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## SELLER COMMUNITY

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**NOVEMBER 2016**

**“I DON'T WANT A LOT FOR CHRISTMAS...** there is just one thing I need” – lots of sales please Santa!

Wow, how is it nearly December already?! We're sure you're all feeling the heat as the Christmas sales continue to pour in. It's been a bumper November so far, with the best yet to come! A big, heart-felt thank you to all sellers for getting orders out on time and responding to customer queries quickly, response times have improved by more than 100%, so keep up the great work!

If you're in or around Sydney on Sunday 18th Dec, please stop by the **hardtofind / Australian House & Garden Christmas market** at the Entertainment Quarter, Moore Park, from 10am-5pm. We'll have lots of beautiful hardtofind products available to purchase, festive music and great prizes to win on the day! It's also a great opportunity to mingle with other hardtofind sellers. Hope to see you there.

*love the hardtofind team X*

### **'COUCH TIME' TV FEATURE AND GIVEAWAYS**

We've partnered with Channel 11 for a MEGA Christmas giveaway. Customers can win one of 6 hampers full of hardtofind goodies valued at over \$4000! Watch 'Couch Time' on Channel 11 between 6-7pm each day from Mon 28th Nov.

Click [here](#) to see the products included in the hampers. A huge thank you to sellers who contributed to this amazing prize!



### **PRE-BOXING DAY/JANUARY SALE**

You will have received an email from Erin last week about our annual pre-Boxing Day/January summer sale, which will run from 22nd December and extending to as far as 31st January (end date will be decided closer to the time, depending on how the sale is going).

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Participation is not compulsory, but if you'd like to be involved you'll need to:

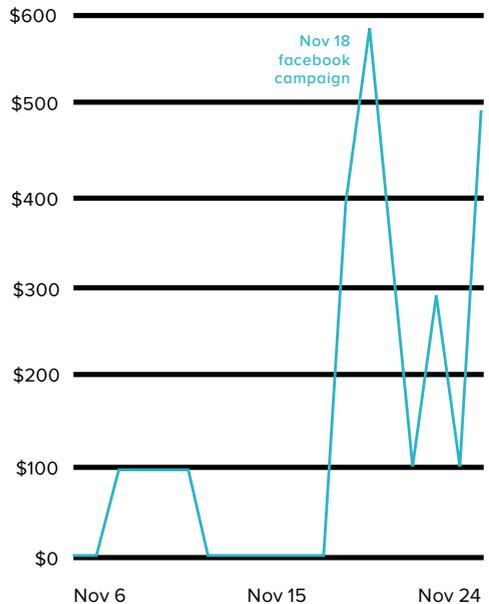
- Have your entire store on sale (not just a few products) from 22nd Dec - 31st Jan. We recommend you offer at least 20% off. Discount ranges (for example 25-50% off) are also OK.
- Be able to ship products during the entire sale period.
- Continue to offer free shipping during the sale period.

In return, we'll promote the sale heavily in our daily email campaigns, via banners on the homepage and category pages, social media & digital marketing campaigns. We'll also be contacting our media friends to help promote the sale on a national scale. The cost is **FREE!** If you're interested in participating in the sale, please email Erin at [marketing@hardtofind.com.au](mailto:marketing@hardtofind.com.au)

### MARKETING

Have you booked in your Christmas marketing with us? Something as simple as a boosted Facebook post can significantly improve your sales. Adjacent is an example of how one seller's sales spiked following a Facebook campaign. If you're interested in booking in some marketing, please refer to the marketing packages document attached and email Erin at [marketing@hardtofind.com.au](mailto:marketing@hardtofind.com.au) to secure a spot.

### SELLER SALES



### COMMUNICATION IS KEY!

We know how busy you all are, but to ensure we continue to maintain exceptional customer service throughout the peak Christmas season, we just want you to be aware that we may set your store to invisible if we've tried to contact you about a late order dispatch or un-answered customer query more than once. Remember to get in touch with our Seller Support team if you need assistance: [sellersupport@hardtofind.com.au](mailto:sellersupport@hardtofind.com.au)

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## POSITIVE CUSTOMER FEEDBACK

We're getting some terrific customer reviews, which you can read here. We thought we'd share one of our favourites (and snaps for Rustum from our customer support team!): *"Your customer service is above and beyond. So refreshing in an age of lacklustre, un-invested sales teams. I'm so impressed. This time it was Rustum who tracked me down by phone to clarify a confusion with my order, but every interaction I've had with your staff has been positive. I have never experienced such friendly, diligent customer service using an online store like yours before. Thanks so much!!"* LEITH REID

## MORE ON REVIEWS...

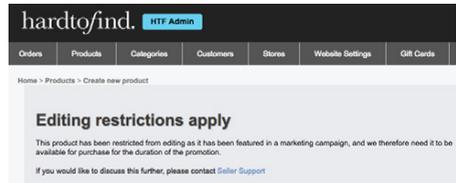
You may have noticed that some older reviews on your products pages have disappeared. This is due to some recent changes regarding Google's guidelines for historic product reviews – we're now only allowed to display feedback from within a one-year period.

## API UPDATE

Click [here](#) for info about our new Orders and Inventory Management API. If your tech teams have any questions, they should contact our CTO, Tim at: [tim@hardtofind.com.au](mailto:tim@hardtofind.com.au).

## LOCKING PRODUCTS

If we're promoting your products in eDMs, catalogue campaigns or on the homepage etc., we're now going to 'lock' them so they don't disappear from the site (while the promotion is running). You will see this message if you try to edit a 'locked' product:



Please get in touch with Seller Support if you need to make any changes to a locked product: [sellersupport@hardtofind.com.au](mailto:sellersupport@hardtofind.com.au).

## IMPORTANT REMINDER!!

Please remember to include the hardtofind packing slip with every order and do not include your own marketing material.

## TOP TIP!

Sellers of stationery should consider selling cards in packs of 5 or 10, as we're finding these are selling better than single cards (not to mention increasing your average order value!)

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