

SEPTEMBER 2023

RESELLER'S EDGE

REACHING YOUR CUSTOMERS ON TIKTOK

Elevate your social media strategy for
second semester

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- 1** **AVID Products AE-36 On-Ear Headphones with Boom Mic**
DSC# 20028 | SRP \$13.95
- 2** **TI 30X IIS Scientific Calculator**
DSC# 10017 | SRP \$17.00
- 3** **Skullcandy Jib In-Ear Earbuds with Mic**
DSC# 117614 | SRP \$9.99
- 4** **Roaring Spring Blue Examination Book**
DSC# 89036 | SRP \$0.74
- 5** **Duracell CopperTop Alkaline Batteries AAA 4Pk**
DSC# 56108 | SRP \$7.42
- 6** **BIC Xtra Life Mechanical Pencil**
DSC# 74062 | SRP \$3.53
- 7** **Scotch Packaging Tape with Dispenser**
DSC# 58575 | SRP \$4.05
- 8** **OnHand Charging Cable Black 5ft**
DSC# 117778 | SRP \$14.98
- 9** **Five Star Wirebound Notebook**
DSC# 64613 | SRP \$9.09
- 10** **Pilot G2 Retractable Gel Pen Black .5mm**
DSC# 59238 | SRP \$2.70



TOP SELLERS

FACTOIDS

In February 2023, **14% of Gen Z adults** reported using TikTok to start researching a major news event.

Morning Consult

97% of Gen Z use social media as their shopping inspiration, leading to the **#tiktokmademebuyit** phenomenon.

Forbes

Micro-influencers have a 60% higher engagement rate than macro influencers and can **drive 20% more conversions.**

emplyfy

Young people are **increasingly using TikTok** as a search engine, even over Google.

NY Times

60% of Gen Z TikTok users say **they follow brands** on the platform.

TikTok for Business

80% of Gen Z follow and interact with brands online and 72% of those who engage are **more likely to buy a product.**

National Retail Federation

The influencer marketing industry reached **\$16.4 billion in 2022.**

Influencer Marketing Hub

52% of Gen Z say they **search for products or shop** on TikTok.

TikTok for Business

The average user spends **89 minutes per day** on TikTok.

Music Business Worldwide

56% of young Americans have purchased a product **after seeing a post** from someone they follow.

Morning Consult



 Microsoft Surface

Intuitive, versatile, and adaptable Microsoft Surface



Pro 9 2-in-1 versatility

- Virtually edge-to-edge 13" PixelSense™ touchscreen
- Adjustable built-in kickstand
- Intel® Evo™ 12th Gen processor
- Lightweight, starting at 1.94 lbs.

DSC# 156664 Vendor# QF1-00001 SRP \$1,199.99



Laptop 5 Multitasking speed

- 12th Gen Intel® Core™ i5/i7 processors
- Intel® Evo™ platform
- 17 hours of battery life
- Lightweight, starting at 2.80 lbs.

DSC# 156535 Vendor# R1A-00026 SRP \$1,044.99



SLEEK DESIGN, BIG SOUND

Smokin' Buds True Wireless Earbuds

Skullcandy knows that students want comfortable, stylish earbuds with full, clear sound. The Smokin' Buds fit the bill with a sleek look and a priority of big, clean sound. With intuitive touch controls, sweat- and water-resistant construction and a mic in each earbud, Smokin' Buds are a student favorite. Perfectly priced for placement in an impulse zone or cash wrap.

DSC# 159912 Vendor# S2TAW-R740 SRP \$24.99

Check out the Smokin' Features:

- 20 hours of battery life + rapid charge
- IPX4 sweat and water resistant
- Made of 50% certified recycled plastics
- Skullcandy Supreme Sound™
- Music Movie and Podcast EQ modes
- Call and media controls



TikTok Idea

Talk about why sustainability is important in electronics!

JBL FAVORITES

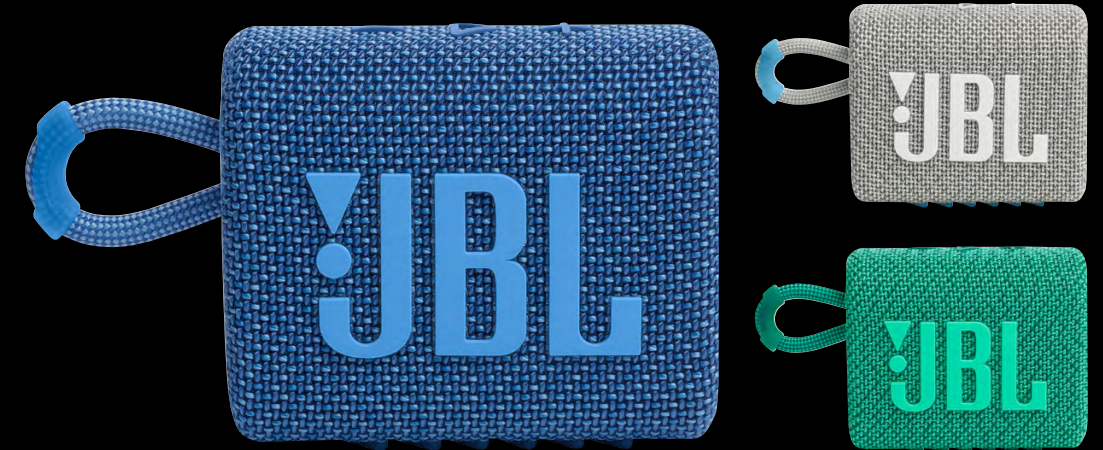
WITH A GREENER TWIST

New innovative & eco-friendly designs

CLIP & PLAY JBL Clip 4 Eco

The vibrant, fresh-looking JBL Clip 4 Eco delivers surprisingly rich JBL Original Pro Sound in a compact package. Perfectly portable with the unique oval shape and integrated carabiner, so students can bring their favorite tunes anywhere. Waterproof, dustproof, and with up to 10 hours of playtime, it's rugged enough to tag along. Made from up to 90% post-consumer recycled plastic and wrapped in 100% recycled fabric on the speaker grille, the Clip 4 Eco is perfect for students seeking an eco-friendly option.

COLOR	DSC#	VENDOR#	
Blue	157636	JBLCLIP4ECOBLUAM	
Green	157637	JBLCLIP4ECOGRNAM	
White	157638	JBLCLIP4ECOWHTAM	SRP \$79.95



GRAB & GO JBL Go 3 Eco

The JBL Go 3 Eco looks as vivid as it sounds with bold styling, expressive, edgy details, and rich JBL Original Pro Sound. The waterproof and dustproof design also features an integrated loop, so students can take the music anywhere, rain or shine, sustainably. Made from up to 90% post-consumer recycled plastic and wrapped in 100% recycled fabric on the speaker grille.

COLOR	DSC#	VENDOR#	
Blue	157552	JBLGO3ECOBLUAM	
Green	157553	JBLGO3ECOGRNAM	
White	157554	JBLGO3ECOWHTAM	SRP \$49.95

HOW TO MARKET EFFECTIVELY ON SOCIAL MEDIA: 5 TIPS FOR YOUR STORE

Marketing on social media may feel daunting, but it's easy to learn and implement with the right strategy. Here are five tips for starting an effective social media marketing campaign:

1 SET YOUR GOALS AND KPI'S (KEY PERFORMANCE INDICATORS)

Determine what your larger business objective is when it comes to social media. Are you looking to increase website traffic, gain more followers, increase engagement, boost sales, or just gain greater brand awareness? Once you decide your objective, choose specific metrics to help you measure progress. Make sure goals are attainable and be willing to adjust as necessary.

2 KNOW YOUR AUDIENCE

Who are your potential customers and what do they want to see on social media? Conduct market research, analyze competitors, and engage with followers to understand what content resonates with them and develop a strategy for the apps your customers are most likely to use.

3 POST CONSISTENTLY AND INTERACT!

Regular, relevant posting will help your content be more favored in social media algorithms. Your followers are also more inclined to engage with your content if you are a constant and interesting presence. Interact with your followers as they engage with your posts.

4 OBSERVE THE COMPETITION

Check out what similar brands who are active on social media are posting and how people are responding. While you don't want to directly copy another page, it can be helpful to see what best resonates with your audience base.

5 PARTNER WITH INFLUENCERS

If you want to take your social media marketing to the next level, influencers are a great way to reach a wider following and increase awareness and sales. Influencers are often more trusted by customers since they are real people.

Read full article: <https://retailconnection.dstewart.com/2023/05/17/how-to-market-effectively-on-social-media-5-tips-for-your-store/>

FINAL THOUGHTS

Social media can be unpredictable, so it's important to continually monitor your campaigns and adjust accordingly. Don't be afraid to experiment and try new things. Happy posting!



TEXAS INSTRUMENTS

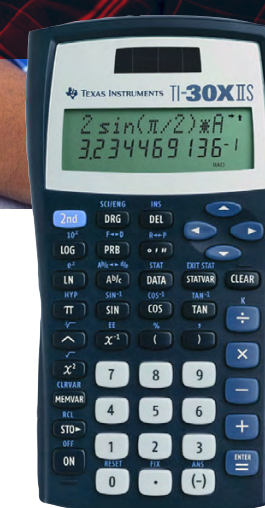
Take it to the test



TI-84 Plus CE 10-Digit Graphing Calculator

- Meets students' critical math and science requirements from high school through college.
- Approved for PSAT®, SAT®, and ACT® college entrance exams; and for AP® tests that allow or require a graphing calculator.

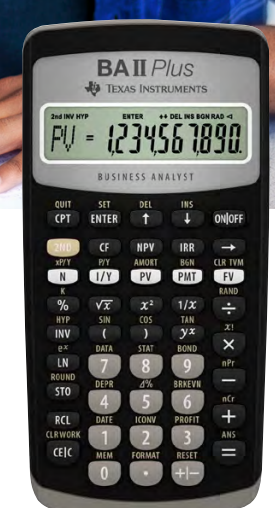
DSC# 68221 • SRP \$149.00



TI-30XIIS™ Scientific Calculator

- 2-line scientific calculator with advanced features.
- Appropriate for: General Math, Pre-Algebra, Algebra 1 & 2, Geometry, Trigonometry, Statistics, Science, and Biology.

DSC# 10017 • SRP \$17.00



TI BA II™ Plus Financial Calculator

- Approved for use on the CFA, FRM and Actuary exams.
- Ideal calculator for students, managers and statisticians.

DSC# 10063 • SRP \$45.00

SONY

Magnificent sound, engineered to perfection

Sony Wireless Noise Canceling Headphones

Sony rewrites the rules for distraction-free listening with industry-leading noise cancellation. Sony headphones provide awe-inspiring audio quality, unprecedented noise cancellation, and exceptional call quality.

1 Get the **WH-1000XM5 Wireless Noise Cancelling Headphones** for exceptional sound quality with the specially designed 30mm driver unit.
DSC# 157277 Vendor# WH1000XM5/B SRP \$399.99

2 Get the **WH-XB910N Wireless Headphones** for deep, punchy bass and up to 30 hours of battery life.
DSC# 157275 Vendor# WHXB910N/B SRP \$249.99

3 Get the **Wireless Noise Cancelling Headphones** for Sony's lightest Wireless Noise-Cancelling headband ever.
DSC# 158759 Vendor# WHCH720N/B SRP \$149.99

4 Get the **Wireless Headphones with Mic** for a sustainable option partially made with recycled plastic and plastic-free packaging.
DSC# 158758 Vendor# WH-CH520/B SRP \$59.99



DURACELL

Long-lasting batteries in grab-and-go displays

Superior quality, dependability, and decades of innovation have made Duracell the trusted brand it is today. Get these convenient and practical displays for impulse purchases.

Coppertop 36Ct Counter Display

This counter display includes (14) AA Battery 4Pks, (9) AAA Battery 4Pks, (6) 9V Battery 1Pks, (4) C Battery 2Pks, and (3) D Battery 2Pks.

DSC# 159715 • Vendor# D23 03025 • SRP \$245.04

Coppertop 36Ct Clip Strip

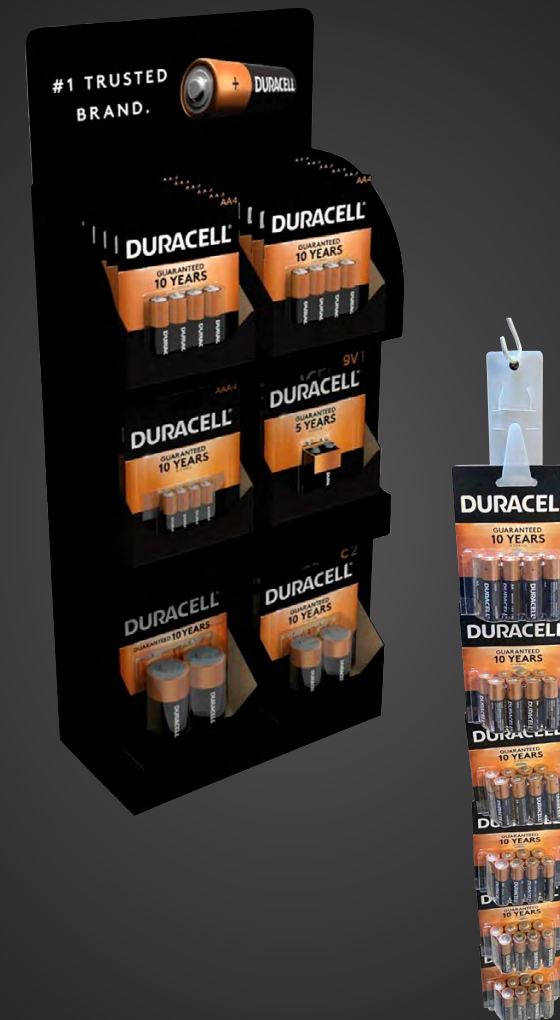
This clip strip includes (24) AA Battery 8Pks and (12) AAA Battery 8Pks.

DSC# 159714 • Vendor# D23 02965 • SRP \$395.64

Best Uses

Duracell Coppertop batteries work in devices like:

- Toys
- Remote Controls
- Flashlights
- Calculators
- Clocks and Radios
- Portable Electronics
- Wireless Mice and Keyboards



GETTING YOUR STORE ON TIKTOK

WHAT IS TIKTOK?

TikTok is a social media platform with short-form video content. Videos created and shared on the app can be anywhere between 15 seconds to 3 minutes long.

WHY? TIKTOK?

TikTok is the world's most downloaded app for those aged 18 to 24. If you're looking to increase your marketing to Gen Z, TikTok is the place to reach them and learn more about them.

WHAT IS TRENDING?

Spend some time scrolling through videos take note of how people use filters, effects, editing, and trends. Write down common phrases, slang, and emojis you see people using.

WHO IS WATCHING?

Outline the key demographic you are trying to reach with your account so you can create content curated for them. Watch videos aimed towards this audience to get a sense for what works and what doesn't.

WHERE IS YOUR NICHE?

With TikTok's algorithm, you can target people with interests that match your business offerings. Make the most out of this by including educational or comedic content themed around your niche.

WHICH HASHTAGS?

Make it easy for your customers to find you by prioritizing your TikTok search engine optimization (SEO). If you are new to using hashtags on TikTok, use a free TikTok Hashtag generator for recommendations.

Learn more about Gen Z and TikTok:
<https://retailconnection.dstewart.com/2023/05/10/tiktok-and-gen-z-what-you-need-to-know/>



TikTok Idea

Use a funny, trending sound as college students white-out their mistakes.

BIC Wite-Out

Instant corrections with no mess or drying time needed, just correct and write away.



BIC® Wite-Out® Brand EZ Correct® Correction Tape

- Applies dry for instant corrections.
- Tear-resistant, film-based tape.
- Fast, clean, and easy to use.
- Self-winding mechanism helps prevent tape from slacking.
- Translucent body shows remaining tape supply.
- Soft rubber grip for comfortable, controlled application.

DSC# 74195
Vendor# WOTAPP11-WHI
SRP \$4.23



BIC® Wite-Out® Brand Quick Dry Correction Fluid

- Quick drying with complete coverage.
- Offers extra coverage for smooth, one-time applications.
- Multi-purpose fluid corrects ink, faxes, copies, etc.
- Includes a foam brush for neat, precise corrections.

DSC# 74205
Vendor# WOFQDP1-WHI
SRP \$2.87



BIC® Wite-Out® Brand 2-in-1 Correction Fluid

- A correction brush and a pen all in one.
- Foam brush covers mistakes fast.
- Easy-to-use needle point tip offers precise corrections.
- Premium coverage dries quickly to a smooth finish.

DSC# 39641
Vendor# WOPFP11-WHI
SRP \$4.00

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DELLTechnologies

Gear up for better gaming

Dell and Alienware gaming innovation



G16 Gaming Laptop

All the benefits of a portable gaming laptop with a larger 16:10 aspect ratio. The 2560x1600 QHD+ resolution and 16-inch display make their favorite games look next level – with uninterrupted gameplay and vivid visuals.

DSC# 159095

Vendor# 3.00016E+12

SRP \$1,299.00



Alienware Low Profile RGB Mechanical Keyboard

A beautifully designed, full-featured gaming keyboard offering programmable keys and dedicated volume control. Made for ultimate performance.

DSC# 139350

Vendor# 3.00016E+12

SRP \$129.99



Alienware Tri-Mode Wireless Gaming Headset

New Dolby Atmos® Virtual Surround Sound delivers crystal-clear audio with three-dimensional precision, so they can react faster and more accurately to off-screen targets.

DSC# 157577

Vendor# 3.00016E+12

SRP \$199.99