

Twitter Thread by Samuel Thompson ■



Samuel Thompson ■

[@ImSamThompson](#)



The easiest way to grow your SaaS to \$100,000 in less than 6 months....

■ Facebook Ads.

That's it...

■ No Personal Brand

■ No Email Lists

■ No Blog Posts

Here's how we did it ■■■■

ZERO TO \$102K
IN 6 MONTHS

Gross volume

+1,130.9%

\$102.3K

I used this exact strategy to grow \$28,626 MRR in 51 days.

- 2,776 Trials Started
- 734 New Subscribers
- \$39 Average Subscription
- \$13,847 Spent on Ads

We set it all up in 4 hours and only manage it for 30 minutes a day.

Welcome to the world of Facebook Ads ■■



Quick PSA ■

These threads take time to create & the strategy I'm about to share for FREE can potentially make you millions of dollars.

All I ask is that you retweet ■■ the first tweet above to share the knowledge.

Thank you ■■

Now let's dive in....

So....why Facebook Ads■

- Instant Access To Millions of Customers
- Scales With Money Instead of Time
- Affordable To Start (\$10-20/day)
- Unlocks EXPONENTIAL GROWTH

Here are the 5 things you need to make this work ■■

First, you need an OFFER ■

Focus on two things:

1. Position yourself as the solution to their problem

■Problem -> YOU -> ■Solution

2. Price your product fairly and affordably.

■ Valuable Product + Attainable Price

= NO-BRAINER OFFER ■

OFFER TIPS ■

■■ Offers <\$30/Month Convert WAY Better Than >\$30/Month

■■ Free Trials Convert Best On Cold Traffic

■■ If your cheapest plan is >\$100, run ads at a FREE opt-in first!

■■ Offer an e-book, free worksheet, etc....then upsell through email or retargeting campaigns.

Second, you need CREATIVE ■

Your creative needs FOUR elements:

1■■ Call out your CUSTOMER

2■■ Ask a question related to their PROBLEM

3■■ Introduce your VALUE PROP

4■■ CTA for next step (ie CLICK HERE)

High quality clicks = better conversions ■



CREATIVE TIPS ■

- Use [@canva](#) to make these in <5 minutes
- Add simple gifs to make it more eye-catching
- Use high-contrasting colors so it POPS
- Include specific CTA

You have one goal:

■ STOP THE SCROLL ■

Get their attention first, then deliver your pitch.

Third, you need COPY =■

Your copy expands on the information in your creative.

■ FOCUS ON BENEFITS ■

Shopify sellers care more about increasing sales than how many influencers you have in your database.

Creators care more about gaining followers than you having dark mode.

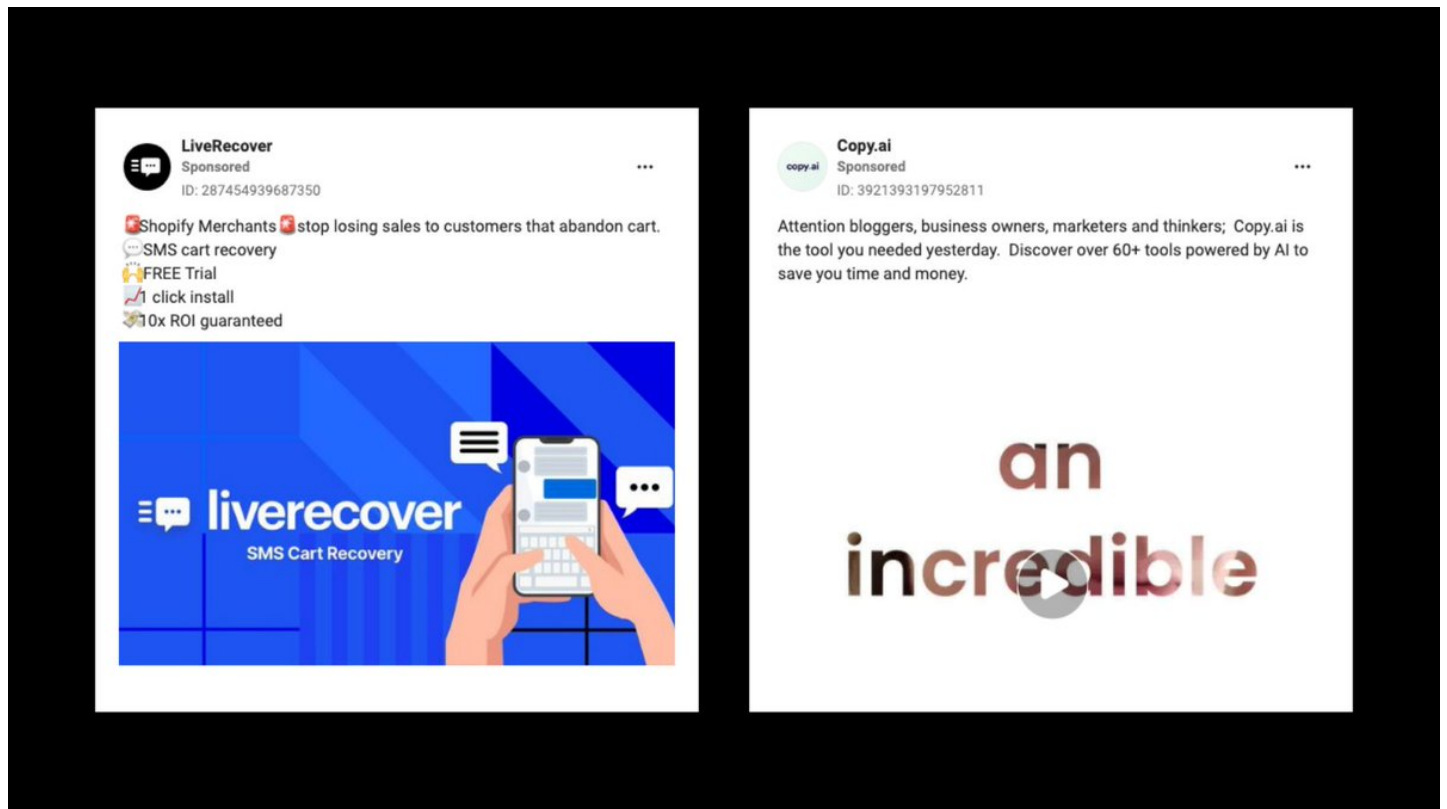
COPY TIPS =■

- Cheaper Product = Shorter Copy
- Use Emojis To Stand Out
- Focus on Major Value Prop

■■ Remember You Are Selling Time, Money or Pleasure

Here are examples from [@LiveRecover](#) & [@copy_ai](#)

cc: [@dennishegstad](#) [@heyblake](#) [@PaulYacoubian](#) [@chris__lu](#)



Fourth, you need TARGETING ■

Improving your ad performance comes down to really understanding your audience.

Do NOT waste your time trying to narrow down age, gender, location, etc.

■ FOCUS ON INTERESTS ■

What do your customers pay attention to....most importantly ■■

TARGETING PRO TIP ■

Target using SaaS tools your potential customers ALREADY USE.

Examples:

Content Creators Interest ■■ Canva

E-Commerce Interest ■■ Shopify

Musicians Interest ■■ DistroKid

Web Developers Interest ■■ Wordpress

SaaS Specific Interests WIN ■

Fifth, you need a CAMPAIGN ■

For simplicity, you will create ONE.

■ One Campaign with 6-8 ad sets.

■ Each Ad Set = One Interest

■ Each Ad Set = 2-3 Ads (Creatives)

You want to test creatives and audience interests to find your most profitable vertical ■

| | Ad Set Name ▾ | Bid Strategy | Budget ▾ |
|---|-------------------|----------------------------|-----------------------|
|  | E-Commerce | Lowest cost Conversions | Using campaign budget |
|  | Shopify | Lowest cost Conversions | Using campaign budget |
|  | Digital Marketing | Lowest cost Conversions | Using campaign budget |
|  | Drop Shipping | Lowest cost Conversions | Using campaign budget |
|  | Print on Demand | Lowest cost Conversions | Using campaign budget |
|  | WooCommerce | Lowest cost Conversions | Using campaign budget |
|  | Aliexpress | Lowest cost Conversions | Using campaign budget |

CAMPAIGN TIPS ■

■■ Turn On Campaign Budget Optimization

■■ Start With \$25/Day

■■ Automatic Placements

Facebook will automatically allocate your spend to the best performing ads. Let them do their job.

Run for a few days, then ■ TURN OFF ■ the ads that aren't doing well.

Lastly, you need to pay attention to your DATA ■

Your goal is to BREAKEVEN on acquisition.

You charge \$29/month?

You should only spend \$29 to get a new customer.

That is the KEY to EXPONENTIAL GROWTH ■

Spend \$100 to make \$100.

Reuse the \$100 the next day ■■

By recycling ad spend you can scale your ad campaigns PROFITABLY ■

Without coming out of pocket.

Now every successful payment on months 2, 3, 4.....

+ PROFIT ■

Instead of trying to make up for losses from acquiring customers ■

Your bank account will thank you ■■

Boom! That's the easiest way to start with FB ads ■

Want to learn more about ads? Here are some of the best experts I follow:

[@jlnahorski](#) [@CTtheDisrupter](#) [@marketerdylan](#) [@MarketingMax](#) [@cmikulin](#) [@danest](#) [@immarkwilliam](#) [@JoshJDurham](#)

They might hate this strategy but it worked ■

If you haven't launched a SaaS yet but are interested in the space....

These are the people to follow ■■

Building:

[@SaaS Wiz](#) [@wizofecom](#) [@blackhatwizardd](#) [@levelsio](#) [@VisionAndSales](#) [@almightykazs](#) [@THETYFRANKEL](#)

Buying/Selling:

[@agazdecki](#) [@JamesonCamp](#) [@tylertringas](#) [@Kevin_McArdle](#)

If you need help with the creative parts of this strategy...these are the best people to follow ■■

Offer: [@KateBour](#) [@pattimmons](#) [@CardozaGab](#)

Creative: [@kobegatsby](#) [@iamshackelford](#) [@donyetaylor](#)

Copy: [@thedankoe](#) [@mkhundmiri](#) [@camduncannnn](#) [@coreyhainesco](#) [@kaleighf](#)

TDLR:

■ Facebook Ads helps you grow your SaaS FASTER without writing blog posts or sending emails.

Want more growth help?

I will send a FREE copy of my book to someone that retweets this ■■

<https://t.co/iL8PI4E8yx>

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Here's how we did it \U0001f9f5\U0001f447\U0001f3fb pic.twitter.com/yRIOESUJoQ

— Samuel Thompson \U0001f680 (@ImSamThompson) May 27, 2021