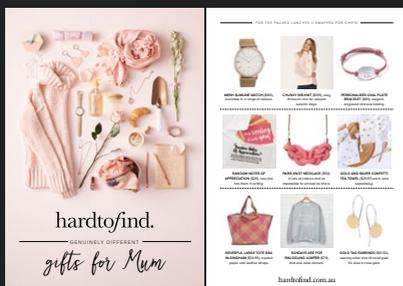




SELLER COMMUNITY

MARCH 2016



HI EVERYONE, we hope you're enjoying an Ides-less March so far. It seems like autumn is slowly creeping in. Time to get the hot choc and slippers out!

In HTF news, our Mother's Day campaign starts this week, and the first of our catalogues will be circulating in the usual-suspect lifestyle mags throughout April. We've included a preview of the front cover and layout above, and you can view the digital version [here](#). Once again, a big thank you to all of you who got involved.

the hardtofind team X

CHEERS TO YOU!

Thanks to everyone who came to our Sydney seller meet-up drinks last Thursday. We loved meeting you, your other halves and 10 week-old bubs so much, and felt genuinely inspired hearing about your creative passions and love for what you do. We're already looking forward to the next one! Don't forget to join our [Facebook group](#) to keep up-to-date with events just like this one, as well as other site/marketing updates. And to those of you based elsewhere in Australia, keep your eyes peeled for catch-ups near you.



Left-to-right: Sarah, Erin and Eri from hardtofind, plus Heidi from Bluesalt Beachwear and Hilary & Diane Arnold from Hilary&June as well as Diane's eponymous label.

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Left-to-right: Lynn from Fanfare Prints, Tracy from Mimsy Design, Yonah from hardtofind and Celia from Celia Kate & co.

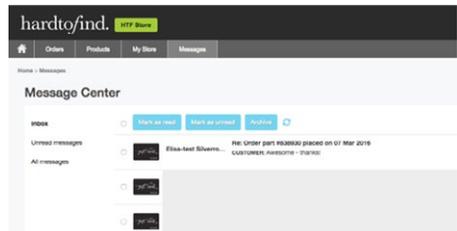
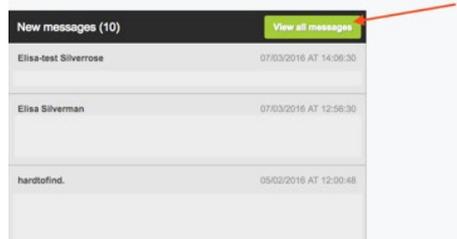
EASTER HOURS

If you need reminding that it's Easter this weekend (25-28 March), you definitely deserve a well-earned break. The *hardtofind Sydney team* will be out of the office on Good Friday and Easter Monday. We'll be back on board from Tuesday 29th, so please bear with us if you upload products for approval over that time. Even fuelled by chocolate, it may take a few days for us to catch up. *The Customer Support team* will be out of the office on Good Friday, but will be working over the weekend and on Monday 28 March.

UPDATES TO THE MESSAGES CENTRE

Thanks to a design overhaul, the Messages Centre in your HTF admin is now cleaner and easier to use. We've taken your feedback on board and made it clear when

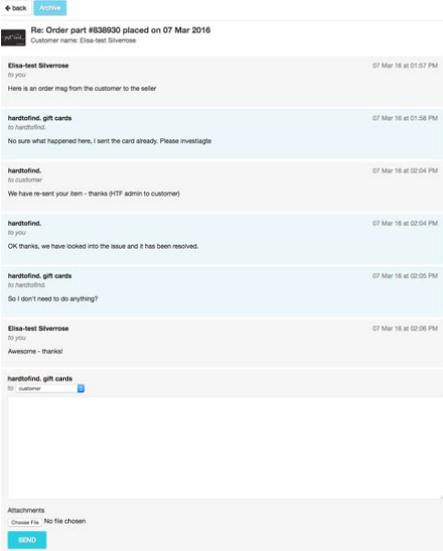
you've got a new message, plus simple to track each message thread. Thanks to those of you who let us know your sticking points – we hope the update makes it a much better experience all round.



PRODUCT QUERIES DIRECT TO YOU

Speaking of messages, now, when a customer clicks the 'ask a question about this product' button on a product page, their question comes directly to you (instead of via Customer Support). This makes the process (and hopefully, the path to a sale) much faster and smoother. You'll find product query messages in the Messages Centre of your HTF admin. Here are some examples of how it will look:

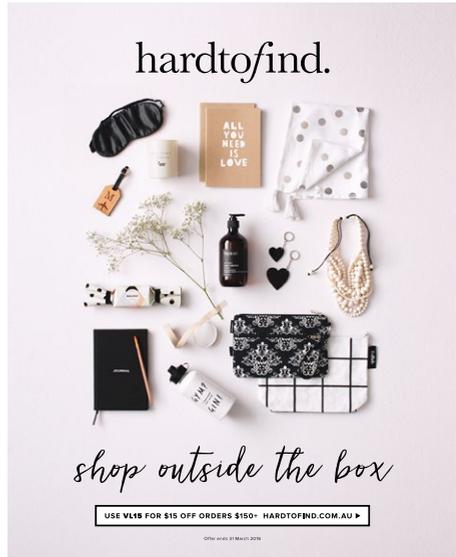
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Interestingly, a lot of queries are about things like sizing and dimensions, so making sure that you include as many details about each product as you can (and including a size guide or chart if you sell fashion) can chop the number of queries you get significantly, too.

MARKETING PACKAGES SUCCESS

Our Seller Marketing packages continue to be a big success for the sellers who have taken part. They're a great way to gain invaluable exposure for your products and brand. If you would like to book in any marketing, please email Erin on: marketing@hardtofind.com.au. We've attached the packages doc so you can look over the options again.



LOOK WHO'S IN VOGUE LIVING...

Hand-in-hand with our Mother's Day campaign, we've been placing ads in different publications to ramp up brand awareness and test which magazine titles work the best for us using a series of promo codes. Once we get a clear idea of which readership groups are hardtofind all-over, we'll be putting out highly targeted campaigns to them as we move through the year.

MANILA TEAM UPDATE

Our Head of Customer Experience, Martin, recently travelled to Manila to visit our Customer Support crew. Despite being a decent flight away from the Sydney team, our Manila folks are an incredibly engaged,

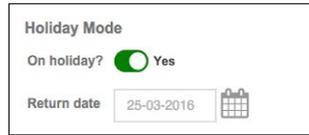
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hard-working part of hardtofind, and proud to be part of a brand (and working with sellers) they believe in so much. So much so, in fact, they designed their own team shirts. Top stuff, #teammanila!



HOLIDAY MODE

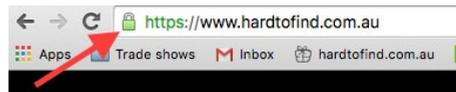
When you head away on holiday next, please put your storefront on holiday mode in your store settings, rather than staying visible and changing your dispatch time. Although we regularly remind customers to check delivery info, they often miss it, so any extra 'delays' unfortunately end up feeling like a disappointing experience. So setting your store to holiday mode just makes it simpler, and safer, for everyone. To put your storefront on holiday mode, go to your store settings tab and switch the holiday button to 'Yes':



WHEN YOU'RE BACK: you'll need to switch your store off holiday mode when you are ready to come back online as the 'return date' field doesn't switch automatically yet. We'll let you know as soon as this changes.

ADDITIONAL SITE SECURITY

You may have noticed the green lock that now appears next to the http on the site. This just means extra security has been put in place to protect our data and customers for an even more trustworthy experience.



GET IN TOUCH

- 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.