



## HARDTOFIND NEWS AND UPDATES!

### JANUARY 2020

Dear sellers,

Wishing you all a happy new year—we hope you managed some R&R over Christmas and that those of you directly affected by the fires in Aus are safe.

We have a couple of marketing opportunities coming up for those interested:

#### What's Included?

*2 x Valentine's Day Gift Guide spots (value: \$400 + GST)*

This will include 2 x product features. The Valentine's Day Gift Guide will be promoted via the homepage, our Valentine's Day Gift Guide category landing page, eDMs and social media. Please note: spots are limited and product images will need to be beautifully-styled and professionally shot.

*1 x site-wide ad widget banner (value: \$500 + GST)*

One of your products and your store name featured in an ad widget banner (linking through to your store), which will appear site-wide in multiple categories in constant, random rotation. Visible on desktop AND mobile.

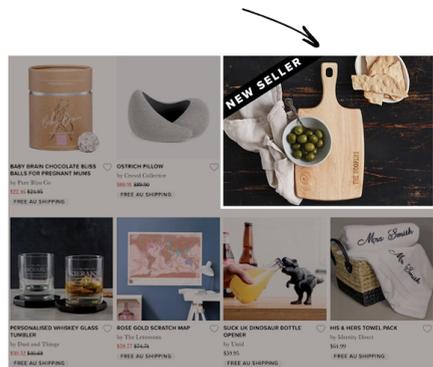


#### 1. VALENTINE'S DAY PACKAGE

Following on from the success of our Christmas campaign, we have a similar Valentine's Day package on offer...

#### Timing:

The Valentine's Day marketing campaign will run (in various stages) from mid-Jan till Valentine's Day.



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1 x social post (value: \$250 + GST)

A single post on Facebook or Instagram featuring one of your products and a caption.

Our social media manager will select which platform to post your product on to based on the product type and image.

Total social reach = 415K

1 x eDM banner—your store (value: \$300 + GST)

An eDM banner featuring your store name and a product image, linking to your store on hardtofind.

eDM banners—generic (value: \$300 + GST)

Generic banners that we'll include in our eDMs (on rotation) that will link back to the Valentine's Day category landing page. Plus lots more included featured marketing for the duration of the campaign!

**Cost:**

TOTAL VALUE: \$1,750 + GST

**SPECIAL PRICE: \$299 + GST.**

Please register your interest today by heading to the '**BOOST YOUR SALES**' section of your storefront or click [here](#).



## 2. COLLABORATING WITH OUR NEW BIZ—JUUNI

You may have noticed that we launched a new business; Juuni: <https://juuni.co/>

Targeting young women, Juuni is an organic tampon and pad subscription service that takes the stress out of periods, and injects an element of 'delight' into what are otherwise considered boring essentials. When subscribers open their Juuni package, alongside their customised period products they'll find lots of little fun surprises, with the first box sent free so they can 'try before they buy'.

We're looking for sellers who are interested in collaborating with Juuni—specifically for the little gifts that are included in every subscription box. This would be entirely separate from hardtofind, with direct links/mentions to your own brand and stores.

**Items of particular interest:**

- Jewellery
- Hair accessories
- Beauty products & accessories
- Tasty treats
- Stationery

If you'd like to be involved, please let us know and we'll set up a time to meet/chat—we're open to all ideas!

You can check out our Instagram page [here](#).



WE'RE DONATING  
10% OF ALL SALES  
THIS WEEK

### **BUSHFIRE RELIEF**

We're pledging 10% of ALL sales this week to BlazeAid.

Started in 2009 by farmers, Kevin and Rhonda Butler, [BlazeAid](#) is a volunteer-based organisation that helps families and individuals in rural Australia after natural disasters, such as fires. Working alongside the rural families, BlazeAid volunteers help to rebuild fences and other structures that have been damaged or destroyed. In particular, BlazeAid will start the slow re-build of Kangaroo Island on the 8th Jan - you can read more about that [here](#) (they are looking for volunteers).

Our hearts go out to all of those in our hardtofind community who have been directly affected by the fires.

If you'd prefer to donate to BlazeAid directly, you can donate [here](#).

### **CHRISTMAS MESSAGING AND DISPATCH TIMES**

Please remove any out-of-date Christmas messaging from your product descriptions— and make sure you've changed your dispatch time back to 1 business day.

### **NEW PRODUCTS/RANGES**

We love newness and are always on the lookout for fresh, new products to promote in our marketing campaigns. We recommend that you upload new products in small batches as often as possible, so that your products keep appearing in the new section of our site (which gets a lot of traffic daily from our eDMs!) Got a new range to upload or want to discuss new product ideas? Email Sarah at [sarah@hardtofind.com.au](mailto:sarah@hardtofind.com.au) and she will happily review the range and images before you upload, giving you advice on what products are the best fit for hardtofind.

### **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, Andy at [andy@hardtofind.com.au](mailto:andy@hardtofind.com.au).

### **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.