

Twitter Thread by James Watson | LinkedIn King ■



James Watson | LinkedIn King ■

[@linkedin_king](#)



Get a lot of questions like this about how to target e-commerce brands on LinkedIn to sell your agency services.

If that sounds like you... here's how you do it.

[SHORT THREAD]

Hey James, I really love your content here on Twitter. I wanna apply them to my start-up eCommerce SMMA but I'm wondering how I can find them (eCommerce prospects) on LinkedIn. I tried some keywords but I'm getting irrelevant results. Do you have any relevant threads about this?

SALES NAVIGATOR

Step 1: Sign up for a free 30 day trial Sales Nav account

Step 2: Use this search to start with <https://t.co/3K4m0CrrJy>

Assuming you want to target US brands and smaller size companies - adjust these if not.

The key is to search for companies using SHOPIFY

Keywords

13K+
Total results

12
With senior leadership changes in
last 3 months

6
Accounts with funding events in past
12 months

Filters Clear (3)

Geography

Included:

United States ×

Within: Region

Industry +

Department headcount +

Department headcount growth +

Annual revenue +

Company headcount

1-10 × 11-50 × +

Company headcount growth +

Technologies used

Shopify × +

Fortune +

Number of followers +

View all filters

Select all
 Save to list
 View current employees

Puffy

Founded in 2016 and launched in 2017, Puffy is a direct-to-consumer mattress and bedroom company operating in the U.S. and Cana...[see all](#)

Retail · 11-50 employees · Los Angeles, California, United States

Technology used

Shopify

View All Employees

Save ...

GOOD AMERICAN

GOOD AMERICAN is a fashion brand designed for a curvier, sexier and stronger shape. We are proud to be leaders in the body positivit...[see all](#)

Apparel & Fashion · 11-50 employees · Los Angeles, California, United States

Technology used

Shopify

View All Employees

Save ...

Youth To The People

Youth To The People was created with one simple mission in mind: what you put on your skin should be as whole, nutrient-rich, and clea...[see all](#)

Cosmetics · 11-50 employees · Los Angeles, California, United States

Technology used

Shopify

View All Employees

Save ...

LoveShackFancy

Stylist, designer and creative director Rebecca Hessel Cohen was born and raised in NYC. For over seven years she worked as Senior F...[see all](#)

Apparel & Fashion · 11-50 employees · New York, New York, United States

Technology used

Shopify

View All Employees

Save ...

Step 3: Want to sub-niche further?

Add 'beauty' as a keyword to refine your list accordingly

Rinse and repeat for as many niches as you want

Keywords

482
Total results

2
With senior leadership changes in last 3 months

Filters Clear (3)

Geography

Included:

United States ×

Within: Region

Industry +

Department headcount +

Department headcount growth +

Annual revenue +

Company headcount

1-10 × 11-50 × +

Company headcount growth +

Technologies used

Shopify × +

Fortune +

Number of followers +

[View all filters](#)

[Select all](#) [Save to list](#) [View current employees](#)

Beauty Bakerie Cosmetics Brand, Inc. [Save](#) ...

Sold in nearly 1,000 locations worldwide to include Ulta Beauty, Morphe & Self Ridges, Beauty Bakerie is a rapidly growing cosmetics fir...[see all](#)

Cosmetics · 11-50 employees · San Diego, California, United States

Technology used

Shopify

[View All Employees](#)

Beauty Creations Cosmetics [Save](#) ...

Beauty Creations focus is on creating and producing the best cosmetic tools and products from the best quality for the best price.

Cosmetics · 11-50 employees · Downey, California, United States

Technology used

Shopify

[View All Employees](#)

Beauty By Design [Save](#) ...

Beauty By Design is leading the next wave of modern technology-led retail called text commerce - We are a vertically integrated, bra...[see all](#)

Consumer Services · 11-50 employees · Los Angeles, California, United States

Technology used

Shopify

[View All Employees](#)

Beauty Experience [Save](#) ...

Find the largest selection of professional beauty supply products to choose from. Total Beauty Experience is a full service salon and ...[see all](#)

Consumer Services · 1-10 employees · Sacramento, California, United States

Technology used

Shopify

[View All Employees](#)

Step 4:

Select the Accounts (companies) you want to target then click 'view current employees'

Keywords

482
Total results

2
With senior leadership changes in last 3 months

Filters Clear (3)

Geography

Included:

United States ×

Within: Region ✎

Industry +

Department headcount +

Department headcount growth +

Annual revenue +

Company headcount

1-10 × 11-50 × +

Company headcount growth +

Technologies used


Shopify × +

Fortune +

Number of followers +

View all filters

Select all
☰ Save to list
👤 View current employees



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Sold in nearly 1,000 locations worldwide to include Ulta Beauty, Morphe & Self Ridges, Beauty Bakerie is a rapidly growing cosmetics fir...[see all](#)

Cosmetics · 11-50 employees · San Diego, California, United States


Technology used

Shopify

[👤](#) View All Employees

Save

⋮



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Beauty Creations focus is on creating and producing the best cosmetic tools and products from the best quality for the best price.

Cosmetics · 11-50 employees · Downey, California, United States


Technology used

Shopify

[👤](#) View All Employees

Save

⋮



Beauty By Design

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Consumer Services · 11-50 employees · Los Angeles, California, United States


Technology used

Shopify

[👤](#) View All Employees

Save

⋮



Beauty Experience

Find the largest selection of professional beauty supply products to choose from. Total Beauty Experience is a full service salon and ...[see all](#)

Consumer Services · 1-10 employees · Sacramento, California, United States

Technology used

Shopify

[👤](#) View All Employees

Save

⋮

Step 5:

Add in job titles to filter further as needed

THAT'S IT

Now scrape this list using your favourite tool and outreach away...

Keywords

Enter keywords ...

Filters

Clear (1)

Custom Lists +

Past Lead and Account Activity +

Geography +

Relationship +

Company

Included:

A Complete Beauty x

Araceli Beauty x

Beauty Bakerie Cosmetics Br... x

BEAUTY BAR SEATTLE LLC T... x

Beauty Beauty USA Inc x

Beauty By Design x

Beauty Cafe x

Beauty Creations Cosmetics x

Beauty Experience x

Cuvée Beauty x

Farmacy Beauty x

hair beauty supply LLC x

Herbal Dynamics Beauty x

ILIA Beauty x

Inside Outer Beauty Market x

Natural Me Beauty™ x

One Ocean Beauty x

Regi-Me Beauty x

Rich Beauty LLC x

Selfcare Beauty x

Subtl Beauty x

279

Total results

22

Changed jobs in past 90 days

22

Posted on LinkedIn in past 30 days

24

Share experiences with you

Select all Save to list Save Selected Email Add to Sequence Add to Lists

Albert Chong 2nd in VP of Digital at ILIA Beauty 1 year 11 months in role and company Laguna Beach, California, United States

1 shared connection

Rachel Reid 2nd Chief Executive Officer at Subtl Beauty 4 years 4 months in role and company Greater Pittsburgh Region

1 shared connection

Dixie Lincoln-Nichols 2nd in Founder & CEO at Inside Outer Beauty Market 3 years 1 month in role | 7 years 6 months in company New York, New York, United States

1 shared connection

Karl Trepanier 3rd in Vice President Operations at ILIA Beauty 1 year 8 months in role and company Orange County, California, United States

1 shared connection

Ben Faw 2nd in Board Member at Beauty Bakerie Cosmetics Brand, Inc. 3 years 6 months in role and company Las Vegas Metropolitan Area

1 shared connection