Twitter Thread by Samuel Thompson ■

Samuel Thompson ■
@ImSamThompson

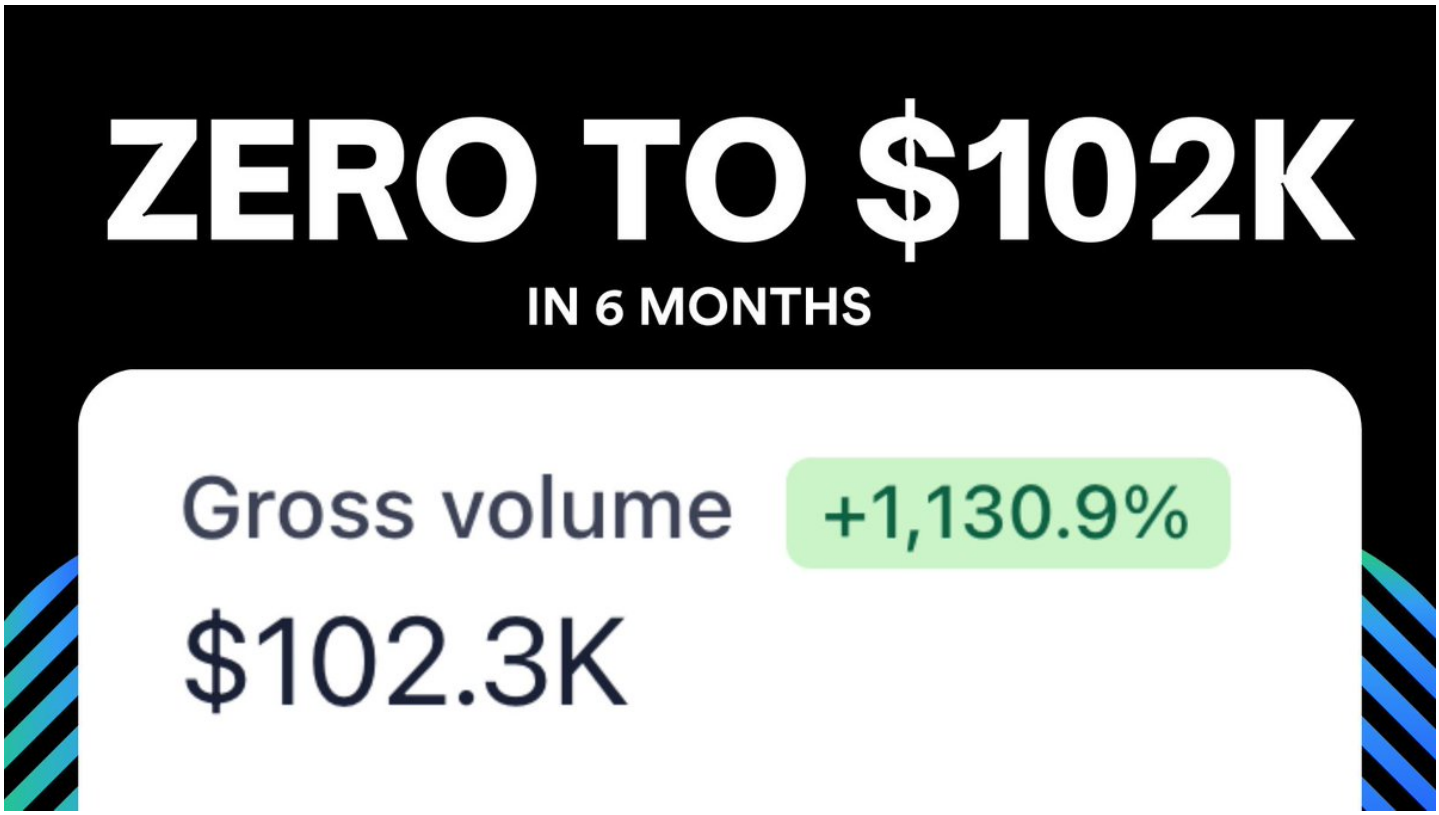
The easiest way to grow your SaaS to $100,000 in less than 6 months....

■ Facebook Ads.

That's it...

■ No Personal Brand
■ No Email Lists
■ No Blog Posts

Here's how we did it ■■■



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!

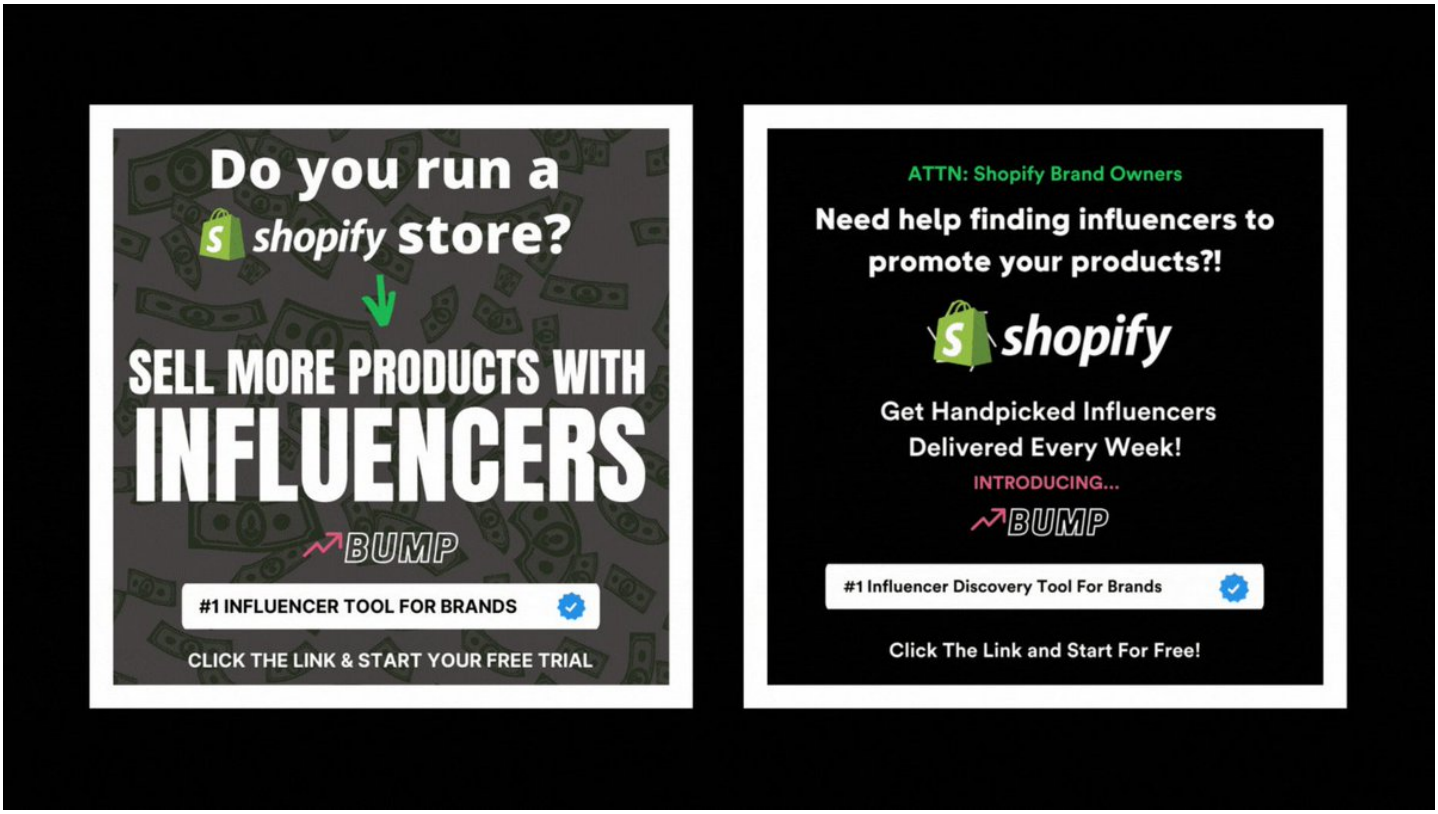
■■ Offer an e-book, free worksheet, etc....then upsell through email or retargeting campaigns.

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.

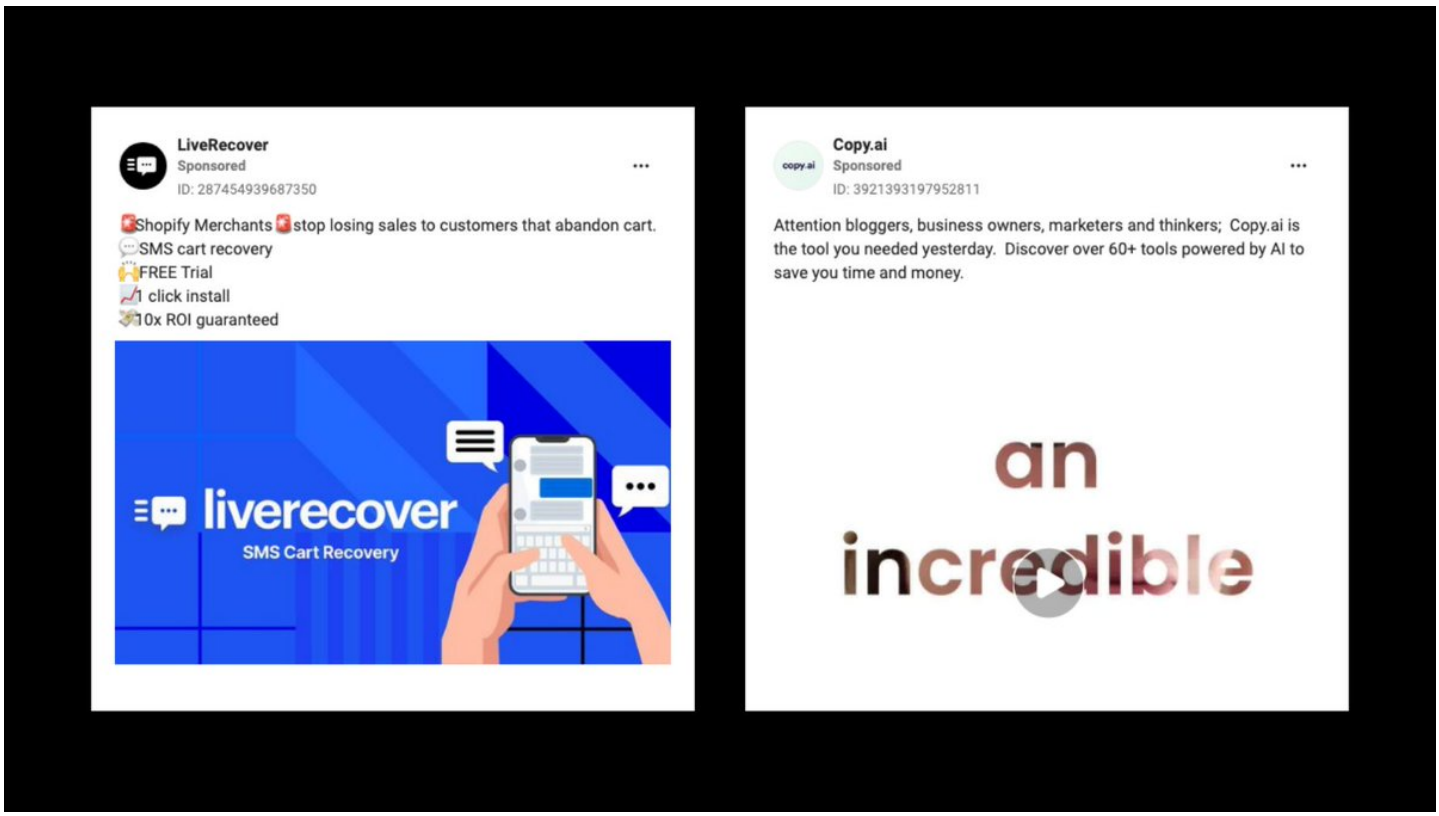
COPY TIPS ═■

■■ 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 ■

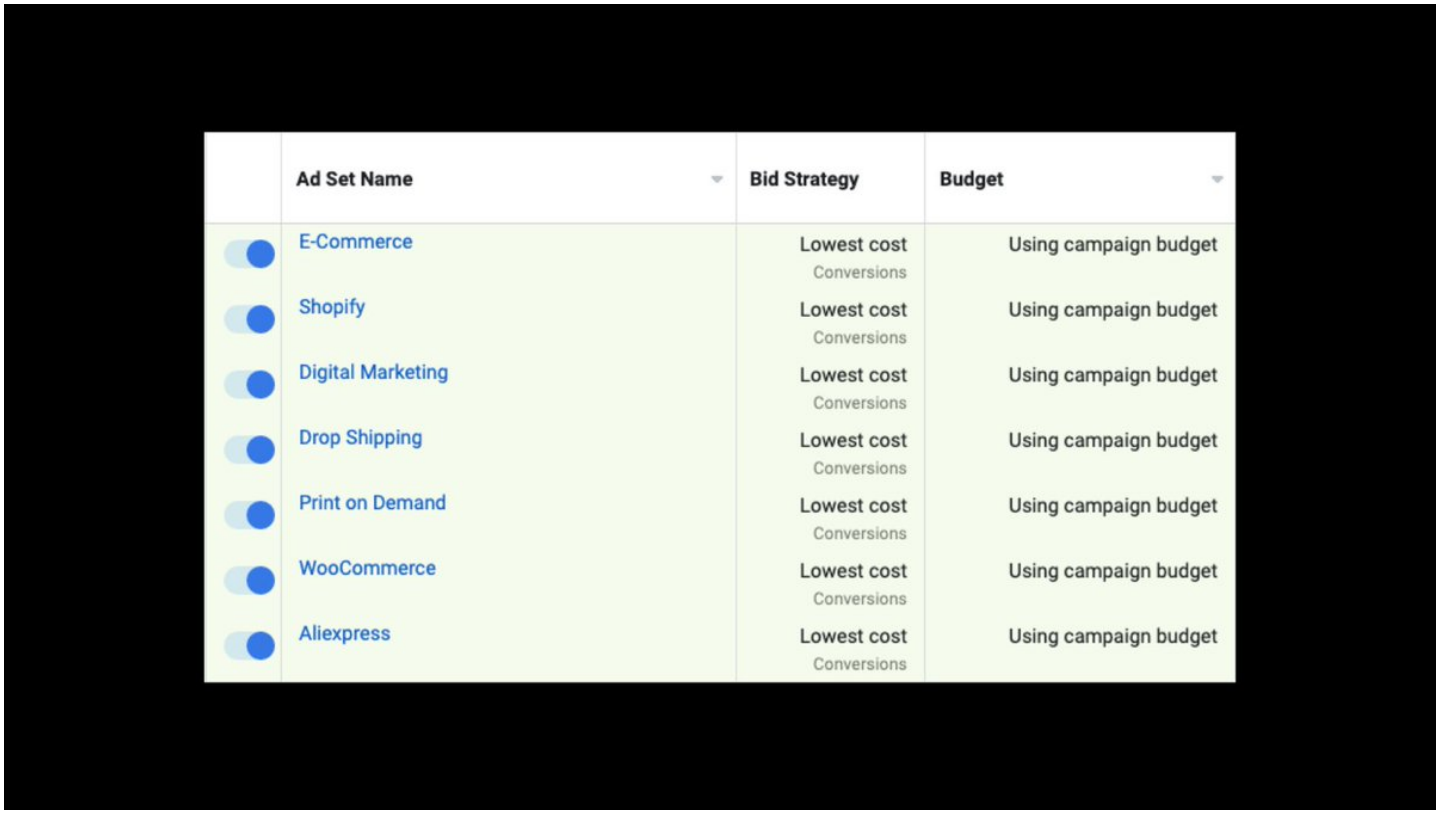
For simplicity, you will create ONE.

■ 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 ■



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 ■

You 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:
@SaaSWiz @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/iL8Pl4E8yx

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> Here's how we did it \U0001f9f5\U0001f447\U0001f3fb pic.twitter.com/yRIOESUJoQ
>
> — Samuel Thompson \U0001f680 (@ImSamThompson) May 27, 2021