



SELLER COMMUNITY

APRIL 2016

HEY EVERYONE, we hope you're having a great month so far! We're in the thick of our Mother's Day campaign, and are really happy with the response it's generating.

Last week, our lovely Marketing Manager Erin put together some #mumlife tote bags (thanks Ellie Ellie!), filled with beautiful products from some of you and hand-delivered them to our PR contacts. Here's our resident yummy mummy – Designer Lizzy, modelling the goodie bag.

As always, we love to hear from you guys, so please get in touch if there's anything we can help with or you just want to say hello!

the hardtofind team X



TEAM UPDATE

In people news, it's with heavy hearts that we say goodbye to our Coding Ninja(!) Jane. Jane has been with hardtofind since the beginning, and has developed so many important aspects of the site. She'll be seriously missed by all of us and we wish her the very best.

Stepping into the fray is our new Senior Developer, Andy. Andy comes to us from Bauer Media, where he most recently worked on the online platform, beautyheaven.

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ANZAC DAY

This coming weekend is a three-day one here in Australia, with Anzac Day falling on Monday 25 April. Both the hardtofind team and the Seller Support team will be out of the office this day. We'll all be back in the office and raring to go from Tuesday.

CHANGES TO SELLER TERMS

If you're one of our international sellers from outside of Australia's fair shores, we've added a new **clause 9.5** to our seller T&Cs regarding international money transfers. Non-Aus sellers will have already received an email from us with more info and background.

PRODUCT QUERIES

Huzzah! Now you can respond to customers directly when they message you with a product query. Having only launched this new feature a couple of weeks ago, we've found that sellers who respond to customers quickly are experiencing a conversion rate of 72%! Keep up the brilliant work! Quick responses are definitely proving their weight in sales and happy customers.

DELIVERY INFO ON PRODUCT PAGES

You may have noticed that we've updated the way we display delivery info on the product page delivery tab. For Australian sellers, we now show

your delivery options in a table with any associated prices. After doing some A/B testing, we found that displaying the prices at this stage made a noticeable improvement to conversion.

| Description | Delivery | |
|---|-----------|---------|
|  International shipping | | |
| This item is made to order and will be dispatched within 5 business days. Shipping options available at checkout include: | | |
| Shipping Method | Delivery* | Price |
| FREE parcel post | 2–7 days | FREE |
| Express post | 1–2 days | \$8.00 |
| Registered post | 1–5 days | \$3.95 |
| International shipping** | 7–14 days | \$18.00 |
| * From dispatch ** Orders shipped outside Australia | | |

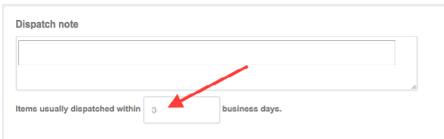
For international sellers, we now show your dispatch time, as well as a standard delivery time based on where you are in the world.

| Description | Delivery |
|--|----------|
| This item is made to order and will be dispatched within 7 business days. | |
| Ships from BRETBY, United Kingdom. Please allow an additional 10–28 days for delivery. | |

And – to go all broken record on you – it's really important to ensure your dispatch times are correct in your store settings (not the old dispatch note field – we've rejigged the back end and will be getting rid of this soon). This info appears on your product pages, so please do double-check that they're all up to date.

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Don't forget, if some of your products have different dispatch/delivery times to those set up in your store settings, you can set dispatch times for individual products. Go to the product details tab > tick 'No' to 'Does this product use my default delivery settings?' and then add the details in.



Dispatch note

Items usually dispatched within 3 business days.

DISPATCH TIMES

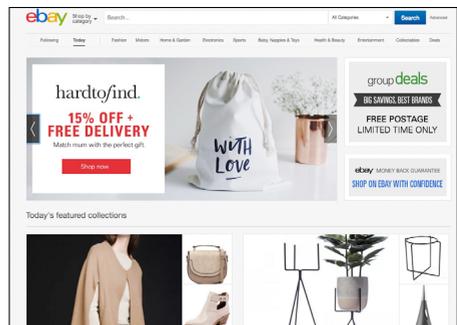
We've noticed that many of you have long dispatch times on products that are not personalised or made to order. The dispatch time is how many days it takes you to prepare an order for posting, and the delivery time adds days on top of this again.

It would be terrific if you could take a few minutes to review your dispatch times and reduce the number of days if possible. Consider that a '3 business days' dispatch time on a Friday means the customer has to wait until the following Wednesday before you even get to the post office! Shorter dispatch times definitely translate into more sales, so it's really worth seeing where you could cut this down.

Also, we'd like to ask sellers to offer Express Post only if you've got a 'same-business day' to '1 business day' dispatch time. It's common for customers to pay for Express Post without realising the long lead time, and feel extremely disappointed (with many exclamation marks) when they don't receive their order in the 1-2 days they were expecting.

EBAY MARKETING

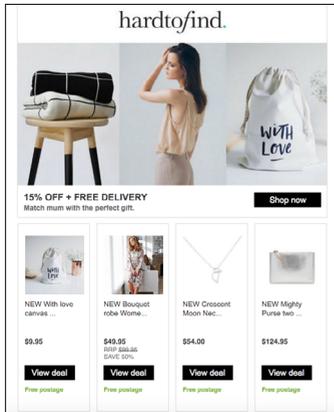
This month, we've seen a specially designed hardtofind banner appear on the eBay homepage, which linked through to our bespoke eBay mini-site with an offer of 15% off (we made sure we covered the cost of this ourselves so it wasn't passed on to you). This created more brand awareness and generated lots of sales for our eBay sellers. Word's getting out...



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We were also featured in the eBay deals of the week email, sent out on 12 April.



A note about eBay for our newest sellers: for your products to appear on eBay you need to be an Australian seller offering non-personalised products and tracking stock levels greater than 5 in your inventory tables.

MARKETING TESTIMONIALS

Our marketing packages are continuing to work really well for sellers. Merci Maman, one of our UK sellers, recently ran a solus eDM (see opposite). The email was beautifully designed, and it had a really positive impact on their sales. Here's what they had to say: *"Thank you for the beautiful eDM. We all loved it and are very happy with the result. Thanks for this amazing opportunity before Mother's Day."*

For any Australian sellers with Mother's Day products, or international sellers who are offering products with fast dispatch times, there are still a couple of weeks of Mother's Day marketing to go! To book in a spot in an eDM, or any other marketing packages please contact Erin at: marketing@hardtofind.com.au. We've attached the list of marketing packages to this newsletter if you'd like to see which options would be right for you.



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