Virtual Roundtable:
Energizing Online Sales in the Middle of a Pandemic
Facilitators: Shannon Williams & Tim Greger
UD Retail Operations, University of Dayton

TRANSCRIPT
Chat, Poll, & Other Content
May 7, 2020

MEETING AGENDA

• BACKGROUND
  o The Premise
  o How We Got Started
  o The Growing Process

• CURRENT
  o The Necessary Tools
  o The Idea Behind the Look Book
  o The Building Process & Final Product

CHAT QUESTION #1
How would you define a “look book”?

From Jessica Roedelbronn: online catalog to showcase products
From Chauncy Eggland: a special catalog?
From Elka Frahm: Top styles for the season
From Robin Dziczek: A catalog
From Katy Grobe: A styled catalog
From Tammy Slone: Catalog
From Debbie Cottrell: catalog
From Treva Lambing: Head to toe looks
From Jason Lorgan: Virtual catalog
From Julie David: Merchandise preview of key items
From Polly Grapes: Virtual catalog
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From Alex Nowlin: Top styles and trends
From Wendy Gibble: Catalog
From Douglas Frazier: catalog
From Savanna Smith: a look book is a small segment to showcase items
From Loreen Maxfield: Style sheet
From Cindy Healy: picture book
From Donna Thompson: catalog
From Amber Currin: Magazine
From Craig Thelen: catalog of key items
From Debbie Watson: Collection of items that work well together, clothing, gifts or otherwise
From Colleen DeVenney: a quick view catalog that highlights most popular items
From Michael Goodrich: Pop up set of items/topics to gain attentions
From Dustin Froehlich: virtual stores
From Cissy Elmer: overview of products

BACKGROUND
The Premise

<table>
<thead>
<tr>
<th>POLL #1</th>
<th>HOW LIKELY ARE YOU TO USE A BULK EMAIL PLATFORM?</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>Somewhat Likely</td>
</tr>
<tr>
<td>23%</td>
<td>We Already Use One</td>
</tr>
<tr>
<td>21%</td>
<td>Very Likely</td>
</tr>
<tr>
<td>12%</td>
<td>Not Likely</td>
</tr>
</tbody>
</table>

From Amber Currin: our admin limits that amount of student all email that are sent
From Michael Goodrich: 2ND Amber Currin
From Donna Thompson: We aren't allowed to send bulk emails out to students or staff
From Douglas Frazier: our admin will not allow bulk emails
From Wendy Gibble: daunting task for one person to handle online sales and look book mailings.
From Chauncy Eggland: we cannot send out to students and staff either
From Christina Wonsey: We had students sign up with personal email in store during sales, events, in store parties, etc. We also offer the bulk email students first look at items coming on sales and events.

From Julie Banks: For UD it is opt in through the website. It is not sent out through the University. This should be helpful to anyone who cannot send bulk emails to campus.

From Cathy Dawson (Evergreen): we are somewhat limited in the number of emails we can send to students and staff.

From Alex Nowlin: Just to clarify, I believe we are talking about an e-blast that shoppers sign up for and choose to be on, right? Not something going through school admin mailing lists. I would imagine schools wouldn’t have an issue with this. It’s just like signing up for a newsletter for your favorite brand / store!

From Tim Greger: Alex, yes that is correct.

From Liza Guikema: At GVSU we also have customers opt-in for the e-mail list, since we can’t send via the university.

From Tim Greger: Sendinblue is actually very strict in who they will allow you to add to your contact list, requiring that you be able to validate that they have opted-in to the messaging.

From Traci Griffin: MailChimp has those same rules I believe.

From Alex Nowlin: Yes, Mail Chimp does too!

From Ann Pellant: Do you tie in the in-store promotions with your online - do they always correspond with one another?

From Tim Greger: Most of the time, but not always.

From Tim Greger: We have run online only sales, or special sales geared toward our subscribers, but we do find it easiest to partner them as it can result in some customer confusion if not.

From Dustin Froehlich: I thought you weren’t able to use March Madness in marketing. Trademark?

From Tim Greger: Dustin, some of the products that we were able to sell were officially licensed through the NCAA for that specific event.

From Amber Currin: who does U of Dayton use as their website provider?

From Julie Banks: UD uses Timber as a web provider - Booklog is our POS system.

From Treva Lambing: We use Adobe Spark.

From Thomas Luthi: What would you say the time commitment for each newsletter is? Including all graphic design, photo shoots, etc.?

From Amber Currin: How much time do you spend each week on this set up not filling orders just doing the look book?
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From Tim Greger: Shannon estimates that it takes her approximately 20 hours to put together a full campaign. That includes researching products for inventory, setting up the design, testing links, etc.

From Christina Wonsey: We use student workers and athletes for all our photo shoots. :) They are always happy and willing to do it. :)

From Tim Greger: Christina, it really makes everything more personal and the alumni really seem to enjoy seeing students around campus.

How We Got Started

The Growing Process

CURRENT

The Necessary Tools

Mail Chimp: https://mailchimp.com/

Sendinblue: https://www.sendinblue.com/

Canva: https://www.canva.com/

<table>
<thead>
<tr>
<th>POLL #2</th>
<th>WHAT SOCIAL MEDIA PLATFORM PULLS IN YOUR HIGHEST LEVEL OF ENGAGEMENT?</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>Instagram</td>
</tr>
<tr>
<td>46%</td>
<td>Facebook</td>
</tr>
<tr>
<td>2%</td>
<td>Twitter</td>
</tr>
</tbody>
</table>

From Tony Glaab: is anyone doing TikTok yet?

From Christina Wonsey: Tim, exactly!

From Dustin Froehlich: For Instagram, you can do “link in bio”

From Christina Wonsey: Our Instagram and Facebook are linked. We post on one and it posts on both, saves time. :)

From Tim Greger: Dustin and Christina, long story...but the "official" UD Bookstore account is attached to an email of a previous employee and we are not able to cancel that. It also prevents us from linking this new account to Facebook.

From Dustin Froehlich: Ah, fun.
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From Treva Lambing: I prefer Instagram, but (since I’m a high school store) our parents seem to respond to Facebook more.

From Cathy Dawson (Evergreen): Do you get model releases?

From Alex Nowlin: Using student’s for both photo content and graphic design is a great idea. We leverage a partnership with Chapman graphic design students to create weekly content and also help design our weekly email blasts. I would strongly encourage stores to leverage creative students on campus. They grew up in this digital age and are highly competent at creating content and designing marketing asserts that appeal to other students / alumni.

From Dustin Froehlich: Having contests on Insta that have them tag their friends, was a game changer to add followers.

From Christina Wonsey: Our Campus ASC does a great job of sharing our events and sales to fellow students :)

From Christina Wonsey: Tim – oh no, that happened here. However, my best friend was my ex-boss and we were able to handle it quite easily.

From Tim Greger: Cathy – we do not use traditional model releases. We have put out communication regarding the expectations and allow students to sign up with us under the condition that they accept those expectations.

From Tim Greger: That being said, if anyone was very adamant that they did not want a certain photo or photos used, we would accommodate.

From Christina Wonsey: We have a release form, but it includes us giving them a portfolio of the photos they have taken for personal reference.

From Traci Griffin: How are you getting your analytics?

From Tim Greger: We use Google Analytics, info from Timber and Booklog, Sendinblue, from the social sites, and have some in-house created analytical tools. Mostly just simple stuff with Excel spreadsheets.

The Idea Behind the Look Book

**BREAKOUT ROOM QUESTION WITH SHARED RESPONSES**

**How is your store staying engaged with your customers during this crisis?**

From Sara Didio: Group: Drive by buyback/ lots of communication with students regarding rental returns and online buyback

From Elka Frahm: Our group has been sending out surveys and newsletters

From Stephene Benkert: Our group - some changes to pick-up offerings

From Traci Griffin: Two of us added products to online that were not online before.

From Gilberto Garcia: Small giveaways create the MOST engagement on our social media
From Dana McCool: Group 6 talked about staying engaged by offering online codes and discounts

From Tammy Slone: Student "you did it" sale

From Craig Thelen: add coupons to cover shipping charges on textbook orders

From Christina Wonsey: Our college is reposting our social media posts on their own platforms, reaching more students. And we have Phone hours listed for students to call us, we can receive calls at home as well via Avaya access.

From Traci Griffin: Art supplies and for my store regular school supplies

From Chauncy Eggland: 19% discount, we added new catalogs, BOGO, a $10 catalog

From Stephene Benkert: Some people concentrating on marketing, discounts

From Jerry Carroll: buyback, drive thru, rental drop off and RMA website for rental returns, web sales and coupons

From Christina Wonsey: We did parking lot rental drops and order pickups.

From Traci Griffin: Do you have any recommendations if we just have stock photos of products without models.

From Tim Greger: They are certainly still usable, especially as filler, but if/when you are able you might consider trying to take some with people wearing the pieces. It really helps to make the images more personal.

From Traci Griffin: Do the students get to keep the clothes that they model?

From Tim Greger: No, they do not. They are paid for the time that they spend modeling but that is all.

From Tammy Slone: Is this a multiple page layout when the customer gets it where they are flipping pages?

From Tim Greger: They are all digital, so it is just scrolling.

From Christina Wonsey: We will sometimes use the nicer art proofs from companies. It can work, but more personal is better and using faculty, staff, students, athletes. Working on getting the president :)

The Building Process & Final Product

CHAT QUESTION #2
What do you view as your biggest roadblock to starting a program like ours?

From Traci Griffin: Staffing or lack of

From Tammy Slone: Staff to do it

From Christina Wonsey: All I see is possibilities
From Amber Currin: Time
From Elka Frahm: time and staffing
From Chauncy Eggland: I feel now this is a great time for this but takes lots of time.
From Craig Thelen: Time or resources
From Wendy Gibble: Time and staff to run it. It’s just me.
From Karen Normann: Seems I would need an extra staff person to do this!
From Cynthia Webber: Administration
From Zachary Queen: Smaller Store/ Community College - Lower Staffing
From Marie Pace: No access to the merchandise for fulfilling online orders
From Ann Pellant: Our Website is run by MBS - Insite and whether all of this can tie in - also using mailing lists - hopefully the opt-in aspect is allowable. Just lots of red tape...
From Cathy Dawson (Evergreen): we have a very small staff esp. if we can't use work-study students
From Christina Wonsey: I am the supervisor, the web manager, our social media and ad designer and train all staff and do daily sales. If I can do it, so can ya'll :)
From Jennie Weinberger: Can we ask how many orders you’re averaging now vs pre-pandemic times? Or, orders now vs before you did the weekly look book?
From Tim Greger: This is tricky to answer because the comparison isn’t really apples to apples and University of Dayton was in the midst of a potential history-making NCAA run (boosting sales). That said, the order volume for 2020 increased 4.5 times and this resulted in a revenue increase of 3.5 times over 2019.
From Donna Thompson: How to find models would be our initial issue
From Katy Grobe: So, you have the students take pictures on your phone? How long do you give them?
From Becky Kostka: Small store, lack of depth in stock going into year-end
From Marie Pace: any recommendations for stores that are closed completely and can't ship online orders for potentially the entire summer?
From Aly Madel: To put these numbers in perspective, how large is your campus, maybe in terms of enrollment?
From Tim Greger: About 8,000 undergraduate students
From Christina Wonsey: We deliver locally within the city. Just like UPS.
From Kim Madden: Is anyone concerned about reselling clothing that has been tried on? Are you going to continue to allow items to be tried on in fitting rooms?
From Alex Nowlin: Thank you. Great work!
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From Karen Normann: Great idea for a new marketing plan! Thanks!
From Tammy Slone: Nice job! Great information.
From Craig Thelen: Thank you Shannon for your presentation

RESOURCES & CONTACTS

Questions? Bookstore@UDayton.edu

For Transcripts & Additional Virtual Roundtable Registration:

https://www.nacs.org/educationevents/online.aspx