



sidekick
By Poshmark Pro Tools

GOOGLE TRENDS FOR RESELLERS

Google Trends





TABLE OF CONTENTS

01	The Ultimate Market Research Tool for Poshmark Success	01
02	Section 1: Getting Started with Google Trends	02
03	1.1 What is Google Trends?	02
04	1.2 How to access Google Trends	03
05	Section 2: Performing Market Research with Google Trends	04
06	2.1 Identifying popular trends and products	04
07	2.2 Comparing search terms	06
08	2.3 Analyzing regional interest	08
09	2.4 Discovering related queries	11
10	3.1 Sourcing inventory	13
11	3.2 Optimizing listings	19
12	3.3 Understanding seasonal trends	21



14	Research Style Tags with Google Trends!	27
15	Discovering Profitable Products and Categories to Sell on Poshmark.	30
16	Conclusion	34



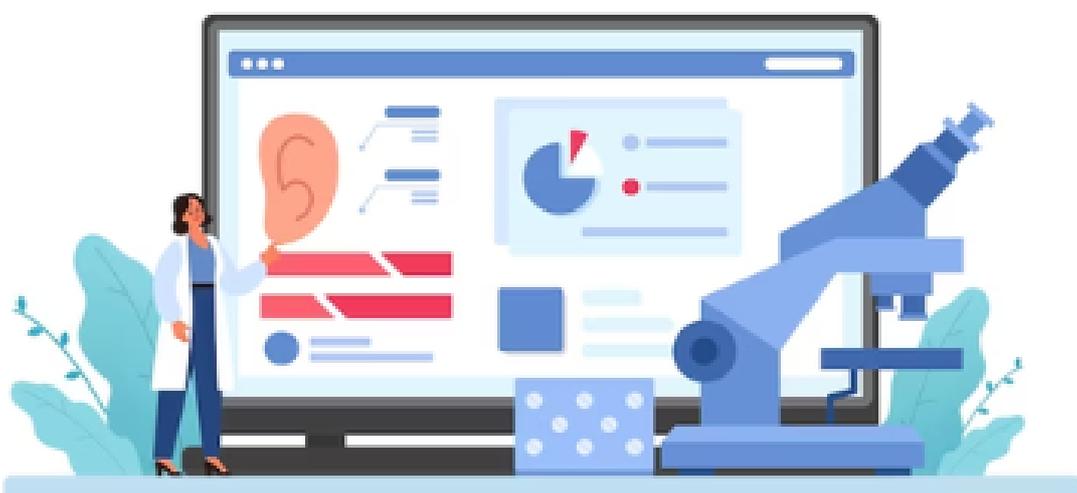
THE ULTIMATE MARKET RESEARCH TOOL FOR POSHMARK SUCCESS

As a Poshmark seller, it's crucial to stay ahead of the competition and identify the latest trends in fashion and consumer demand.

Google Trends is a powerful and free tool that can help you gain valuable insights into market trends and make data-driven decisions for your Poshmark business.

In this guide, we'll walk you through the process of using Google Trends to perform market research and optimize your Poshmark listings for maximum success.

Research

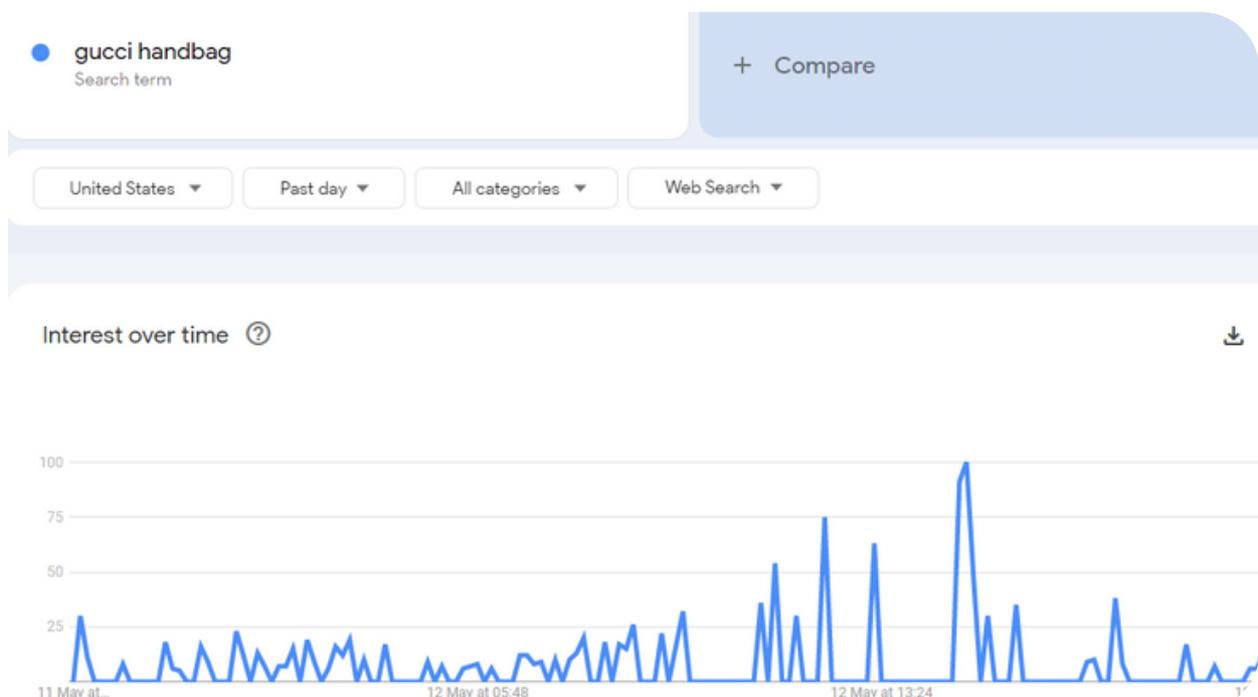




SECTION 1: GETTING STARTED WITH GOOGLE TRENDS

1.1 WHAT IS GOOGLE TRENDS?

Google Trends is a search analysis tool that allows users to explore search data and trends across various topics, industries, and regions. By analyzing search queries, Google Trends provides insights into consumer interests and behavior, making it a valuable resource for resellers and Poshmark sellers.





1.2 HOW TO ACCESS GOOGLE TRENDS

To access Google Trends, simply visit <https://trends.google.com> and start exploring the available data.

Pro Tip: Save Google Trends as a bookmark in your web browser to make it easy and quick to access whenever you need to perform market research.

Regularly checking Google Trends will help you stay up-to-date with the latest trends and consumer interests.



SECTION 2: PERFORMING MARKET RESEARCH WITH GOOGLE TRENDS

2.1 IDENTIFYING POPULAR TRENDS AND PRODUCTS

Step 1: Visit Google Trends at <https://trends.google.com> and enter a keyword related to your niche or product category in the search bar.

Step 2: Analyze the search volume data over time to determine if the trend is on the rise, steady, or declining. This will give you an idea of the current demand for the product or trend.

Enter a keyword to see how it's trending

michael kors bags [Explore](#)

or see what's [trending now](#)



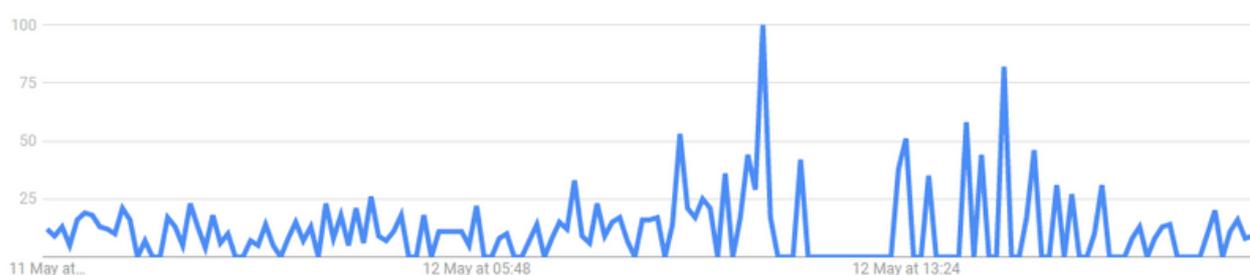
United States ▾

Past day ▾

All categories ▾

Web Search ▾

Interest over time ?



Pro Tip: In the "Interest over time" graph, you can change the time range to view trends for different periods (e.g., past 30 days, past 12 months, or a custom range). This will help you identify both short-term and long-term trends, allowing you to adapt your inventory accordingly.

Example: Search for "vintage clothing" to see if there's a growing interest in this niche. If the search volume shows an upward trend, it's a good indication that vintage clothing is becoming more popular and could be a profitable category for your Poshmark business.



2.2 COMPARING SEARCH TERMS



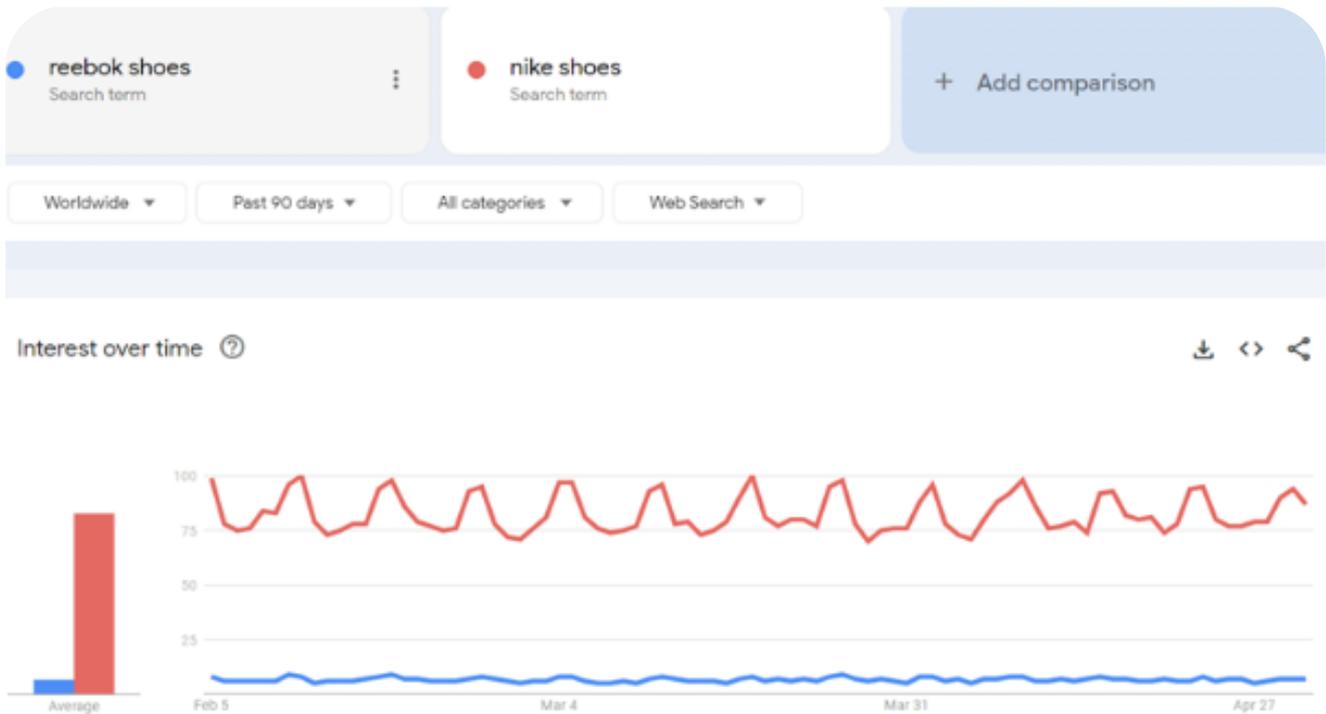
Step 1: In Google Trends, enter multiple search terms related to your niche or product category..

Enter a keyword to see how it's trending

reebok shoes, nike shoes [Explore](#)

or see what's [trending now](#)

Step 2: Analyze the comparison chart to see which search term is more popular, indicating a higher demand for that product or brand.



Example: Compare the search terms "Nike sneakers" and "Adidas sneakers" to see which brand is more popular among consumers. This can help you make informed decisions when sourcing inventory and focusing on the most sought-after brands



2.3 ANALYZING REGIONAL INTEREST



Step 1: In Google Trends, search for a keyword related to your niche or product category.



Enter a keyword to see how it's trending

cashmere sweater [Explore](#)

or see what's [trending now](#)

Step 2: Scroll down to the "Interest by region" section to view a heatmap and a list of regions where the search term is most popular.

● cashmere sweater
Search term

+ Compare

All categories ▾ Web Search ▾

- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan



Step 3: Use this data to target specific markets and optimize your listings for maximum visibility in these high-demand regions.

Pro Tip: Keep an eye on any emerging markets or regions with growing interest in your niche.

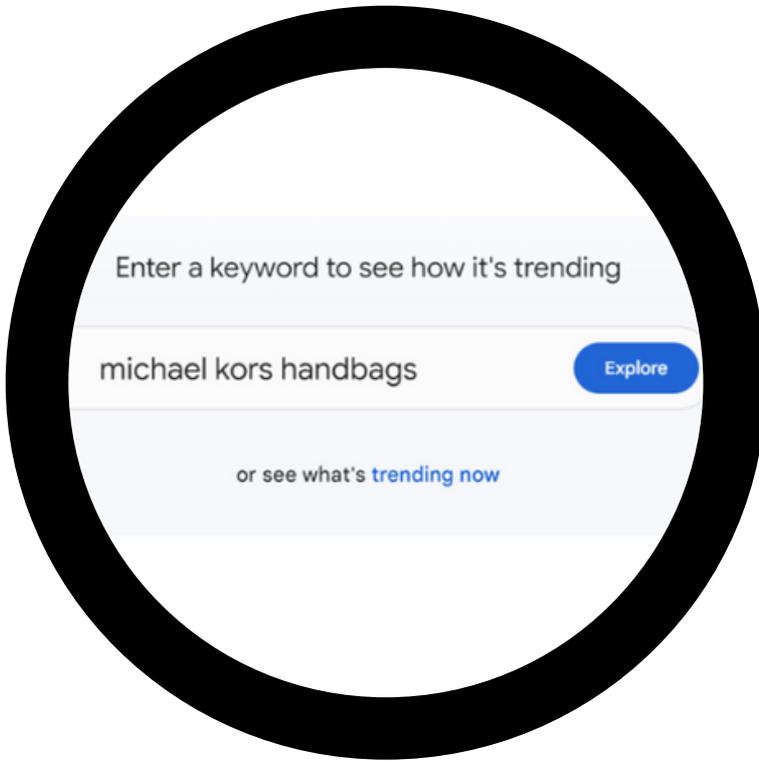
This can help you get ahead of the competition and capitalize on new opportunities by targeting those markets early.

Example: Search for "summer dresses" and analyze the regional interest data to identify locations where this product is highly sought after.

This information can help you target potential buyers in those regions by adjusting your listing titles, descriptions, and shipping options to cater to their preferences.



2.4 DISCOVERING RELATED QUERIES



Step 1: In Google Trends, search for a keyword related to your niche or product category

Step 2: Scroll down to the "Related queries" section to find additional keywords and search terms that users are searching for in conjunction with your initial keyword.





Step 3: Use these related queries to gain deeper insights into consumer interests and inform your inventory sourcing and listing optimization strategies.

Example: Search for "sustainable fashion" and review the related queries to discover additional keywords, such as "sustainable clothing brands" or "eco-friendly fashion."

Incorporate these relevant keywords into your Poshmark listings to attract buyers who are searching for sustainable and eco-friendly products.

Section 3: Applying Google Trends Insights to Your Poshmark Business



3.1 SOURCING INVENTORY



Use the insights from Google Trends to inform your inventory-sourcing decisions. Focus on items that are trending or have consistent search volume to ensure you're stocking products that are in high demand.

Discovering Profitable Products and Categories to Sell on Poshmark Using Google Trends



Identify potential niches or categories:

Start by brainstorming a list of potential niches or categories that you are interested in or knowledgeable about.

For example, you might consider "athleisure wear," "vintage dresses," or "designer handbags."

Visit Google Trends:

Go to <https://trends.google.com> and enter one of the niches or categories you've identified into the search bar.

This will give you an overview of the search volume for that specific term over time.



Analyze search volume data:

Look for trends in the search volume data. If the search volume is on the rise or remains steady, it indicates that the niche or category is popular and has the potential for profitability on Poshmark.

Example: If you search for "athleisure wear" and find that the search volume has been increasing over the past year, this suggests that the category is growing in popularity and might be a profitable niche to explore on Poshmark.



Compare multiple niches or categories:

To compare the popularity of different niches or categories, enter multiple terms into the search bar, separated by commas.

Google Trends will display a comparison chart showing the relative search volume for each term.

Niches or categories with higher search volume are likely to be more profitable on Poshmark.

Analyze related queries:

Scroll down to the "Related queries" section of the Google Trends page. This section shows additional keywords and search terms that users search for in conjunction with your initial niche or category.

These related queries can provide insights into specific products or subcategories within your niche that are in high demand.



Example: If the related queries for "athleisure wear" include terms like "yoga pants," "sports bras," and "running shoes," this indicates that these specific products are in high demand within the athleisure wear category.

Research Poshmark trends and bestsellers:

In addition to using Google Trends, browse Poshmark's platform to identify top-selling items and popular categories.

This will help you confirm the popularity and profitability of the niches or categories you've identified through your Google Trends research.

Source products for your niche or category:

Once you've identified a profitable niche or category using Google Trends, source high-quality products within that category to list on Poshmark.



Focus on items that align with the popular style tags and related queries you discovered during your research.

Pro Tip:

When sourcing inventory, don't be afraid to diversify your product offerings.

While it's important to focus on high-demand items, having a variety of products can help you appeal to a wider range of customers and make your Poshmark closet more interesting.

By using Google Trends to identify profitable products and categories, you can make informed decisions about what to sell on Poshmark, ultimately increasing your chances of success on the platform.



3.2 OPTIMIZING LISTINGS



Incorporate popular keywords identified through Google Trends into your Poshmark listing titles and descriptions.

This will help improve your listing visibility and increase the likelihood of attracting potential buyers



Pro Tip:

Experiment with different listing styles, such as including emojis (Please Note: Emoji's in the listing title is NOT recommended, try it in the description instead!) or using unique formatting, to make your Poshmark listings stand out among competitors. Just make sure that your listings remain clear and easy to read.



3.3 SEASONAL TRENDS



Monitor seasonal trends using Google Trends to ensure you're prepared for shifting consumer interests.

This will help you source and list seasonally appropriate items that are more likely to sell.



Pro Tip:

As you monitor seasonal trends, consider creating and promoting themed collections or sales events in your Poshmark closet to capitalize on seasonal demand.

This can help you generate excitement and encourage buyers to browse your inventory.

Google Trends is an invaluable resource for Poshmark sellers looking to stay ahead of the competition and make data-driven decisions for their businesses.

By incorporating Google Trends insights into your market research, inventory sourcing, and listing optimization strategies, you'll be well-equipped to thrive in the ever-changing Poshmark marketplace.

Start leveraging the power of Google Trends today and watch your Poshmark sales soar!



HERE'S AN EXAMPLE OF HOW PEOPLE USE GOOGLE TRENDS:

"Anna" (not her real name), an experienced Poshmark seller, struggled to maintain consistent sales and was looking for a way to boost her performance on the platform.

After learning about the potential benefits of using Google Trends for market research, she decided to give it a try.

Anna began by exploring Google Trends to identify popular fashion trends and high-demand categories in the market.

She discovered that athleisure wear and minimalist style were experiencing a surge in interest.

The Google Trends data showed a steady upward trajectory for both of these niches over the past few months.



Next, Anna researched Poshmark trends and bestsellers within these categories.

She found that brands like Lululemon, Outdoor Voices, and Madewell were particularly popular among buyers, with frequent sales and high levels of engagement on their listings.

Armed with this information, Anna sourced a variety of athleisure and minimalist clothing items from thrift stores, estate sales, and online marketplaces.

She carefully curated her inventory to include a mix of popular brands, on-trend pieces, and high-quality minimalist items.



Anna optimized her Poshmark listings by incorporating the popular style tags and keywords she identified during her research.

She used clear and engaging titles, detailed descriptions, and high-quality photos to showcase her items.

Additionally, Anna participated in Poshmark shopping parties related to her niche and actively engaged with potential buyers through comments and offers.

By being responsive and providing excellent customer service, she built trust and credibility with her audience.

The result? Anna experienced a record-breaking month of sales on Poshmark, with a 250% increase in revenue compared to the previous month.



She carefully curated inventory, optimized listings, and a niche-focused approach resonated with buyers, leading to a surge in interest and purchases.

Anna's success demonstrates the power of using Google Trends and market research to make informed decisions about what to sell on Poshmark.

By identifying popular trends and high-demand categories, she was able to tailor her inventory to meet the needs and interests of her target audience, resulting in record-breaking sales and a thriving Poshmark business.

Start by visiting Google Trends at <https://trends.google.com>.

Think of a few relevant style tags or fashion keywords that may be popular in your niche. For example, if you're selling women's clothing, you might consider keywords like "boho," "minimalist," or "vintage."



RESEARCH STYLE TAGS WITH GOOGLE TRENDS!

Interest over time ⓘ



Enter one of the style tags or keywords into the search bar on Google Trends.

Analyze the search volume data over time to determine if the style tag is on the rise, steady, or declining.

If the search volume is rising or steady, it indicates that the style is popular and could be a valuable style tag to include in your Poshmark listings.



To compare multiple style tags, simply enter another style tag or keyword into the search bar, separated by a comma.

Google Trends will display a comparison chart showing the relative search volume for each term.

The more popular style tags will have a higher search volume, indicating that they are in demand and should be included in your listings.

Scroll down to the "Related queries" section of the Google Trends page.

Here, you'll find additional keywords and search terms that users search for in conjunction with your initial style tag.

These related queries can be valuable style tags to include in your Poshmark listings as well.



Make note of the popular style tags and related queries that you've identified through your Google Trends research.

Incorporate these popular style tags into your Poshmark listings, making sure to include them in the title, description, and the "style tags" field.

This will help your listings rank higher in search results and attract potential buyers who are searching for those specific styles.

By utilizing Google Trends to identify popular style tags, you can optimize your Poshmark listings to cater to the latest fashion trends and increase your chances of attracting potential buyers and making more sales!



DISCOVERING PROFITABLE PRODUCTS AND CATEGORIES TO SELL ON POSHMARK.



Identify potential niches or categories:

Start by brainstorming a list of potential niches or categories that you are interested in or knowledgeable about.

For example, you might consider "athleisure wear," "vintage dresses," or "designer handbags."



Visit Google Trends:

Go to <https://trends.google.com> and enter one of the niches or categories you've identified into the search bar.

This will give you an overview of the search volume for that specific term over time.

Analyze search volume data:

Look for trends in the search volume data. If the search volume is on the rise or remains steady, it indicates that the niche or category is popular and has the potential for profitability on Poshmark.

Example: If you search for "athleisure wear" and find that the search volume has been increasing over the past year, this suggests that the category is growing in popularity and might be a profitable niche to explore on Poshmark.



Compare multiple niches or Categories:

To compare the popularity of different niches or categories, enter multiple terms into the search bar, separated by commas.

Google Trends will display a comparison chart showing the relative search volume for each term. Niches or categories with higher search volume are likely to be more profitable on Poshmark.

Analyze related queries:

Scroll down to the "Related queries" section of the Google Trends page. This section shows additional keywords and search terms that users search for in conjunction with your initial niche or category.

These related queries can provide insights into specific products or subcategories within your niche that are in high demand.



Example: If the related queries for "athleisure wear" include terms like "yoga pants," "sports bras," and "running shoes," this indicates that these specific products are in high demand within the athleisure wear category.

Research Poshmark trends and bestsellers:

In addition to using Google Trends, browse Poshmark's platform to identify top-selling items and popular categories.

This will help you confirm the popularity and profitability of the niches or categories you've identified through your Google Trends research.

Source products for your niche or category:

Once you've identified a profitable niche or category using Google Trends, source high-quality products within that category to list on Poshmark.

Focus on items that align with the popular style tags and related queries you discovered during your research.



CONCLUSION:

Google Trends can be a valuable tool for Poshmark sellers looking to boost their success on the platform.

By analyzing search trends, identifying popular keywords, and tracking seasonal trends, sellers can optimize their listings and increase their chances of making sales.

However, it's important to remember that Google Trends is just one tool in a seller's arsenal and should be used in conjunction with other strategies, such as promoting listings on social media and providing excellent customer service.

Ultimately, success on Poshmark requires dedication, hard work, and a willingness to adapt to changing trends and market conditions. By leveraging Google Trends and other resources, sellers can increase their chances of thriving on this popular online marketplace.



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THANK YOU



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