

ONLINE MARKETING

As of my last knowledge update in January 2022, there are several tools and websites that sellers often use for Amazon FBA and Etsy research. Keep in mind that the popularity and effectiveness of tools may change over time, and it's always a good idea to check for the latest reviews and recommendations. Here are a few alternatives to Jungle Scout and eRank:

For Amazon FBA:

- **Helium 10** (<https://www.helium10.com/>):
 - Provides a suite of tools for product research, keyword research, listing optimization, and more.
- **Viral Launch** (<https://viral-launch.com/>):
 - Offers tools for product discovery, market intelligence, and listing optimization.
- **AMZScout** (<https://www.amzscout.net/>):
 - Provides various tools for product research, including a Chrome extension and a web app.
- **Sellics** (<https://www.sellics.com/>):
 - Combines features for Amazon SEO, PPC, competitor monitoring, and more.
- **IO Scout** (<https://ioscout.io/>):
 - Offers tools for product research, tracking, and sales analytics.

For Etsy:

- **Marmalead** (<https://www.marmalead.com/>):
 - Focuses on Etsy SEO and provides insights to optimize product listings.
- **EtsyRank** (<https://www.etsyrank.com/>):
 - Similar to eRank, it helps with Etsy SEO, market research, and competitor analysis.
- **Handmade Hunt** (<https://www.handmadehunt.com/>):
 - Offers insights into popular products and trends on Etsy.
- **Craftcount** (<https://www.craftcount.com/>):
 - Provides rankings and statistics for Etsy sellers, helping identify top sellers in specific categories.

Always check the features, pricing, and reviews of these tools to determine which one aligns best with your specific needs and business goals. Additionally, consider trial versions or free plans that some tools offer to explore their functionalities before making a commitment.

For TikTok:

As of my last knowledge update in January 2022, TikTok is primarily a social media platform, and its features are different from those of e-commerce platforms like Amazon or Etsy. However, if you are looking for tools that can help with TikTok marketing, content creation, analytics, and influencer collaborations, here are ten tools that may be relevant:

- **TikTok Business Suite:**
 - TikTok's official business platform provides tools for creating and managing ads, tracking performance, and gaining insights into your audience.
- **InflueNex (<https://www.influenex.com/>):**
 - Helps identify TikTok influencers based on your niche, track their performance, and manage influencer collaborations.
- **TokUpgrade (<https://www.tokupgrade.com/>):**
 - Offers TikTok growth services to increase followers and engagement organically.
- **Hootsuite (<https://www.hootsuite.com/>):**
 - A social media management platform that allows scheduling TikTok posts, monitoring engagement, and managing multiple social media accounts.
- **Tiklytics (<https://tiklytics.com/>):**
 - Focuses on TikTok analytics, providing insights into account performance, engagement, and audience demographics.
- **Later (<https://later.com/>):**
 - A social media scheduling tool that supports TikTok, allowing you to plan and schedule posts.
- **Boosted (<https://boosted.lightricks.com/>):**
 - An app by Lightricks that provides templates and tools for creating eye-catching TikTok videos.
- **TokGrowth (<https://www.tokgrowth.com/>):**
 - Offers TikTok growth services, helping users increase their followers and engagement.
- **FanBump (<https://fanbump.co/>):**
 - A growth service for TikTok that focuses on organic growth and engagement.
- **TikTok Analytics (<https://analytics.tiktok.com/>):**
 - TikTok's official analytics platform, where you can access insights into your account's performance, audience demographics, and content engagement.

Please note that the TikTok ecosystem and available tools may evolve, so it's recommended to check for the latest tools and features based on your specific TikTok marketing needs. Always review the terms and conditions of any third-party tool before use.

For Facebook Marketplace and Instagram:

For Facebook Marketplace and Instagram Store, sellers often use a combination of platform-specific tools and general e-commerce tools. Here are ten tools that may be helpful for managing and optimizing your presence on Facebook Marketplace and Instagram:

For Facebook Marketplace:

- **Facebook Marketplace itself:**
 - Utilize the built-in features and tools provided by Facebook Marketplace for listing products, communicating with buyers, and managing transactions.
- **Sellbrite (<https://www.sellbrite.com/>):**
 - Helps sellers manage inventory and orders across multiple sales channels, including Facebook Marketplace.
- **ShopMessage (<https://www.shopmessage.me/>):**
 - A marketing automation platform for Facebook Messenger, allowing you to engage with customers and automate order updates.
- **BigCommerce (<https://www.bigcommerce.com/>):**
 - An e-commerce platform that integrates with Facebook Marketplace, providing a solution for managing products and orders.
- **ChannelAdvisor (<https://www.channeladvisor.com/>):**
 - A comprehensive e-commerce platform that can integrate with Facebook Marketplace, helping manage listings, inventory, and fulfillment.

For Instagram Store:

- **Instagram Shopping:**
 - Leverage Instagram's native shopping features to tag products in posts and stories, and enable a seamless shopping experience for users.
- **Shopify (<https://www.shopify.com/>):**
 - A widely used e-commerce platform that integrates with Instagram, allowing you to create a unified shopping experience.
- **Later (<https://later.com/>):**
 - A social media scheduling tool that supports Instagram, helping you plan and schedule posts with shoppable links.
- **Planoly (<https://www.planoly.com/>):**
 - Primarily an Instagram scheduling tool, Planoly also supports shoppable posts, analytics, and hashtag management.
- **Hootsuite (<https://www.hootsuite.com/>):**
 - A social media management platform that supports scheduling and monitoring Instagram posts and comments.