

htf SELLER COMMUNITY

SELLER NEWS | *Christmas 2015*

Dear sellers,

So, we blinked and now it's almost the end of 2015. Before we wrap up Christmas and gear up for the Boxing Day/summer sale, we'd like to take a moment to thank you for your ingenious products, sheer creative spirit and tremendous partnership this year. When we have messages from overjoyed customers telling us they discover something extraordinary every time they visit the site, that's down to you, and we're so proud to be able to bring your talent and craftsmanship to customers across Australia. So post Christmas, pre-sale and pre-pre-Mother's Day – we raise a glass to you all. Wishing you a wonderful festive season and a happy, healthy and successful 2016!

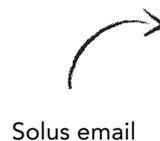
The hardtofind team

NEW MARKETING OPPORTUNITY

Drum roll please... we've just launched our latest marketing package. For those of you who don't like to share the spotlight, we've created a solus (standalone) email package.

We can create a mini eDM completely focused on your brand that features your bestselling products, beautiful product images and an exciting offer. We'll then send it to a segment of our most engaged subscribers.

This package costs \$550 + GST. If you're interested, see the example below and contact marketing@hardtofind.com.au to book your spot.



Solus email

hardtofind.



TRACKING NUMBERS AND SHIPPING PROVIDERS

Just in time for Christmas, you can now specify a shipping provider and a tracking number (if applicable) when you ship your items. These will then be displayed on shipment confirmation emails to the customer. If you use a shipping provider that's not on our list, please email sarah@hardtofind.com.au and we'll add it for you.

NOVEMBER STATISTICAL HIGHLIGHTS

We thought it would be a great opportunity to shed some (high)light(s) on what a great November we had (December is performing exceptionally well too!)

- November was a record-breaking month in terms of both traffic and revenue.
- There were 878k total visits.
- A 25% increase in revenue YOY.
- SEO became the #1 traffic channel, overtaking eDMs for the first time in 2015 - we saw a 48% increase in non-brand SEO traffic YOY.
- We've had our best ever conversion rate from eDMs.
- 20% of total sales were from personalised products (tip: if you're thinking about product development for 2016, personalised products are performing very well).

JOIN THE COMMUNITY

If you haven't already, make sure you join the HTF [Seller Community Facebook](#) page. Meet like-minded small creative businesses, share ideas, tips and hints, and never miss a hardtofind announcement!

HARDTOFIND CHRISTMAS HOURS

The hardtofind marketing office will be closed over the Christmas and New Year public holidays. That means if you're thinking of making changes to your products – especially if you're involved in the Boxing Day/summer sale – make sure you do them before the 24th or wait until the first week of January.

Thanks again for helping to make 2015 an incredible year, and see you all again in 2016.