AliDropship

How to get an

AI-POWERED DROPSHIPPING BUSINESS

with 0 experience, 0 inventory

[2 Ways]

'If you're listening to this, you are the Resistance'
John Connor, 'Terminator Salvation'

If you're reading this guide, you're one of us.

You're the one understanding that the world is changing.

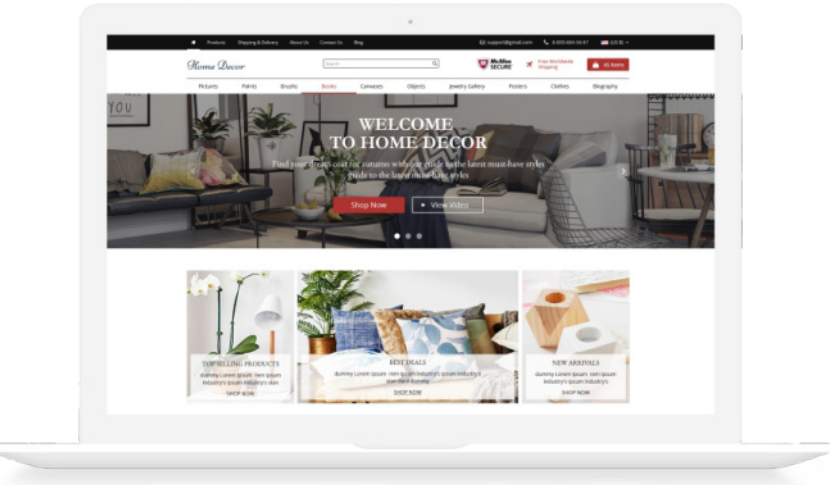
You're the one realizing that usual ordinary job doesn't give you that much security and profit any more.

You're the one seeing that hundreds of people all over the globe are becoming millionaires **every day** thanks to their own ventures.

You're the one looking for **alternative ways of making money**, and we totally understand why you're doing this.

According to the recent survey by McKinsey Global Institute, **up to 162 million people** across Europe and the United States (which is **20-30% of the whole working age population**) are involved in some kind of independent work.

Remarkably, **the number of small businesses in the United States has increased 49% in the last 35 years** – U.S. Small Business Administration also reports that **more than 500,000 adults** in the USA started their businesses each month in 2014.



It's not only about the money – the McKinsey's survey results show that people who work independently in one way or another are **more satisfied with their life** regardless of their level of income, education, age and country of residence. This is why the same dynamics of starting self-owned business can be seen **across the continents** - Africa and Asia, along with Australia and Europe, increasingly follow the universally growing trend.

It's easy to see why almost everybody wants to join this community of self-employed independent entrepreneurs!

If you never tried dealing with your own business before, most likely, you are still in doubts now, and we guess that you have lots and lots of questions about all this.

Don't worry: we got it covered!

STARTING ONLINE BUSINESS: Why it makes sense at all

There is number of reasons why a person looking for an additional source of income would prefer online business to any other type of venture.

When you think of alternative ways to make money, usually, you want your new business to be:

QUICK TO START

If you're still working full-time and just want to experiment with a new business, **you obviously can't spend much time and energy** on learning.

LOW-COST

Different types of businesses require different amount of financial investments at the beginning. For example, if you want to open a store to resell someone else's products, **can you afford** buying these items upfront in bulk?

EASY TO RUN

The main reason why we give up on our regular jobs is our desire to have more free time. **Why waste hours** on dull reports or risk your life in a dangerous manufacturing facility if you can enjoy relaxing time with your family?

Online business ticks all these boxes because:

1. YOU CAN START IT **WITHOUT ANY EXPERIENCE AT ALL**

   You know nothing about online business? Not a big deal. There are tons of explanatory articles, educational videos, thematic forum threads and other recourses to guide you through. You don't have to be a software specialist or a digital marketing guru: a basic set of skills will be more than enough for this.

2. YOU CAN LAUNCH IT **WITH MINIMAL COSTS**

   There are types of online businesses that require **little to no investments** at the first steps of your new journey. For example, there are reselling models like dropshipping – to open a drop shipping store, you don't need to risk your money and buy products beforehand. You can start with a basic simple website, and only use free methods of marketing and promotion until you got your first profits.

3. YOU **CAN MANAGE IT FROM ANY POINT ON THE GLOBE**

   Basically, if you run any type of online business, you are not limited with geographic boundaries. You can work wherever and whenever it is convenient for you as long as this place has stable Internet connection. A first-class co-working space, a sunny beach, your own tiny kitchen – feel free to choose any destination you like because it won't matter at all.

What's even more important, you can always go for **semi-automated business solutions**. Roughly speaking, there is a particular type of online business that can run itself.

Curious to know? Let's discover it together!

Pros and cons of common online business models

Generally speaking, if you don't create and sell your own product(s), you have 3 basic ways to easily earn with online business:

Become an affiliate

Create your own website and **monetize it with advertisements**

Start e-commerce business **with the dropshipping model**

These business models share the same benefits:

EASY START
You don't spend much on launching such a business, and it's not obligatory for you to get officially registered.

NO PRODUCT CONCERNS
You can run these businesses without manufacturing anything. Plus, you don't buy items from suppliers in advance, therefore there are no risks of going bankrupt. You don't have to rent or buy a warehouse, and you don't hire additional staff to work on it. Also, you don't deal with shipments and deliveries, which saves your time and nerves.

FLEXIBLE WORKING HOURS
You don't depend on a fixed time and place, so you might as well go on vacation and still earn money while relaxing on a seashore.

BUT.

If we look at these models more closely, we will see that **affiliate programs and paid ads have a number of disadvantages** that negatively influence your profits and in general, make it inconvenient for you to run the business.

These disadvantages are:

1. Multiple requirements

Any affiliate program, as well as Google AdSense, has its terms and conditions policy which usually sets **limits on the intensity of your business activities** – and this, in turn, reduces your profit.

2. Delayed access to money

Most typically, **you will have to wait for 30-60 days until the earned money gets counted and transferred to your virtual account**.

3. Few opportunities for growth

Basically, all these regulations can be differently understood by you and by the program's owner, which is why it is a usual thing to get banned from such programs. Plus, the terms and conditions typically change quite often, and it's not always easy to keep track of them.

In other words, **you're fully dependent on the program's owner and your business doesn't 100% belong to you.** In these conditions, it's impossible (and meaningless, to be honest) to develop such a venture and try to make it grow.

What's the solution?

Let's go to the next chapter to understand how dropshipping is different from these business models and what benefits it can offer you!

What does dropshipping mean?

Dropshipping is a really profitable and quickly growing sector of online business. If you run a dropshipping business, it simply means that you sell products to customers that you don't own. The customers place their orders with you, and then your chosen supplier ships the products directly to your customers.

Watch our video to learn more about the dropshipping process:

How dropshipping works:

1

You post your products on an online platform (for example, your own website). You don't own these products – you only take pictures and descriptions from your chosen supplier

2

A customer gets interested in your products, places an order and pays for it

3

You contact the supplier who stocks this product, and you place the same order as your customer

4

You ask the supplier to deliver the order to the address of your customer

5

The customer receives the order and the deal is completed

To make this business profitable, you need to think about the price of the product. Your profit is simply the difference between the cost of your own purchase and the money you asked from your client.

What are the benefits of this type of online business?

IT'S THE IDEAL TYPE OF BUSINESS FOR NEWCOMERS

It is really simple to set up, even if you have no previous experience in ecommerce and Internet marketing. Dropshipping gives you a great start – you will have no trouble managing this business because the supplier does most of the job for you. Inventory issues, stocking and shipping are not your concern!

YOU SAVE HUGE SUMS OF MONEY

You don't own these products yourself, so you don't need to rent a warehouse. You also don't need to buy items for your own stock. You only spend your money on a product after a customer has placed an order for it, so you'll never be in the position of having bought stock you can't sell.

YOU CAN CHANGE AND EXPAND YOUR ASSORTMENT ANY TIME YOU WISH

You don't pre-order the items you're selling, so you can add anything to your product offer or even change it completely if you want to. You can also think of your personal interests when choosing products for your store. You can try selling lots of different products before deciding on a narrower category or niche.

YOU CAN REACH A REALLY WIDE AUDIENCE

Dropshipping means that your store is based on an online platform, or ideally, on your own website. With dropshipping your business gets an international reach – you can connect with any person in any place in the world, no matter how far away they live or what language they speak.

YOU HAVE MORE TIME TO THINK ABOUT GROWING YOUR BUSINESS

To have a profitable business, you need to make your potential customers interested in your store. It means you need to spend time and effort on marketing, advertising and promoting your store online. All the shipping and management tasks are done by the supplier, so you can devote as much time as necessary to promotion and marketing.

YOU ARE FREE AND INDEPENDENT

Since you don't have a warehouse or a stock of items, you can easily work from home or from any place you like – you don't depend on a specific location. You can turn any place into your workplace, and you can achieve a lifestyle you've always dreamed of.

Want to exclusively target US buyers with your dropshipping store?

Running a dropshipping store, you can target and reach people from any point on the globe, wherever you live. And that's exactly why so many entrepreneurs choose the United States as their selling destination!

It's a huge market to target: by 2025, there will be **over 291 million** digital buyers in the United States. Researchers say, **80.4%** of the American population will be shopping online by then!

What do you need to know about these buyers to make your US dropshipping business a success?

For the US online shoppers, quick delivery is a must. They want to receive their parcels in a couple of days without having too high shipping costs.

Sellvia is the top solution to create a positive shopping experience for your US buyers!

Sellvia is an ecosystem that includes all the ecommerce, customer service and marketing features you need to start, run and grow your US dropshipping business:

Full technical coverage

From products and a shopping cart to payment gateways and a handy dashboard, your Sellvia-powered store will have everything to accept and process the incoming orders.

Hype product catalog

Sellvia catalog features the most demanded products proven to spark buyers' interest and win their hearts. Adorable baby products, time-saving gadgets, lovely beauty products – they're all there!

A US-based Fulfillment Center

Sellvia's Fulfillment Center in Irvine, California already has thousands of product units stored there. These items are ready to be collected, packed, and handed over to the delivery service in 1 day after order placement!

Best-selling marketing materials

The products you'll find on Sellvia (and in your store) aren't simply demanded and profitable. They come together with top-class product pages with high-quality pictures, clear titles, informative texts, and real buyer reviews. You can start driving traffic to these selling pages right away!

Super fast US shipping

As the products are in the United States already, they reach your customers in the blink of an eye. The team hands the packages over to UPS or USPS, and the parcels arrive at any destination within the USA in 1-3 business days. That means increased customer satisfaction – and more repeat purchases!

Support and training

At any stage of your ecommerce journey with Sellvia, you can ask for a free consultation with your business advisor and get all your technical questions answered by a dedicated support team. Plus, there are roadmaps, guides, tutorials, webinars and how-tos for newcomers to ecommerce: access is always free!

That means, with Sellvia, the traditional dropshipping business model gets even simpler: almost everything is delegated to the team!

But what if you don't want to limit your dropshipping operations with the US market only?

If you want to dropship internationally, AliExpress is your winning choice of a partner!

What is AliExpress and why would you choose it for dropshipping?

AliExpress is one of the biggest ecommerce platforms in the world and is designed to bring together Chinese manufacturers and buyers from across the globe. Individual sellers and corporations from China use this platform to offer various items (apparel, electronics, home décor, etc.) to a really wide circle of customers.
These items are offered for a very low price. Moreover, the platform allows customers to purchase various items **in single pieces**. Low prices, together with small volume of orders and free worldwide shipping means that AliExpress is the perfect platform to use when starting a **dropshipping business**.

What features make AliExpress appealing for dropshippers?

A WIDE RANGE OF PRODUCTS. Nowadays, more than **100 million** items are listed on AliExpress, therefore a dropshipper can choose **any** of the product categories to start a profitable business – and they can quickly shift to any other type of items if necessary.

BEST PRICES. Prices on products sold through Aliexpress are some of the lowest possible, meaning that dropshipping entrepreneurs can seriously benefit from asking a much higher price for their products. Quite often, even the **tenfold** cost is much lower than the cost of similar products elsewhere. Whatever price you set, both you and your customers will still benefit from the deal.

FOLLOWING THE LATEST TRENDS. First of all, shopping with AliExpress is getting **increasingly popular** – customers worldwide are quickly learning the benefits of online shopping. Clients turn to AliExpress knowing that the platform offers the **best value for money**. Secondly, Chinese manufacturers always look for the newest **trends** in politics, mass culture, fashion, etc., and as a result they can offer a nice deal to any shopper.

EASY TO GET STARTED. To start dropshipping with AliExpress, you don't need to have already set up a business. You don't even have to pay any **fees**, so you can start working with the platform **free of charge**.

LOTS OF RELIABLE SELLERS TO CHOOSE FROM. Choosing a **trustworthy** partner is a really important task for a dropshipper. There are now more than **200,000 sellers** on AliExpress, and the platform has a useful feature where you can review the **sellers' rating**. The seller's profile shows information such as how long the seller has been in business and what previous purchasers thought of their experience, etc. This way both clients and dropshippers can get the necessary information about the seller's way of doing business.

EASY SHIPPING. AliExpress sellers can deliver their products to any place in the world. You can arrange regular **free worldwide shipping** or **express shipping** from various postal services (UPS, FedEx, DHL, etc.). Recently a new option also appeared – an affordable **ePacket** service that is available on the major markets and delivers parcels in 7-14 days. Purchasers are provided with **tracking codes**, so they can easily learn where their parcel is. This factor seriously increases the level of trust towards AliExpress.

NICE DEALS. Chinese sellers are always very glad to work together with dropshippers. You can agree on any business issues with the supplier, so for example you could ask them to replace their standard promotional materials with your own leaflets, gifts, etc., and add them to the parcel.

Why is it recommended to have your own webstore for your dropshipping business?

To start a dropshipping business, you need a suitable platform to sell from. It is there that your potential customers will view all your items and place their orders. But which platform is right for your business? Your task is to choose the platform that will bring you the highest profits.

What kind of platforms can you use?

1. **SOCIAL NETWORK ACCOUNTS**

   These are often used by those making their first steps in ecommerce. Entrepreneurs use their accounts on sites like Facebook or Instagram and post their offers along with product information. Whilst this is easy to set up, it is also inconvenient for buyers because social networks are **not designed** for online trade, placing orders, making payments, etc.

2. **ONLINE CLASSIFIED ADS PORTALS**

   These portals are developed to bring together private buyers and sellers, but you still can't create a full-scale store on such a platform. It is also impossible to reach and target a specific customer audience.

3. **BLOGS AND FORUMS**

   Blogs and forums connect like-minded people with similar interests,however they are not developed well enough for creating a fully featured webstore. In addition, the level of customer trust on blog-based stores is usually low.

4. **ESTABLISHED MARKETPLACES**

   Platforms like Amazon, eBay, etc. allow users to create their own webstores within the website. These stores are easy to set up but don't guarantee your independence: you will have to pay lots of fees and build your store so that it suits specific requirements and fits in with the rules of the platform.

5. **YOUR OWN PERSONAL DROPSHIPPING WEBSTORE**

   Even for beginners, this is the most convenient option. Having your own dropshipping website has a wide range of significant **benefits** – and it's easy to see why this is the preferred option for a growing number of entrepreneurs.

What are the benefits of having your own dropshipping webstore?

HIGH INCOME. By selling items from your own store, you will get much greater profits than you can get from other platforms. Shoppers also prefer to make purchases in webstores, as apposed to blogs or social media, so the level of trust between you and the buyer is much higher. This means that conversions, and therefore profit, will be higher.

NO COMPETITION. If you post your products on eBay, Amazon, or any other marketplace or ads portal, there will be lots of competitors selling identical items for a low price. If you use your own website, there will be no other sellers, so visitors to your webstore will only make their purchases from you.

FULL CONTROL. Dropshippers who own their own dedicated webstore can run the site and think through its strategy independently. It means they are free to choose any kind of products, they are not limited in their pricing methods, and they can stick to any marketing strategy they like.

ADDITIONAL VALUE. It is possible to hugely increase the store value for customers by thinking of a good marketing strategy, providing a fine customer service, adding necessary content and building a brand that is widely known and trusted. Such a webstore is a great investment asset that can be sold for a profit in the future.

TECHNICAL CONVENIENCE. You will have no troubles while communicating with customers, handling orders, keeping track of deals, etc. It is also a benefit for shoppers themselves – with a specially developed website they will place their orders and make purchases quickly and easily.

ANALYTICS. The webstore provides the owner with detailed statistics about the volume of orders, the amount of revenue, the number of visitors, etc. The website owner can easily track the store performance and make any changes that are necessary.

All in all, owning a dedicated store allows a dropshipper to make appealing profit and become an independent entrepreneur. In other words, by creating a dropshipping store, you build your own brand, take control of everything and benefit from unlimited potential in terms of future business growth.

How can AI boost your dropshipping webstore?

The future is now, and AI is everywhere.

Your dropshipping business isn't – and can't be – an exception!

We want you to enjoy all the benefits of AI marketing, which is why we provide all our Custom stores with awesome AI functionality!

Best part?

You don't have to be a tech expert to reap its rewards!

How it works

01 STEP You place your order for a Custom store and let us know what you'd like to sell

02 STEP Based on your products, we find the best SEO keywords and create engaging AI articles around them

03 STEP We publish these informative, value-added articles in your Custom store's built-in blog

04 STEP Right after launch, it gives you the reputation of an industry expert and starts attracting high-quality targeted traffic

What you get

A functional, vibrant on-site blog with relevant content is what can boost your business performance from day one thanks to:

Higher site ranking on Google

Increased web traffic

Better brand recognition and awareness

Imagine how much it means for your newborn brand that hasn't gained much internet presence yet! A game-changer, right?

And now, let's FINALLY get the webstore for your dropshipping action!

→ Want to sell to the US only? Go right to the next page and read how to start your ecommerce business with Sellvia

→ Want to dropship internationally? Skip the Sellvia section and go straight to the "How to start your Dropshipping business with AliExpress" section

ROADMAP: How to start your ecommerce business with Sellvia

Step 1. Find your niche

What will you be selling – and who will you be selling to?

These are the most important questions to answer before you start working on your business.

What to sell?

Don't have an idea of what to sell yet? Try this:

- **Start with your own interests**

  The better you know and understand the products you're selling, the easier it will be for you to succeed. You'll be answering customers' questions about the products, connecting like-minded people into a community around your store, and crafting promo strategies to drive in more store visitors. Of course it's vital to be passionate about the things you're planning to sell!

- **Explore the Sellvia offering**

  Go through Sellvia catalog to see the niche products you'll be selling. Divided into multiple niches (Sports, Health, Auto, Gadgets, and more), they can give you an idea of a narrower product niche – or of an interesting product combination to try.

- **Check what competitors are doing**

  Is anyone else selling the same products you're aiming at? Through a simple Google search, you can see how many stores are your potential competitors – and learn how they demonstrate, advertise, and price these products.

Step 2. Get your Sellvia-powered store

Step 3. Make your first sales

Your Sellvia store is ready – so what goes next?

#1 Go through Sellvia Marketing Academy

Sellvia Marketing Academy is a collection of free-access tutorials and guidelines to help you run your profitable advertising campaigns easily – even if you've never done anything like that before!

There, you'll find:

Free promotional tools & channels

There are promotional methods that don't cost you anything, like posting on social media, writing content for your blog, working on SEO, etc. We're explaining them in detail – just watch the video tutorials and see if these strategies suit you!

Paid promotional tools and channels

If you have some money to invest into advertising, for example, paid Facebook ads or Google ads, that's great! Watch our tutorials first, decide if you want to give them a go, and follow the Sellvia instructions step by step.

Marketing roadmaps for free and paid promotions

Wondering how exactly to plan your promo strategy when there are so many channels and tools available? We've divided them into 4 groups depending on their cost and complexity – you can choose and follow any roadmap you like!

#2 Launch your ads

Now, as you know the most common and efficient ways to let internet users know about your magnificent products, it's time to proceed with your promotions, whether they are free or paid ones!

Don't forget that there are ready ad materials for Sellvia products: use them to create ad campaigns in no time while following the step-by-step promo guides. Catchy texts, colorful banners, even targeting recommendations – they are all there!

#3 Process the orders

Your ad has resulted in an incoming order? Awesome! Now, there's someone who wants your product, and you need to make sure this person is happy with the experience.

Luckily, there isn't much for you to do – everything from packaging to shipping is the Sellvia team's responsibility. All that's left for you to do is redirect the order to the warehouse and provide quality customer support to make your buyer excited to buy from you later again.

Step 4. Grow your business

As an online business owner, surely, you want to keep your store interesting to buyers at all times – and to attract new audiences to it. Generally, you can do it by:

- Expanding your product range
- Changing the presentation of your brand and products
- Using more advertising techniques

Whatever it is you've chosen, you can always count on expert assistance and ask the Sellvia team to:

Get your brand listed on Etsy

Join the go-to marketplace with spectacular products that win shoppers' hearts and minds!

Upgrade your product catalog

Our researchers will handpick the hottest Sellvia products matching your store niche.

Create a brand with unique products for you

Let us jumpstart your ecommerce business with a strong, buyer-oriented brand (and USA-made products) we'll craft for you exclusively.

Boost your store positions in search engines

We will work on attracting traffic from Google and beyond to help your revenues grow.

Give publicity to your brand

We will work with influencers and mass media to spread the word about your store.

Increase your sales with smart tools

Sellvia promo tools will be working on your conversions and average order value.

Whenever you want to give your business a personal touch, drive more visitors to your store and convert a larger number of them into buyers, we're on it!

ROADMAP: How to start your Dropshipping business with AliExpress

Step 1: Find Your Niche

Let's describe the process of choosing the right niche for your dropshipping website.

Initial research

First of all, browse other popular stores to look at their offerings, best selling lists and promoted products.
To begin with, we would recommend checking these sources:

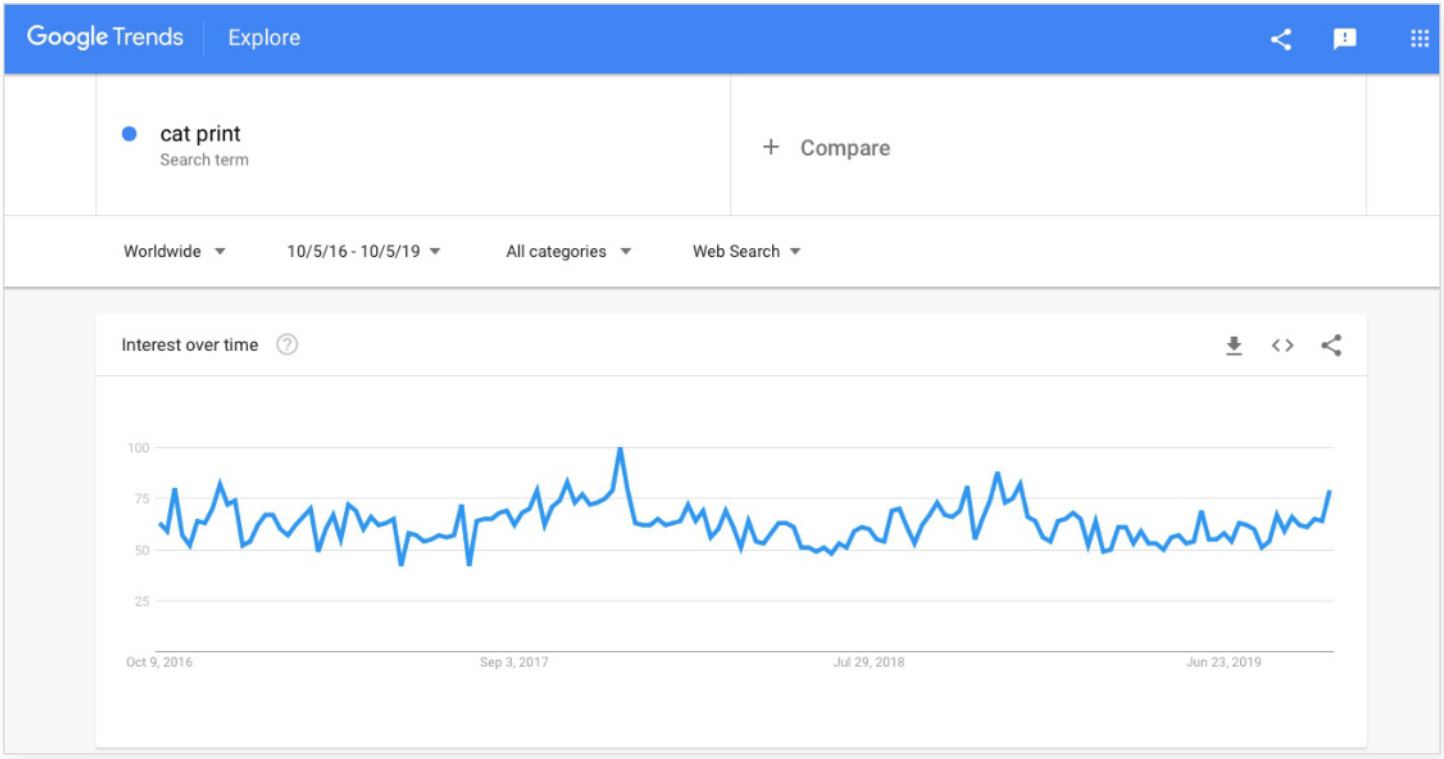
AliExpress Most Popular Products	Amazon Best Sellers	eBay Daily Deals

This will give you plenty of valuable information and help you to decide what niche and products to choose for your store.

Popularity and trends

When choosing a niche for your dropshipping website, you should focus only on demanded products that show positive or at least stable trend. Go to https://trends.google.com/trends/ to get a better idea about the selected niche.

For example, let's build a store that sells various types of cat-themed clothes and accessories. Let's take a look at relevant queries on Google Trends and analyze their dynamics in the last 3 years.

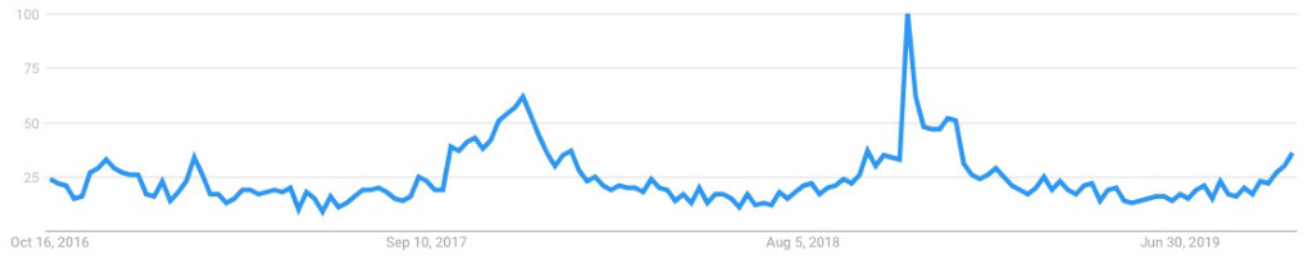


cat hoodie
Search term

+ Compare

Worldwide | 10/14/16 - 10/14/19 | All categories | Web Search

Interest over time

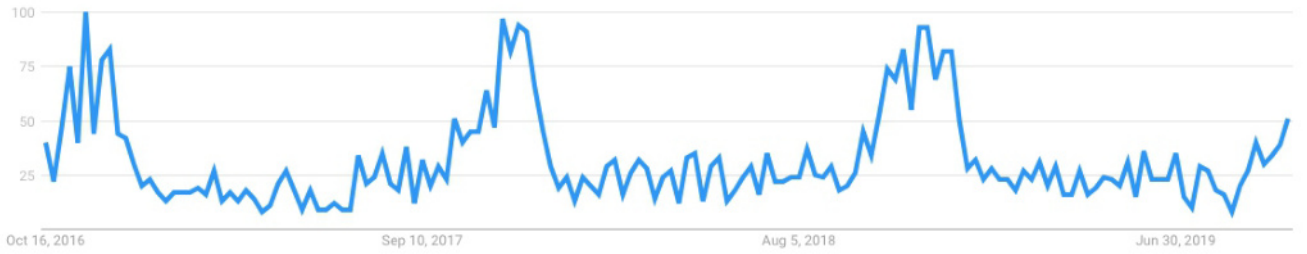


cat pyjamas
Search term

+ Compare

Worldwide | 10/14/16 - 10/14/19 | All categories | Web Search

Interest over time

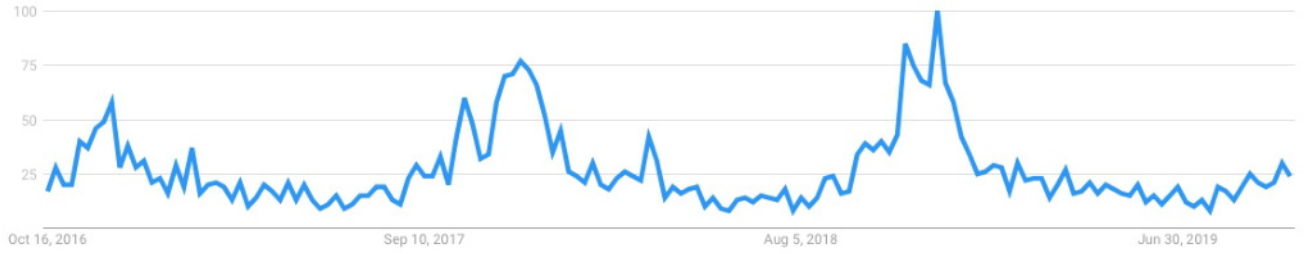


cat sweatshirt
Search term

+ Compare

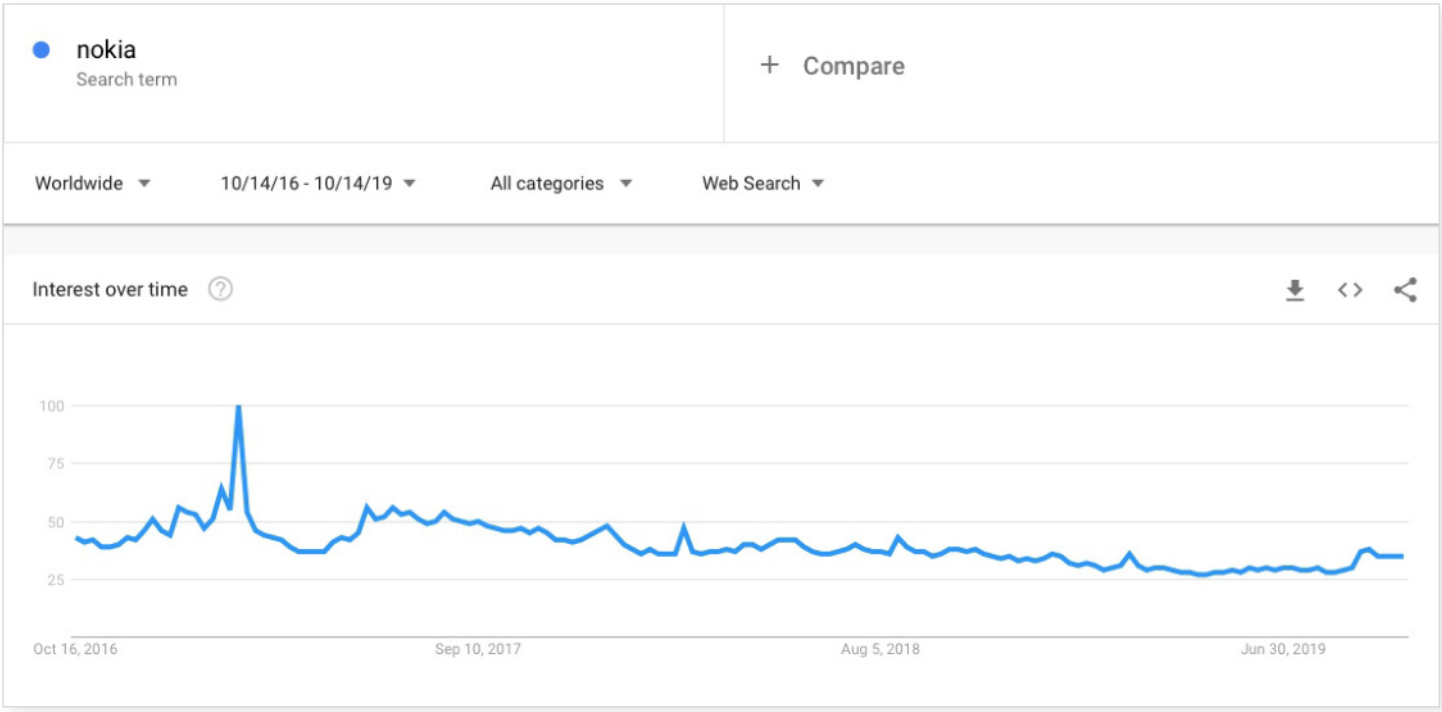
Worldwide | 10/14/16 - 10/14/19 | All categories | Web Search

Interest over time



It is a good idea to check every possible product category you are going to sell. As you can see on these graphs, people get more interested in these items every year, so this is a good niche with an appealing potential.

Below you can see a niche ('Nokia') that is not recommended:



Competition

Of course, it is almost impossible to find a popular niche with a good trend but without competition. Before launching your dropshipping store, it is strongly recommended that you search for similar web stores on the Internet. If you find several popular sites offering the same products (especially with good prices), you should probably think about finding another niche and products, which are generally harder to find. Obviously, there is no point in creating another generic "Shoes", "Car parts", or "Gardening" store. It's better to take a narrow niche and try to be creative.

A broad niche might sound like a good idea, and we do understand people who are dreaming about starting an authority website where they can sell many different products, however in practice it can be very tough to get traffic and orders from a site like this.

SOME REASONS TO GO NARROW:

01 When you narrow your niche, you get a better understanding about what you are going to sell

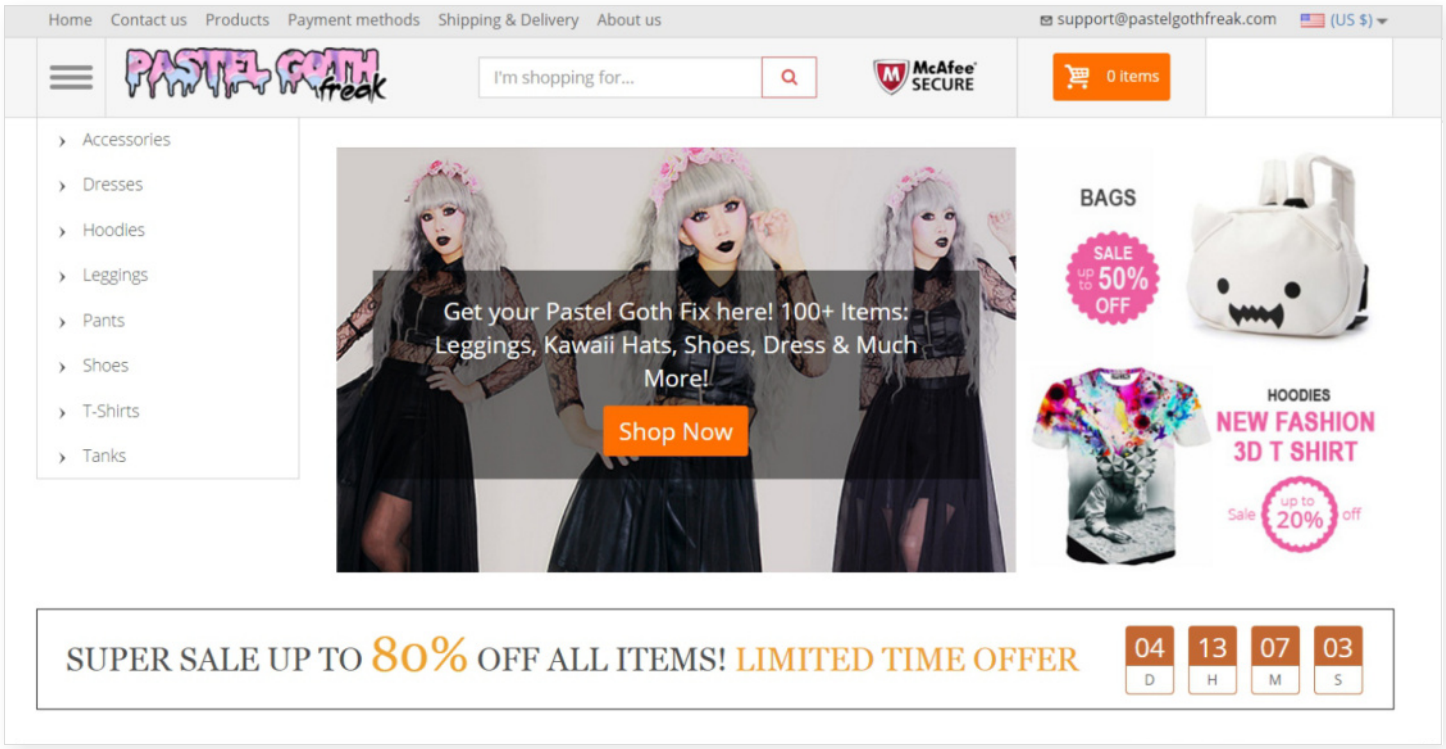
02 It's easier to be a big fish in a small pond, and it's the fastest way to grow your business and credibility

03 It's easier to rank higher in search engine results for particular search terms

04 Due to your specialty, people will be ready to come to you again and again because you are “the one” in their minds.

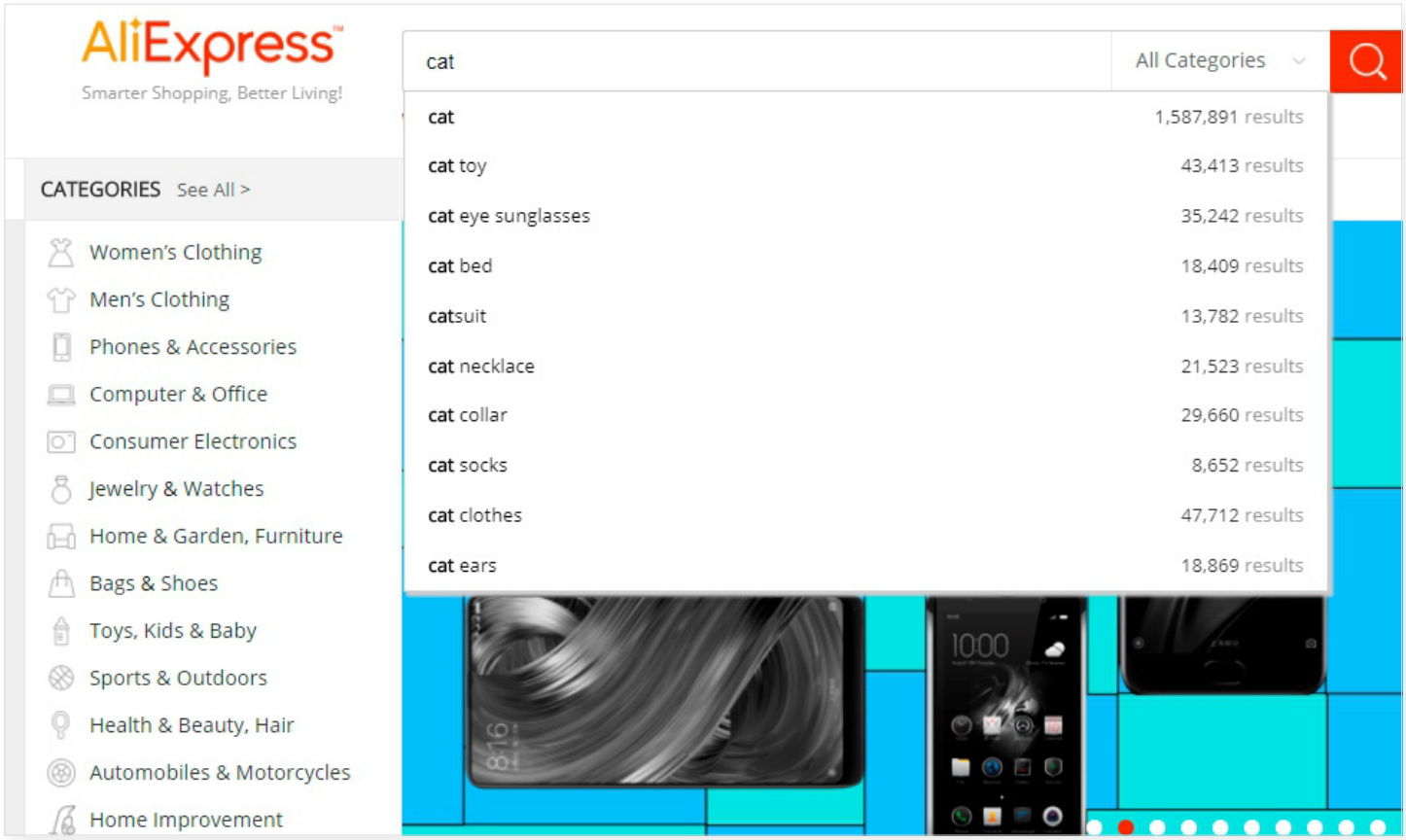
05 It is always easier to focus on one audience and plan your marketing strategies

To get a better idea about a narrow niche, take look at this website we created for one of our clients:



AliExpress stock

Before starting to build your web store, make sure there are enough categories and products available in the selected niche. Go to AliExpress.com and enter necessary keywords in the search bar. In our case, we started with entering the “cat” query – as you can see, there are thousands of items related to cat-themed clothes and accessories. This is why we can be sure it is a popular niche.



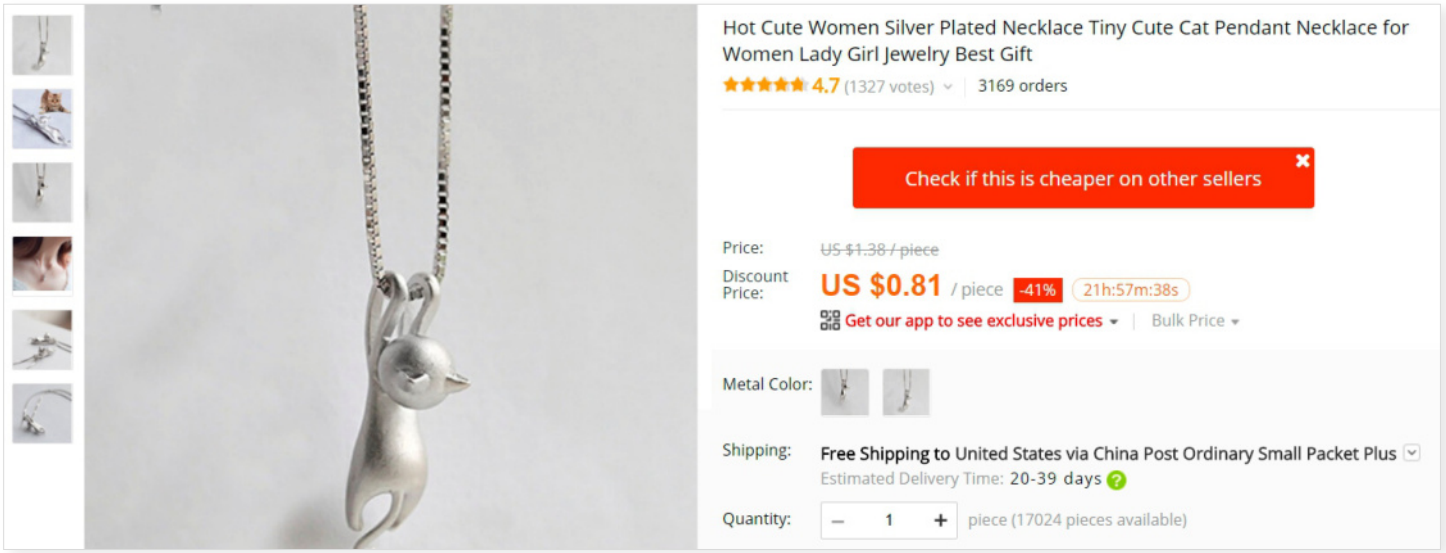
Prices

Generally, AliExpress offers very competitive (often unbeatable) prices for many products, however we would always recommend conducting some basic research about the prices of products you are going to sell on your site.

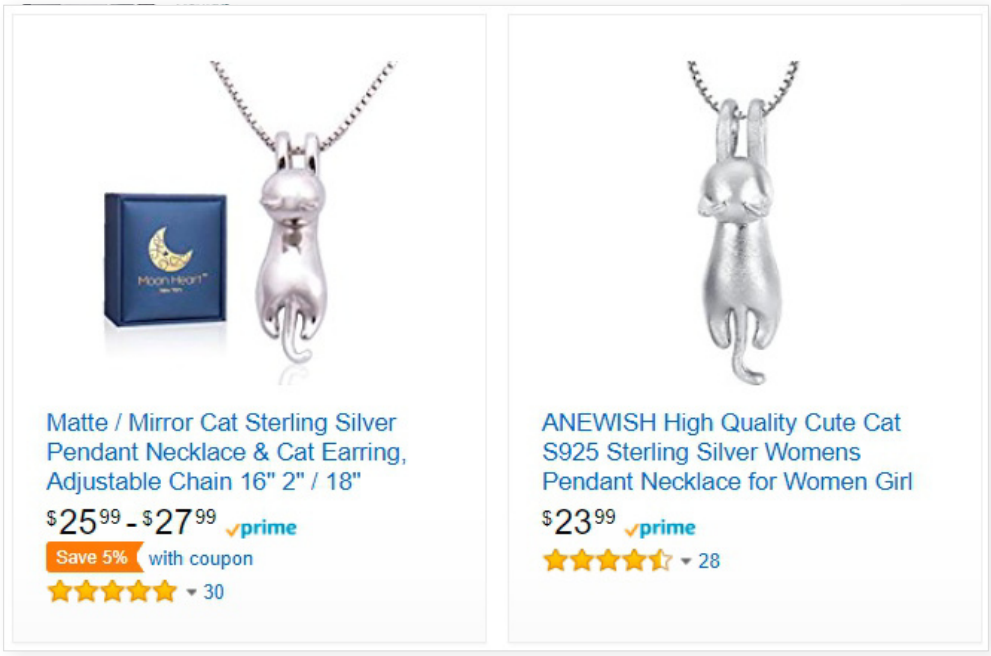
Ideally, AliExpress prices should be twice lower than the prices of your competitors.

You should pick at least 5-10 products in the selected niche and find the best prices for these items on AliExpress. Next, go to Google and search for the same products in order to compare their prices with prices at AliExpress.

Let's take an example:



We found a highly popular cat necklace (look at the rating and the number of orders) for $0.81.



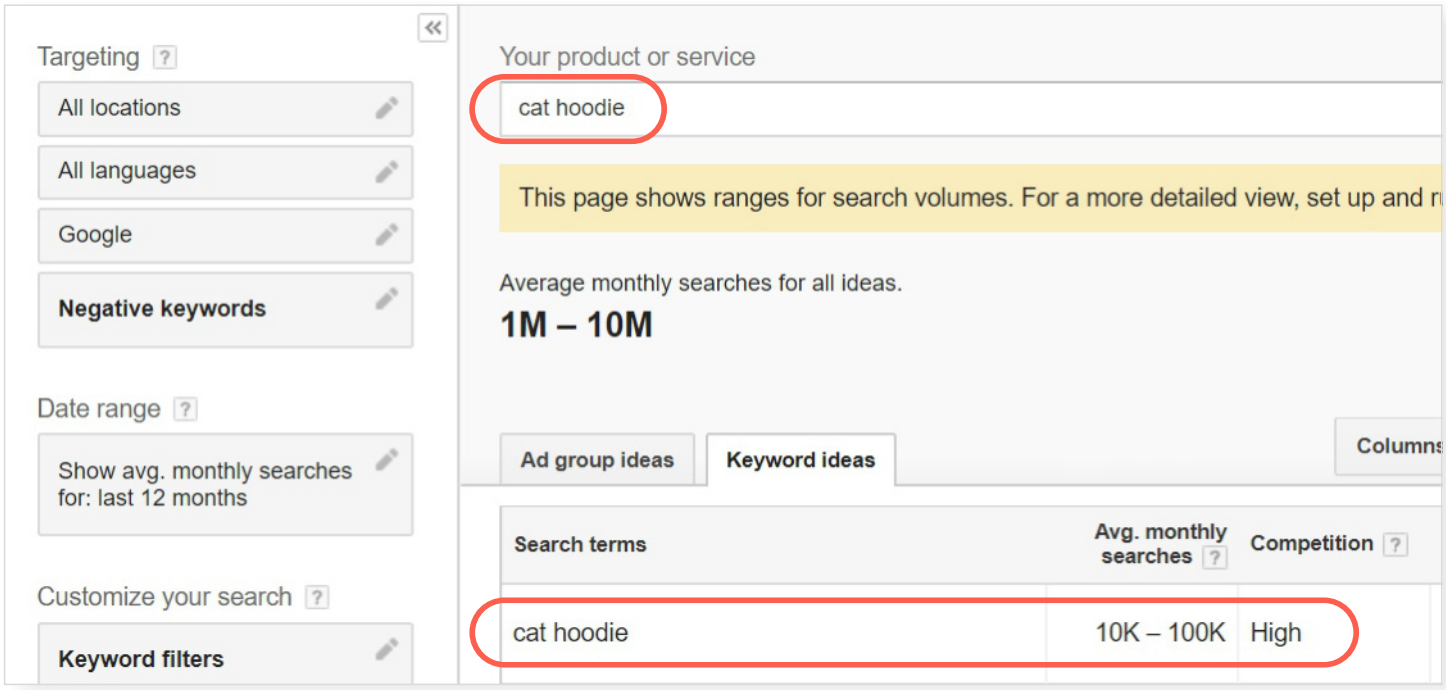
Then, we looked for the identical offers from other sellers. Here is the example from Amazon:

As a result, we can see that we can have a good margin selling this item.

Product categories

You can use Google Adwords to find the best categories for a dropshipping site. With the help of Keyword Planner, you can check different niche related keywords targeting any locations and any language.

For example, let's take a “cat hoodie” query and check the results.



In spite of the fact that this keyword has high competition, its search volume looks rather good.
One by one you can select keywords for the main categories that will be presented on your site.

Step 2: Order your Custom store

If you want to dropship internationally and use AliExpress as your source of products, the best solution for your store is AliDropship – see how it works!

1 Claim your Custom store here

Leave your contact info and complete your order – now, you’re one step away from becoming an AliExpress dropshipper!

2 Complete a short survey

To make a store you’ll like, we need to tailor it to your interests. Let us know what products you want to sell and which site designs you prefer!

3 Let the team do the whole job

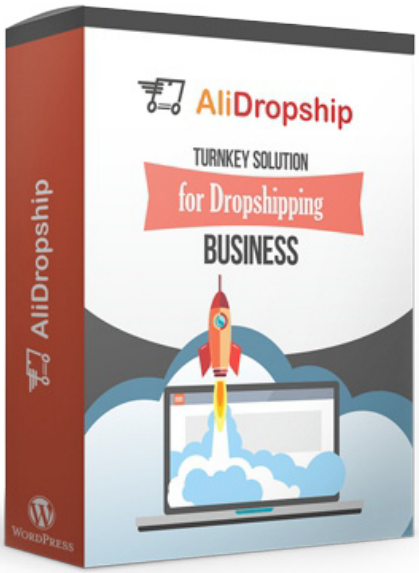
After the survey is completed, it won’t take us long to develop the store and hand it over to you.

4 Go!

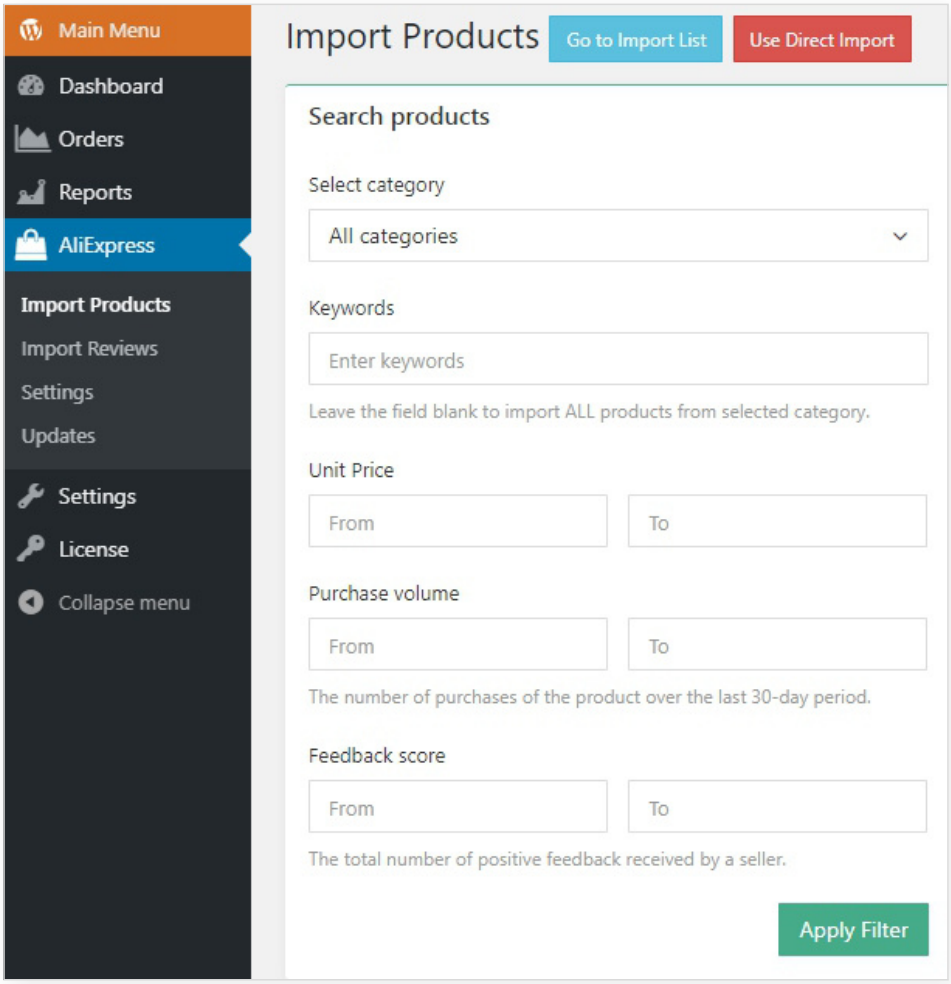
As soon as the store is ready, you can start driving people to it following our promo recommendations – and make your first sales!

Step 3: Meet AliDropship Plugin

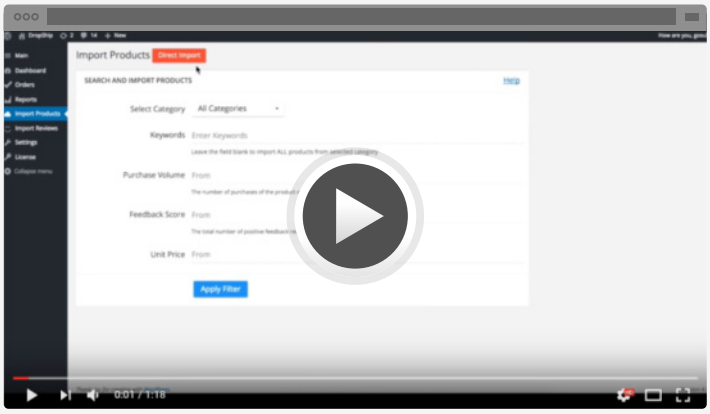
AliDropship plugin is the foundation of your AliDropship Custom store. When you get the store, it's fully set up and ready for action – but if you want to fine-tune it in any way, just go through the steps below!



The AliDropship Plugin offers a complete set of features that allow you to easily start and run a successful dropshipping webstore. With this plugin, you can easily search for and add products to your site just by specifying categories, keywords, purchase volumes and other filtering options to find the best products.



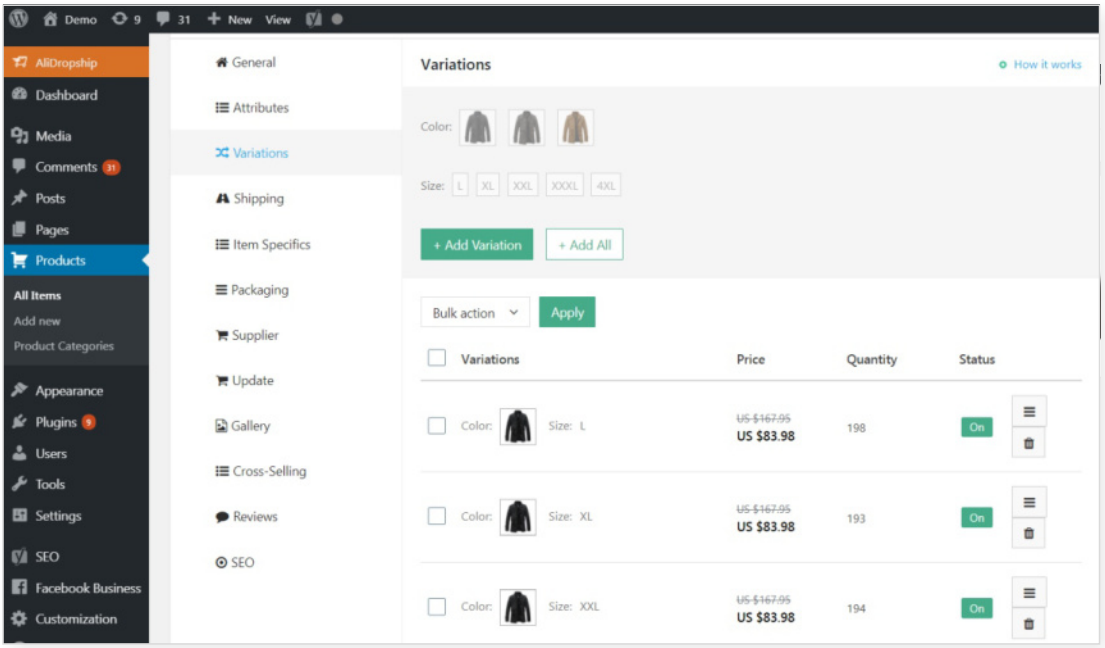
Or, just visit AliExpress.com, find a necessary item and import it directly to your site in just one click. The desired product will appear on your site instantly.

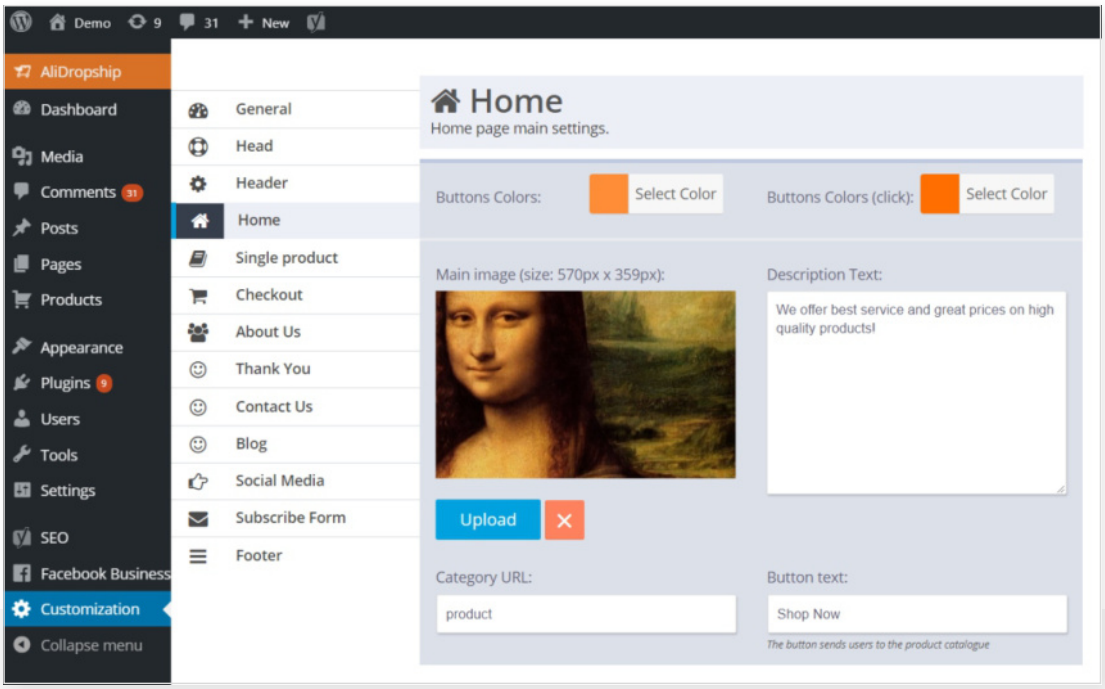


See how it works:

In addition, you don't have to worry about changes in products prices, variations and inventory. The Plugin's auto updating system will keep your product info fresh with the latest data from AliExpress.

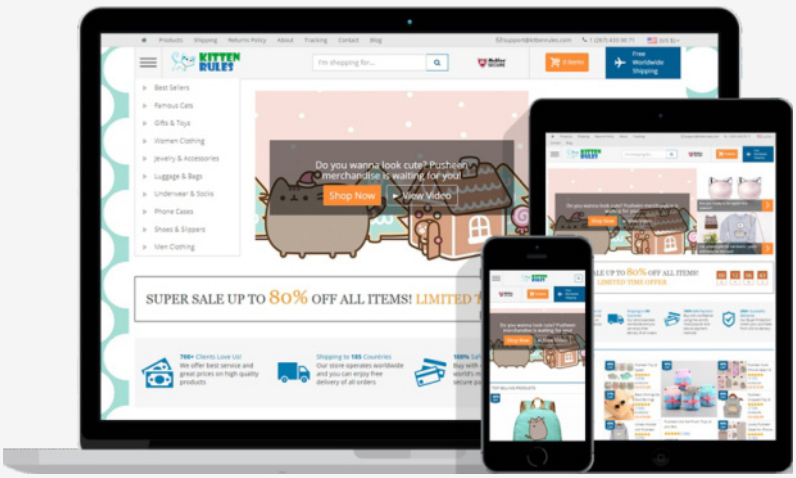
The Plugin offers great functionality and many helpful tools. All your products, pricing, sales, profit, traffic stats and orders are available and managed within one single control panel.





The AliDropship Plugin features built-in themes that you can easily customize and setup according to your own preferences.

All themes are mobile-friendly and have professional stylish design to meet all modern requirements and trends of successful online stores.



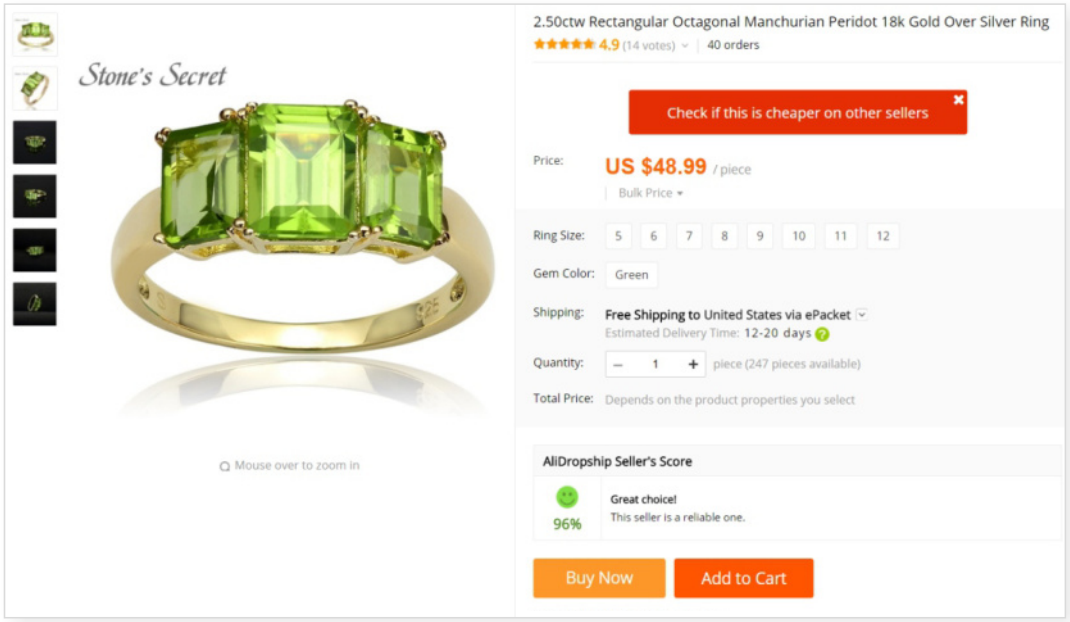
Step 4: Add more products if needed

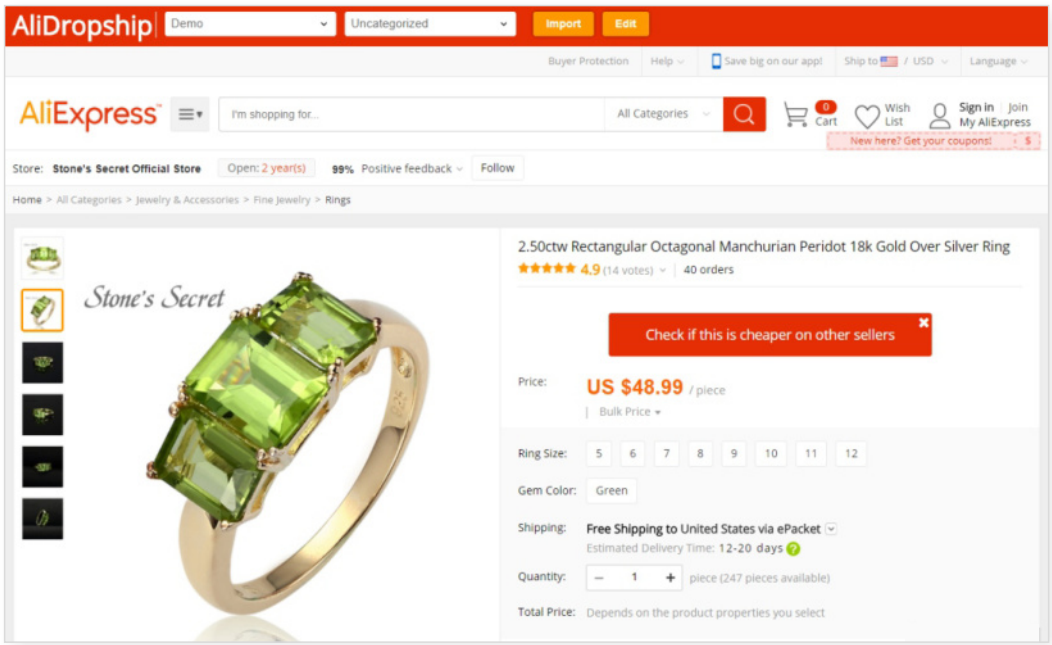
By default, your Custom store comes with a number of pre-imported products our team has specifically chosen for you. But if you decide to change your product range in any way, you can do so at any point.

The process of importing products with the AliDropship Plugin is quick and easy - and there are no limits on the number or type of products you can add to your store.

We do however recommend that you add products carefully and focus on those that have over 300 orders and a 4* or higher rating.

In addition, we highly recommend offering your customers a free shipping option on all items by taking advantage of the free/low cost delivery offered by many AliExpress sellers.





Visit a product page and click the Import button on the top red panel. The product will be sent to your site.

If you want to edit product before import, click Edit button. Change product title, description, price, image gallery, variations as you wish and Publish or Import product.

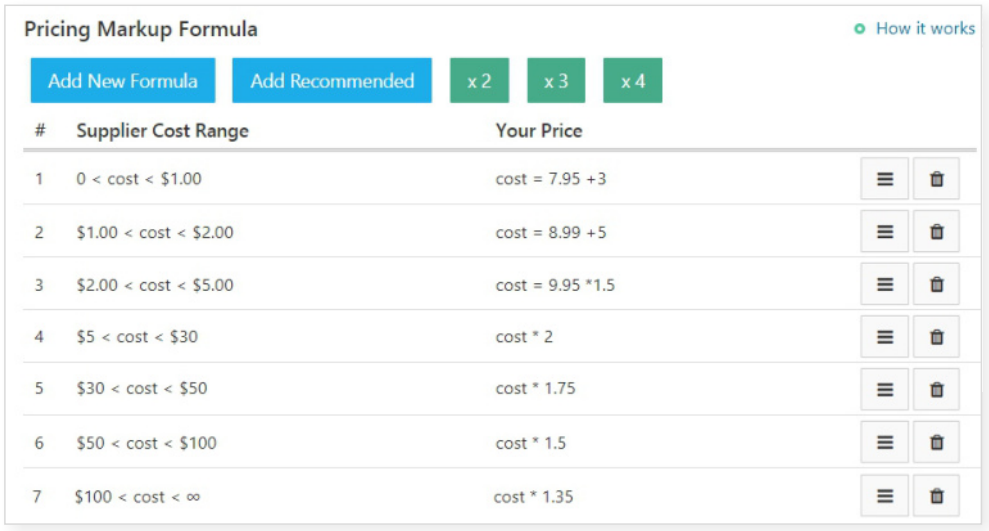
After your products were added to your store, you can edit product descriptions or at least product titles in order to make them unique and look more professional. Having your own unique content will serve your business to rank well on Google and will help you convert better on product pages.

What is a normal markup percentage?

It heavily depends on what kind of products you are selling. It's often a good idea to stick to low prices, with a high margin potential. Such products usually cost within a $1-$20 price range and can generally then be priced at $20-$50 or more.

You can also try this formula that works well for our own dropshipping projects:

$0<Supplier Price<$1=Your Price: $7.95
$1<Supplier Price<$5=Your Price: $9.95
$5<Supplier Price<$30=Your Price: Supplier Price x 2
$30<Supplier Price<$50=Your Price: Supplier Price x 1.75
$50<Supplier Price<$100=Your Price: Supplier Price x 1.5
Supplier Price>$100=Your Price: Supplier Price x 1.35



The AliDropship Plugin has a special Pricing Automation system, which you can use to create your own mark-up formula and apply to all or particular products.

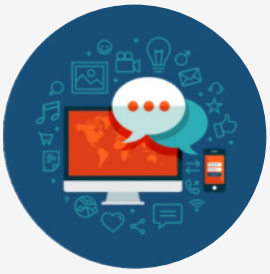
Now that you have your store filled with products and are ready to dropship, it's time to think about promotion.

Step 5: Promote Your Dropshipping Business

When your dropshipping store is launched and ready to meet its first clients, you need to show it to as many potential customers as possible to skyrocket your sales - and this is what digital marketing exists for. So, what do you need to do to promote your store and to start getting income?

There are several highly effective channels of online promotion you should consider. Every project is individual and needs its own set of activities, so look through this list of proven methods and choose the ones that suit you best:

1 SMM



Social media marketing (SMM) is the process of gaining traffic from social media sites, lifting sales, raising brand awareness, gaining reputation and communicating with customers on social networks *(Facebook, Twitter, Google+, YouTube, LinkedIn, Instagram, Pinterest, etc)*, as well as in blogs and forums.

Commonly businesses avoid too much advertizing on social media, however the experience of some of our thriving projects shows that selling goods via social media is not only possible, but can be a great success. Some niches, such as fashion, sports, fan merchandise, entertainment, baby care, etc., are ideal for sales via social media, so why not take advantage of this strategy?

We have great experience of promoting dropshipping businesses via SMM channels and have proved that the most winning strategies are:

- ***Sharing powerful user-generated content on social media*** *– see the strategy and the success story: How We Made $359 In Just 2 Days With User-Generated Content [Case Study]*
- ***Fine-tuning Facebook ads*** *depending on the product type and the audience expectations – see the strategy and the success story: How To Sell Baby Stuff And Make $8,000 A Week? [Case Study]*
- *Using multi-step Facebook ad strategy to gather more data and pinpoint the exact users we need – see the strategy and the success story: How We Make Money With Facebook Ads For Our Best-Performing Premium Store*

You are welcome to share your own success story and SMM strategy with us and with the dynamic community of dropshippers we've created. Contact us, tell your story and become a new hero of our blog!

2 Facebook Advertizing

There are also some paid ways of promotion on social media, with the most effective being Facebook advertizing.

More than 1.4 billion people use Facebook to connect with what matters to them, and more than 900 million people visit this network every day. When you run a Facebook Advert, you choose the audiences that see it by location, age, interests and more. With Facebook Adverts, you choose the type of people you want to reach and the social network delivers your adverts to them. This makes your adverts more relevant for the people who see them, and brings you real results.

Before starting your advertizing campaign, you should firstly choose your objective. Here are some examples of objectives you might set: To boost your FB posts, promote your page, send people to your website, increase conversions on your website, etc.

Depending on your objectives, Facebook will offer various options for the audiences you define. If you are going to attract visitors to your product pages (like most dropshippers do), then stick to these points:

Make sure your website and Facebook page are ready for new visitors, and ensure that all the necessary information is provided and all works well;

Choose products to be promoted: your own favorites or the ones marked as bestsellers on AliExpress;

Optimize their pages on your website: write detailed descriptions, list benefits, add more photos, etc.;

Create a Website Clicks campaign on Facebook. Define your audience: it shouldn't be too wide, so choose the offered criteria properly;

Control and optimize your campaign. We'd recommend starting with small amounts until you gain some experience and get ready for managing higher budgets.

Read the suc$115K+ With A Sell From Home Business: $115K+ With A Sell From Home Business: How Anderson Launched One During The Pandemic

3 SEO

Search engine optimization (SEO) is a complex series of activities that aim to make a website more visible in "natural" (organic, un-paid) search engine results. The higher a site is ranked and the more frequently it appears in the results list, the more traffic from search engines it receives and, if we speak about a webstore, the more money it brings in.

If you want to get more clients from search engines then you should take care of the following on-page SEO activities:

- ***Edit the product names given by AliExpress***. This is necessary both for your clients and search engines, since the original names are, putting it mildly, a bit strange and too long. Your new names should contain important keywords – and they should be brief and sensible. Actually, your keyword for every product is its name, so just clean it from the word rubbish of AliExpress and you are done!

- ***Next, you should edit URLs of the product pages.*** They will become much shorter, more logical and appropriate for search engines.

- ***Write a unique description for every product.*** A volume of 100-150 words will be enough here. In addition, place a keyword or two in this text. If your catalogue is too huge, at least do it for the most important products. Mention benefits of every product to push a visitor to make a purchase.

- ***Create Meta tags (SEO title, description and keywords)*** for all product pages, or at least for the most important ones.

- ***Write unique Meta tags and texts for every category and subcategory***. These texts should be longer in length – about 200-300 words. The category name is also its main keyword, so just make sure it's included in the heading and text.

- ***Edit URLs of categories and subcategories, if necessary.*** They should be brief and logical.

- ***Optimize your Homepage and other important pages*** (About, Delivery, etc): write unique headings, meta tags and texts for each one. Volume – 300-500 words, with keywords in headings and texts.

- ***Provide keyword-rich ALT tags for the images.***

- After you've completed these initial on-page SEO activities, you should then go on to update your content at least twice a month. The best opportunity to do this is by running a blog on relevant topics, and we can tell you that having a blog is great for both SEO and your reputation.

One more SEO strategy is link building: relevant texts with certain keywords are published on external sites with links to the promoted website. This is done in order to acquire more authority, get high quality traffic and be noticed by search engines. You should place external incoming links only on trusted websites operating in a similar niche, as these are the only sites able to give you good targeted traffic.

These are just some basic SEO points. At least now you know the direction to take: master SEO yourself or hire a specialist – your efforts will be many times repaid in any case!

3 Video Marketing

Video allows you to generate an instant emotional connection with your audience. Posts with videos have a significantly higher average time-on-site than those without videos, whilst it's also an extremely valuable resource for SEO as it assists with increasing traffic to a webstore, improving conversions, link building, driving brand awareness, referrals and sales.

The most common way of promoting dropshipping websites through video marketing is by creating video reviews of products offered by the store. These can be simple amateur customer reviews or detailed professional descriptions of a product's features and benefits. Both these types of videos can be shot by yourself and your friends, or they can be ordered from people who provide this service. If ordered on sites such as fiverr.com, a video review can cost only $5 – and every dollar will be repaid many times since there is no better trigger for a purchase than another client's positive feedback!

Create your own YouTube channel, design it in your webstore's style, provide all the necessary information on your business and – ATTENTION – optimize your channel for search engines just at the moment of its creation:

- *Enter the channel name – be sure to include your main keyword in it;*
- *Write a unique and detailed channel description, with your main keyword placed at the very beginning and at the very end;*
- *Customize your URL – it should also contain the keyword (if possible);*
- *Enter your Channel Keywords into the relevant field.*

Every video should also be optimized right at the moment you upload it (not later):

- *Make sure the name of your video contains the needed keyword;*
- *Important! Before uploading the video, rename the file on your computer and include the keyword in it. For example: printedphonecase.mp4 (no spaces);*
- *Provide a unique keyword-rich video description with a backlink to your webstore;*
- *Add your main keyword in the title before starting the video uploading;*
- *Insert all the selected keywords into the Additional Tags field;*
- *Upload the video only after all the above is done.*

The above steps will ensure higher ratings on YouTube, many more video views and good traffic to your webstore!

4 Email Marketing

Email marketing is the most cost-effective channel for promoting products and gaining customer engagement. Email campaigns return up to $44 for every dollar you invest, and they generate quality leads and high conversions – if you do it right.

- *Email marketing accumulates the personal data of your prospects, which can then be used for further interactions.*
- *Even more importantly, people share their contact details voluntarily and are ready for your emails, so you are not spamming.*
- *You draw targeted traffic and highly motivated clients from email marketing channels.*
- *You generate demand for your offers by providing quality content.*
- *You re-engage your established clients by means of loyalty programs, delivering newsletters on company events, fresh offers, promotions, sales, etc.*

What you need to do:

- *Firstly provide a lead generation form on your website. In order to attract leads, you should offer something valuable in exchange for every email address. In a dropshipping business, this value might be brought by a loyalty program that provides exclusive discounts and coupon codes to subscribers.*
- *The email base (list of subscribers) should be accumulated on a trusted postal service such as Aweber, MailChimp, etc. You will use this list regularly (once or twice a week would be ok) to send emails with you goods promos, company and industry news, sales, discount announcements, etc.*
- *Pay attention to the aesthetic part of email marketing. All postal services give an opportunity to design newsletters by means of samples or to download your own designs.*

Even if your dropshipping store is perfect and packed with hundreds or thousands of great products, it's not enough to sit and wait for customers to come and buy. You should make it happen! Dropshipping is a full-fledged business, and the more seriously you treat it, the better future it provides.

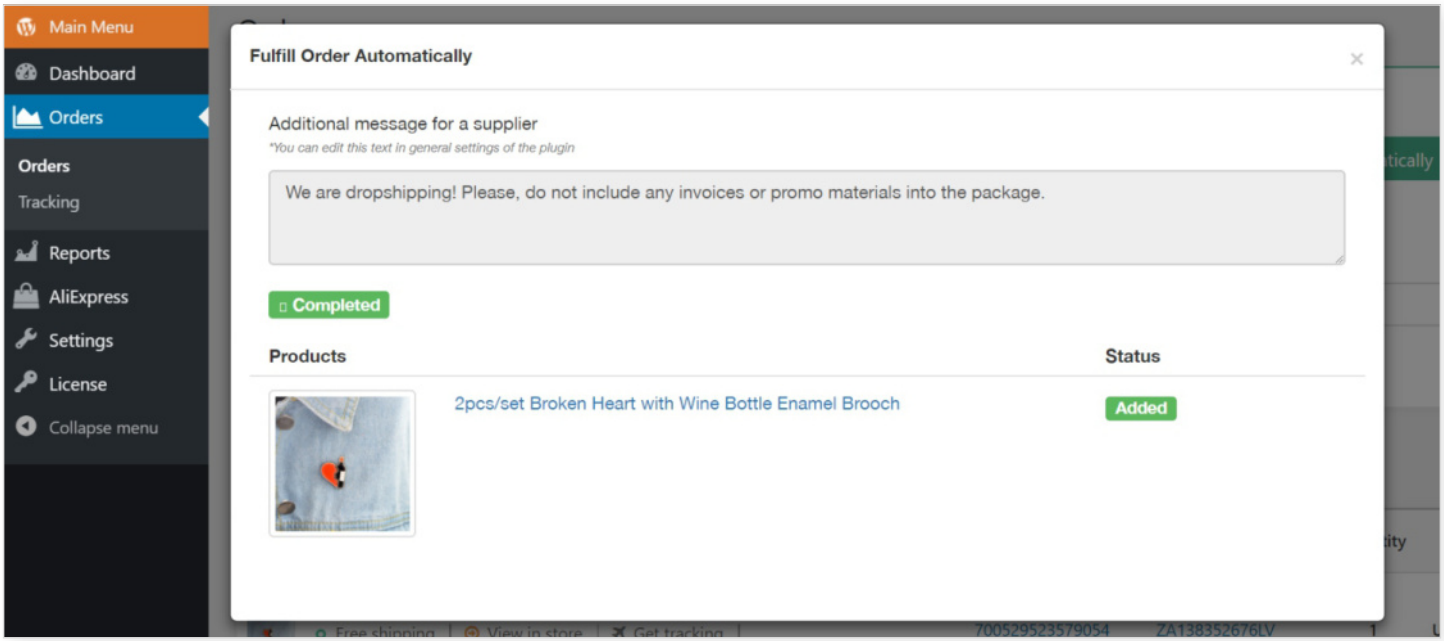
Step 6: Earn with Your Site

Dropshipping with AliExpress works similarly to any regular dropshipping business model. When you receive an order, simply purchase the item on AliExpress and enter your customer's name and shipping address when checking out. The AliExpress seller handles the rest of it.

The AliDropship Plugin makes this process very simple. After you get an order, you just need to go to your Orders section and click on the 'Place Order' button. The Plugin will visit AliExpress, find the necessary product and place an order by itself, filling in all necessary details including shipping information.

When ordering on AliExpress, it's a good idea to let the seller know you're dropshipping. This way, the supplier won't include any invoices or promotions in the package being sent to your customer.

On checkout, you can leave a message for the seller, like:
"We're dropshipping. No promotions & invoices, please!"



That's it! Now it's just a matter of waiting for your customer to receive his order.

What should I do if my customer didn't receive the order?

In case your client did not receive the order or is not satisfied with his purchase, you should follow the AliExpressBuyers Protection Policy.

AliExpress has a good protection system, with a full money back guarantee. So, if your customer is not satisfied with a product and asks for a refund, you should dispute the purchase with the AliExpress seller. If you are selling inexpensive products, your AliExpress supplier should usually refund you quickly without having to return the items because they don't want the headache of disputes and receiving returns for relatively low value items. This enables you to give a full or partial refund to your customer through PayPal without them having returns either. The reputation of the wholesaler is rather exposed and they are willing to do anything to maintain their feedback rating.

Benefits of using our solutions

AliDropship is a great comprehensive solution developed for those interested in running an AliExpress dropshipping business. Using the service, customers can:

- Order fully **developed, ready-to-use** dropshipping stores and get all the management and administering instructions;
- Buy the AliDropship WordPress **plugin**, which is developed exclusively for AliExpress dropshipping and lets anyone create an up-and-running dropshipping store **by themselves**;
- Get access to various services that help to **run and promote** the webstore;
- Get necessary **consultations**, along with lifelong personal support and relevant updates;
- Learn the most efficient **marketing strategies** for a dropshipping business.

What are the unique benefits of AliDropship?

HIGH PROFITS

The service is developed to let dropshippers earn as much as possible. It is achieved by using numerous instruments of website development, marketing, promotion, etc. that are easy to understand and use.

NO EXTRA CHARGES

You pay for the service once, and you won't be charged any additional fees later on. You won't have to pay any commission for successfully processed orders, and there is no limit on the number of completed transactions.

CONVENIENCE

You can order a customized dropshipping website with all the settings in place, and it will let you start your business smoothly. You will get a turnkey webstore and professional help from customer support members who will guide you through the whole business process.

FLEXIBILITY

If you have some basic knowledge about developing and running your own website, you can just buy the AliDropship plugin to adapt your website for dropshipping purposes.

OWNERSHIP

You are the full and only owner of the webstore. There is no need to get anyone's approval while selecting products, styling your website or choosing a marketing strategy. You have all the rights to create your own brand, build a specific strategy for promoting the store and interacting with customers – and you can sell your store later on as a valuable asset.

+BONUS

25 Hottest Dropshipping Niches For 2023!

Want to launch your profitable dropshipping store already?
Here are some money-making ideas for you!

We've performed an in-depth market research to discover winning niche options.

Rely on our data safely and feel free to use any of these ideas as a foundation for your amazing dropshipping store.

Pet Supplies ★★★★☆ (4.0)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★½ (4.5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★☆ (4)
Keyword analysis ★★★★☆ (4)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★☆☆☆ (2)

Related keywords:
pet accessories
pet products
pet toys
pet clothes
pet supplies online

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Most popular in:
United States
Australia
United Kingdom
Canada
New Zealand

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	74,000 per month	32,500,000	71% 29%

Fine Jewelry ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★½ (4.5)
Facebook promotion ★★★★½ (4.5)
Keyword analysis ★★☆☆☆ (2)
Competition overview ★★★★★ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★☆☆☆ (2)

Most popular in:
United States
Canada
Hong Kong
United Arab Emirates
Singapore

Related keywords:
fine jewelry online
fine jewelry necklaces
fine jewelry rings
fine jewelry earrings
fine jewelry bracelets

Peaks of popularity:
This niche is especially popular on Christmas and New Year's Eve

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	14,000 per month	375,000,000	66% 34%

Men Jewelry ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★★ (5)
Keyword analysis ★★★★★ (5)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★☆☆☆ (2)

Most popular in:
United States
Lebanon
Canada
Philippines
United Arab Emirates

Related keywords:
mens jewelry
mens earrings
jewellery for men
men's jewelry store
male chains

Peaks of popularity:
This niche is especially popular in December.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	209,000 per month	9,500	13% 87%

Women Bags and Wallets (4.6)

AliExpress product quantity (5)
The niche popularity on AliExpress (5)
Trusted supplier (5)
Price setting aspects (5)
Trends (5)
Instagram promotion (5)
Facebook promotion (4)
Keyword analysis (4)
Competition overview (5)
Keyword competition (4)
SEO competition with huge retailers (4)

Most popular in:
Philippines
United Kingdom
India
Lebanon
United States

Related keywords:
ladies bags online
ladies purse online
ladies handbags online
purse stores
shop bag

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Increasing	889,900 per month	325,000,000	71% 29%

Cocktail and Party Dresses (4.4)

AliExpress product quantity (5)
The niche popularity on AliExpress (5)
Trusted supplier (5)
Price setting aspects (5)
Trends (4)
Instagram promotion (4)
Facebook promotion (4)
Keyword analysis (5)
Competition overview (5)
Keyword competition (4)
SEO competition with huge retailers (2)

Most popular in:
United States
Australia
South Africa
United Kingdom
Ireland

Related keywords:
cocktail dresses
party dresses
party dresses cheap
cocktail dresses evening wear
cheap cocktail dresses

Peaks of popularity:
This niche is especially popular in December.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	751,000 per month	12,500,000	96% 4%

Boho Style ★★★★☆ (4.3)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★★ (5)
Facebook promotion ★★★★½ (4.5)
Keyword analysis ★★★★★ (5)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★☆☆ (3)

Most popular in:
Greece
Philippines
Australia
Croatia
New Zealand

Related keywords:
boho style dresses
boho clothing online
boho stylehome decor
boho womens clothing
boho stores

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	49,500 per month	12,500,000	94% 6%

Korean Style ★★★★½ (4.5)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★½ (4.5)
Facebook promotion ★★★★½ (4.5)
Keyword analysis ★★★★☆ (4)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★★ (5)
SEO competition with huge retailers ★★★★★ (5)

Most popular in:
Bhutan
Brunei
Philippines
Singapore
Malaysia

Related keywords:
korean fashion style
korean fashion shop
korean fashion store
korean fashion websites
korean style clothing

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	74,000 per month	17,500	88% 12%

Sunglasses ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★★ (5)
Facebook promotion ★★★★½ (4.5)
Keyword analysis ★★☆☆☆ (2)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★★★ (5)

Most popular in:
Australia
Albania
Cyprus
United States
United Kingdom

Related keywords:
buy sunglasses online
best sunglasses for women
buy sunglasses
affordable sunglasses
sunglasses website

Peaks of popularity:
This niche is especially popular in summer.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	637,000 per month	275,000,000	55% 45%

Genuine Leather ★★★★☆ (4.3)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★★ (5)
Instagram promotion ★★★☆☆ (3)
Facebook promotion ★★★★☆ (4)
Keyword analysis ★★★★★ (5)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★★ (5)
SEO competition with huge retailers ★★★☆☆ (3)

Most popular in:
South Africa
Singapore
Australia
Lithuania
United States

Related keywords:
leather goods
leather bags online
leather goods store
leather products
best leather goods

Peaks of popularity:
This niche is especially popular on Christmas and New Year's Eve.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Increasing	49,500 per month	1,250,000	21% 79%

Makeup Products ★★★★½ (4.5)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★★ (5)
Facebook promotion ★★★★★ (5)
Keyword analysis ★★★★★ (5)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★★★ (5)

Most popular in:
Singapore
Lebanon
Philippines
United Arab Emirates
India

Related keywords:
cosmetic online shop
cosmetic website
cosmetic online
a makeup store
makeup products online

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	3,350,000 per month	750,000,000	66% 34%

Nail Art Supplies ★★★★½ (4.7)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★☆☆ (3)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★★ (5)
Keyword analysis ★★★★★ (5)
Competition overview ★★★★★ (5)
Keyword competition ★★★★★ (5)
SEO competition with huge retailers ★★★★★ (5)

Most popular in:
Australia
United States
Canada
United Kingdom
India

Related keywords:
nail art kit
nail stickers
nail art stickers
nail art shop
nail supply shop

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Decreasing	51,400 per month	22,500,000	96% 4%

Skin Care And Treatments (4.6)

AliExpress product quantity (5)
The niche popularity on AliExpress (5)
Trusted supplier (5)
Price setting aspects (5)
Trends (5)
Instagram promotion (5)
Facebook promotion (5)
Keyword analysis (3)
Competition overview (5)
Keyword competition (5)
SEO competition with huge retailers (3)

Most popular in:
Philippines
Australia
United States
New Zealand
Canada

Related keywords:
facial products
skin products
best skin care
the best skin care products
face care products

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Increasing	201,000 per month	125,000,000	84% 16%

Kitchen Tools (4.4)

AliExpress product quantity (5)
The niche popularity on AliExpress (5)
Trusted supplier (5)
Price setting aspects (5)
Trends (4)
Instagram promotion (4)
Facebook promotion (4)
Keyword analysis (5)
Competition overview (2)
Keyword competition (4)
SEO competition with huge retailers (5)

Most popular in:
Philippines
United States
Canada
Australia
United Kingdom

Related keywords:
cooking tools
kitchenware
kitchen accessories online shopping
kitchen accessories store
cooking supplies

Peaks of popularity:
This niche is especially popular in June.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	48,600 per month	12,500,000	70% 30%

Wireless Gadgets ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★☆☆ (3)
Facebook promotion ★★★★½ (4.5)
Keyword analysis ★★★☆☆ (3)
Competition overview ★★★★★ (5)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★☆☆ (3)

Most popular in:
Philippines
United Kingdom
India
Australia
United States

Related keywords:
best smart home gifts
useful tech gadgets
best electronic gadgets
awesome tech gadgets
top tech gadgets

Peaks of popularity:
This niche is especially popular in December.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Changeable	1,191,320 per month	65,000,000	28% 72%

Earphones and Headphones ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★½ (4.5)
Trends ★★★★☆ (4)
Instagram promotion ★★★☆☆ (3)
Facebook promotion ★★★★☆ (4)
Keyword analysis ★★★☆☆ (3)
Competition overview ★★★★★ (5)
Keyword competition ★★★★★ (5)
SEO competition with huge retailers ★★★☆☆ (3)

Most popular in:
United Kingdom
Australia
United States
New Zealand
Ireland

Related keywords:
headphone store
headphones low price
comfortable headphones
earphone shop
where to buy headphones

Peaks of popularity:
This niche is especially popular in November and December.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	1,191,000 per month	255,000,000	39% 61%

Smart Watches and Wristbands ★★★★☆ (4.4)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★☆ (4)
Trends ★★★★★ (5)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★☆ (4)
Keyword analysis ★★★☆☆ (3)
Competition overview ★★★☆☆ (3)
Keyword competition ★★★★★ (5)
SEO competition with huge retailers ★★★★★ (5)

Peaks of popularity:
This niche is especially popular in December.

Most popular in:
India
Australia
South Africa
United Kingdom
United Arab Emirates

Related keywords:
new smartwatch
top smartwatches
buy smart watch
smart watch bracelet
smartwatch online

Trend:	Google search volume:	Facebook audience:	Gender interest:
Increasing	1,220,000 per month	75,000,000	28% 72%

Sport Clothing ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★½ (4.5)
Trends ★★★☆☆ (3)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★☆ (4)
Keyword analysis ★★★★★ (5)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★★★ (5)

Peaks of popularity:
This niche is especially popular in December.

Most popular in:
New Zealand
South Africa
Australia
United Kingdom
Canada

Related keywords:
sportswear online
sport outfit
sports apparel stores
fitness sportswear
buy sportswear online

Trend:	Google search volume:	Facebook audience:	Gender interest:
Decreasing	27,100 per month	85,000,000	51% 49%

Cycling Accessories ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★☆ (4)
Keyword analysis ★★★★★ (5)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★★ (5)
SEO competition with huge retailers ★★☆☆☆ (2)

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Most popular in:
United Kingdom
Australia
United States
India
Canada

Related keywords:
bike parts
gear for cycle
cycling accessories online
online bike store
must have cycling accessories

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	9,900 per month	2,250,000	16% 84%

Car Accessories ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★★ (5)
Keyword analysis ★★☆☆☆ (2)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★★★ (5)

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Most popular in:
Malaysia
Philippines
United Arab Emirates
Singapore
India

Related keywords:
interior car accessories
best car accessories
cool car accessories
where to buy car accessories
best car accessories website

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	165,000 per month	32,500,000	8% 92%

Smart Home Security Systems ★★★★☆ (4.2)

AliExpress product quantity ★★★★½ (4.5)
The niche popularity on AliExpress ★★★★☆ (4)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★★ (5)
Instagram promotion ★★★☆☆ (3)
Facebook promotion ★★★☆☆ (3)
Keyword analysis ★★★☆☆ (3)
Competition overview ★★★★★ (5)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★★★ (5)

Most popular in:
United States
Australia
Canada
New Zealand
United Kingdom

Related keywords:
smart home security
home automation and security
smart security system
house security cameras
home security products

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Increasing	131,580 per month	3,750,000	45% 55%

Lighting Fixtures and Appliances ★★★★☆ (4.4)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★☆☆ (3)
Facebook promotion ★★★★☆ (4)
Keyword analysis ★★★☆☆ (3)
Competition overview ★★★★★ (5)
Keyword competition ★★★★★ (5)
SEO competition with huge retailers ★★★★☆ (4)

Most popular in:
United States
Canada
Philippines
United Arab Emirates
United Kingdom

Related keywords:
lighting parts and accessories
light accessories for home
lighting accessories
lighting parts
interior light fixtures

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	111,090 per month	12,500,000	49% 51%

Hand Tools and Accessories ★★★★★ (4.6)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★½ (4.5)
Keyword analysis ★★★★★ (5)
Competition overview ★★★★★ (5)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★★☆ (4)

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Most popular in:
Philippines
South Africa
New Zealand
Qatar
Australia

Related keywords:
buy tools online
online tool store
hand tools for sale
cheap hand tools online
online tool shop

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	42,920 per month	7,500,000	9% 91%

Data Storage Devices ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★½ (4.5)
Trends ★★★★☆ (4)
Instagram promotion ★★★☆☆ (3)
Facebook promotion ★★★★☆ (4)
Keyword analysis ★★★☆☆ (3)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★☆☆ (3)

Peaks of popularity:
This niche demonstrates sustained interest all year round.

Most popular in:
United Kingdom
Australia
Ireland
Philippines
United States

Related keywords:
ssd external hard drive
external hard drive
pen drive
external storage devices
usb storage device

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	14,800 per month	85,000	29% 71%

Stationery ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★★ (5)
Facebook promotion ★★★★½ (4.5)
Keyword analysis ★★☆☆☆ (2)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★★★ (5)

Most popular in:
New Zealand
Singapore
South Africa
United Arab Emirates
United Kingdom

Related keywords:
stationery online
buy stationery online
office stationery online
stationery goods
online stationery store

Peaks of popularity:
This niche is especially popular in December and January.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	246,000 per month	22,500,000	72% 28%

Educational Toys ★★★★☆ (4.2)

AliExpress product quantity ★★★★★ (5)
The niche popularity on AliExpress ★★★★★ (5)
Trusted supplier ★★★★★ (5)
Price setting aspects ★★★★★ (5)
Trends ★★★★☆ (4)
Instagram promotion ★★★★☆ (4)
Facebook promotion ★★★★½ (4.5)
Keyword analysis ★★★★★ (5)
Competition overview ★★☆☆☆ (2)
Keyword competition ★★★★☆ (4)
SEO competition with huge retailers ★★★☆☆ (3)

Most popular in:
South Africa
Australia
New Zealand
United Kingdom
Ireland

Related keywords:
educational toys for toddlers
best educational toys
educational toys for preschoolers
baby activity toys
baby development toy

Peaks of popularity:
This niche is especially popular in November and December.

Trend:	Google search volume:	Facebook audience:	Gender interest:
Stable	22,200 per month	3,250,000	82% 18%

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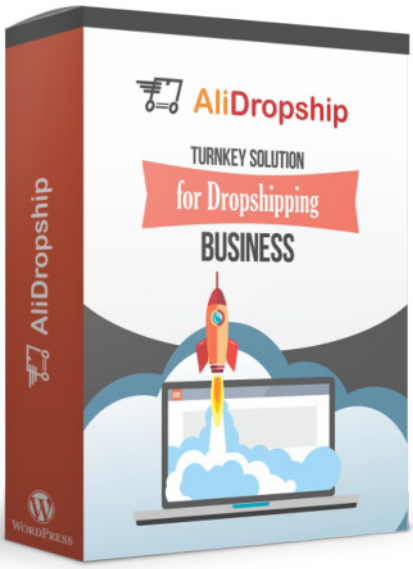

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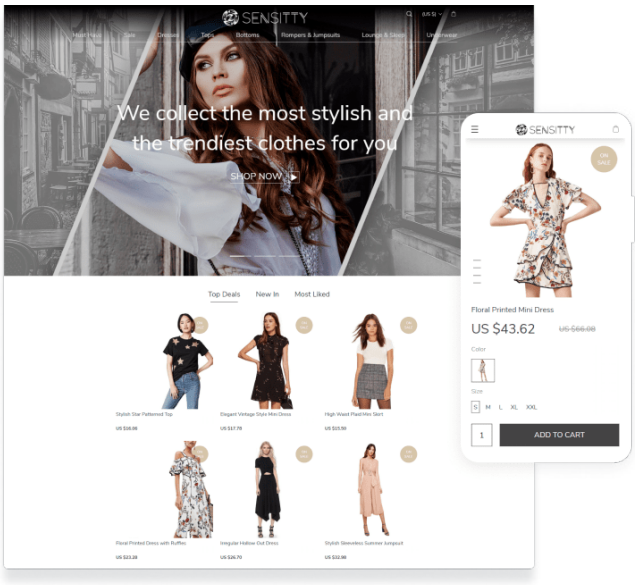
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