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INFO BOOKLET FOR CURIOUS SELLERS

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HELLO

Let us introduce you to Lilo

Lilo is the premier online marketplace for buying and selling preloved kids' clothing and footwear in New Zealand.

It's a bit different to your average online marketplace in that Lilo hosts a collection of stores. It's kind of like a virtual mall for preloved kids clothing.

Customers can shop via the marketplace categories or click on their favourite seller's Store. All items can be refined by our size and condition filters making shopping that much easier.

The best thing about Lilo is that there is only one shopping cart! That means a customer can add any items on Lilo to their cart and check-out with one payment.

For Sellers, it's a step-up from the normal buy-sell marketplace platform. You get your own Store Page and an admin area where you can see your sales. There's a bit more time required to add each item because our marketplace works like a ecommerce store but sellers love Lilo for the ease of work after an item is sold - book the courier, add in the tracking and you're done!

It's like having your own website without the commitment and maintenance but with the added benefit of selling alongside other sellers.

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WHO CAN SELL ON LILO?

Anyone! You might be:

- » an experienced seller on social media or another buy/sell platform
- » interested in building a small business or brand for yourself
- » wanting to bring in some income while at home with your little ones
- » a parent wanting to regularly list outgrown items

Either way, you can use Lilo whatever way works best for you and your lifestyle.

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WHAT CAN I SELL?

- » preloved children's clothing (size NB-12) and footwear
- » clothing accessories like hats, headbands,
- » bags, handbags, lunchboxes, tableware like cutlery, suction plates and drinking cups.
- » children's linen like swaddles, baby towels, cot sheets etc.
- » puzzles and books

All clothing and footwear brands are accepted as long as items are in a good used condition. The condition must be clearly stated in the listing along with any flaws. Bags, tableware, books and puzzles must be in good working order (e.g. no broken parts, all puzzle pieces are there, book pages not ripped).

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WHY SELL ON LILO?

- » It's NZ's only online marketplace dedicated to buying and selling kids' clothing and footwear
- » We don't charge to list items. We only take a success fee when an item sells
- » Get the benefit and security of a website, automatic payments and make a personalised branded store page for yourself
- » Sell to a wide audience of customers
- » Be a part of an established online community that's encouraging and supportive
- » List and sell the way that works best for you, your family and lifestyle
- » Build a brand for yourself and grow a community of customers

WHAT DO I GET?

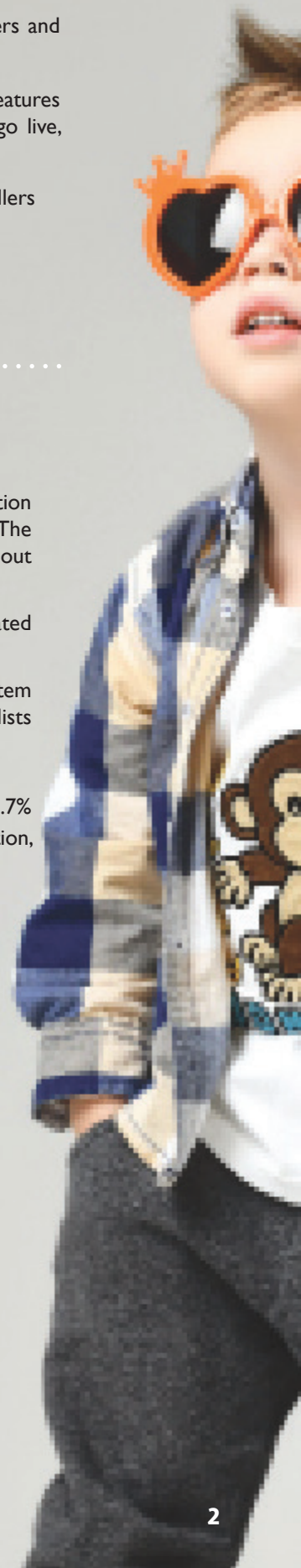
Below is a brief overview of what you get. Check out the next page for the full list.

- » your own webpage (Store Page) with a URL where you list your items for sale, display your logo, include a short bio about your shop, and link to your social media accounts
 - » your items are searchable through filters and tags across the marketplace
 - » access to standard e-commerce features such setting a date/time for items to go live, automatic communication with buyers
 - » be a part of a growing community of sellers
 - » learn transferrable business skills
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WHAT DOES IT COST?

- » We have two monthly subscription packages - The Parent plan for \$3.20 or The Side Hustle plan for \$5.00. You can find out more about this on the next page!
- » Subscriptions are automatically deducted from your credit/debit card monthly.
- » a 11% success fee is taken when your item is purchased (there is no charge to list items)

Fees help cover card payment charges (2.7% +.30c per transaction), marketing, administration, hosting, and further web developments.



SUBSCRIPTION PLANS

THE PARENT PLAN

Tailored to suit the casual seller.



\$3.20 monthly plan*
+ 11% success fee per sold item

best suited to those:

who are casual sellers (typically Mums) wanting to sell their kid's outgrown clothing, and:

- » want to list infrequently (e.g. 20 items one month, then 15 items 2 months later)
- » lists < 5 items per week or < 20 items per month
- » don't have an adjoining IG account for selling on
- » don't want to grow their store into anything more than a place to list and sell their kid's clothing
- » like the idea of being a part of a community of sellers

what's included:

- » your own webpage (Shop Page) where you list your items for sale, display your logo and a short bio
- » your items are searchable through our site-wide filters, plus filters on your own store page so customers can refine your items by size and condition
- » your own URL
- » automatic communication with buyers
- » standard e-commerce features like a seller dashboard to see your sales, ability to set a date/time for items to go live, apply discounts and reduce prices
- » sales (minus commission) deposited into your bank account weekly
- » 1:1 support to get you up and running
- » products promoted on Lilo's social media and newsletter
- » helpful tips and tricks on how to maximise your listings with good preparation techniques and photography (then 15 items 2 months later)

T&Cs: Your subscription and Store on Lilo can be cancelled at any time.

THE SIDE HUSTLE

Level up your selling by working with Lilo.



\$5 monthly plan*
+ 11% success fee per sold item

best suited to those:

who are or want to sell a little more seriously. You're either listing on a frequent basis and/or are an experienced seller, and:

- » want to list 5+ items per week or 20+ items per month
- » might have an adjoining Instagram page or wanting to create one
- » might offer consignment
- » is keen to promote their side hustle to a wider audience
- » don't want the admin or financial responsibility of operating their own website
- » like the idea of being a part of a community of sellers

what's included:

- » everything in The Mum Plan PLUS
- » advanced e-commerce features like adding 'related products' to your items, SEO fields and SKU field for tracking stock
- » add links from your store page to your business's social media pages
- » add your business logo and a banner image to your store page
- » your IG business tagged in Lilo's posts/stories with your products
- » Instagram sneak-peeks and reels shared onto Lilo's Instagram*
- » material to help you better promote your store, e.g. how to do SEO, Instagram tips and tricks, how to build a brand

* Instagram content must be in accordance to Lilo's brand standards.
T&Cs: Your subscription and Store on Lilo can be cancelled at any time.

THE SELLING PROCESS

Here's a simple rundown of what happens when you list and sell an item on Lilo.



SNAP YOUR PHOTOS

Grab your phone or camera and snap some photos of your item. Make sure the lighting is good and using a plain or simple background is best!



ADD THE ITEM TO YOUR CATALOG

Head to your Seller Dashboard and add the item into your catalog. Include info like its brand, size, condition, price, any flaws, when you want it to go live and upload your photos.



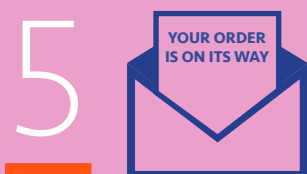
A CUSTOMER BUYS YOUR ITEM

Whoohoo! When a customer purchases your item, you'll get a copy of their order sent to your email.



PACK AND SHIP THE ORDER

You are required to send the item within 2 business days of the order being placed. Nicely pack up the item/s and book the courier. Head to your Seller Dashboard and update the order with the courier tracking number.



SHIPPING DETAILS ARE SENT OFF

Your customer will be sent an email with their tracking number and that their order has been shipped.



GET PAID

We pay you your money minus the 11% success fee into your bank account on the Wednesday after the tracking number has been added into your Seller Dashboard. See the FAQs for more info.

WHAT YOU GET WITH LILO

In addition to all your items being searchable across the marketplace, you also get:

Your own shop page with:

- » a dedicated space for your business logo, branding image, bio, social media links and a 'contact seller' button where customers can send you an email
- » filters so customers can refine your items by brand, size and condition
- » a URL that includes your store name to add to your social media and business cards
- » the ability to use your own discount codes and run your own promotions
- » the option to include in your bio that you offer consignment
- » your own seller dashboard where you can see your sales
- » the opportunity to build and grow a brand
- » traffic from Lilo's marketing (advertising, e-newsletters, social media promotions etc.)

Along with:

- » sales (minus commission) deposited into your bank account weekly
- » the opportunity to reach a wide customer audience. Hello FB and IG users, Grandmas and anyone who doesn't use social media!
- » the ability to list as many items as you like, meaning you can easily increase your size range or stock
- » the ability to list bundles or 'Trust the Seller' type listings
- » automated communications with customers
- » the opportunity to increase sales and revenue
- » learn transferrable business skills

**“WE KNOW PARENTHOOD
IS BUSY SO WE’VE MADE
BUYING PRELOVED EASY”**

ALREADY SELLING ON INSTAGRAM?

Why you should consider joining Lilo

You get the benefit and security of a website, automatic payments, an easy place for all your stock to be viewed (e.g. older stock is no longer hidden in the depths of your IG grids or highlights), reduce your administration time, sell to non-IG users, leverage off others' customers, and still be apart of this community.

Do you want:

- » a website without the administration and financial commitment?
- » to automate some aspects of your business so you can invest more time into other areas like buying, creating IG creative content or just be with your family and little ones a little bit more?
- » to grow your business? Reach a wider customer base and/or increase your stock levels?
- » to reduce your selling hours but want to keep selling (e.g. maybe you're planning to go back to work, or are having another baby)?
- » to stop worrying about losing your drafts, the algorithm or keeping up with Instagram changes?

Lilo gives you the flexibility to list your items and communicate with your audience how you want to

You could:

- » List your full drop straight onto Lilo.
- » List the items that didn't sell from your IG drop and let your customers know that items can be purchased from your Lilo Store Page.
- » Or choose to not do 'specific drops'. Add items to Lilo when it suits you, and tell your IG followers that you've just added them to your Store Page. You can add the items to your Instagram Story by using the 'swipe up' feature. This lets your followers be sent directly to that item on Lilo.



FAQS

STORE SET-UP

HOW DO THE STORE PAGES WORK?

When you register, we create a Store Page for you. This is your 'public facing' store that displays all your items for sale and your store details. You are responsible for keeping your Store Page updated (e.g. updating your bio if you are on holiday/taking a break).

You also get your own Seller Dashboard. This is where you add your items for sale, view your sales, update orders with their tracking numbers and can export sale reports.

I'M NOT COMPUTER SAVVY. IS IT GOING TO BE HARD USING LILO?

When you add an item on Lilo, you need to fill in some extra information that you wouldn't normally add on other buy/sell platforms. That's because Lilo has great search filters and gives you access to other standard ecommerce features like sale reports, setting a day/time for your items to go Live etc. It doesn't take long to get quick at adding items!

We will send you the Seller Guide when you register. This is your handbook that takes you step by step through the process of adding and selling an item and how to use the different tools/functions on Lilo. If you need more guidance, there's instruction videos on our private Facebook group and we're also here to help!

DO I NEED A DEDICATED EMAIL ADDRESS FOR USING LILO?

We would hate for your Lilo orders to be lost within all those newsletters.

The answer is really dependent on how much you plan to use Lilo and whether you're good at managing your email inbox! so ask yourself - could I accidentally miss an email from Lilo?

If your answer is yes, or if you plan to use Lilo to sell regularly, or you don't want your personal email address to be on the link for 'contact seller' then we recommend you use a dedicated email.

DO I NEED A LOGO?

Yes, but it can be as simple as an image that includes your store name. This is because we have a page on the website that displays all the Store Page logos.

There are apps like Canva where you can easily whip together a logo for free, or you can even screenshot of a draft Instagram story to create something quick and simple. It can be as easy as an obscured photo of your child with your store name written over top of the image.

DO I NEED A BANNER IMAGE?

No, but we recommend you do!. Think about it as your advertising space for your Store. It will help visitors get a feel for what you sell. It could be as easy as an image of your kid's art on the wall, a small stack of folded clothing on a kid's chair, or a photo of a beach with some kids in the far distance. If you use a stock image you must have the rights to use to it.

HOW DO I CHOSE A NAME FOR MY SHOP?

Something that means something to you is always a great place to start as it is likely to be more unique or original. It could be as simple as 'S&J's closet' or 'Little Louise'.

SELLING

CAN I SIGN UP TO SELL MY KID'S CLOTHES CASUALLY?

Absolutely. We only ask that you include in your Store Bio that you add items on a casual basis. It's even better to add what type of clothes and sizes you generally sell so that they're keen to come back and visit you again.

Think of your Store as a physical store. If someone walked past and it was empty, they might be curious to know when you'll be open again and what they might find in there!

Our Seller Guide includes some handy tips for new sellers that will help make your life easy too.

CAN I LIST AN ITEM ON LILO AND SOMEWHERE ELSE AT THE SAME TIME?

No. If you want to list it elsewhere, you must delete your listing on Lilo. If you have it listed on IG and want it on Lilo, you must delete it off IG. We can't think of a bigger headache than having someone purchase an item from you on Lilo and another location at the exact same time!

CAN I TALK TO MY CUSTOMERS?

Lilo has no function for messaging on the platform. A customer can send you an email by clicking on the 'contact seller' button on your Store Page. They might email you about not receiving their item or enquire about a particular item you have.

HOW MUCH TIME DO I HAVE TO PACK AND SEND AN ORDER?

All items must be booked with a courier and sent within 2-3 business days of the order being purchased.

WHAT DO I DO IF I HAVE LISTINGS ON MY STORE BUT NEED TO TAKE A BREAK?

At the moment, you need to update each listing manually while we get some development work done to make it a lot quicker. If you plan to go on holiday or need to take break (fair enough!) we will work with you to change the 'published dates' for each of your listings in your Seller Dashboard.

This would temporarily remove them from your Store Page and republish them on the date/time you want them to be back on. Your Store Page will still be visible so you will need to update your bio to say something like you're currently taking a break and will be back in August etc.

AM I REQUIRED TO GIVE A CUSTOMER A REFUND?

In some cases yes. We require you to give them a refund if their item is deemed lost, or if you send an item that does not meet the condition described in the listing.

All purchases are final so a customer can't request a refund for a change of mind or incorrect sizing. We ask that you are honest about the item's condition and sizing in the description so that a customer is well informed of what they are buying.

FEES & PAYOUTS

WHY DO YOU CHARGE FEES?

The one-off set-up fee covers some of the administration time it takes for someone to manually create your Store and add your info into it.

The 11% success fee contributes to the cost of the customer's card payment fee, as well as the ongoing costs of web hosting, administration, marketing, maintenance, security and further website developments.

HOW DO I GET PAID?

When you register, we will ask you for your valid NZ bank account. You will be paid directly into your bank account minus the 11% success fee.

WHEN DO I GET PAID?

Payouts are made on a Wednesday for all orders shipped on the Monday to Sunday prior to that Wednesday.

Here's some examples:

If you sold an item on Monday, booked the courier and added its tracking details on Wednesday, you would be paid out for that order on the following Wednesday.

If you sold an item on Saturday, booked the courier and added its tracking details on Sunday, you would be paid on Wednesday.

SHIPPING

SHIPPING - WHY IS IT INCLUDED IN THE SALE PRICE?

We want to make buying preloved easy. To do that, we believe that customers should be able to add items to their cart and pay once, regardless of whether it comes from 1 or 5 Sellers.

To make this to happen, urban shipping must be built into the purchase price of each item. Most customers know items cost to ship and expect items to be a few more dollars on Lilo than other places.

Rural customers are different. When they check-out, they must select how many sellers they are buying from. They are charged an extra \$5.00 per seller to cover their shipping costs. If you have a customer with a rural address, the \$5.00 will be paid to you with the sale payout.

By default, we set up a 10% combined shipping discount for when someone purchases 2 or more items from you within an order. This small discount makes the shipping costs more true to the actual price.

WHAT HAPPENS IF THEIR PARCEL IS LOST DURING SHIPPING?

If a customer contacts you to say they haven't received their order, you are required to follow it up with the courier service and inform the customer and let us know.

If it is lost and not to be found, you are required to refund them the full purchase price.

WHAT HAPPENS IF I CAN'T SHIP A PURCHASED ITEM?

We know life happens beyond our control. You get sick, someone is in hospital, or your Granny passes. If at any point you think you can't ship a purchase made within 2 business days you must email us as soon as possible. We will work with you to inform any customers that their purchase may be delayed or if at their request, refunded.

We will then work with you to remove your listings from your store page.

RUNNING YOUR STORE

CAN I UPDATE MY BIO, LOGO AND BANNER IMAGE?

Yes, you can update and change these whenever you like from your dashboard.

HOW DO DISCOUNT CODES WORK?

You can request a discount code at any time and for any purpose like pick-ups or a special sale you want to run. We create your code for you, apply them against your items and then you are responsible for adding them to any new listings.

We have more about how to do discount codes in our Sellers Guide.

CAN I ADD SKU NUMBERS FOR MY ITEMS?

Yes. You have full control over what the numbers are so that your SKU means something to you and your business.

HOW LONG CAN I LIST AN ITEM FOR?

Theoretically, as long as you want. You set the start date and time for it to go Live and when you want it to end.

HOW MANY ITEMS CAN I LIST?

There's no limit on how many items you list.

CAN I REDUCE THE PRICE OF AN ITEM?

Yes. You can reduce an item's price after 30 days of it being published on Lilo. This is in accordance with the Fair Trading Act and Commerce Commission. When you reduce a price, it displays the original price struck-through and the new reduced price in red.

CAN I UPDATE A LISTING?

Yes. You can go and update any field for a listing such as its brand, size, description etc.

CAN I UPLOAD ITEMS FROM MY PHONE?

Lilo's admin area is best used on a computer or laptop, but yes, you can add items from your phone. It just a little bit more fiddly to do.

I'M KEEN TO OFFER A CONSIGNMENT SERVICE. HOW DOES THIS WORK ON LILO?

Lilo is a place for you to list and sell items regardless of whether it's your kid's clothes, items you've sourced, or clothing that you are selling on behalf of others.

You can tell people in your Store bio that you offer a consignment service and to get in touch if they're interested. However, you manage your consignment service independently from Lilo and all agreements are strictly between you and them.

HOW DO I CLOSE DOWN MY STORE?

You need to send us an email so we can deactivate your Store and remove your listings. We require at least 48 hours notice to do so.

CAN I TRANSFER MY STORE TO SOMEONE ELSE TO MANAGE?

Yes, you just need to send us an email to let us know what's going on. We will need to update some things in the backend like changing the contact details. You can find more about this in the Seller's Guide.

OTHER

CAN I BE FEATURED ON THE HOMEPAGE?

We will be offering some 'feature packages' in the near future, so stay tuned!

WHY DO ITEMS DISAPPEAR FROM PEOPLE'S CARTS?

Ecommerce sites are built in a way that only when an item is purchased (paid for) that it is then removed from the website

This unfortunately means that people can add the same item to their cart, and that whoever pays for it first, successfully purchases that item.

We are not fans of this but to our knowledge we have had no issues with more than one person trying to buy the same thing at the same time.

CAN I LINK MY LISTINGS ONTO INSTAGRAM SO PEOPLE CAN SHOP FROM MY GRID?

You can't link to through your posts but you can add links on your Stories to an item on Lilo.

We highly encourage you to add your Shop Page URL into your social media bio.

WHAT HAPPENS IF THE MARKETPLACE GOES DOWN?

Sometimes things happen beyond our control. It's highly unlikely this will happen and if it did, it wouldn't be just us! However, if it did, we would email to let you know what's happened and when we can expect it to be up and running again.

DO YOU PLAN TO DO FUTURE WEB DEVELOPMENTS TO LILO?

ABSOLUTELY! We all need to start somewhere, and for us, this is our beginning. We have some big plans and hope that we can start introducing development and enhancements sooner than later.

These include:

- different shipping options
- AfterPay
- a simple upload form with quick drop-down boxes to select clothing size, condition etc.

WHO RUNS LILO?

Lilo is managed by Jess. Jess has been selling preloved kid's clothing on Instagram for two years while being at home with her daughter.

Committed to buying preloved and secondhand goods first, Jess saw a need for a dedicated online website for kiwi parents to sell and buy preloved kid's clothing.

Jess's background includes design, marketing and project management. She spent the last 8 years working for Local Government as a project co-ordinator where she was responsible for the marketing and building of an online Plans and community events.

MORE QUESTIONS?

Please send us an email at hello@shoplilo.co.nz

OKAY, HOW DO I REGISTER?

STEP 1 INFO BOOKLET

Read through the Info Booklet for Curious Sellers and decide whether Lilo is for you.

STEP 2 T&C'S

Read the Terms and Conditions. There's some important stuff in there you need to know about, like what's expected of you, and what you can expect from Lilo.

STEP 3 REGISTER

Fill in and submit your registration form.

STEP 4 STORE PAGE CREATED

Once we get your registration, we will start creating your Store Page and send you a link to set-up your monthly subscription. Please allow us 2-3 days to do this.

STEP 5 SELLER GUIDE

We will send you an email letting you know that your Store Page is all set up. You'll also receive a copy of our Seller's Guide and invite you to join our Seller's Community page on Instagram.

STEP 6 GET SELLING

Put your finishing touches on your Shop Page, let us know you're ready to be Live and start selling!

