



## SELLER COMMUNITY

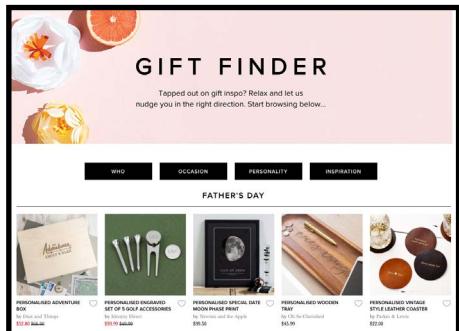
JUNE 2017

### DEAR SELLERS,

After a bumper May (up 35% on last year), we're looking forward to our EOFY sale and a strong finish to the financial year. We have lots of exciting news to share with you all...

First up, a big, warm welcome to our newest recruit, Norvin, who joined our tech team as a Full-Stack Software Engineer last week. In his spare time, Norvin likes to read books and watch K-dramas. He's also learning how to cook!

We launched our [Gift Finder](#) late last month, so please check it out if you haven't already done so. Our gift categories are now even easier to navigate and Gift Finder is already proving a huge success with our customers – it's the go-to place for finding the perfect gift!



We also launched our winter campaign with the theme **#JOMO** (aka: the joy of missing out!). The hardtofind team are currently enjoying cosy nights in with Netflix, cheese and (ahem...) lots of wine – in a personalised wine glass, of course! You can check out the awesome video we made [here](#) and the collection [here](#). We'll be promoting this a lot over the next month in eDMs, on the homepage and on social.

**Attention UK sellers!** Eri will be in London (with her fam) from the 9th - 15th July and is looking forward to catching up with many of you for a drink. For those that missed

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the memo, please drop Eri a line at: [erica@hardtofind.com.au](mailto:erica@hardtofind.com.au). She'd love to see you!

### TIPS TO HELP YOU HIT TOP-SELLER STATUS

We thought you might like to know some common traits of our top 100 sellers:

- They continually **evolve and update their product ranges**, with lots of newness.
- Their product pages and images are **optimised for search**. By this we mean they include keywords in product titles/descriptions and they label their images. It's little changes like these that can significantly improve your product's ranking when customers are searching for things on the site.
- **They maintain excellent customer service.** The more satisfied a customer is with their order, the more likely they are to leave a glowing review. Lots of positive reviews = lots of lovely orders! It's the little things, like responding in a timely and friendly manner to customer queries, or including a hand-written thank you note on a beautiful card in their order, or wrapping it in crisp black tissue paper with a little sticker that can make all the difference. Surprise and delight!
- **They don't over-style their images** and they use a professional photographer.

- **They adhere to the 'one font and one font only' rule!** We love a good font as much as the next person, but less is more. Here are some fonts that do well on products:



- **They get involved in our marketing activities**, including catalogues, sponsored social posts, EDM features, category banners, etc. We've attached our marketing packages doc to the bottom of this newsletter.
- **They give us newsworthy things to promote**, like a great piece of PR they've received or a member of the royal family who's been seen with one of their products!

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We also thought you might like to know about what products are currently trending:

- quirky/novelty gifts
- personalised gifts (jewellery, keepsakes, cheeseboards, etc)
- jewellery storage
- casual women's fashion
- men's tees
- gift sets/kits
- weekender bags.

### A GREAT IMAGE = MORE SALES!

As part of our recent site-wide audit, we have been working with all our sellers to help ensure product images are looking tip top. We know the importance of a good product image, and it's so worthwhile investing in professional photography.

We are always on the lookout for beautiful product images to use in our daily eDMs and other marketing such as social, catalogue front covers and Facebook ads. If you think your product images could do with a bit of a refresh, feel free to email us for advice.

We would recommend uploading at least one product shot and one lifestyle/model shot for each product. Below is a collage of some of our fave images, to help give you an idea about the types of images that work well on hardtofind and that we love to promote time and time again.



### COMMISSION UPDATE

You will have all received our recent email about our commission increase from 30% to 32% as of 1 July. Click [here](#) for more information and if you have any questions, please contact Seller Production Manager, Sarah Curtis: [sarah@hardtofind.com.au](mailto:sarah@hardtofind.com.au)

### DELIVERY & DISPATCH

Please ensure you have entered the correct dispatch time in your store settings and at a product level if your products have different dispatch times. Don't forget, your dispatch time is the time it takes from when a customer places the order to when you physically take it to the post office. The delivery time is then calculated from the date of dispatch, so it's really important this info is correct and accurate for each product.

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- The delivery times are set, and cannot be changed.
- Standard delivery within Australia is your dispatch time + 2-7 days.
- Standard international delivery is your dispatch time + 10-14 days.

**PLEASE NOTE:** Australian sellers should only offer Express post (within Australia) if they are able to dispatch orders on the same or next business day. And non-Australian sellers should only offer fast courier to Australia if they can get the order to the customer in Australia within 5 days. If you need any advice about delivery/dispatch, please email Seller Support: [sellersupport@hardtofind.com.au](mailto:sellersupport@hardtofind.com.au)

### INTERNATIONAL DELIVERY ZONES

We've noticed a few sellers have been ticking the 'rest of world' shipping zone in their store settings, but not any other international delivery zones. Please note: 'rest of world' refers to any countries/zones not already listed in the delivery zone list – ie. NOT Europe, UK & Ireland, USA & Canada, New Zealand, China, Pacific Islands, Rest of Asia.

### GST UPDATE

We have an update on the proposed changes to GST legislation in Australia relating to low-value imports (\$1,000 or less). The government is now seeking to make them effective from **1 July 2018**,

so we have a bit of lead-time (if the changes do in fact go ahead – at this stage, the new policy is yet to become law). We'll communicate on this again early next year when we know more.

### MARKETING/PR

Channel 10 ran a fantastic Mother's Day feature on hardtofind, which included a product giveaway with their live audience! Click [here](#) to see the playback via the Seller Community page on Facebook.

### OUR SELLER HELP CENTRE HAS A BRAND NEW FACE!

The Seller Help Centre has had a bit of a makeover, thanks to our Designer, Lizzy, and Head of Customer Support, Martin. Check it out [here](#).

### 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.*