



How to start your successful

DROPSHIPPING BUSINESS

with AliExpress



'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.

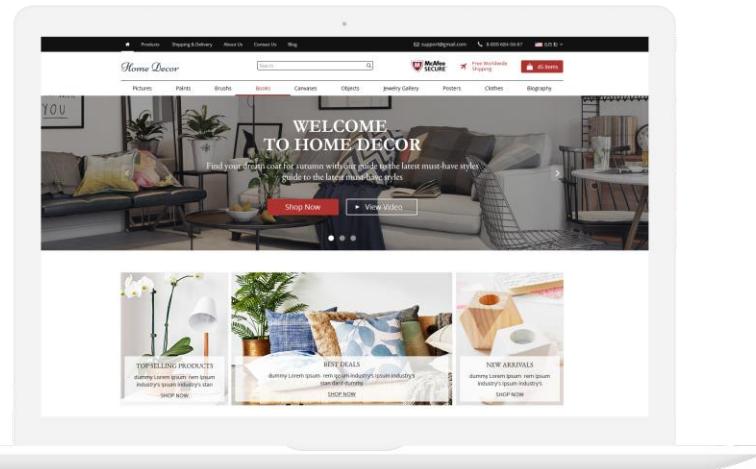


It's not only about the money – the McKinsey's survey results show that people who work independently in one way or another are **more satisfied with their life** regardless of their level of income, education, age and country of residence. This is why the same dynamics of starting self-owned business 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 drop shipping – 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 drop shipping 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 drop shipping 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

5

The customer receives the order and the deal is completed

4

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

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.

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.

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](#)

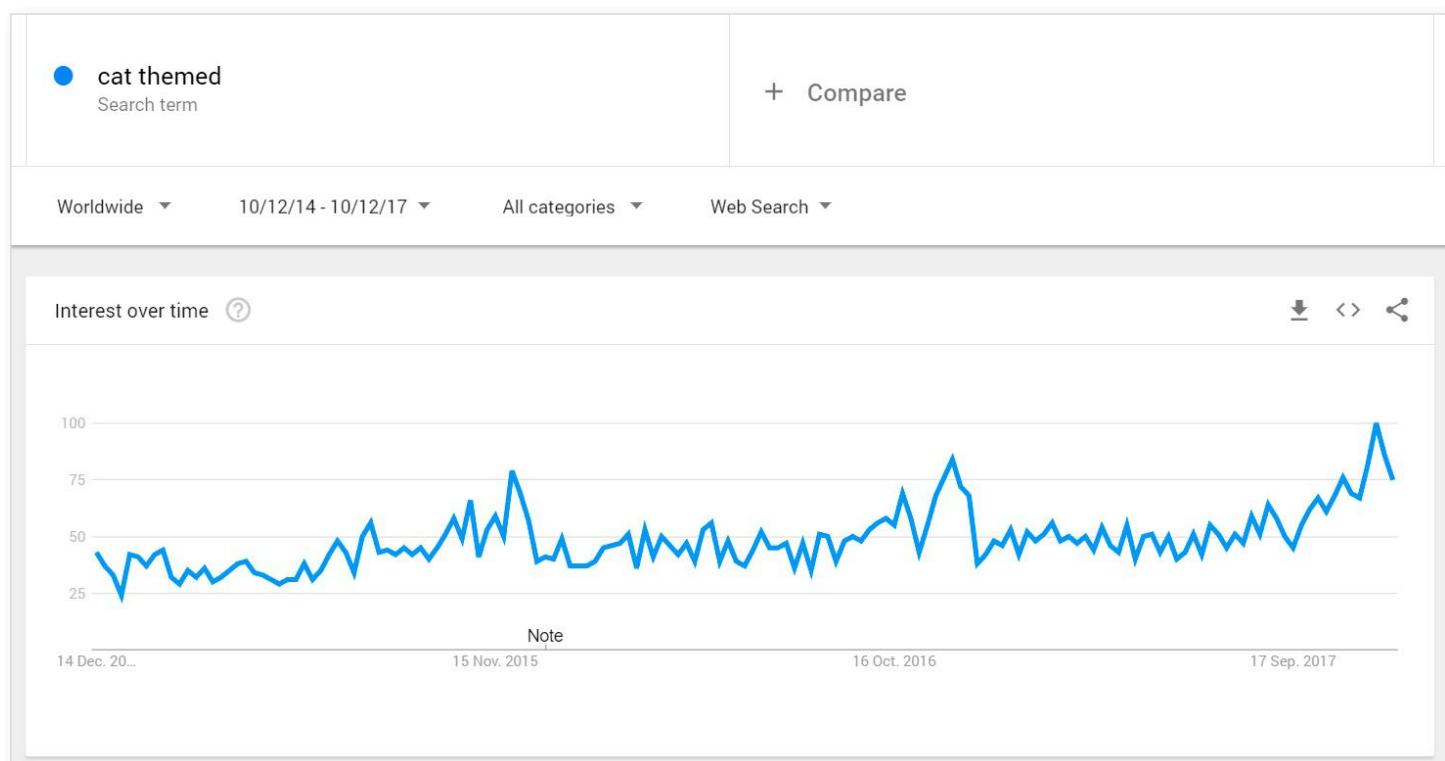
[eBay Daily Deals](#)

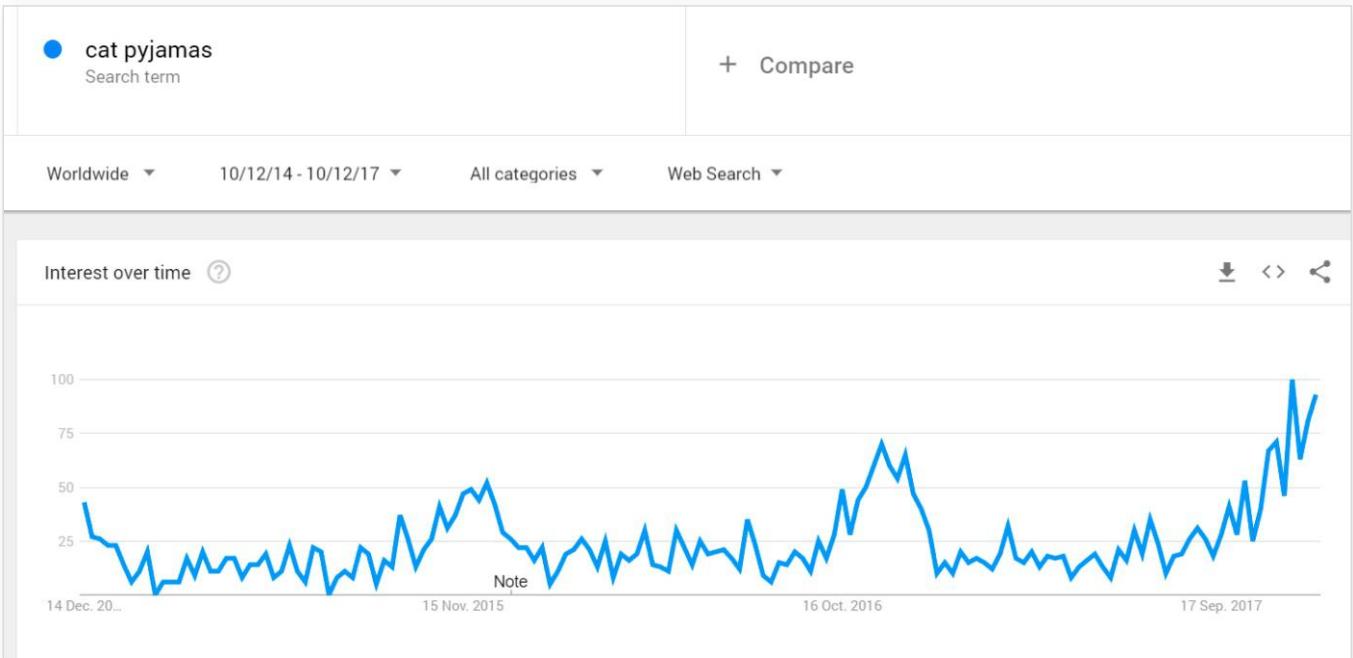
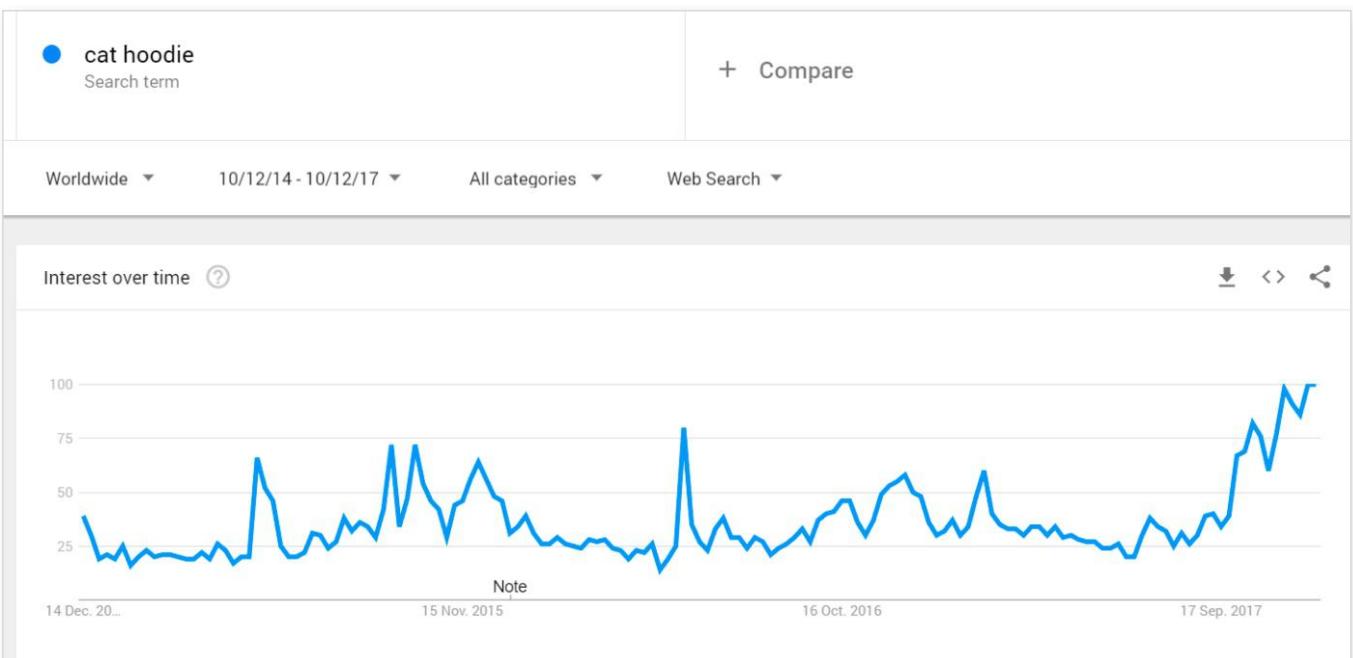
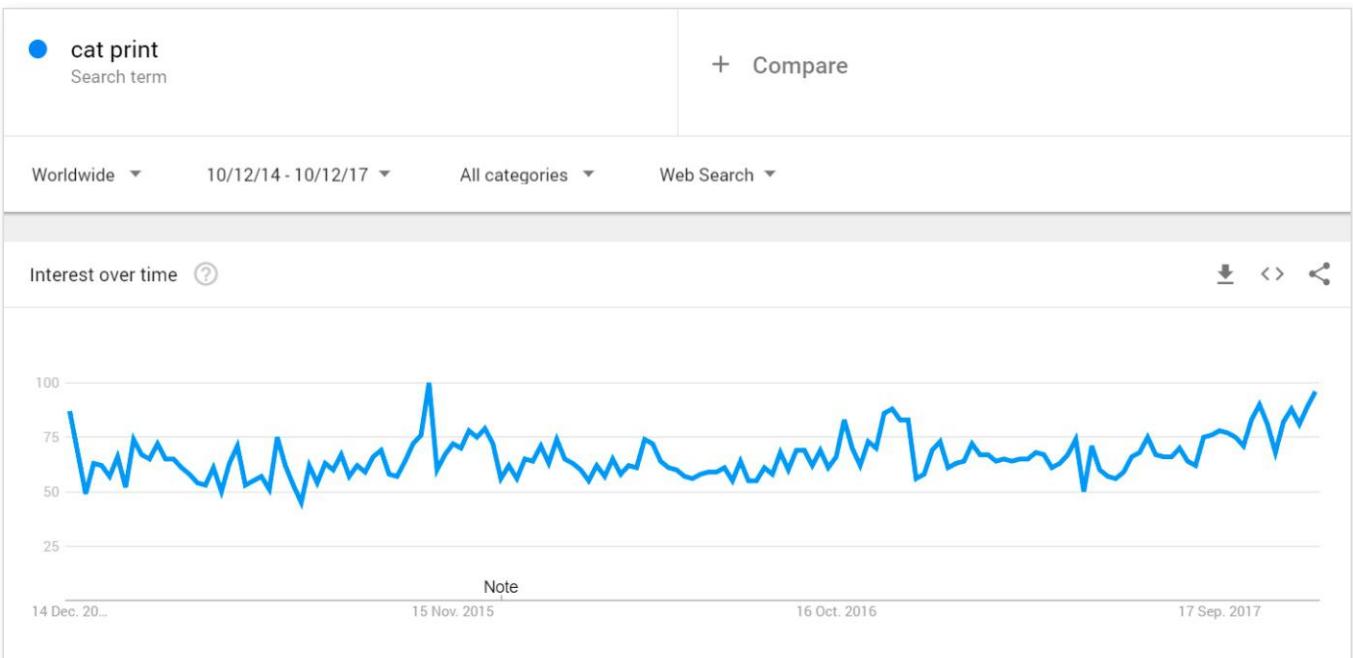
This will give you plenty of valuable information and help you to decide what niche and products to choose for your store.

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.

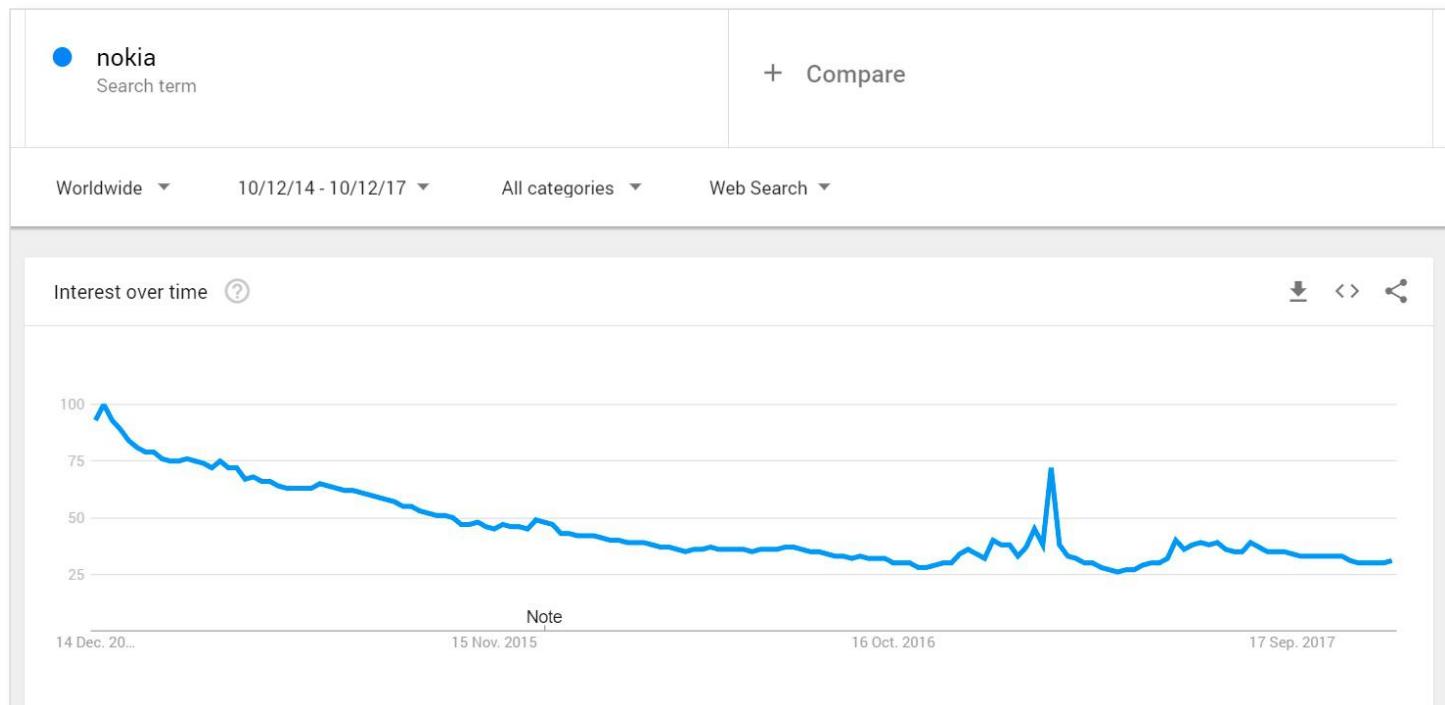
For example, let's build a store that sells various types of cat-themed clothes and accessories. Let's take a look at relevant queries on Google Trends and analyze their dynamics in the last 3 years.





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:

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

- 01** When you narrow your niche, you get a better understanding about what you are going to sell
- 03** It's easier to rank higher in search engine results for particular search terms
- 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.

Search Result	Number of Results
cat	1,587,891 results
cat toy	43,413 results
cat eye sunglasses	35,242 results
cat bed	18,409 results
catsuit	13,782 results
cat necklace	21,523 results
cat collar	29,660 results
cat socks	8,652 results
cat clothes	47,712 results
cat ears	18,869 results

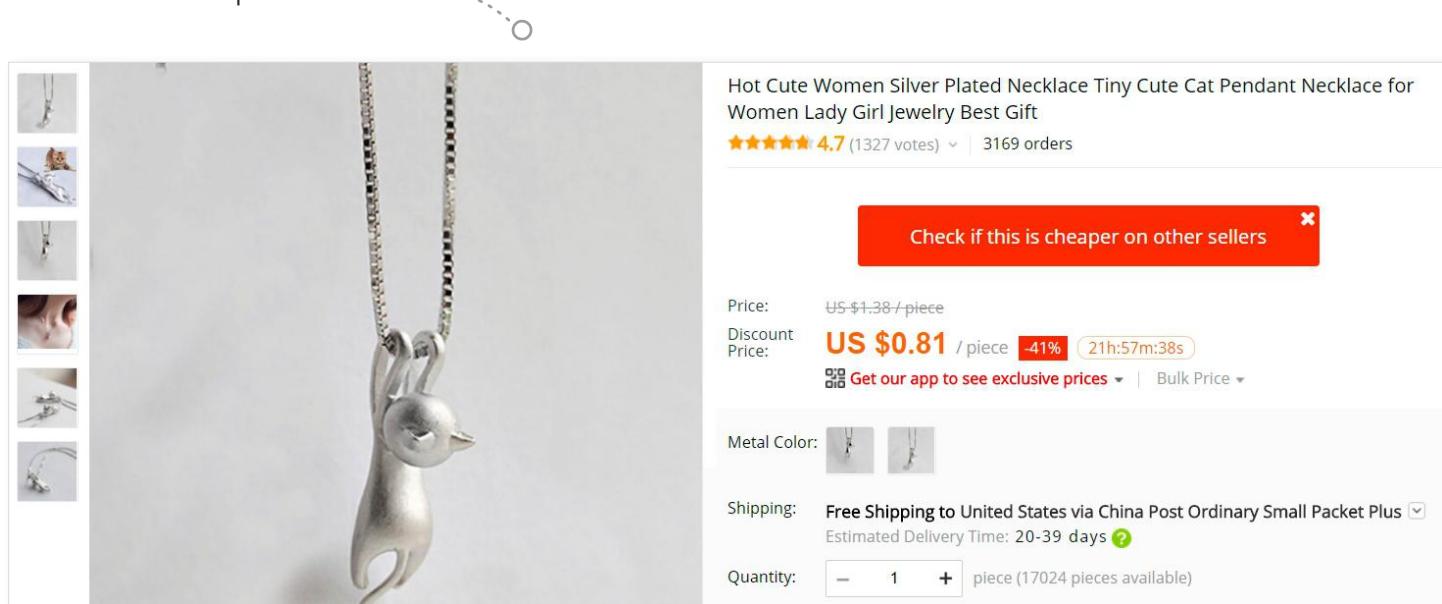
Prices

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.

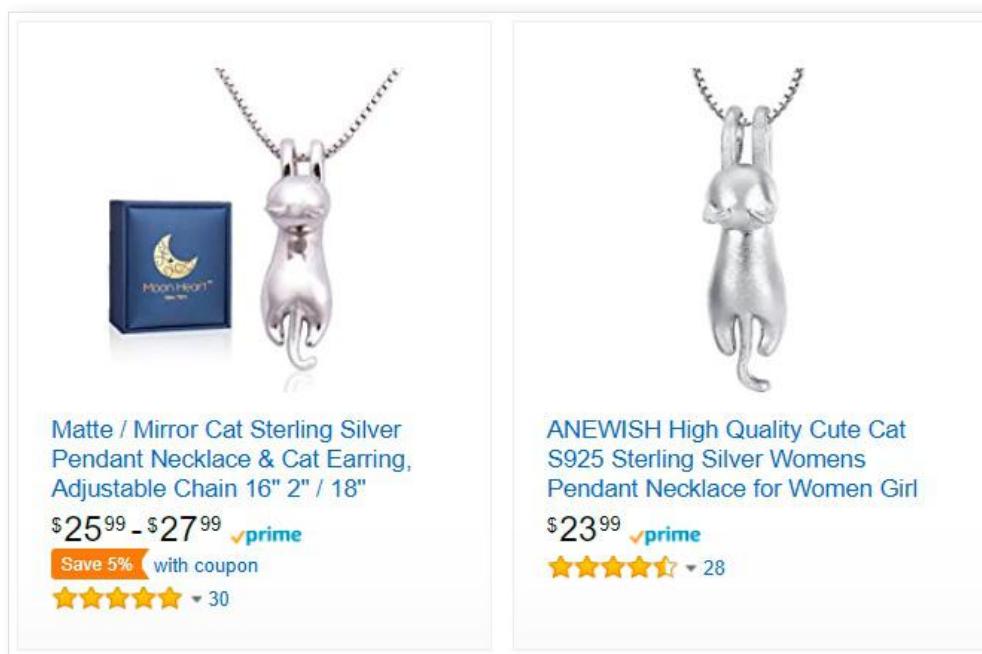
You should pick at least 5-10 products in the selected niche and find the best prices for these items on AliExpress. Next, go to Google and search for the same products in order to compare their prices with prices at AliExpress.

Let's take an example:



The screenshot shows a product listing for a "Hot Cute Women Silver Plated Necklace Tiny Cute Cat Pendant Necklace for Women Lady Girl Jewelry Best Gift". The product has a rating of 4.7 stars from 1327 votes and 3169 orders. The price is listed as US \$0.81 per piece, discounted from US \$1.38. The item is available in two metal colors (silver or gold). Shipping is free to the United States via China Post Ordinary Small Packet Plus, with an estimated delivery time of 20-39 days. The quantity selector shows 1 piece (17024 pieces available). A red button at the top right says "Check if this is cheaper on other sellers".

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



The image displays two Amazon product listings for cat pendants. On the left, a "Matte / Mirror Cat Sterling Silver Pendant Necklace & Cat Earring, Adjustable Chain 16" 2" / 18" is shown with a price range of \$25.99 - \$27.99, marked as prime, and a 5-star rating with 30 reviews. On the right, an "ANEWISH High Quality Cute Cat S925 Sterling Silver Womens Pendant Necklace for Women Girl" is shown with a price of \$23.99, marked as prime, and a 4.5-star rating with 28 reviews.

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.

The screenshot shows a keyword research interface. On the left, there are targeting options like 'All locations', 'All languages', 'Google', and 'Negative keywords'. Below that is a 'Date range' section set to 'last 12 months'. Under 'Customize your search', there is a 'Keyword filters' section. The main area has a search bar at the top with 'cat hoodie' entered, which is circled in red. A yellow banner below the search bar says, 'This page shows ranges for search volumes. For a more detailed view, set up and run a campaign.' It also states 'Average monthly searches for all ideas. 1M – 10M'. Below this are two tabs: 'Ad group ideas' and 'Keyword ideas', with 'Keyword ideas' selected. The results table has columns for 'Search terms', 'Avg. monthly searches', and 'Competition'. A row for 'cat hoodie' is highlighted with a red circle, showing '10K – 100K' for search volume and 'High' for competition.

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: Choose a Domain Name and Hosting Provider

Domain name

You should choose your domain name very carefully because it is going to represent your store forever. Try to choose a professional and relevant (niche specific) domain name. It's better to avoid very long domains (2-3 words is the best choice) and domains with digits and hyphen, and it's also preferable to select ".com" domains as they are widely considered to be more trustworthy for an online store, therefore helping you to attract more customers. In addition, if you decide to sell your store in the future, it will be much easier for you to do it with a .com domain name.

To find and buy a domain for your store, go to [GoDaddy](#) and start searching for suitable names.

Hosting

The WordPress platform runs on a lightweight script that's compatible with nearly all quality web-hosting companies – and there are literally tens of thousands of companies out there to choose from. The web hosting providers below offer one-click WordPress platform installation, reasonably priced plans and responsive customer service:



Annual plans starting at **\$3.96** per month.



Plans starting at **\$5** per month



Plans starting at **\$4** per month. Perfectly optimized for AliDropship plugin

Step 3: Install WordPress

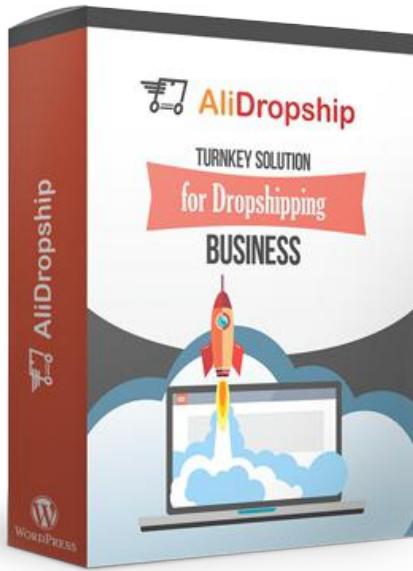
WordPress is a free and open-source content management system (CMS) that you should install on your web server (hosting).

To start the installation process, you firstly need to download WordPress from its official [Download Page](#). There are two ways to install WordPress – quick installation or manual installation. Simply follow the instructions below to [install](#) WordPress using your chosen method:

[WordPress Quick Installation with HostGator](#)

[WordPress Manual Installation](#)

Step 4: Setup AliDropship Plugin



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.

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.

A screenshot of the AliDropship plugin's "Import Products" page within a WordPress dashboard. The sidebar menu shows "AliExpress" is selected. The main area has a "Search products" input field and dropdowns for "Select category" (set to "All categories") and "Keywords" (with placeholder "Enter keywords"). Below these are sections for "Unit Price" (From and To fields), "Purchase volume" (From and To fields), and "Feedback score" (From and To fields). A note says "The number of purchases of the product over the last 30-day period." At the bottom right is a green "Apply Filter" button.

Main Menu

Dashboard

Orders

Reports

AliExpress

Import Products

Import Reviews

Settings

Updates

Settings

License

Collapse menu

Import Products

Go to Import List

Use Direct Import

Search products

Select category

All categories

Keywords

Enter keywords

Leave the field blank to import ALL products from selected category.

Unit Price

From

To

Purchase volume

From

To

The number of purchases of the product over the last 30-day period.

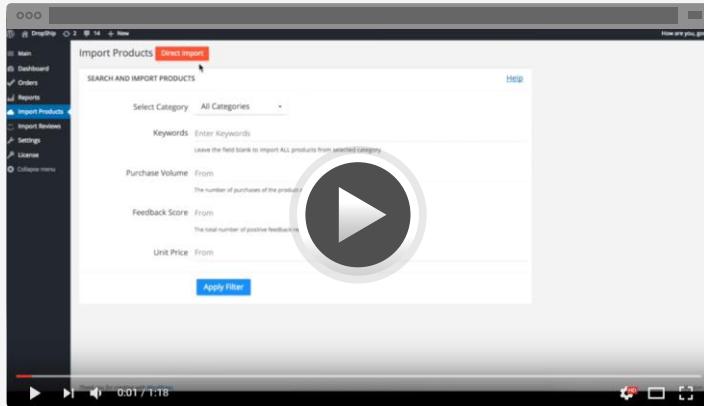
Feedback score

From

To

The total number of positive feedback received by a seller.

Apply Filter



See how it works:

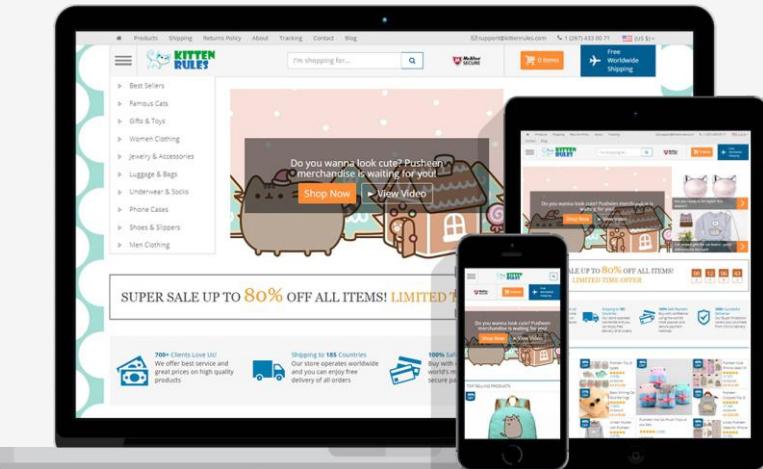
In addition, you don't have to worry about changes in products prices, variations and inventory. The Plugin's auto updating system will keep your product info fresh with the latest data from AliExpress.

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.

Variations	Price	Quantity	Status
Color: black Size: L	US \$167.95 US \$83.98	198	On
Color: black Size: XL	US \$167.95 US \$83.98	193	On
Color: black Size: XXL	US \$167.95 US \$83.98	194	On

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 5: Fill Your Store with Products

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.

2.50ctw Rectangular Octagonal Manchurian Peridot 18k Gold Over Silver Ring
★★★★★ 4.9 (14 votes) 40 orders

Price: **US \$48.99** / piece
 Bulk Price

Ring Size: 5 6 7 8 9 10 11 12

Gem Color: Green

Shipping: Free Shipping to United States via ePacket Estimated Delivery Time: 12-20 days

Quantity: piece (247 pieces available)

Total Price: Depends on the product properties you select

AliDropship Seller's Score
 Great choice! This seller is a reliable one.
96%

Buy Now **Add to Cart**

Ship my order(s) to:

Choose Shipping Method

Shipping Company	Estimated Delivery Time	Shipping Cost	Tracking Information
ePacket	12-20 days	Free Shipping	Available
AliExpress Standard Shipping	19-39 days	Free Shipping	Available
EMS	12-21 days	US \$28.12	Available
DHL	6-13 days	US \$40.27	Available

OK

When possible, try to take only products which offer free or very cheap ePacket shipping. Since the majority of products on AliExpress come from China, ePacket delivery is not only the most economical option, but also one of the quickest ways for small goods to get to the United States, as well as other countries.

The easiest way to detect products with an ePacket shipping option is to use the AliDropship Google Chrome extension.

- 1 Install the AliDropship Google Chrome extension.
- 2 Go to AliExpress.com and start searching for products.
- 3 If the AliDropship Chrome extension is activated on your browser, it will detect and show you the items with ePacket automatically:

A screenshot of the AliExpress website showing search results for "Fine Jewelry". The results are filtered by ePacket shipping. The interface includes a sidebar for related categories and a top bar for buyer protection and import options.

- 4 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.

A screenshot of a product page for a Stone's Secret ring. The page shows the product image, title, price, and shipping information. A red button labeled "Import" is visible at the top right of the page.

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 < \text{Supplier Price} < \$1 = \text{Your Price: } \7.95
 $\$1 < \text{Supplier Price} < \$5 = \text{Your Price: } \9.95
 $\$5 < \text{Supplier Price} < \$30 = \text{Your Price: } \text{Supplier Price} \times 2$

$\$30 < \text{Supplier Price} < \$50 = \text{Your Price: } \text{Supplier Price} \times 1.75$
 $\$50 < \text{Supplier Price} < \$100 = \text{Your Price: } \text{Supplier Price} \times 1.5$
 $\text{Supplier Price} > \$100 = \text{Your Price: } \text{Supplier Price} \times 1.35$

Pricing Markup Formula			• How it works
		Add New Formula	Add Recommended
#	Supplier Cost Range	Your Price	x 2 x 3 x 4
1	$0 < \text{cost} < \$1.00$	$\text{cost} = 7.95 + 3$	
2	$\$1.00 < \text{cost} < \2.00	$\text{cost} = 8.99 + 5$	
3	$\$2.00 < \text{cost} < \5.00	$\text{cost} = 9.95 * 1.5$	
4	$\$5 < \text{cost} < \30	$\text{cost} * 2$	
5	$\$30 < \text{cost} < \50	$\text{cost} * 1.75$	
6	$\$50 < \text{cost} < \100	$\text{cost} * 1.5$	
7	$\$100 < \text{cost} < \infty$	$\text{cost} * 1.35$	

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 6: 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 advertising 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. Just look at [this Facebook fan page](#) and the number of its subscribers! The conversion rate of this store is really high owing to SMM! 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:

- **Reaching a relevant Facebook audience** with the help of dynamic remarketing. See the strategy and a success story: [How we made \\$467.00 spending \\$18.00 with FB Ads;](#)
- **Shoutouts on Instagram.** See the strategy and a success story: [How We Upgraded from 3 Orders in March to 195 Orders in May by Promoting Our Dropshipping Store via Instagram Shoutouts;](#)
- **Auto-promotion with Social Rabbit plugin.** See the strategy and a success story: [How We Got 66 Orders and \\$813 in Just One Month by Promoting Our Dropshipping Store in Social Media with a Special Plugin;](#)

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.;

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

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

Read the success story of one of our clients who used Facebook advertizing: [2,500+ Orders in the First Three Months.](#)

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 your 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 7: 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!"

The screenshot shows the AliDropship plugin interface. On the left, there is a sidebar with the following menu items: Main Menu, Dashboard, Orders (which is selected and highlighted in blue), Orders, Tracking, Reports, AliExpress, Settings, License, and Collapse menu. The main area displays a modal window titled "Fulfill Order Automatically". Inside the modal, there is a text input field labeled "Additional message for a supplier" with the placeholder text "We are dropshipping! Please, do not include any invoices or promo materials into the package." Below this, there is a green "Completed" button. The main content area shows a table with two columns: "Products" and "Status". There is one item listed: "2pcs/set Broken Heart with Wine Bottle Enamel Brooch" with a status of "Added". At the bottom of the modal, there are links for "Free shipping", "View in store", "Get tracking", and some tracking numbers: 700529523579054 and ZA138352676LV.

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 [AliExpress Buyers 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.

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.

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.

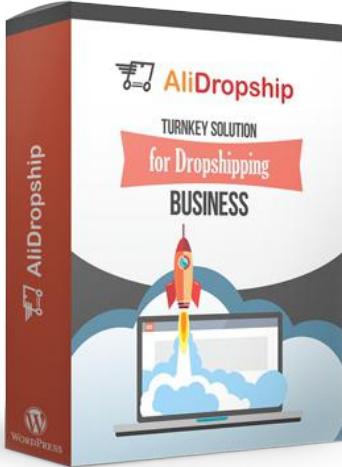
NO EXTRA CHARGES

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.

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.

Are You Ready to Start Your Dropshipping Business Today?



If you want to build your own dropshipping store right now, buy our powerful AliDropship plugin with a 15% discount!

Coupon code:

STARTER15

[Buy Plugin](#)

In case you want a 100% hassle-free start, order a turnkey custom store with a 10% Discount - and begin getting revenues from day one!

Coupon code:

CUSTOM10

[Order Custom Store](#)

