



Social Retail

Be Where Your Consumer Is

SECOND SEMESTER
**ADOBE POSA
OFFER**

IFC

NEW—
DELL VENUE PRO 8
TABLETS

3

IPAD AIR
**PROTECTION
FROM TRIDENT**

4

QUICK TIPS
FOR SOCIAL MEDIA
ENGAGEMENT

6-7



80% of faculty use social media for some aspect of a course they are teaching.

Source: Babson Survey Research Group and Pearson



Limited-Time Offer

Students save up to \$160 by purchasing a Creative Cloud Membership, 12-month pre-paid subscription.

Offer 1/16/14 - 3/3/14.

We are excited to announce Adobe's Second Semester Student Offer for Campus Retail. The promotion will offer \$160 student savings off of the Creative Cloud Membership 12-month pre-paid STE cards. The normal ESP of \$359.88 will be offered to students at a promotional ESP of \$199.00 from January 16 through March 3, 2014.

Adobe® Campus Retail partners with Point of Sale Activation (POSA) capabilities can merchandise and sell the existing Creative Cloud STE cards during the promotion period, at the lower student pricing. We will invoice the stores at the promotional cost based on InComm weekly activations.

Should you have any questions or need assistance with your Adobe® Creative Cloud™ offering, please contact your Account Manager at 800-279-2795.

Summary Promotional Details:

Effective Dates:

January 16 through March 3, 2014

Student Offer:

\$160 off of CCM STE 12-month pre-paid cards sold by Campus Retailers to qualified buyers of STE

Who is eligible to offer this promotion:

Adobe APC partners with Campus Store specialization and Point of Sale Activation (POSA) capabilities

Normal ESP: \$359.88

Normal Adobe Campus Retail Cost:
\$326.64

Promotional ESP: \$199.00

Promotional Adobe Campus Retail Cost:
\$178.22

Google Plus is utilized most with university emails.

Source: Tunheim



The Dell Venue 8 Pro: Amazing Value—Premium Look

Whatever you're creating, the Dell Venue 8 Pro helps you build it quickly with an ultrafast Intel® Atom™ processor Z3740. This latest family of Z3000 Intel® Atom™ processors delivers leading CPU technology and high-end graphics capability designed to give this tablet desktop-like performance.

With the full functionality of Windows® 8.1 and quick access to all apps in the Windows Store, the Dell Venue 8 Pro offers Windows mobility, productivity and collaboration.



Dell Venue 8 Pro, 32GB

DSC# 39151 • Vendor# 665998662

SRP \$299.99 • Cost \$275.00

Dell Venue 8 Pro, 64GB

DSC# 39357 • Vendor# 667231182

SRP \$342.99 • Cost \$307.99





100%... the number of colleges using social media to recruit prospective students, connect with current students and alumni, and raise money.

Source: Tunheim

Stunning Design. Big, Rich Sound.



Damson Twist Bluetooth Speaker

Twist is a sleek and innovative portable Bluetooth® speaker unlike any you have ever heard before. Twist uses Damson's Incisor Diffusion Technology™ to amplify sound by using almost any surface you place it on. Twist can be mounted on glass, has an 8-hour battery life and comes in 4 colors.

Blue • DSC# 39068 • Vendor# DAC102-BL

Black • DSC# 39066 • Vendor# DAC102-BK

Silver • DSC# 39067 • Vendor# DAC102-SI

Red • DSC# 39069 • Vendor# DAC102-RE

SRP \$79.99

Cost \$51.28



Damson Jet Bluetooth Speaker Pair

Jet is the world's first portable set of Bluetooth® stereo speakers with extreme bass by using Damson's Incisor Diffusion Technology™ packing 20 watts of power. Jet features a built-in speakerphone. It can immerse you in quality audio for up to 8 hours and comes in 5 colors.

Red/White • DSC# 39074 • Vendor# DAIDT05-REWH

Orange/White • DSC# 39070 • Vendor# DAIDT05-ORWH

Black/Black • DSC# 39071 • Vendor# DAIDT05-BKBK

Black/White • DSC# 39072 • Vendor# DAIDT05-BKWH

Blue/White • DSC# 39073 • Vendor# DAIDT05-BLWH

SRP \$199.99

Cost \$133.33



Damson Oyster Bluetooth Speaker

The Oyster is a unique combination of cutting-edge design and quality full-range audio. Oyster has 4 independent speakers and uses wave field synthesis to produce room-filling sound. The Oyster comes in White and Black, and has a built-in speakerphone. International AC adapter and 12 hours plus of battery life.

Black • DSC# 39075 • Vendor# DA3D05BK

White • DSC# 39076 • Vendor# DA3D05WH

SRP \$249.99

Cost \$169.23

94% of first year college students use social media.

Source: Tunheim



Time to Armor Up

New Protection for iPad® Air



AEGISSERIES® iPad Air Case

Designed with a modern protective exterior, the Aegis case is a perfect blend of style and durability for everyday use.

| Color | DSC# | Vendor# |
|-------|-------|------------------|
| Blue | 40746 | AG-APL-IPAD5-BLU |
| Red | 40748 | AG-APL-IPAD5-RED |

SRP \$49.95 | Cost \$25.47



KRAKEN A.M.S. SERIES™ iPad Air Case

Kraken A.M.S. Series cases are the absolute strongest, most durable cases Trident makes. This Series case includes an attachment port that supports a twist-and-lock feature to securely fit a variety of A.M.S. tablet attachments, allowing you to use your device to its full potential. Kraken A.M.S. cases allow you to adapt your case to fit your lifestyle.

| Color | DSC# | Vendor# |
|-------|-------|------------------|
| Black | 40749 | AMS-APL-IPAD5-BK |
| Green | 40750 | AMS-APL-IPAD5-TG |

SRP \$69.95 | Cost \$35.67





For 51% of small business owners, wall posts are the most effective Facebook tactic to reach customers.

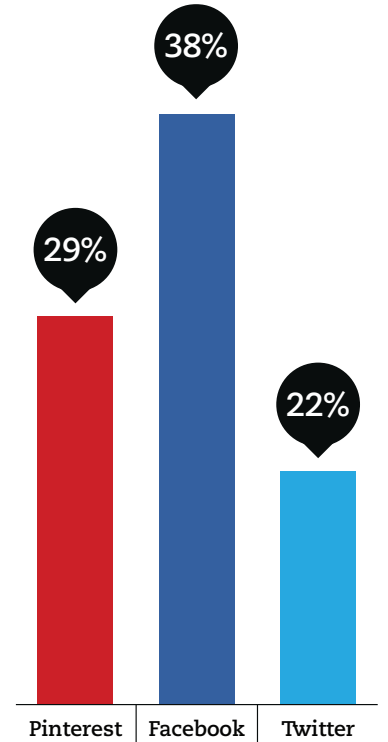
Source: Intuit Websites

SOCIAL MEDIA ENGAGEMENT FOR THE COLLEGE STORE

Word of Mouse

Nowadays, social media is everywhere, especially within the college market. In fact, according to a study by Youngstown University, 72% of all college students have a social media profile with 45% using a social media site every day. By this time, all good retailers know that they should be taking advantage of these platforms on which to create more brand awareness and connect with the consumer. However, trying to figure out how to tackle social media can be intimidating. Big retail does it but how can the smaller college store gain success in social media? Here we have several best practices specifically designed for today's college store to gain customer engagement in social media.

- 1. Employee Recommendations or Bestsellers** – With so many options out there your customers are always looking for suggestions on what to purchase, and as research tells us, 78% of consumers trust peer recommendations while only 14% trust advertisements. By allowing your employees or even the consumers themselves to curate your selections you can provide a valuable opportunity for customer engagement. Post your staff picks or monthly/weekly bestsellers for books, gadgets, electronics, or even specific colors, patterns or fabrics in things like writing utensils and laptops bags. Engagement like this will give your consumers valuable suggestions and help make them feel more connected to your brand.
- 2. New Product Announcements** – Posting regular updates that list what's new in store each month or each season is a great way to inspire those not-so-regular shoppers to stop in on their way back from class so they can browse the new product assortments for themselves. Sharing what's new is a great way to capture those customers who may have missed out otherwise. For the dedicated followers, this is something they can look forward to on a regular basis.
- 3. Promote In-Store Events** – Social media offers a great way to promote any upcoming events or activities at your store. Promote everything from upcoming sales on special items, to product demos.
- 4. Offer Exclusive Deals and Special Offers to Followers** – Reward your followers with deals and specials that are only available to them. Customers place more value on the notion of exclusivity. Those who follow you will feel appreciated and as an even larger benefit, those who choose to share your deal within their own networks may even recruit some new followers as a result.

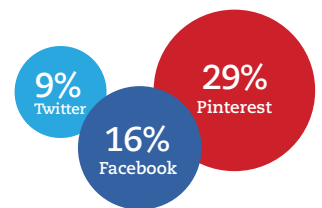


...Percentage of users who purchase after sharing or favoriting.

(Includes purchases made online and in-store)

The "Pinpulse" buy

Portion of people who answered "I had not thought about purchasing this product" prior to sharing it on social media:



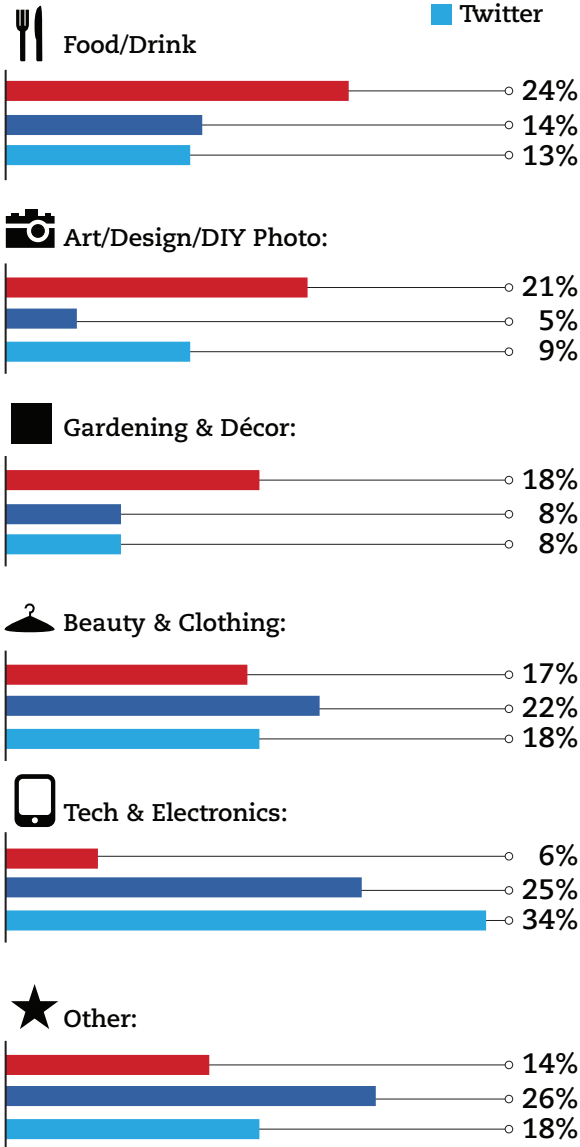
After a brand engages with a prospect, 36% of people were prompted to purchase, 20% of people were prompted to recommend that brand, 3% changed their impression of that brand, and 8% changed their awareness of the brand.



Source: M Booth, Beyond

Most socially referred product categories:

■ Pinterest
■ Facebook
■ Twitter



Reel 'Em In

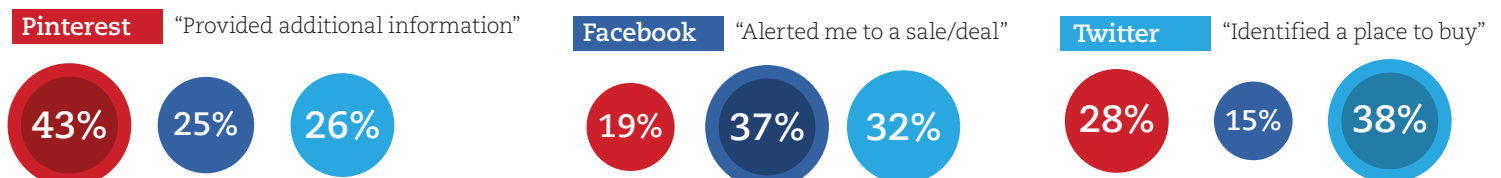
The challenge to many small businesses is how to get their consumers to follow or like them in the first place. There are several things you can do to generate followers and establish your presence in the social world. Remember, the majority of your customers are already there and interacting on a daily basis, now it's up to you to garner their attention.

- 1. Start with compelling content.** Use the suggestions on the previous page to engage your customers on a consistent basis. Start by posting regularly and monitoring your accounts so your potential followers are motivated to subscribe to your accounts to stay up-to-date on all your announcements and any exclusive offers.
- 2. Invite them.** A sign by the register that invites your customers to like you on social media is a great way to let them know that you're there. Retailers can even take it one step further and offer their consumers something in exchange for following them such as a special offer or redeemable goodie next time they come in. For those retailers who have access to their customer base's email list, send an email invite with the links to your pages made readily available to them.
- 3. Talk to them.** The more one-on-one engagement you have with your customers on social media the more others will take notice. This means responding to their posts and comments and answering their questions, complaints or requests.

Who's the major social purchaser?



How each pushes the purchase along:





2402 Advance Road
Madison, WI 53718

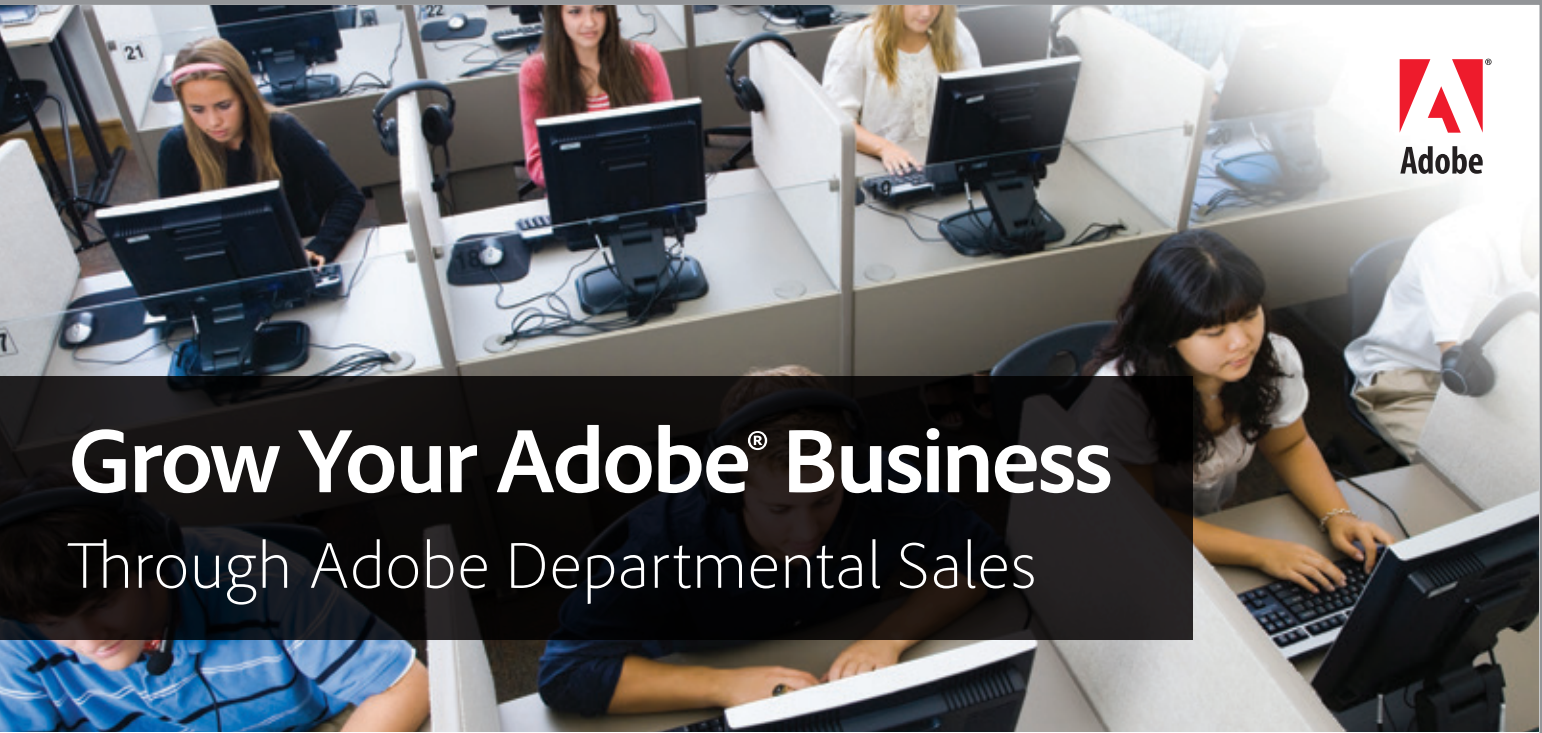
reseller's **EDGE**

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
MADISON, WI
PERMIT NO. 1042



99703

9498.1.2014



Grow Your Adobe® Business Through Adobe Departmental Sales

Departmental sales provide your college store with a lucrative option to grow your Adobe business. Adobe offers multiple options for purchasing Adobe Creative Cloud. Educational institutions can provide organization-wide access to Creative Cloud through term licensing agreements.

| Membership offers | Description |
|--|--|
| Individual users Creative Cloud for individuals | Creative Cloud Student and Teacher Edition membership is for individual use by students and teachers. |
| Small workgroups Creative Cloud for teams | Providing additional benefits, this membership is ideal for small workgroups but is not a solution for computer labs for classroom implementation. |
| Institution-wide Creative Cloud for enterprise | This option provides the best coverage model for institution-wide access to Creative Cloud desktop apps and services. |
| Departments and institution-wide Creative Cloud Desktop apps | This option, which does not include Creative Cloud storage or services, gives institutions access to the latest Creative Cloud desktop apps through an Adobe Education Enterprise Agreement (EEA)—a one- or two-year term-based licensing program. |

To learn more about Adobe EEA or to download marketing tools, visit the Adobe Resource Center at <http://www.dstewart.com/adobe-resource-center>.