

# CHANGE

Stage 2

Product  
Research

## Product Research

Product research is a cornerstone to success in ecommerce. This includes drop shipping, white & private labelling and selling any other product online. You will make better decisions and see better results with the correct information. There are many ways to research products, and some have been outlined in this E-book and accompanying video.

### Google Search and Trends

You can do a simple Google search for related products and get great information. When doing this, you should check out any reviews, forums or related articles to see what people are saying about products currently on the market. This will inform product selection. Google Trends is also helpful for product research. It uses all the data and analytics of Google searches to show you how many people are browsing particular types of products across the globe. It also gives insight into how popular a search term is over time. You can assess what is currently trending and see its growth.

### amazon

#### Amazon's Best Sellers

Amazon's Best Sellers is a great tool for checking out trending products. As one of the most popular ecommerce platforms globally, you can see what the top selling products within all markets are and what marketing sellers use. You can also get an idea of what makes these products successful through reviews. Amazon has a very well trusted review system, and the information people provide is very reliable. Whilst it is important to see product issues, don't just stick to the negative reviews. Positive reviews can help inform your product selection and give you some insight for marketing.

### Facebook Groups

Facebook Groups are also an excellent resource for getting information on products. These groups are full of people looking to sell or demo new products and others writing reviews. In these groups, you can get an idea of what is working for people who are also selling online. You can also post in groups and request people to assess products before building a store. If you join a group focused on specific interests, such as pets, beauty or hobbies, you can also get some inspiration for products to sell online.



#### Seasonal Trends

Seasonal trends offer an excellent opportunity to sell products online. This includes festive holidays and seasonal changes. For example, you can build very successful Christmas themed stores months before the holiday to capitalise early. It could set you ahead of the competition and put you in a great position if a particular product takes off and you want to sell it online. Before a holiday or season arrives, check out some successful products from last year for inspiration.

## Samples and Testing

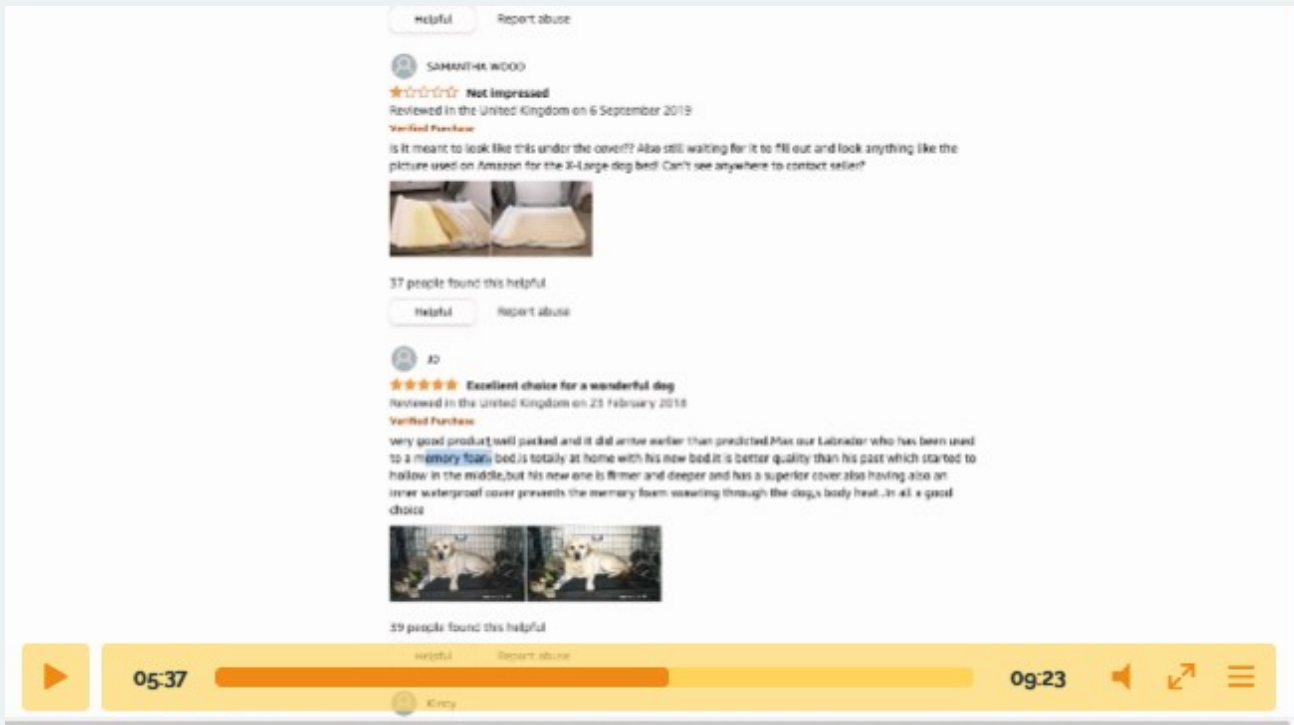
It is also essential to order samples of your selected products before putting the time and effort into building a store. Once you've found a market and subsequently a supplier you wish to use, it is recommended that you order a sample. This will help you ensure the product meets your required specifications, meets the shipping time and stands up to your idea quality. You can also show this product to friends and family and get their feedback on the product.



## Product Research

Product research is key to any successful ecommerce business. This includes drop shipping, white & private labelling and selling any other product online. This E-book provides an introduction to product research.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

