

MARCH 2023
**RESELLER'S
EDGE**

2023 TRENDS FOR YOUR STORE

Marketing Tips and Tricks

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- 1** **TI 30XIIS Scientific Calculator**
DSC# 10017 | SRP \$17.00
- 2** **TI 30Xa Scientific Calculator**
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- 3** **Roaring Spring Blue Examination Book**
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- 8** **Sharpie Jumbo Tank Style Highlighter**
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- 9** **OnHand Wall Charger**
DSC# 125677 | SRP \$9.98
- 10** **Paper Mate Pearl Eraser**
DSC# 49090 | SRP \$1.14



TOP SELLERS

FACTOIDS

Social commerce is on the rise for 2023 and not slowing down any time soon.

Marketing Insider Group

People prefer visual content to plain text, especially Gen Z.

Forbes

97%

of Gen Z say they use social media as their main way of shopping.

Forbes

59.8%

of marketers agree that authenticity and quality are equally important elements of successful content.

State of UGC Report

The hashtag **#tiktokmademebuyit** has upwards of 2.3 billion views on TikTok.

Forbes

66%

of consumers think transparency is one of a brand's most attractive qualities.

Accenture Strategy Research Report



The hashtag **#amazonfinds** has more than 6.7 billion views.

Social Commerce Report

93%

of marketers agree that consumers trust content created by customers more than content created by brands.

State of UGC Report

Gen Z has moved beyond the e-commerce favored by millennials and has become at home with social commerce.

Forbes

Consumers are 2.4 times more likely to view user-generated content as authentic.

Business Wire



40 HOURS OF PURE PLEASURE.



The JBL Tune 510BT headphones are a consistent top-seller, with powerful JBL Pure Bass sound and 40 hours of battery life. Designed to be comfortable with lightweight materials and soft ear cushions with a padded headband. The foldable design lends to easy portability.

DSC# 147307
VENDOR# JBLT510BTWHTAM
SRP \$49.95



INJECT MUSIC INTO EVERY ASPECT OF LIFE



Key Features



Multi-point Connections



Wireless Bluetooth® Streaming



Hands-free Calling



Speed Charge (5min = 2h)



Use Ask Siri or Hey Google

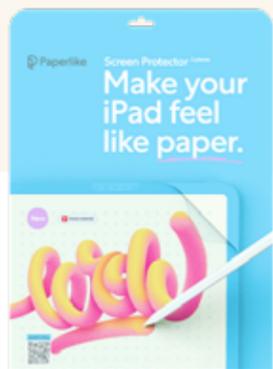


Paperlike®

The precision of paper in a paperless environment

Paperlike is developed to improve the experience of writing and drawing on iPads.

Ideal for:
Writers & Notetakers | Digital Artists | Busy Professionals



iPad Screen Protectors (2-Pack)

The iPad screen protector for creators and doers. Draw and write like on paper.

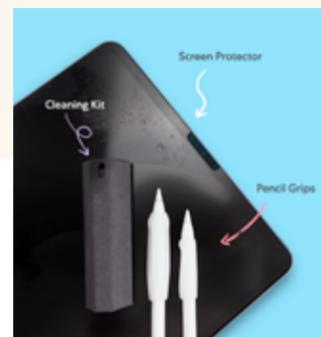
DSC# 157301 | SRP \$44.99



Pencil Grips (2-Pack)

Achieve better focus and accuracy when drawing and writing with an iPad and Apple Pencil.

DSC# 157305 | SRP \$29.99



Paperlike Pro Bundle

Tools to help you do your best work - including 2 screen protectors, 2 pencil grips and a cleaning kit.

DSC# 157304 | SRP \$79.99



MUST-HAVE DELL PRODUCTS FOR BACK-TO-SCHOOL

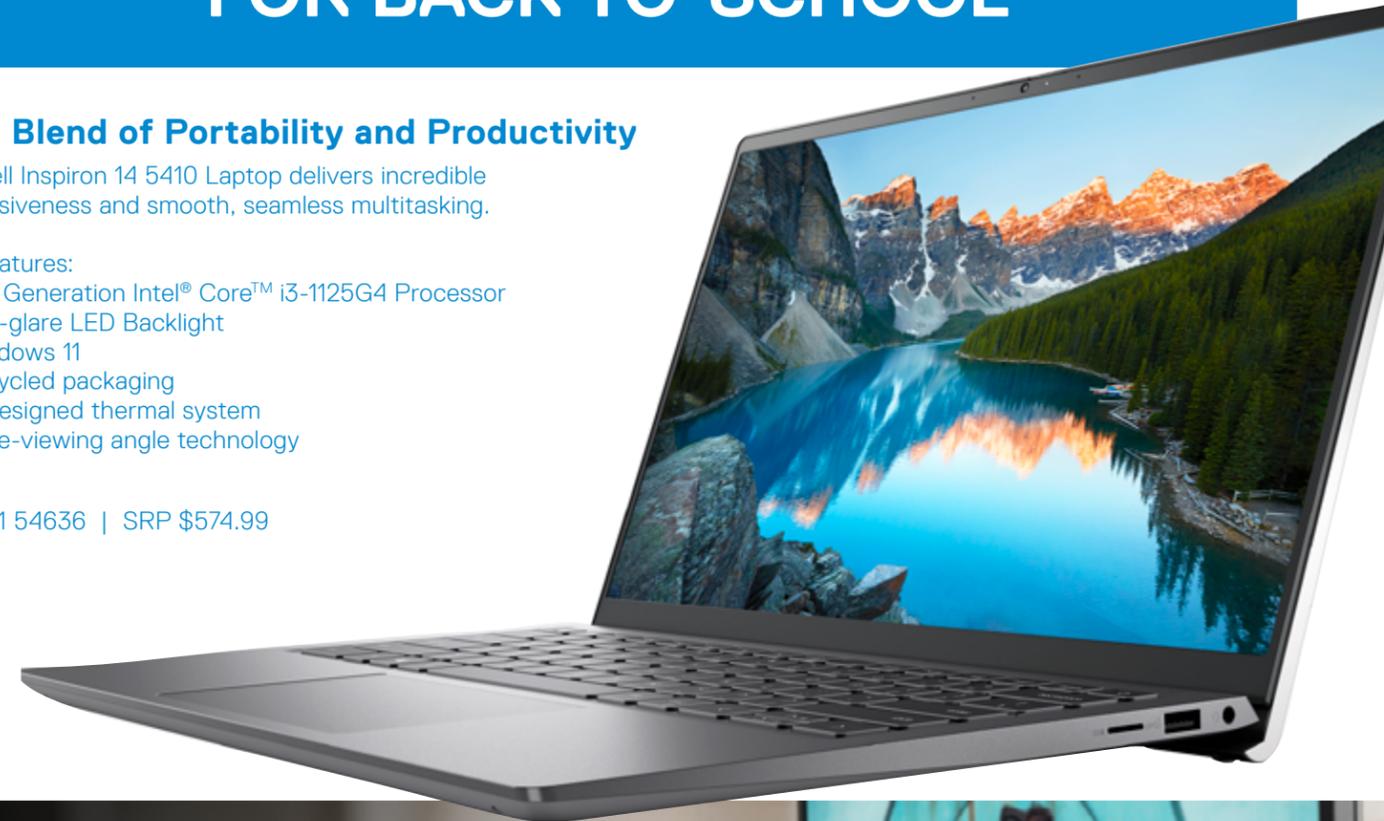
Best Blend of Portability and Productivity

The Dell Inspiron 14 5410 Laptop delivers incredible responsiveness and smooth, seamless multitasking.

Key Features:

- 11th Generation Intel® Core™ i3-1125G4 Processor
- Anti-glare LED Backlight
- Windows 11
- Recycled packaging
- Redesigned thermal system
- Wide-viewing angle technology

DSC# 1 54636 | SRP \$574.99



Take Gaming up a Notch

Enjoy the view on the Dell SE2722 27 inch Full HD slim-bezel display featuring AMD FreeSync, fast response time and 75Hz refresh rate for leisure gaming.

Key Features:

- 8ms response time
- 75Hz refresh rate
- 1920x1080 resolution
- Dell ComfortView
- Adjustable stand
- Eco-conscious packaging

DSC# 150677 | SRP \$199.99



Unlock Speed and Style

Blazing fast, sophisticated style

Multitasking speed powered by 12th Gen Intel® Core™ i5/i7 processors built on the Intel® EVO platform, with Windows 11 and a vibrant touchscreen. Sleek and beautiful with long battery life, the Surface Laptop 5 gives the perfect balance to do it all.

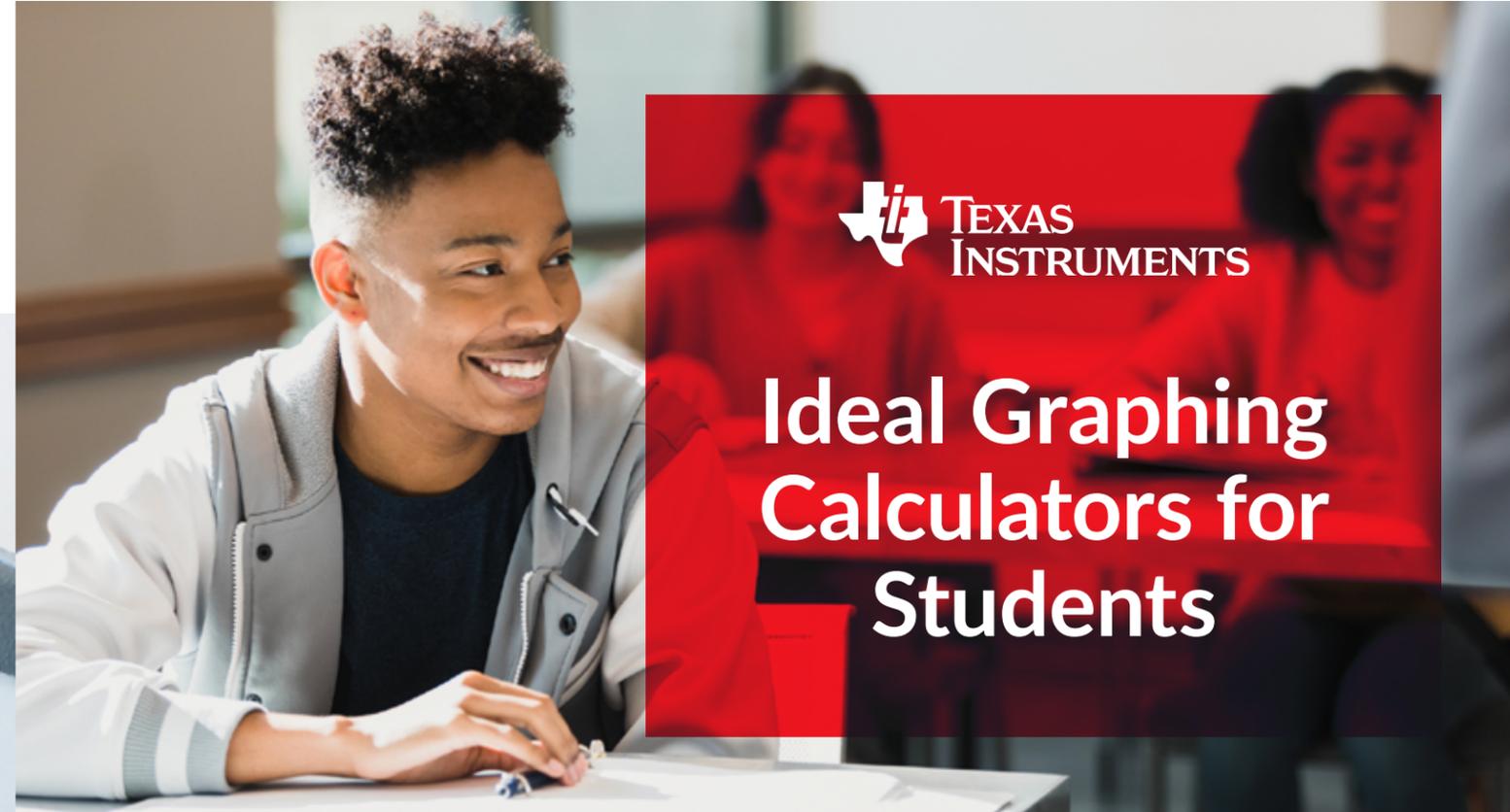
DSC# 156540 | SRP \$1,424.99



Laptop power, tablet flexibility

The Surface Pro 9 gives tablet flexibility and laptop performance and battery life all in one ultra-portable device. Now with powerful new 12 Gen Intel® processors and optional high-speed 5G connectivity.

DSC# 156664 | SRP \$1,199.99



Ideal Graphing Calculators for Students



TI 84 Plus CE Graphing Calculator

A graphing calculator with a color display and familiar TI-84 Plus functionality. Sleek and thin design with included slide-on case and rechargeable battery.

DSC# 68221 | SRP \$149.00



TI 30X IIS Scientific Calculator

2-line scientific calculator with advanced features. Easily scroll, review, and edit current or previous entries.

DSC# 10017 | SRP \$17.00

MARKETING 2023 TREND PREDICTIONS

It's never too late to fine-tune your 2023 marketing plans. As you consider strategies and implementation, here are five trends predicted to impact marketing this year.

Read the full article at retailconnection.dstewart.com >

1 INCLUSIVE MARKETING

Diversity and inclusion have become a focus in recent years – and rightfully so. Gen Z, the main demographic of your customer base, is the most racially and ethnically diverse generation in U.S. history with **more than 48% being non-white**.

Plan: Focus on inclusive representation in your marketing this year. It's important for people to see and hear people like them if they're going to connect with your store brand. One easy step is to **feature diverse images** in your content.

2 "SNACK-ABLE" CONTENT

Short-form video content on Instagram and TikTok has risen in popularity among Gen Z audiences, and many do not have the interest or patience with longer-form content. It is important that you are able to communicate in short, concise soundbites to keep their attention.

Plan: Craft simpler messaging in your marketing and keep videos and written copy in short, digestible formats.

3 AUTHENTICITY

59.8% of marketers agree that authenticity and quality are equally important elements of successful content, and **66% of consumers** think transparency is one of a brand's most attractive qualities. With the sheer amount of content online, competition is fierce for consumer attention, especially from Gen Z. Authenticity is a way to set yourself apart and boost your value in Gen Z's eyes.

Plan: One way to bring authenticity to your content is to implement **user-generated content (UGC)**. UGC, also known as consumer-generated

content, is content created by your customers and published on social media. UGC is original and brand specific. Since **students are 2.4 times more likely** to view user-generated content as authentic compared to content created by brands. The time to invest in an authenticity-driven social marketing strategy is now.

4 EMPLOYEE GENERATED CONTENT (EGC)

Thanking your customer goes a long way and following up with them after a complaint resolution communicates care. This can be as simple as a follow-up email, survey, or phone call to make sure they're satisfied. Surprisingly, very few companies actually follow up with customers, so you will easily stand out by doing so. You can even go a step further and exceed expectations by sending a hand-written thank you note, giving a discount, or granting early access to a new product.

5 VISUAL CONTENT

Research has shown that people prefer visual content to plain text, especially Gen Z. The growth of image and video-focused platforms such as Pinterest, TikTok, and Instagram is proof of this.

Plan: Different forms of visual content such as photos, infographics, animations, and videos all add value in different ways, so it is important to diversify your content plan.

Marketing trends may come and go, but the basics are understanding the needs of your customers and communicating clearly and consistently. 2023 is an excellent year to begin implementing these trends into your marketing plans!



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Duracell Coppertop AA and AAA alkaline batteries contain Duracell's patented POWER BOOST™ Ingredients which deliver lasting performance in their devices.

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Formulated with POWER BOOST™ ingredients



Guaranteed 12 years in storage



Suitable for everyday devices

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LASTS ALL YEAR. GUARANTEED!*

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Features:

- Scan, study, and organize your notes with the FREE Five Star Study App
- Fights ink bleed
- Tough pockets help prevent tears
- Water-resistant covers help protect notes
- Spiral Lock® wire helps prevent coil snags
- Neat Sheet® perforated pages tear out cleanly
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*Guarantee is valid for one year from purchase date. Does not cover misuse. Go to fivestarbuiltstrong.com for details.

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5 SOCIAL MEDIA TRENDS FOR 2023

1

DIVERSE CONTENT

Gen Z wants content...and all different kinds of it (think reels, posts, stories, lives, carousels, etc.). When planning content, include various kinds of media to appeal to your audience and keep their attention.

2

USER-GENERATED CONTENT (UGC)

User-generated content (UGC) is original, brand-specific content made by consumers on social media. UGC comes in many forms, including images, videos, reviews, a testimonial, or even a podcast.

3

INFLUENCERS

Gen Z prefers influencers who are authentic, unfiltered, and relatable, over highly-curated mega influencers. Building a relationship with these influencers can be helpful for your business.

4

SOCIAL COMMERCE

Social commerce is the use of social media to sell directly on the app by facilitating the online shopping process, from browsing to buying products. This allows products to be more shareable and empowers content creators to feature products.

5

SHORT-FORM CONTENT

With the sheer amount of content consumed online, you must be succinct, snappy, useful, and attention-grabbing to break through the noise. Short-form content is one of the best ways to do this. Create snackable content like Instagram Reels, TikTok, YouTube Shorts, and Pinterest Infographics.

Read the full article at retailconnection.dstewart.com >