



SELLER COMMUNITY

NOVEMBER 2017

DEAR SELLERS,

We hope you have had a prosperous November so far, and are having lots of glasses of wine and mince pies to help cope during this extremely busy period! Our record-breaking Black Friday/Cyber Monday weekend saw a huge spike in orders for sellers who participated in the sale – the Christmas rush has most definitely begun!

Our November market was a huge success, with thousands of people visiting our sellers' stalls. We were delighted to see so many sales being made on the day, and the atmosphere was pumping! Photos from the market can be found at the end of this newsletter. Thanks to all of our awesome sellers who got involved and here's to many more successful market events!

For our Australian sellers, there are still spots available for the Christmas market on Sunday December 17 at the EQ in Moore Park, Sydney, so please email us at marketing@hardtofind.com.au if you're keen to book a stall! We're especially interested in hearing from any sellers who could offer on-site personalisation for their products.

We'd also like to extend a big, warm welcome to Nicola, our lovely new marketing manager, who joined us this week. Nicola will be managing your marketing requests moving forward, as well as coordinating the various offline marketing activities we undertake. She will also be supporting Giorgii, our head of marketing and digital performance.

On that note, we've attached our Seller Marketing Packages with this newsletter, as there are still opportunities to amplify your products out to our customers pre-Christmas, but premium packages are

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selling up fast! Please email Nicola at marketing@hardtofind.com.au if you'd like to make a booking.

VERIFYING ORDERS

We have a new system in place that allows us to verify information regarding a particular order before it's ready to be shipped.

The criteria for this is determined by a set of automated rules – eg) an order over a certain amount, a postcode that doesn't match a suburb, a product that has been personalised with the same name twice. There are many reasons why we might choose to confirm order details with a customer before we mark it as 'ready' to ship in our system.

If an order fits one or more of these rules, it will be flagged and investigated by a member of our team. Once it's been checked by us, you'll be notified by email as per usual that it's ready to ship. Thank you for your cooperation and patience.

INTERNATIONAL SHIPPING

You can now ship to your own country! You can set this up in your 'store settings' tab, in the shipping options section. Please note, if you choose to ship within your own shipping zone, you are responsible for

collecting and paying any associated taxes and should account for this in your product pricing.

If you have recently set up shipping to your own country, please be aware it might take some time to update on the site.

MARKETING MATERIALS

Please remember to not include your own marketing material in hardtofind orders. The only thing you should be including with your orders is the hardtofind-branded packing slip. Sellers who continuously include their own marketing material with their hardtofind orders we will be set to invisible. You can include gift/thank you cards, but please make sure these don't have your own contact details/social media handles/URLs etc. on them.

HOT TIP! IMAGE CROPPING

If you can, we would recommend cropping main product images so that the main focus is on the product/personalisation on the product. We use square thumbnails to display products on the site, so the more detail you can see in these thumbnails, the better.

GIFT CATEGORIES

The team here carefully curates all of the

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gift categories across the site, and we therefore do not take individual requests from sellers. We always do our best to allocate products to relevant gift categories at the product approval stage.

CHANGE OF OWNERSHIP

If you are selling your business to someone else and they would like to continue selling on hardtofind, please let us know so that we can ask the new owners to accept the T&Cs, change over their bank account details, etc.

DISPATCHING ORDERS

Please ensure you are only marking orders as shipped in the system when you have physically shipped them. Customers receive an email when you mark an order as shipped, so it creates a negative experience if the order is not actually dispatched on that date. Customers can see the date on the postage stamp!

LATE DISPATCH

Some of you may have been contacted by Sarah Curtis or Martin about late orders. Please note, if you need your dispatch timeframe increased, or you are experiencing any issues which may delay orders going out then **PLEASE** let us know so that we can help you before we have to

start chasing you and cancelling orders. We do not want customers to be disappointed!

SELLER SUPPORT

For any order/customer enquiries over Christmas please get in touch with our Seller Support team at sellersupport@hardtofind.com.au, as they are the best team to deal with these.

TRACKABLE DELIVERY

We would strongly recommend that you use a trackable form of delivery for your hardtofind orders. If any parcels go missing during Christmas (which, unfortunately, they inevitably do), you will be liable and will need to re-send the order. If you track your orders you may be able to ask for compensation from your shipping provider.

AS ALWAYS, STAY SOCIAL!

Facebook Seller Community: <https://www.facebook.com/groups/1615082682052604/>

Facebook: <https://www.facebook.com/hardtofind.com.au>

Instagram: [hardtofind_](#)

'Til next time,

the hardtofind team.

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Happy snaps from our November market 

