



SELLER COMMUNITY

FEBRUARY 2016

HI EVERYONE! Wow, how is it February already?! We can't believe summer is nearly over, sniff!

We have lots of news for you all this month, including some fantastic technical updates about automated returns and some new reporting tools. Big shout out to the amazing Tim & Jane, our tech gurus, for making all of this happen.

Meanwhile, the marketing team has been in full Mother's Day swing. We might be biased, but we think our upcoming catalogue is our best one yet! See below for a sneak preview from our cover shoot... organised by our amazingly talented Creative Director Lizzy, Marketing Manager Erin & photographer Nigel.

Happy Valentine's Day from

the hardtofind team X

DISPATCH TIMES (THIS IS REALLY, REALLY IMPORTANT)

We've made a change to your store admin, which allows you to enter – at a store level (and a product level if you require) – how many days you estimate it will take you to dispatch an order.

When you have a moment, [please go into your store settings and ensure your dispatch time in the box is correct.](#)

Dispatch note

This item will be dispatched within 2 working days.

Items usually dispatched within business days.



THIS IS SUPER IMPORTANT as we'll soon be sharing this information with customers. Remember, [the dispatch time is the time between ordering and shipping](#), and the number in this box should be the maximum number of days it takes for you to dispatch your products.

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EBAY

Thanks for the great response to our [eBay](#) store. A couple of things still need ironing out e.g. how variations appear, but overall we're happy with how it's progressing. We've already seen a few hundred orders come through and next week, the first of our eBay marketing campaigns will kick off.

For your products to automatically appear on eBay, you'll need to be tracking plenty of stock in the hardtofind inventory tables as eBay 'minus 3' from whatever stock levels have been set.

A reminder: to track stock, tick the Track Inventory box next to the stock level in each product's inventory table. You'll find the tables under the Inventory & Variations tab.

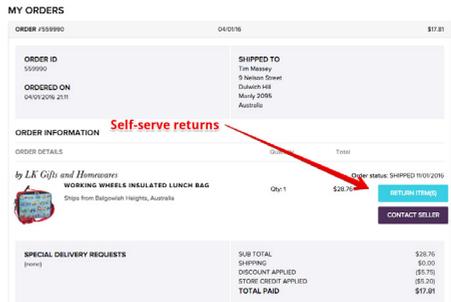


To find your items on the hardtofind eBay store, search by your product name, rather than your seller name.

AUTOMATED RETURNS

Drumroll please... Now we're able to say that we've implemented automated returns on the live site, we're rolling in waves of happiness. Customers can now initiate a return from their account, making the process much, much more streamlined and user-friendly.

Our soon-to-be rolled out 'phase 2' will also make it simpler for you to process change-of-mind returns. More on this shortly...



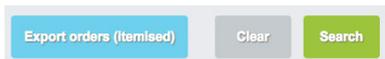
USEFUL REPORTING UPDATES

We've also developed two new reports that you can access from your storefronts:

(1) Downloadable product/stock report that you can find next to the 'Add product' button (available from the product listings page):



(2) Downloadable itemised export of orders (available to from the order listings page):



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SOLUS EMAIL MARKETING SUCCESS!

Last month we ran our first paid for solus seller eDM. This is a mini eDM completely tailored to your brand, featuring your best selling products, beautiful product images and an exciting offer. Here's a screen grab in case you missed it:



Meet dreamy sleepwear seller
Deshabillé

Dee-lah-bee-ey. There. Now you know how to say it. It's time you got acquainted with their super-soft, fashion-forward loungewear and sleepwear that you can easily get away with wearing beyond your front door.

Created in 2006 by clothing designer Roslyn Gleaves, Deshabille brings beautiful, sophisticated prints to the bedroom a world away from the typical "puppy dog and potatoes" fare. Match them, mix them, and even team them with a pair of jeans or a tee on your way out to pick up the paper.

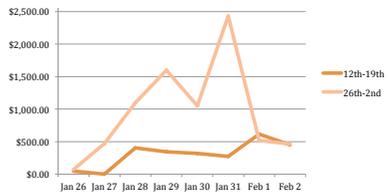
Made using the softest and most luxurious fabrics, they're a gorgeous Valentine's gift – not to mention great for slipping into to feel extra special on the day.

Some of their top sellers



[Shop Deshabille now](#)

This solus eDM, combined with another featured seller eDM contributed to a massive spike in sales, with the seller seeing a **132% increase in less than 24 hours!** Week-on-week, sales were up a massive 213% and for the cost of the marketing, the seller has more than doubled their revenue for the week.



If you would like to book in a solus eDM, or any other marketing packages, please email the lovely Erin on: marketing@hardtofind.com.au.

PACKING SLIPS

Please, pretty please make sure that you're including the hardtofind-branded packing slips with your orders. We've been doing a few spot-checks and a few of you are forgetting!

There are two ways you can generate and print a packing slip. The first is before you mark an order as shipped by clicking the blue 'print packing slip' button:

Order Part ID : 825836

Customer name:

Created on:

Status:

Browser/device:

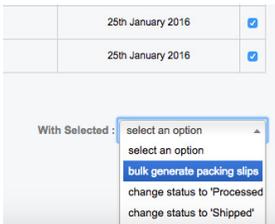
Messages

Mark as shipped

Print packing slip

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You can also print a bulk packing slip by ticking multiple products in your Manage Orders section and then selecting 'bulk generate packing slips' from the dropdown in the bottom right corner:



MOTHER'S DAY CATALOGUE

We've been busy designing the Mother's Day catalogue, and have just shot our first ever cover image with professional photographer Nigel Lough (who's worked with the likes of Miranda Kerr, Robyn Lawley, Inside Out magazine and MKR's Manu!). We can't wait to show you all the results, and think it looks beautiful! Here's a sneak peak from behind the scenes...



CUSTOMER SUPPORT

Meet our wonderful Customer Support team, pictured below in Manila with our Head of Customer Support Martin (the bearded chap dead-centre). Martin recently flew over to see the hard-working team, and took them a few hours out of the city for a day full of genuinely different team activities, including bamboo rafting and two-wire bridge walking across a river!



GET SOCIAL

We are now on Snapchat! Give us a follow and see what we get up to at HTF HQ, as well as checking out cool product features:

- Instagram: [hardtofind_](#)
- Facebook: <https://www.facebook.com/hardtofind.com.au?fref=ts>
- Seller Community Page on Facebook: <https://www.facebook.com/groups/1615082682052604/>

As always, if you would like to get in touch about anything please email: sellersupport@hardtofind.com.au.