



SELLER COMMUNITY

JANUARY 2016

A VERY “HAPPY NEW YEAR!” to all of you – we hope you all enjoyed a break between the back-to-back intensity of Christmas and the Boxing Day/summer sale. We’ve hit 2016 running, keeping the sale momentum going as well as working hard on our Mother’s Day catalogue (yes, already!). We’re so excited to see what the year brings, and couldn’t be happier to have you and our other amazing sellers by our side. Here’s to a creative and prosperous 2016!

The hardtofind team X

NEW TEAM MEMBERS

Welcome to our newest team members, Yonah & Lizzy. Yonah joins us as Campaign Manager and brings with her a wealth of creative experience in email marketing,

photography & design. Lizzy joins us as our Art Director and is already busy working on our new Mother’s Day catalogue layout, which we can’t wait for you all to see!

SELLER AWARDS 2016

Drumroll please... It’s our very great pleasure to announce that we’ll be hosting our first ever hardtofind Seller Awards this year. We’ll let you know the details soon, so watch this space.

UPDATING DISPATCH NOTES

Now that the Christmas rush is over, it’s a good time to double-check that you’ve removed any Christmas delivery messages from your dispatch notes and product descriptions. If not, it would be brilliant if you could update them as soon as you can.

HOLIDAY MODE

Just a reminder for any sellers currently on holiday mode: when you want to come back online (hopefully rested, reinvigorated

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and an all-over shade of golden brown) you'll need to go into your store settings and manually switch off holiday mode. Our tech team is working on automating this for you, so please bear with us in the meantime. We'll let you know when they've got it up and running.

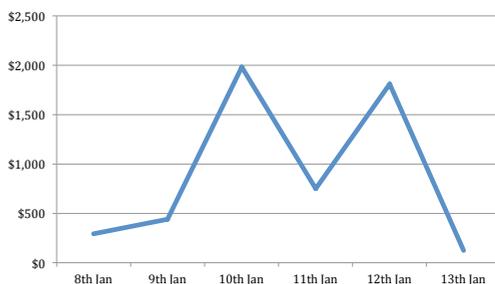
TOP TIP FOR PRINT SELLERS

Our stats are telling us that ready-to-hang, framed prints are selling really well on the site. If you currently sell unframed prints, it might be worth considering offering framing as a variation within your listings (at an extra cost). You can add a 'frame' variation menu in the Inventory & Variations tab, and then amend the prices in the inventory table. This is a great add-on, and can prove especially popular with customers wanting to buy prints as gifts as the framing is already done for them. If you would like to offer this and need help setting it up, please email us on sellersupport@hardtofind.com.au.

VALENTINE'S DAY MARKETING

Have a new Valentine's product or beautiful personalised gift that you'd like to push? We are now urging all sellers to book in any Valentine's Day marketing ASAP, as we have limited eDM spots to work with (and need to allow for shipping time). Please email the lovely Erin on erin@hardtofind.com.au to book in a package.

Marketing case study: Established seller
(live April 2014)



SELLER MARKETING PACKAGES TESTIMONIAL

The above shows the dramatic increase in sales for an established seller (live since April 2014) as a result of booking in hardtofind marketing packages, including an eDM Featured Seller package. We have a variety of marketing packages on offer – both paid and unpaid – that could give your storefront the extra boost it needs. See the PDF we've attached for more info. To discuss or book in any marketing packages for 2016 please email Erin at erin@hardtofind.com.au.

JOIN THE COMMUNITY ON FACEBOOK

Don't forget to join our [Seller Community page](#) on Facebook. It's a great opportunity to meet other sellers and join in conversations as well as hearing news and important updates from the HTF team.

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AUSTRALIA POST CHANGES

Australia Post has introduced some changes to their letter services, including adding a new 'Priority' letter service. We would like to know if you will be using this new Priority service, and if you think it would be useful to have this added to the list of shipping methods available in your store settings. Please email sarah@hardtofind.com.au and let us know.

We would also just recommend that you go to the Australia Post website and read through these changes: <http://auspost.com.au/changes-to-your-letters-service.html?ilink=us706-changes-to-your-letters-service-learn-more>

TIME FOR A STORE CLEAN UP!

Seeing it's the start of a new year, we recommend giving your storefront bit of a spring clean, adding/removing/editing products based on what's selling well, zero sales and seasonal trends. Now is a great time to have a bit of a refresh, update any old product descriptions, add fresh new images and really get your storefront looking tip-top.

SIZE GUIDES

If you are selling clothing products on hardtofind, please ensure that you've added a size guide to each product page.

This could be uploaded as an image, or added to the dimensions section of each product description. It is so important to make sizes as clear as possible for customers to avoid any disappointment and keep returns to a minimum.

AUSTRALIA DAY

Australia Day falls on Tuesday, 26 January this year. It's a public holiday, so we won't be in the office that day (and neither will the busy folks from Customer and Seller Support). If anything crops up, please email us on: sellersupport@hardtofind.com.au and we'll pick it up as a priority first thing Wednesday.

As always, if you have any questions or concerns, please don't hesitate to get in touch with us at sellersupport@hardtofind.com.au. Here's to the great year to come!