



HARDTOFIND NEWS AND UPDATES!

MARCH 2020

Dear sellers,

As we enter what may well be the most difficult time in business any of us have ever experienced, we wanted to reassure you all that we are whole-heartedly dedicated to continuing our support of your lovely businesses as best we can via our marketing channels.

We wish all of our sellers good health and best wishes for you and your families during this uncertain time.

UNABLE TO SHIP ORDERS?

If your business has been affected by the current circumstances and you are unable to ship orders then please put your store on holiday-mode in your store settings.

If you need to extend your dispatch time, then please get in touch with our Seller Support team at sellersupport@hardtofind.com.au.

FANCY SOME FREE MARKETING?!

Upload 6-10 new products (especially any Mother's Day themed ones!) during the month of March and in return we'll offer you either an Instagram post, Facebook post or an eDM featured seller.

Please let us know when you've uploaded your 6-10 new products at sarah@hardtofind.com.au.

MOTHER'S DAY MARKETING PACKAGE



Our Mother's Day marketing package is available to book! We've dropped the price and included loads of fantastic promotional opportunities for this key gifting time.

PRICE: \$299 + GST.

Timing of campaign:

The Mother's Day marketing campaign will run (in various stages) from 1st April to Mother's Day (10th May).

What's included in the Mother's Day Marketing Package?

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

This will include 2 x product features. The Mother's Day Gift Guide will be promoted via the homepage, our Mother'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 or a caption featured in an ad widget banner (linking through to your store), which will appear site-wide in ALL categories in constant, random rotation.

Visible on desktop AND mobile.

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: \$150 + GST)

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

eDM banners - generic (value: \$150 + GST)

Generic banners that we'll include in our eDMs (on rotation) that will link back to the Mother's Day Gift Guide category landing page.

Plus lots more included featured marketing for the duration of the campaign!

What is the cost of the Mother's Day marketing package?

TOTAL VALUE: \$1,450 + GST

SPECIAL PRICE: \$299 + GST.

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

CALLING ALL MUMS!



Our Mother's Day campaign this year is all about mum appreciation and we'd love to feature some of our lovely seller mums!

Please send us a photo of you and your mum/step-mum/grandma, or you with your kids, or your wife/partner and kids, along with a short quote on why you think they're amazing.

And we'd love to hear from any dog/cat mums too!

Here's some image examples from last year's campaign:



PRODUCTS AND PRODUCT IMAGES FOR SOCIAL - we need your help!

We are always on the lookout for beautiful, new images for Instagram and engaging/funny products/images for Facebook. Products featuring cute pets perform particularly well! If you have any new products to upload, or have taken some lovely, new images for existing products then please update your hardtofind store so that we can continue to have fresh and exciting new content to post! Note: New Instagram image requirements are 1080 x 1080 so please make sure your images that you upload are high enough res to accommodate for this.



NEW PRODUCT CATEGORY

We have a new gift category for bereavement gifts:

<https://www.hardtofind.com.au/categories/gifts/sympathy-gifts>

If you upload any products that you think fit this category, please email sarah@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](https://www.instagram.com/hardtofind)

Hang in there, everyone.

The hardtofind team x