## 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 <a href="https://t.co/3K4m0CrrJy">https://t.co/3K4m0CrrJy</a>

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 Enter keywords			-	3K+ al results	12 With senior leadership changes in last 3 months	6 Accounts with funding events in past 12 months
Filters	Clear (3)		Select all	E Save to list   & Vie	w current employees	
Geography Included: United States × Within: Region 🖉 Industry	+		Puffy	mattress and bedroo	d launched in 2017, Puffy is a direct-to om company operating in the U.S. and ·· Los Angeles, California, United States	
Department headcount Department headcount growth Annual revenue Company headcount	+ + +		GOOD AMERICAN	stronger shape. We	a fashion brand designed for a curvie are proud to be leaders in the body po 0 employees · Los Angeles, California, United	sitivitsee all
Company headcount growth Technologies used Shopify × + Fortune	+	✓	(T T P	you put on your skin	e was created with one simple mission should be as whole, nutrient-rich, and byees · Los Angeles, California, United States	
Number of followers View all filters	+			and raised in NYC. F	I creative director Rebecca Hessel Col for over seven years she worked as Se 0 employees · New York, New York, United Sta	nior Fsee all

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 beauty ×			482 Total results	<b>2</b> With senior leadership changes in last 3 months			
Filters Clea	r (3)	Select all	∃ Save to list   & View current employees				
Geography Included: United States × Within: Region Ø	+	в	Beauty Bakerie Cosmetics Brand, Inc Sold in nearly 1,000 locations worldwide & Self Ridges, Beauty Bakerie is a rapidly Cosmetics · 11-50 employees · San Diego, Califo Technology used Shopify & View All Employees	to include Ulta Beauty, Morphe y growing cosmetics fir <b>.see all</b>			
Department headcount Department headcount growth	+	Creations	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.				
Annual revenue Company headcount	+		Cosmetics · 11-50 employees · Downey, Californi Technology used Shopify				
1-10 × 11-50 × + Company headcount growth	+	BEAUTY	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, brasee all Consumer Services · 11-50 employees · Los Angeles, California, United States Technology used Shopify				
Technologies used Shopify × +							
Fortune Number of followers	+		& View All Employees				
View all filters			Beauty Experience Find the largest selection of professiona choose from. Total Beauty Experience is Consumer Services · 1-10 employees · Sacramer Technology used Shopify & View All Employees	a full service salon andsee all			

## Step 4:

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

Keywords beauty	×			482 Total results	<b>2</b> With senior leadership changes in last 3 months				
Filters Cl	lear (3)	🔽 Se	elect all	E Save to list & View current employees					
Geography Included: United States × Within: Region Ø Industry	+		в	Beauty Bakerie Cosmetics Brand, Inc Sold in nearly 1,000 locations worldwide & Self Ridges, Beauty Bakerie is a rapidly Cosmetics · 11-50 employees · San Diego, Califo Technology used Shopify & View All Employees	to include Ulta Beauty, Morphe y growing cosmetics firsee all				
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Annual revenue	+								
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Company headcount growth	+		BEAUTY	Beauty By Design Beauty By Design is leading the next wave of modern technology-led					
Technologies used Shopify × +			BYDESIGN	retail called text commerce - We are a vertically integrated, brasee all Consumer Services · 11-50 employees · Los Angeles, California, United States Technology used					
Fortune	+			Shopify 怒 View All Employees					
Number of followers View all filters	+			Beauty Experience Find the largest selection of professional choose from. Total Beauty Experience is Consumer Services · 1-10 employees · Sacramen Technology used Shopify	a full service salon andsee all				

## 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			279 I results	2 Changed job da		Posted on Li	22 nkedIn in past days	24 Share experiences with you
Filters	Clear (1)	Select al	I≣ Save to list		Save Selected	🖸 Email	> Add to Set	quence
Custom Lists Past Lead and Account Activity	+++	•	1 year 11 month	ng 2nd in at ILIA Beauty as in role and comp California, United	-			Save Save
Geography	+		•	connection				
Relationship	+	-						
Company Included: A Complete Beauty × Araceli Beauty × Beauty Bakerie Cosmetics	Br ×		4 years 4 mont Greater Pittsbu	tive Officer at Su ths in role and com				Save Save
BEAUTY BAR SEATTLE LLC Beauty Beauty USA Inc × Beauty By Design × Beauty Cafe × Beauty Creations Cosmetic	ст ×	-	Founder & C 3 years 1 month New York, New	In-Nichols 2n EO at Inside Our h in role  7 years 6 York, United State	ter Beauty Mark months in compa			t Save Save
Beauty Experience × Cuvée Beauty × Farmacy Beauty × hair beauty supply LLC × Herbal Dynamics Beauty ×	3	- 6	1 year 8 month	<b>ier 3rd in</b> nt Operations a s in role and comp. , California, United	any			Save Save
ILIA Beauty × Inside Outer Beauty Marker Natural Me Beauty™ × One Ocean Beauty × Regi-Me Beauty × Rich Beauty LLC ×	t×	-	3 years 6 mont Las Vegas Metr	er at Beauty Ba		s Brand, Inc.		t Save Save
Selfcare Beauty × Subtl Beauty ×		Π						