



# HARDTOFIND NEWS AND UPDATES!

## SEPTEMBER 2018

### DEAR SELLERS,

We're gearing up for Christmas (already!) and thought we'd start with a run-down of all the above-the-line marketing activity we have planned:

Double-page spread ads in October, November and December issues of:

- Gourmet Traveller
- Real Living
- House & Garden
- Home Beautiful
- Marie Claire
- Delicious
- Country Style
- InStyle



Our 16-page Christmas catalogue in the December issues of:

- Belle
- Good Health
- Elle
- Harper's Bazaar
- InsideOut

We're also significantly increasing our spend across digital channels in the lead up to Christmas, ensuring we drive as much traffic to the site (and your products) as we possibly can.



## CHRISTMAS PREP

We'd like to take this opportunity to remind you to start uploading your new product ranges so that we can get them live on the site as soon as possible. Typically, we see a backlog as we get closer to Christmas, so it's best to make a start on this now. While we're on the topic, please also check that your stock levels are up-to-date – this is very important during the mad Christmas rush!

## GET FEATURED IN OUR FRIDAY EDMS!

If you upload **six new products**, please let us know and we'll feature you in one of our 'new in' eDMs, which happen every Friday.

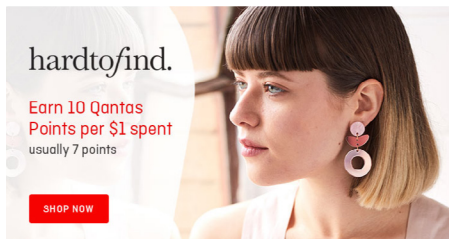
## CHRISTMAS MARKETING

Christmas marketing is booking up fast! Check out our range of marketing packages [here](#) and book your marketing in today to secure your spots.

If you would like to discuss how we can help you build a winning campaign, please email Sarah Curtis at [marketing@hardtofind.com.au](mailto:marketing@hardtofind.com.au).

## PARTNERSHIP WITH QANTAS!

Customers can now earn 10 Qantas points for every \$1 they spend on Hardtofind! Check us out on the [Qantas shopping site](#). Qantas have featured us in their [eDMs](#), their [online catalogue](#) and we are currently featured on their [homepage](#).



## Earn 10 points per \$1 spent at Hardtofind

Usually 7 points. Bonus offer ends 4 Sept 2018<sup>1</sup>.

[Shop now](#)

## OTHER PARTNERSHIPS

Like our partnership with Red Balloon and the merging of wrapped.com into Hardtofind (read more [here](#)), we'll soon be announcing an exciting new collaboration with another prominent Australian brand. Stay tuned for more updates!!

## GST – YOUR QUESTIONS ANSWERED

There have been lots of questions recently about GST and pricing on hardtofind.

Please refer to the article [here](#), where you should find all the answers.

## PRICING ON HARDTOFIND

Please ensure you price your products (inclusive of shipping) as they are priced on your own website (refer to Clause 6.5 in our Seller Terms). We'll be monitoring pricing very carefully moving forward, and products that do not have price parity will not be approved.

**Remember, you can include shipping in the price on Hardtofind if you charge shipping on your own site** – eg) if the product on your own website is \$10 + \$5 shipping, you can charge \$15 for that product on Hardtofind. If you offer

free shipping on your site, you must offer free shipping on HTF.

### NEW API FEATURES

It is now possible to update variant prices via the API. Please click [here](#) for more info. You only need to add an “RRP” field to the batch data – it’s that easy.

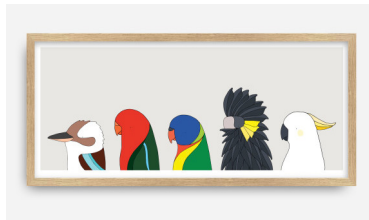
If you would like to discuss the API and any of its features, please email our Developer, Tim, at [tim@hardtofind.com.au](mailto:tim@hardtofind.com.au).

### SEO – WE’RE #1

Hardtofind continues to dominate the number one position for most gift-related search terms. We’re pleased to announce that **we are #1 for “gifts” on Google** (organic). We’re doing a lot of work behind the scenes to get the site SEO-ready for Christmas.

### A BIG WARM WELCOME TO OUR NEWEST SELLERS!

[Eggpicnic](#) (get to know this seller by reading their blog post [here](#))



[DValentina](#)



### Green Olive at Red Hill



### SOCIAL CLIMBERS

And, to wrap up, here are the products going off on social this week!



### 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.*