

# 9 Ecommerce Trends to Follow in 2023



Trend	Your actions	Tools that can help you
<b>1</b> Find Products that Will Sell in 2023	<ul style="list-style-type: none"> <li>Find your customers' unique pain points in 2023</li> <li>Ask yourself "what problem is my product going to solve?"</li> <li>Use data from Amazon reviews and forums to understand how to improve the customer experience</li> <li>Investigate keyword demand</li> <li>Look at the previous year's sales and cut the worst-performing products</li> </ul>	<ul style="list-style-type: none"> <li>Product Research for Amazon</li> <li>Shopify Finder</li> <li>Keyword Wizard for Amazon</li> <li>DataHawk</li> <li>Ecommerce Keywords Analytics</li> <li>Sellvia</li> <li>eComKunt</li> <li>Klew</li> <li>Keyword Magic tool</li> </ul>
<b>2</b> Tackle Current/Future Supply Chain Issues with Data	<ul style="list-style-type: none"> <li>Use competitive market research to find out where your competitors get their products shipped from</li> <li>Use data to forecast and plan for inventory so you're not over or understocked</li> </ul>	<ul style="list-style-type: none"> <li>ImportYeti</li> <li>Veegp</li> <li>InventorySource</li> <li>Sellbrite</li> <li>Shoppingfeed</li> <li>Cogty</li> <li>SoStocked by Carbon6</li> </ul>
<b>3</b> Do Competitor Analysis—Small Business is Booming	<ul style="list-style-type: none"> <li>Focus on competitors' prices, products, ads, any promotional packages/bundles they are offering</li> <li>Consider key concepts such as digital market share, level of competition, key players, and market size</li> <li>Consider editorial recommendations, search ads, social media, and email marketing strategies to expand your reach at a reasonable CPA</li> </ul>	<ul style="list-style-type: none"> <li>Traffic Insights for Amazon</li> <li>.Trends</li> <li>EyeOn</li> <li>Competitor Tracker for Amazon</li> <li>AdClarity</li> <li>Koala Intelligence</li> <li>Kiwi</li> <li>CommerceInspector</li> </ul>
<b>4</b> Paid and Organic Search Analysis	<p>Look at your competitors' share of voice, traffic channels, number of their organic high-value keywords, adwords your competitors are bidding on</p>	<ul style="list-style-type: none"> <li>.Trends</li> <li>Organic Research tool</li> <li>Advertising Research tool</li> </ul>
<b>5</b> Maximize Your Traffic Performance	<ul style="list-style-type: none"> <li>Gather data at each customer touchpoint: mobile, social, web, and retail store</li> <li>Back your marketing initiatives with data</li> <li>Re-engage inactive customers</li> </ul>	<ul style="list-style-type: none"> <li>Traffic Insights for Amazon</li> <li>Search Insights for Amazon</li> <li>Product Feed Health Checker</li> <li>Personalization: Optimonk</li> <li>Upsell: Bold Upsell, ReConvert</li> <li>Polling: PickFu</li> <li>Email: MailChimp, Klaviyo</li> <li>A/B testing: LimeSpot, Drip</li> <li>Reviews: Opinew, Loox, Reviews.io, Stamped</li> </ul>
<b>6</b> Invest in Your SEO (Content, Technical, Local)	<ul style="list-style-type: none"> <li>Eliminate website bloat</li> <li>Monitor your desktop and mobile performance</li> <li>Create unique, compelling, keyword-driven content</li> <li>Consider adding schema</li> <li>Keep tabs on offline business</li> <li>Use Google Business to impact your product shipments with shipping times, refund policy, and discounts</li> </ul>	<ul style="list-style-type: none"> <li>Semrush Local</li> <li>On Page SEO Checker</li> <li>Product Feed Health Checker</li> <li>Site Audit</li> <li>Listing Quality Check for Amazon</li> <li>SEO Content Template</li> <li>Keyword Magic Tool</li> </ul>
<b>7</b> Influencer & Affiliate Marketing Are Crucial	<p>When releasing a new product, ask influencers to test your product and provide an honest review on their social media</p>	<ul style="list-style-type: none"> <li>BuzzGuru</li> <li>Impact</li> <li>Referral Candy</li> <li>Social Tracker</li> <li>Social Analytics</li> </ul>
<b>8</b> Plan Seasonal Sales and Promotions Wisely	<ul style="list-style-type: none"> <li>Prepare for the most significant ecommerce events of the year in advance: Prime Day, Thanksgiving, Cyber Monday, Black Friday</li> <li>Expect more retailers to run their version of these sales (e.g. "Deals for Days Sale" by Walmart)</li> <li>Offer seasonal promotions, especially if you sell seasonal products, and offer a discount rate when the season ends</li> </ul>	<ul style="list-style-type: none"> <li>Keepsa</li> <li>Cogty</li> <li>Privy</li> <li>Optimonk</li> <li>ReConvert</li> <li>Listing Alerts for Amazon</li> <li>Competitor Tracker for Amazon</li> </ul>
<b>9</b> Build a Responsive Customer Support Network	<ul style="list-style-type: none"> <li>Build or grow a customer support arm of your ecommerce business</li> <li>Create educational resources</li> <li>Monitor review sites like Yelp and Google and create a response strategy to both negative and positive feedback</li> </ul>	<ul style="list-style-type: none"> <li>eDesk</li> <li>Sendinblue</li> <li>Gorgias</li> <li>Zendesk</li> </ul>

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