SELLER COMMUNITY

MARCH 2017

SUMMER MAY HAVE officially ended in Aus, but despite a rather wet March, it's still lovely and warm. We hope it's warming up across the pond, too, for all of our international sellers!

We've had a busy month leading up to our March flash sale and the Mother's Day catalogue, which started circulating in the mags on the 27th (and will continue throughout April). Here's how the front cover ended up looking – we love the bright colours and flat-lay angle and hope you guys love it, too!

We're also producing a fun Mother's Day video, which should give you all a bit of a laugh! More on that to come...

the hardtofind team X

NEW TEAM MEMBERS!

Our new Digital Performance Manager, Giorgii, has joined Erin in the marketing team and will be taking over from our digital agency to manage our paid campaigns moving forward. Giorgii has an agency background herself, having worked at MediaCom and then on the client side at eHarmony. She's a data nerd (like Eri!) and her boyfriend's a cop so we won't be messing with her!

We also welcomed Will, our new intern, who will be helping out with seller support, PR and office admin tasks. Will has just completed his course in fashion design and he's definitely taken the fashion stakes up a notch in the office. Talk about uber cool! It's great to have another (stylish) lad on the team.

FUN MARCH FACTS!

- On the 6th of March we reached 1 million orders on hardtofind! This is a huge milestone – well done everyone!
- We are still ranking #1 for social engagement in the Gifts & Indulgence category. Yay us!
- hardtofind is ranking in the #1 position on Google for many Mother's Day gift keywords.

SITE AUDIT

We want to keep hardtofind looking fresher than a pillow with a mint on it, which is why – as part of our ongoing curation process – we're undergoing our six monthly site audit. It's our chance to look at each seller's store, set-up, images and product collections to see what's going gangbusters and what could use a little *tszuj*.

After our audit last year, we saw a big uplift in sales for those sellers who took our feedback on board and actioned some of the suggestions we made. While it goes without saying that we're fans of your range, if we think that something you're doing could be improved, we'll get in touch to discuss how better imagery, more tightly edited product collections or a shift in the overall feel of your store could give your bottom line a boost.

As always, if you are thinking about uploading a new range or product to your hardtofind storefront, which is different to what you usually sell, please email us first so that we can review and let you know if the product(s) are the right fit. You can email Sarah Ford at: sarahford@hardtofind.com.au

IMPORTANT

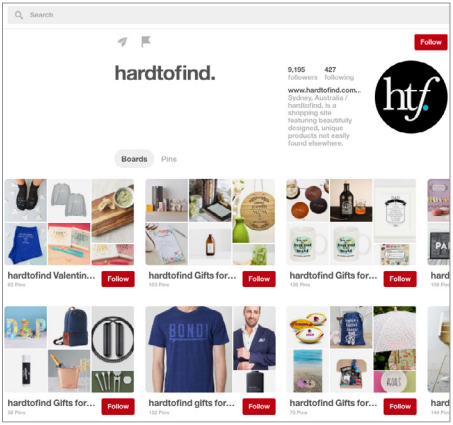
Changing your bank details

We are in the process of making some updates to our accounting system. In the meantime, if you ever need to update your bank account details in your business details tab, it is vital you let our Accountant, Debbie, know at: accounts@hardtofind.com.au

Hot SEO tip: optimising images

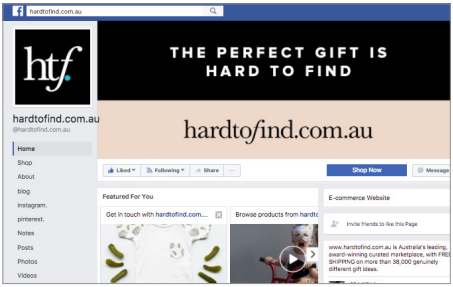
When you upload product images, please consider the following tips for improved SEO with Google:
Filename: Instead of your filename being just a random selection of numbers,

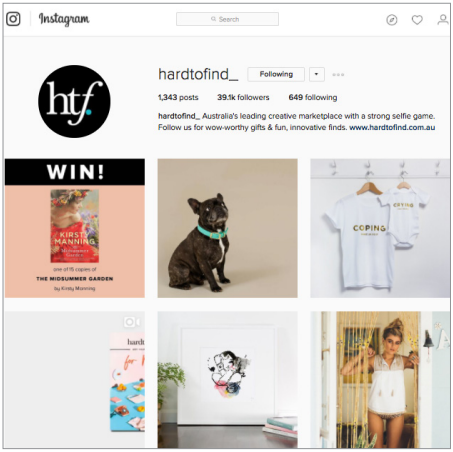
it should describe your image. You should also try to make it as specific and descriptive as possible, for example: Personalised-wine-glass.JPG
Image label: You could add text below each image with the product title and the variation if applicable, for example: Personalised wine glass in black



SOCIAL ADVERTISING

Did you know that we advertise on social media platforms like Facebook, Instagram and Pinterest? To give yourself the best opportunity to appear in the hardtofind ads, make sure you upload professional lifestyle shots of your products. Lifestyle shots work well and are more likely to be chosen by our creative/marketing teams.





WEDDINGS CATEGORIES

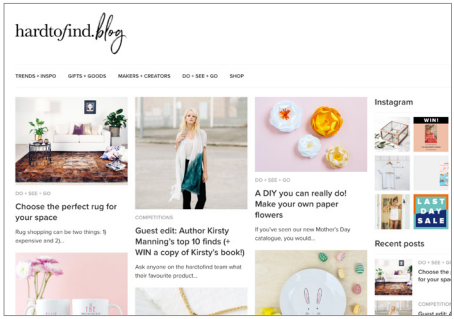
We have created two new sub-categories within weddings:

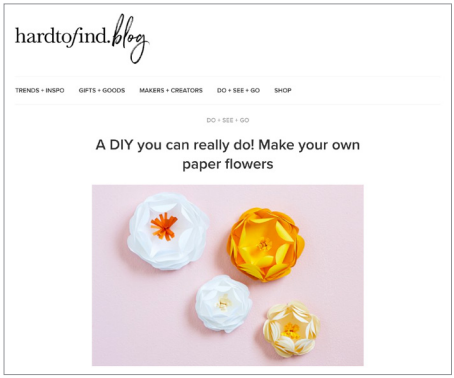
- Wedding prints
- Wedding memento boxes

If you would like access to this category, please email: sellersupport@hardtofind.com.au

BLOG

You may have discovered our new, improved blog. If not, pop on over and have a read – there's lot's of fun new content and seller stories to enjoy. We're pleased to say that blog sessions are up by more than 100% and engagement is improving every day. Well done to our amazing Head of Copy, Alice, for reinventing the blog and creating such beautiful and engaging content!





AS ALWAYS, STAY SOCIAL!

Facebook Seller Community: https://www.facebook.com/groups/1615082682052604/
Facebook: https://www.facebook.com/hardtofind.com.au
Instagram: hardtofind_

'Til next time,

the hardtofind team.