new headphone experience for a stylish everyday life. Students can control their calls and music with the built-in mic and remote.

Color	DSC#	Vendor#	SRP	Cost
Black	104848	7783	\$32.20	\$17.31
Green	104850	7785	\$32.20	\$17.31
White	96091	7781	\$32.20	\$17.31



Marble Earbuds Plus with Mic

Happy Plugs Earbud Plus Marble is a timeless favorite fused with a touch of modern elegance. The Earbud Plus provides the same great sound quality by combining the simplicity of an Earbud and the sound experience of an In-Ear, making this headphone the best of two worlds.

Color	DSC#	Vendor#	SRP	Cost
White	108608	7828	\$38.64	\$19.42
Black	108609	7829	\$38.64	\$19.42
Green	108610	7830	\$38.64	\$19.42



Marble In-Ear Earbuds with Mic

Happy Plugs In-Ear is simply a whole new headphone experience for your students' stylish everyday life. Students can extend their wardrobe with these beautiful Marble In-Ear Earbuds to finish off any outfit. They can control their calls and music with the built-in mic and remote. Comes with extra ear tips in sizes small, medium, and large.

Color	DSC#	Vendor#	SRP	Cost
Green	104851	7786	\$45.09	\$24.23
Black	104849	7784	\$45.09	\$24.23
White	96092	7782	\$45.09	\$24.23

[Shop Now »](#)



EXPERIENCE A WORLD BEYOND THE IMAGINATION
With Utopia 360° Virtual Reality Headsets

[Shop Now »](#)



A sensory adventure awaits with the Utopia 360° Virtual Reality Headset, designed to work with any smartphone. Choose from hundreds of VR-compatible apps and buckle up!

Product	DSC#	Vendor#	SRP	Cost
Reality Headset	111561	ETVR	\$32.20	\$14.43
Bluetooth Remote	111562	ETVRC	\$45.09	\$21.64
Immersive Bundle	11563	ETVRCB	\$57.97	\$28.86

Full 360 Experience
Seamless Vision From Any Angle

Ventilated, Form-Fit Cushion
Cooling, Custom-Fit Feel

Dual Adjustable Focus
Retractable Focal Length and Interpupillary Distance

Lucidview™ Lens System
Anti-Glare Lens Reduces Eye Strain

Sliding Cover
For Use With Augmented Reality

Built-In Action Button
Capacitive Touch Technology For Maximum App Compatibility

Ultra-Compatible
Works With Virtually All Smartphones and iPod Touch

Powered by your Device
No Batteries Needed to Use Headset

Limitless Possibilities
Compatible with Hundreds of Free Apps From Google Play and App Store





52% of consumers say that watching product videos makes them more confident in online purchase decisions.

Source: hubspot.com



100 hours of video are uploaded to YouTube every minute.

Source: digitalinformationworld.com

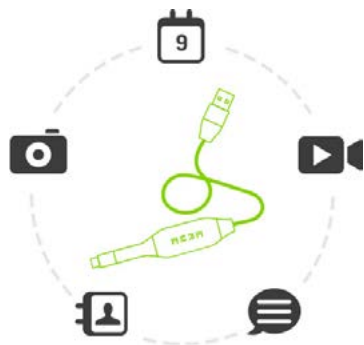


Keep Data in Your Students' Hands

Back up contacts, calendars, messages, music, photos, documents, and videos

MEEM delivers charging and automatic back up all in one cable; every time your students charge their phone or tablet, MEEM automatically backs up their personal data. MEEM is a simple solution that fits into a student's daily routine with no cloud or third party access to their information.

Their data is 100% visible on the MEEM app and the archive mode allows them to back up their data to the MEEM cable then delete it from the device, freeing up space.



Android

MEEM 32GB Android: USB MEEM Cable
DSC# 110921 | VENDOR# 32ANDMEMLOR20316
SRP \$103.07 | COST \$44.00

iOS

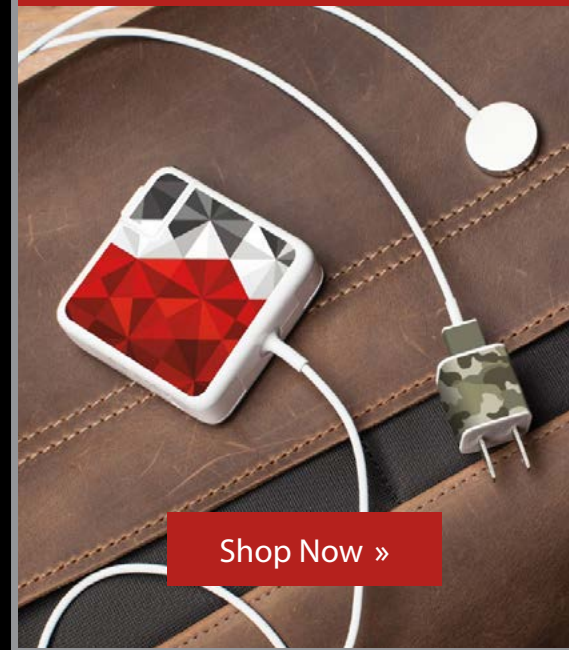
MEEM 32GB iOS: USB MEEM Cable
DSC# 110918 | Vendor# 32IOSMEMLOR20286
SRP \$115.96 | COST \$51.34



Shop Now »



You're in Charge



Shop Now »

Multipack Label Set

Meo's newest Geometric design will definitely call out any Mac charger! With the Meo label set, students will always know which charger is theirs. Package includes labels for the Mac laptop charger, as well as the iPad® charger and iPhone®/Apple Watch charger.

DSC# 102054 | Vendor# GMR-MP | SRP \$19.32 | Cost \$6.07

iPhone® Label Set

Try as you may, your Mac chargers will be anything but camouflaged with our Green Camo design! Package includes one label for 5W USB charger block and one label for lightning cable.

DSC# 102082 | Vendor# GC-PH | SRP \$10.30 | Cost \$3.88

A Different Standard



PowerCube Original USB with Surge Protection

The cube design helps prevent plugs from blocking one another, provides additional outlets, and guards students' devices from voltage spikes. CETL-certified.

DSC# 103945 | Vendor# 4220BL/USORPC
SRP \$32.15 | Cost \$11.05

Shop Now »



PowerCube Extended with Surge Protection

The cube design helps prevent plugs from blocking one another, provides additional outlets, and guards students' devices from voltage spikes. Extension cord allows it to be mounted wherever students need easy-to-reach power like a desktop or night stand. CETL-certified.

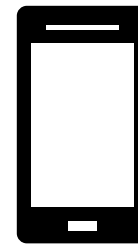
DSC# 103947 | Vendor# 4324RD/USEXPC
SRP \$32.15 | Cost \$12.06





Over 4 million YouTube videos are watched every single day.

Source: visualistan.com



40% of YouTube views come from mobile devices.

Source: digitalinformationworld.com

Near or Far: Monitor, Track, and Find it!



The XY3 is a 3rd Generation Bluetooth Item Finder that lets students use their phone to find lost or misplaced things. Attach an XY3 to the things that are lost the most — keys, the remote, or backpacks — and find them in seconds. The XY3 can make it ring, even on silent. Works with Android or iOS.



Color	DSC#	Vendor#	SRP	Cost
Silver	100009	XYBT03-SLVR-01	\$32.20	\$20.25
Jade	100014	XYBT03-JADE-01	\$32.20	\$20.25
Ruby	100012	XYBT03-RUBY-01	\$32.20	\$20.25
Citrine	100015	XYBT03-CTRN-01	\$32.20	\$20.25

Range of colors available:



Shop Now »

Computer Cleaning Solutions



Dust-Off Touch Screen Wipes

Pre-moistened sachets are a great way to keep mobile screens clean and are perfect for students to grab on the go.

DSC# 99889 32 ct. | Vendor# DTSW32 | SRP \$9.01 | Cost \$4.05

DSC# 99890 75 ct. | Vendor# DTSW75 | SRP \$12.87 | Cost \$6.94

Screen Wipes for all Electronic Screens

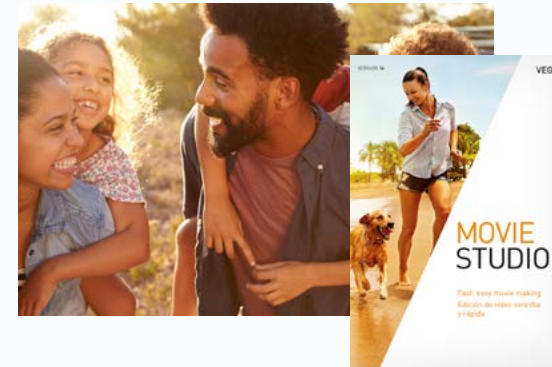
24 pre-moistened wipes for grab and go cleaning. They are safe for all touch screens, quick drying, ideal for travel, convenient packaging for storage, and environmentally friendly with no alcohol.

DSC# 99892 | Vendor# DEW24 | SRP \$4.50 | Cost \$2.31

Shop Now »

Discover Creative Freedom

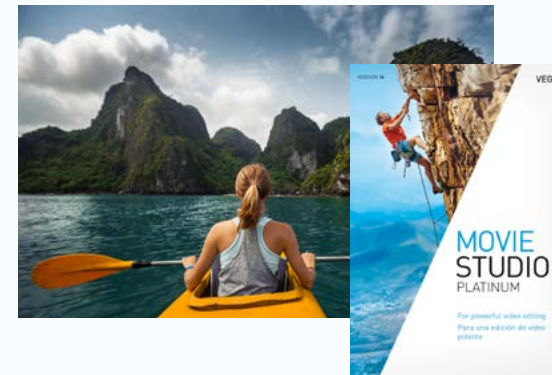
Performance. Efficiency. Creativity.



VEGAS Movie Studio 14 Academic

Students need a creative partner, not just video editing software. With VEGAS® Movie Studio as a collaborator, they can transform digital photos and video clips into lasting memories. Easy-to-use editing tools, flashy titles and stunning video effects provide pure inspiration. [Download Only](#)

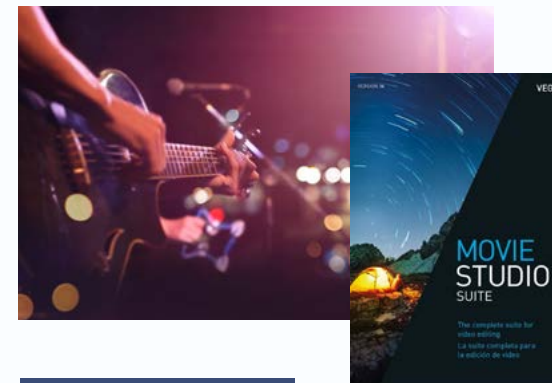
DSC# 109228 | Vendor# ANR007546EDU
SRP \$32.21 | Cost \$23.12



VEGAS Movie Studio 14 Platinum Academic

With VEGAS® Movie Studio Platinum as a creative partner, students can transform video clips and digital photos into lasting memories. Easy-to-use pro-level editing tools along with flashy titles and effects provide pure inspiration, not just video editing software. [Download Only](#)

DSC# 109229 | Vendor# ANR007551EDU
SRP \$51.54 | Cost \$36.99



VEGAS Movie Studio 14 Suite Academic

A powerful bundle of seven high-quality production applications, VEGAS® Movie Studio Suite provides everything students need to create pro-level videos. Bundled video editing software, video effects, DVD and Blu-ray creation tools, and amazing audio production tools from industry-leading partners fuel creativity. Add polish and shine to videos and upload directly to Vimeo, YouTube, and Facebook, or burn the masterpiece to DVD and High Definition Blu-ray disc. [Download Only](#)

DSC# 109230 | Vendor# ANR007556EDU
SRP \$90.20 | Cost \$64.73

Shop Now »



Students are viewing video content more than ever and it's crucial to be part of it. Videos have taken over social media and 67% of consumers turn to video reviews at least once before making a purchase. YouTube allows you to host your videos all in one place for easy access and sharing. You don't need to be a professional videographer to make great videos to engage with students.

YOUTUBE SNAPSHOT



share
VIDEOS

1 BILLION
MONTHLY
UNIQUE USERS

2nd most
POPULAR
search engine
IN THE WORLD

AVERAGE TIME SPENT
ON YOUTUBE IS
40 MINUTES

BEST DAYS TO POST

M T W **TH** F SA SU

Viewership generally begins to ramp up on Thursday, peaks on Saturday and then tapers off on Sunday afternoon.

BEST TIMES OF DAY TO POST



Monday — Wednesday
2pm - 4pm



Thursday — Friday
12pm - 3pm



Saturday — Sunday
9am - 11am

Daily online video viewership peaks at the same time that "primetime" viewership peaks for television. By posting slightly before that, you can ensure YouTube has enough time to index your videos and they can get into your subscribers' feeds before peak viewing time begins.

POSTING FREQUENCY



Your video length and posting consistency are the most important things to consider when creating your videos. Whether you post once a week or once a day, use consistent posting times, video lengths, production styles, and titles. Establish a pattern and stick with it.

- » Minimum: 1-2X per week
- » Maximum: 5-7X per week
- » Aim for quality videos vs. quantity

YOUTUBE TIPS & TRICKS



Constructing a YouTube Video Upload



UPLOADING
You want your video to be searchable, so when you upload your file to YouTube make sure it has the catchy title you're going to use rather than MOV1234.mp4.

TITLE

T CATCHY TITLE

This is what will get people to click and watch your video so make sure it is attention grabbing, but also informative as to the subject of the video.



DESCRIPTION

D DESCRIPTION

Describe your video further including any keywords to help viewers find it easily. Use the description to add links to your website and social channels.

! CALL TO ACTION

Within the description remember to let viewers know what you would like them to do next, you may want to add a link back to your website.

CALL TO ACTION

SHARE

USE TAGS

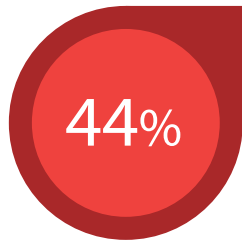
Get your video in front of more people by adding tags using keywords, this will help your video appear in more searches.

CATEGORY

TAGS

COMMENTS





44% of consumers share YouTube videos that they saw with friends and family.

Source: idigic.net



25% of YouTube's videos are available in HD.

Source: digitalinformationworld.com

Stay Informed on Retail Connection

A Blog by The Douglas Stewart Company



Check it out at: retailconnection.dstewart.com

Stay up-to-date on trending topics and learn innovative tactics to drive sales in your stores with Retail Connection. This blog is your resource for relevant information that will help make your stores successful.

Categories we regularly cover:

- Customer Service Tips
- Marketing Tips
- Best Practices
- Merchandising Solutions
- Retail Trends and Tips
- Social Media Explained
- Helpful How To's

These articles and infographics are an easy way to stay informed, with no shortage of realistic tips and tricks you can try in your own store.

Don't Know Where to Start? Here are 5 Must-Read Articles

[15 Memorable Student Appreciation Ideas »](#)

[How To: Make Your Store a Destination »](#)

[Tips and Tricks: Social Media Sites Explained »](#)

[Love it or Hate it: the Pros and Cons of Self-Checkout Kiosks »](#)

[The Purchasing Power of College Students »](#)



Simple Tools that Produce Powerful Work

Save big by purchasing Camtasia and Snagit together

DSC# 105431 | MFG# CSBNAV01-9/13-E | SRP \$249.98 | COST \$212.25

[Shop Now »](#)



Camtasia

Screen Recording and Video Editing: Create informative, eye-catching videos to get your message across. No video experience needed.

1

Choose your footage

Create a great looking video, even if it's the very first time. Camtasia makes it easy to record a screen or import camera footage.

2

Make your edits

Edit videos in no-time. Our drag-and-drop video editor lets anyone easily add professional-quality titles, animations, music, transitions, and more.

3

Create your video

Anyone can make an engaging video with Camtasia. They don't have to spend thousands of dollars to outsource videos or spend months learning a complicated system.



Snagit

Screen Capture and So Much More: Communicate ideas visually, give feedback, and create shareable content with TechSmith Snagit. Simply capture the screen, customize it with effects, and share it with anyone.

Scrolling capture

Quickly capture a full-page screenshot even if it's not showing on the screen. Grab the entire vertical scrolling area with just a click.



Panoramic capture

Capture wide, horizontal scrolls, infinitely scrolling webpages, and everything in between. Capture once, instead of taking individual captures and manually editing them together.



Animated GIF

Turn any short recording into an animated GIF. Perfect for showing off quick tasks and workflows.





YouTube reaches more 18-34-year-olds than any cable network in the U.S.

Source: fortunelords.com



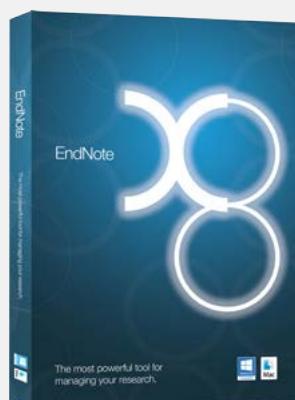
YouTube is the largest search engine in the world next to Google.

Source: mkekawula.com



Research Smarter with EndNote X8

A New Way to Collaborate



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 \$299.95

[Shop Now »](#)



Capture It. Replay It. Send It.

Save notes and pencasts directly to a computer

LiveScribe Echo Smartpen

Users hear, say, and write, while linking audio recordings to their notes. Quickly replay audio from Livescribe paper, a computer, or a mobile device—all with a simple tap on the handwritten notes. It's never been easier to take notes and stay organized.



1. Micro-USB Connector

Transfers notes and audio to a computer and recharges a smartpen using a USB connection.

2. Audio Jack

Standard 3.5mm jack fits earphones or the Livescribe 3-D Premium Recording Headset to enable binaural recording.

3. OLED Display

High-contrast OLED display.

4. Microphone

Lectures and meetings are captured with crisp clear sound.

5. Built-in Speaker

Built-in speaker produces rich, full sound to play back recorded audio.

6. Memory Storage

2GB model holds 200 hours of audio.

7. Ergonomic Grip

The ergonomic grip design provides comfort during long meetings and lectures.

8. Replaceable Ink Tip

The ink cartridge is removed by pulling it out with the fingertips. A new cartridge is then inserted until it clicks into place.

What's Included: 2GB Echo Smartpen, Livescribe Connect Basic, Livescribe Desktop software, 500MB of personal online storage, starter dot paper notebook, micro USB cable for charging and data transfer, Interactive Getting Started Guide, Smartpen Tips and Tricks, two ink cartridges, and one smartpen cap.

DSC# 98825 | Vendor# APX-00008 | Min 1 | SRP \$231.88 | Cost \$183.92

[Shop Now »](#)

