



SELLER COMMUNITY

FEBRUARY 2018

DEAR SELLERS,

It's hard to believe we're already well into 2018. We've got lots to share with you all...

Our new 'Be your best self' video campaign is receiving loads of engagement on social media – you can watch it [here](#). A special thanks to those sellers who sent in products.

We'll be rolling out more videos throughout the year to complement our other marketing activities, with the next shoot date planned for late February. If you'd like to submit a product for inclusion, please send it to our office at **Suite 2.27, 100 Collins Street, Alexandria NSW 2015**. We're looking for cool/unique gift ideas and/or personalised products. Please note that we can't guarantee your product will be included in the videos, and if you'd like them sent back you'll need to include a self-addressed prepaid post pack.

THE HARDTOFIND MARKET

The Hardtofind Market is back!!!

WHERE Entertainment Quarter, Moore Park, NSW 2021

WHEN Sunday, February 25

COST \$149 + GST includes your spot at the market + trestle table hire

There are still spots available, so please email Nicola at marketing@hardtofind.com.au to nab one – we're expecting record crowds at the February market, thanks to the Life Instyle exhibition next door.

Here's what sellers had to say about the December market:

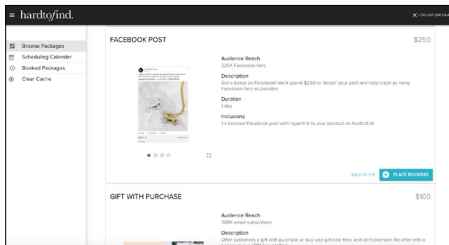
"It was amazing to connect with both customers and sellers, and meet you all. We can't wait for the next one!" Kere, LoobyLou Candles

"Sunday's market went well for us. It was organised really well, the tablecloths were a great addition and the quality of stalls was incredible! Well done to the HTF team for all their effort." Marie, Inscribed

SELLER COMMUNITY

MARKETING

We'll soon be launching an exciting new, user-friendly booking system, so that you can easily book and schedule marketing packages. Here's a sneak peek!



Positions in the Mother's Day catalogue have now been filled, but we do have other marketing packages available throughout March and April in the lead up to Mother's Day.

We're also planning our Mother's Day PR activity, including sending gift packs to magazine editors, bloggers, social media influencers and TV personalities who LOVE receiving your products. Get in touch if you'd like to submit a product: marketing@hardtofind.com.au.

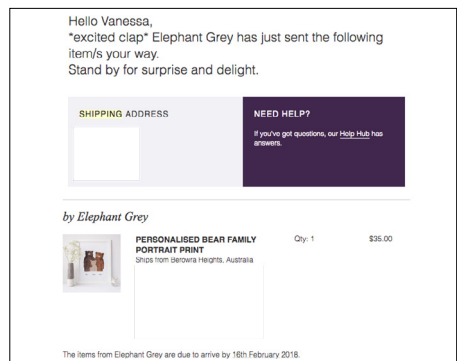
SHIPPING

The shipping due date is now displayed on all customer shipping confirmation emails, which will make it really clear to customers when they can expect to receive their hardtofind order.

We expect all sellers to have a one-day dispatch for any non-personalised, ready-to-ship orders.

If you are able to reduce your dispatch time please consider doing so, as customers expect super-fast shipping!

Please also ensure that you **mark your orders as shipped** once they have been dispatched. If you forget to mark an order as shipped within the allocated dispatch time, you will receive a late order notification from us and we may have to temporarily hide your storefront. Maintaining a high level of service is critical for customer satisfaction, so we hope you appreciate us insisting on this.



TRACKED SHIPPING UPDATE

We strongly believe that in order to keep customers coming back, we need to ensure that we're offering a 'best of breed' delivery experience. This means fast, free and trackable shipping.

SELLER COMMUNITY

As such, we have decided that we will be going ahead with making tracked shipping on all orders mandatory, however, we've taken your comments regarding affordability on board, so we will allow you to set this up as an extra shipping method in your store settings and charge extra for this service if you need to.

Customers will soon be able to choose between FREE standard delivery or tracked delivery (plus any other shipping options you offer such as Express Post, courier etc).

We will send an email out to all sellers when this tracked shipping option is available for you to set up.

If you have any questions, please email Sarah at sarah@hardtofind.com.au or for order/customer enquiries, email Seller Support at sellersupport@hardtofind.com.au.

FAST AND FREE SHIPPING

We are encouraging any of our Australian sellers who can offer free Express Post Australia-wide to set this up.

We are looking to create a category on the site for customers to access 'fast and free' products and want to start promoting this in our daily eDMs as soon as possible.

If you are able to do so, please set up a free Express Post shipping option in your store settings:

Please add your shipping options
Remember you have already indicated shipping in your product pricing, so you should be able to factor this in as a deduction when setting your shipping pricing for other zones.

Delivery to Australia

FREE standard shipping AUD

Express post AUD

Some of our international sellers are now able to offer FREE fast courier to Australia, which is brilliant! Apparently DHL are offering extremely competitive rates.

If you are able to do so, please set this up in your store settings. We can then also promote your products as 'fast and free' in our eDMs. Please note fast courier to Australia needs to arrive to the customer in Australia in up to five days.

For most products you sell, what kind of shipping will you offer?

FREE standard shipping **FREE**

Express post

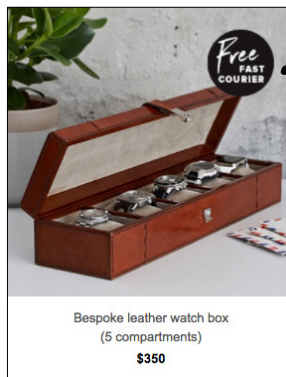
Registered post

Courier

International shipping

Fast courier to Australia** AUD

Promised Delivery Intervals
eg) FedEx or DHL Express, must arrive within 5 days.
Between and days



Free delivery dinkus

SELLER COMMUNITY

API

Don't forget we also have an API for all sellers to use, which helps connect your system to ours for seamless stock or order management. You can integrate this by clicking [here](#).

If you would like to find out more, please email our Developer, Tim at tim@hardtofind.com.au.

CUSTOMER INVOICES – NEW ACCOUNTING FEATURE

We have added a new report to the payment/bills section of your storefront so that you can now download and print off customer invoices from a chosen date range. This replaces the old 'print customer invoice' button that used to be at the bottom of each customer order page.

CUSTOMER SERVICE

We pride ourselves on our excellent customer service track record and love it when our sellers share the same high standard.

Please always ensure you have a dedicated person in your team responding to customer queries friendly and efficiently, and that you are dispatching orders on time (and marking them in the system as dispatched).

If you ever run into any difficulties or are unsure of how to deal with a customer or order, you can always get in touch with our Seller Support team at sellersupport@hardtofind.com.au.

SHHH...

Some of you may have noticed our new adult toy section on the site... We recognised this as a potential new product category and have already noticed some good sales – just in time for Valentine's Day! You can check out the category [here](#).

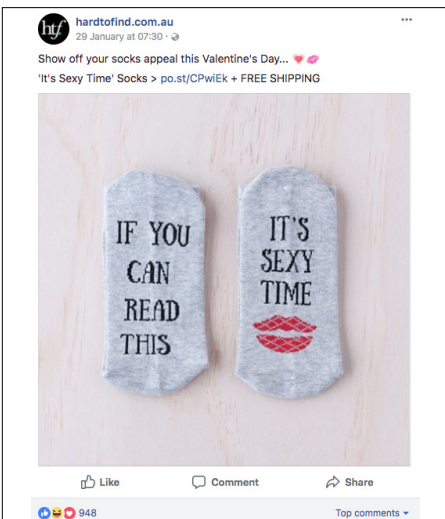
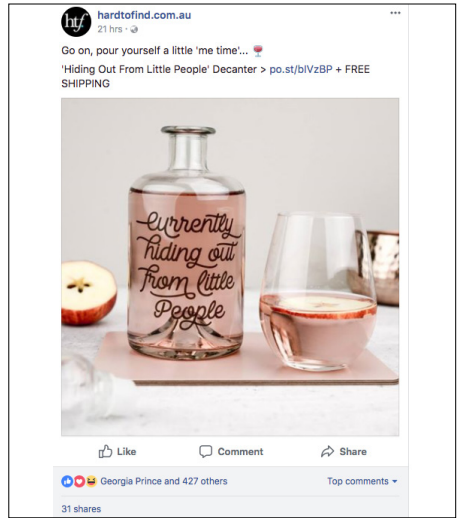
HOW TO GROW YOUR SALES IN 2018

We are busy putting together a print-at-home document with our top tips on how to grow your sales and maximise your hardtofind storefront for 2018. Look out for this shortly!

TOP PERFORMING PRODUCTS ON SOCIAL LAST MONTH



SELLER COMMUNITY



AS ALWAYS, STAY SOCIAL!

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

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

Instagram: [hardtofind_](https://www.instagram.com/hardtofind_)

'Til next time,

the hardtofind team.