



SELLER COMMUNITY

SEPTEMBER 2016

DECK THE HALLS! We were very excited (and slightly terrified) to see that 'Christmas' is currently the top searched term on the site. Given the acceleration of sales we're starting to see (up 40% YOY), we're feeling pretty optimistic about a bumper festive season.



Here's a sneak peak of our Christmas catalogue:

Now it's over to you... time to get your products and storefronts looking tip-top in time for the Christmas rush!

We've added a Christmas checklist to the end of this newsletter.

the hardtofind team X

HTF PHOTOGRAPHY GUIDE

We've developed a new HTF Photography Guide (attached to this email). Please take a look, and if you think your images could do with a little sprucing up, then now's the time! Don't forget, we are always more likely to promote your products in emails and on the homepage if you have beautiful product shots.

TRIP TO LONDON

Our Seller Production Exec Sarah recently flew to England to attend two of the biggest trade shows. She absolutely loved meeting up with a number of our British hardtofind sellers, and seeing their beautiful products up close (as well as sharing a few vinos!)



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UPDATE TO MARKETING PACKAGES

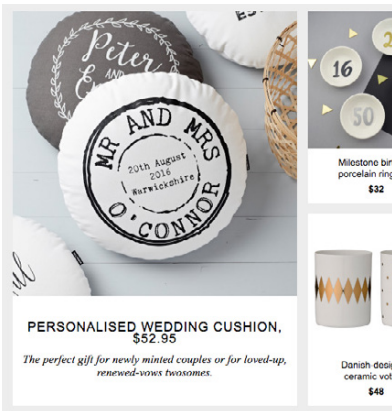
We have a new marketing package available for sellers. For \$150, you can book a large square banner in one of our eDMs (subject to relevance and approval). Email Erin to book spots for Christmas at: marketing@hardtofind.com.au

excited to welcome Dave, Gilbert, Nat & John to the Customer Service team and look forward to introducing you to the remaining three members once they're confirmed. Rest assured we've got you covered as things start to heat up!

VERY IMPORTANT CHRISTMAS CHECKLIST FOR SELLERS

- **Approvals** Don't forget each time you edit a product title, description, image, price or category it has to be re-approved by the hardtofind team. This is especially worth bearing in mind over the weekend, when no one is here to approve products – you could miss two days of critical Christmas sales.

- **Tracking stock** We recommend that you track Christmas stock so that the system recognises when you've sold out of a particular product or variation. To do this, you need to enter stock levels in the inventory tables in the Inventory & Variations tab of each product, ensuring you tick the 'track inventory' boxes next to each stock level.



CUSTOMER SUPPORT + MANILA

Head of Customer Experience Martin popped up to Manila last week to recruit seven new team members to support us through the busy Christmas period. We're

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• **Dispatch** Please check that your dispatch times are up-to-date and correct in your store settings and on any product pages where you have set the dispatch at a product level. Don't forget, the dispatch date is the time it takes from when a customer places the order to when it is shipped. All non-personalised products should have a dispatch time of 1-2 business days.

• **Tracking numbers** We strongly recommend that you start including tracking numbers for all orders, as we've now added a link for customers that takes them directly to the shipping provider's site where they can track their order. This will massively reduce the pressure on 'where's my order?' queries as we head towards Christmas.

• **Communication** We have to feel confident that you are responding to customers and our Seller Support team in a timely manner. If we've sent you a message but don't hear back from you within a day or two, we will have to set your store to invisible until we can get the communication back on track.

• **Images** Please refer to our Photography Guide. Images that don't meet our criteria will not be approved. If you have variations, such as colours or designs, then please ensure you have included images for

each variation and that you have clearly labelled your images by adding text to the text boxes below each image.

• **Variations** Please ensure you have set up all the relevant variation menus and personalisation menus for each product. We would strongly recommend that you preview each new product before you publish, to make sure each product page is set up correctly and is functional.

• **Updates to base price & variant prices** If you update the base price of a product that has variations, you will need to ensure you have ticked the box below the base price to apply this price change to all of your variants, as these do not update automatically. If your variation prices differ, then please remember to go into the inventory table of the product and manually update the variation prices.

GET SOCIAL

- 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.