

SEPTEMBER 2021

RESELLER'S EDGE

STAND OUT THIS FALL

How to advertise
your store on campus

- Keep students fully charged Duracell Page 9
- Top-selling devices for a new school year Microsoft Page 3
- How to start planning your holiday promotions Retail Connection Page 8
- Keep going with an incredible audio experience SOUL Page 6

STOCK UP ON THESE TOP SELLERS

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- 1** STAEDTLER RALLY PENCIL DISPLAY
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- 2** DURACELL COPPERTOP ALKALINE BATTERIES
DSC# 56108 • COST \$5.01
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DSC# 117614 • COST \$7.46
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- 5** FIVE STAR PAPER POCKET FOLDER DISPLAY 48CT ASST 4 POCKET 9.5X12IN COUNTER DISPLAY
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The world's essential reference management tool

EndNote 20 helps students and researchers save time, stay organized, and collaborate with colleagues. Students can focus on what matters most: their ideas.



New interface design

Students can save even more time **writing papers** and managing bibliographies with an intuitive user interface.



They can cite while they write

Users can insert in-text citations while simultaneously creating a bibliography in Microsoft® Word.



7,000+ reference styles

Users can build bibliographies in any of the included styles, or create custom styles. Plus, support for new, modern types of references like blogs and online videos.



Improved PDF reading and editing

Students and researchers can read and annotate more easily with full-size PDFs. Identify the most important reference information at a glance and quickly copy a formatted reference.



Improved search

They can find what they're looking for more easily, whether the content is in an online database or already in their EndNote library.



Easier multitasking

Users will be able to quickly switch between groups and references with content tabs.



Share and collaborate

Students and researchers can share selected groups of references, manage team access, and track activity and changes.



EndNote Click Integration

Automatically export references and full-text PDFs into EndNote.

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DESCRIPTION	DSC#	VENDOR#	ESRP	COST
EndNote 20 Commercial	146417	45021248	\$249.95	\$233.83
EndNote 20 Student Edition	146418	45021249	\$115.95	\$122.55
EndNote 20 Commercial Upgrade	146419	45021250	\$99.95	\$116.92



Get the Crowd Favorite

Help your students decide between these two fan favorites

Do your students want a **super-light everyday laptop**, or **powerhouse performance**?



Surface Laptop Go

The lightest Surface Laptop that powers students' essential everyday experiences. This device is best for focused everyday productivity and streaming. Help students make an impact and an impression with Surface Laptop Go, a balance of performance, battery life, and beauty that helps them get the job done.

- Lightest Surface Laptop, 12.4in PixelSense™ 1536 x 1024 (148 ppi) display and interactive touchscreen
- Best for focused everyday productivity and streaming
- Instant On and Fingerprint Power Button for password-free One Touch sign-in on select models
- Specs: i5/8GB/256GB

DSC# 146283 | Vendor# 21M-00001 | ESRP \$1,229.99



Surface Book 3

Create, work, and play on the most powerful Surface laptop. Users can tackle intensive tasks, edit large video files, and enjoy the best graphics and gaming experience on any Surface laptop.

- Write, draw and navigate on screen with Surface Pen and Surface Dial (accessories sold separately)
- NVIDIA GeForce GTX 1650 Graphics with Max-Q Design
- Robust laptop, powerful tablet and portable studio in one
- Specs: i7/32/512GB GPU

DSC# 143405 | Vendor# SLM-00001-EDU | ESRP \$3,371.55

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HOW TO MARKET YOUR STORE

Do you have a marketing department that produces campaigns throughout the year? This is often one of the things that are lower on the list of priorities when it comes to small business. If your store is relying on the skills from your staff to get messaging out there, we have some tips for you to help achieve success as you reopen your doors this school year.

Why is marketing important?

Here's the TOP 3 REASONS why marketing is important for small businesses.

- 1** It's an effective way of engaging with customers.
- 2** It builds and maintains your stores' reputation.
- 3** It boosts sales.

Sources: buildfire.com,
blog.hubspot.com/marketing/small-business-marketing-guide
www.business2community.com

Here's 5 ways you can boost sales in your store.

- 1** **Emphasize your value proposition.** Students and staff know they can go anywhere to get their products. To avoid losing sales to big box stores, position your store as place with knowledgeable employees.
- 2** **Stay focused on one goal at a time.** We understand you're eager to get back in action here, but it takes some time. Avoid losing your messaging by staying focused on one message at a time.
- 3** **Invest in ads.** This is a low cost option that can be used to directly target your student population. Two million small to medium sized businesses advertise on Facebook (buildfire.com).
- 4** **Promote your store on social media.** If your customers cannot find you on social media, they'll look at your competitors instead. If your store is already on social media, then make sure your presence is active and posting regularly. The question is not how much you should invest in your social media accounts, it's where you should invest. If your students are not active on Facebook, it doesn't make sense to advertise on Facebook. Keep yourself informed on which channels students are using now.
- 5** **Use word of mouth advertising.** This is the oldest form of advertising in the book. Being on campus already puts your store in a competitive position with big box stores. Students are likely coming to your store to rent or buy their books.

It is not enough to have prime real estate on campus. Your store needs to be engaging with students and drawing them in to the store. **Keeping your students and faculty engaged** through targeted marketing activities will turn a one-time shopper into a repeat customer for years to come.





ULTRA-PORTABLE TRUE WIRELESS EARBUDS



S-GEAR

Your students' daily companion with amazing sound. Completely wireless so they can move freely and keeps them going whether they are at the gym or on their commute.

DSC# 147616
VENDOR# SS56BK
ESRP \$50.70 | COST \$28.74



S-NANO

True wireless the way it should be, sleek in size, lightweight and compact. The S-NANO also comes in multiple colorways to brighten up your student's music experience.

DSC# 147605
VENDOR# SS60FT
ESRP \$88.73 | COST \$50.71



S-FIT

These all-conditions active true wireless earphones are designed for everyone. Engineered with Freebit™ wing-shaped locks, an award-winning and patented ergonomic solution, for a customized secure-fit so students can move freely without wires. Durability tested together with Hi-Definition sound, the S-FIT provides a motivating listening experience for their daily grind.

DSC# 147613
VENDOR# SS57GN
ESRP \$101.41 | COST \$58.32

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Repaper.
by iskn



The Original Pen & Paper Drawing Tablet

Draw, sketch, and take handwritten notes without limits.



Repaper Faber-Castell Edition

The pencil & paper graphics tablet for mobile use with or without screen, at the office, at home or in the classroom. Students can create, collaborate, and learn remotely with their PC, Mac, smartphone, or tablet. It can also be used without a screen. Handwritten notes, drawings, and diagrams will be stored in its memory and can be retrieved on the device of their choice. Ideal for capturing inspiration on the fly.



True papers. True pens & color pencils. A tablet without compromises.



High performance tablet: accurate, real-time, tilt & pressure detection, pen hovering.



2-in-1: A real paper tablet that works with your students' favorite pencil. A paperless tablet that works with a stylus.



Works with their smartphone, laptop, desktop and even standalone.



Real time remote collaboration. Works with all video conferencing platforms.

DSC# 148914 | Vendor# US_REP_U_TAB01
Min 1 | ESRP \$252.28 | Cost \$189.21

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HOW TO START PLANNING YOUR HOLIDAY PROMOTIONS

People are experiencing pent-up consumerism after laying low during the pandemic, so let's make this an epic holiday season! Here are some holiday campaign planning tips to get you started making some year-end cheer for your customers — and your bottom line.

ANTICIPATE SHOPPING TRENDS

Expect more customers to do holiday shopping online and earlier than usual based on the 2020 holiday season. This projection for the 2021 holiday shopping season means that starting your deals and promotions as early as October could boost your holiday traffic and sales. Also consider reconnecting with online customers and engaging them on email, mobile, and social media to build customer loyalty ahead of holiday promotions. For example, nurture and grow your email list starting as early as August or September. As you plan out your emails, Salesforce suggests using A/B testing, especially if you're trying new creative holiday messaging, so you can adapt your approach to what resonates with customers. You'll also want to go beyond general consumer trends and assess your customers' needs. Review sales performance to confirm what's trending among your customers and consider cross-selling and bundling opportunities or promoting top-sellers to customers looking to purchase gifts for family and friends.

GET INSPIRED

Find out what other retailers have done and see if it makes sense to incorporate some of those tactics into your holiday strategy. For example, the popularity of Near Field Communication technology (NFC) and QR codes is growing across many industry verticals. Unlike QR codes, NFC tags don't require customers to use their phone's camera feature. Contactless payments are one of the most well-known uses for NFC tags,

but this technology can also help you integrate your brick-and-mortar with your online store for a seamless customer shopping experience. Ways you can use NFC tags is to create smart signage, POP displays, posters, and even loyalty cards.

Facebook is also offering an on-demand webinar series, [Discovery Commerce for Retail: Holiday Webinar Series](#), for insights and tips on using their platform to reach your campaign goals.

Consider these other popular tactics:

- Buy-online-pickup-in-store (BOPIS) service
- Voice shopping
- Exclusive mobile deals
- Free rewards or shipping
- Exclusive mobile deals
- Digital ads
- Remarketing ads
- Video marketing
- Run a contest

SET SMART GOALS

Planning a successful holiday marketing campaign starts with setting SMART goals (criteria that are Specific, Measurable, Achievable, Relevant, and Time-Specific). HubSpot offers examples and a free [SMART Goal Template](#) to get you started. After you've defined your goals, you'll need to figure out how and when you'll reach your audience and track key dates on a marketing calendar to stay organized.

[VISIT RETAIL CONNECTION »](#)



DURACELL®

Deliver Extra Life or Extra Power with the #1 Trusted Battery Brand

DURACELL BATTERIES

Duracell batteries give students extra life in some devices or extra power in others.



EXTRA LIFE

Work and play longer on devices.



EXTRA POWER

Students will get more out of their tools and devices.



UNIQUE PACKAGING

Resealable packaging offers convenient storage.

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The Ultimate Leak-Proof Traveler FlipLock™ Mug

COLOR	DSC#	VENDOR#
Aqua	138833	51272
Arctic	138836	51275
Bluestone	141470	51286
Onyx	138834	51273
Steel	138835	51274

MIN 1 | ESRP \$38.02
COST \$20.56

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5 WAYS TO KICK-START YOUR VIDEO CONTENT

The content creation market is rapidly growing, with a recorded value of \$50.11 billion in 2020 and a projected value of \$184.27 billion by 2027 (Grand View Research). As video content continues to gain in popularity, so does the opportunity to connect and engage with your customers.

What is content creation?

Live streaming gives you the capability to watch, create and share videos simultaneously. Some of the most popular platforms in 2021 so far are Youtube Live, Facebook Live, Mixer, Instagram Live, Twitch, Facebook Gaming, and Vimeo Live. An up-and-coming platform that deserves mention is Virbela, an immersive 3D world that offers virtual work, learning, and events.

CONTENT CREATION IDEAS

1 Product demos

Live product demos are one of the most cost-effective ways for you to increase your sales. With demos, you can share information about your product to the right audience and answer their questions in real time.

Key elements to include in your live demo are:

- Who you are
- What problem your product solves
- Designated time for Q&A
- A call to action — what do you want them to do next?

2 Q&A

Q&As allow viewers to ask questions and get answers from you in real time. When done right, this format can significantly boost your engagement rates. As seen in 99 Firms Statistics, Facebook Live videos produce six times as many interactions as traditional Facebook videos. Before you go live, you'll want to set a topic or theme to focus on. Selecting this in advance will generate interest in your discussion topic and ensure that your team is prepared to answer the viewers' questions. Leaving too broad of a theme can inhibit your ability to answer questions knowledgeably and reduce the effectiveness of your stream.

3 Behind the scenes

Pulling the curtain to stream "behind-the-scenes" footage of your business humanizes your brand to your audience. Some engaging moments to share are photoshoots, product launches, events, and staff milestones. The sky's the limit with your live stream, and you'll learn what works best for your business over time.

4 Bring in guest stars

No matter what platform you are using, it is always beneficial to incorporate guests into your streaming marketing strategy. Having guests allows you the opportunity to provide valuable content to your customers through interviews, educational speakers, and Q&As. The more value you offer, the more your customers will come back to your channel.

5 Events

According to Livestream, 67% of people bought tickets for an event after watching a similar one online, and 45% of live video audiences would pay for live, exclusive, on-demand video from a favorite team, speaker, or performer. By hosting exclusive events live, you can increase your revenue while providing entertainment and education to your audience.

[VISIT RETAIL CONNECTION »](#)

GLOBE

GO IN STYLE

SKATEBOARDS FOR EVERY PERSONALITY.

DESCRIPTION	COLOR	DSC#	VENDOR#	MIN	ESRP	COST
Blazer Cruiser	Pineapple Express	140542	10525125-PINAEXP	1	\$141.02	\$82.95
Chromatic Cruiser	Teak/Floral Couch	100457	10525055-TKFLRCOUCH	1	\$193.42	\$116.75
Big Blazer Cruiser	Darkside	110719	10525195-DARKSIDE	1	\$181.20	\$109.37



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