

Twitter Thread by [Samuel Thompson](#) ■



Samuel Thompson ■

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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.

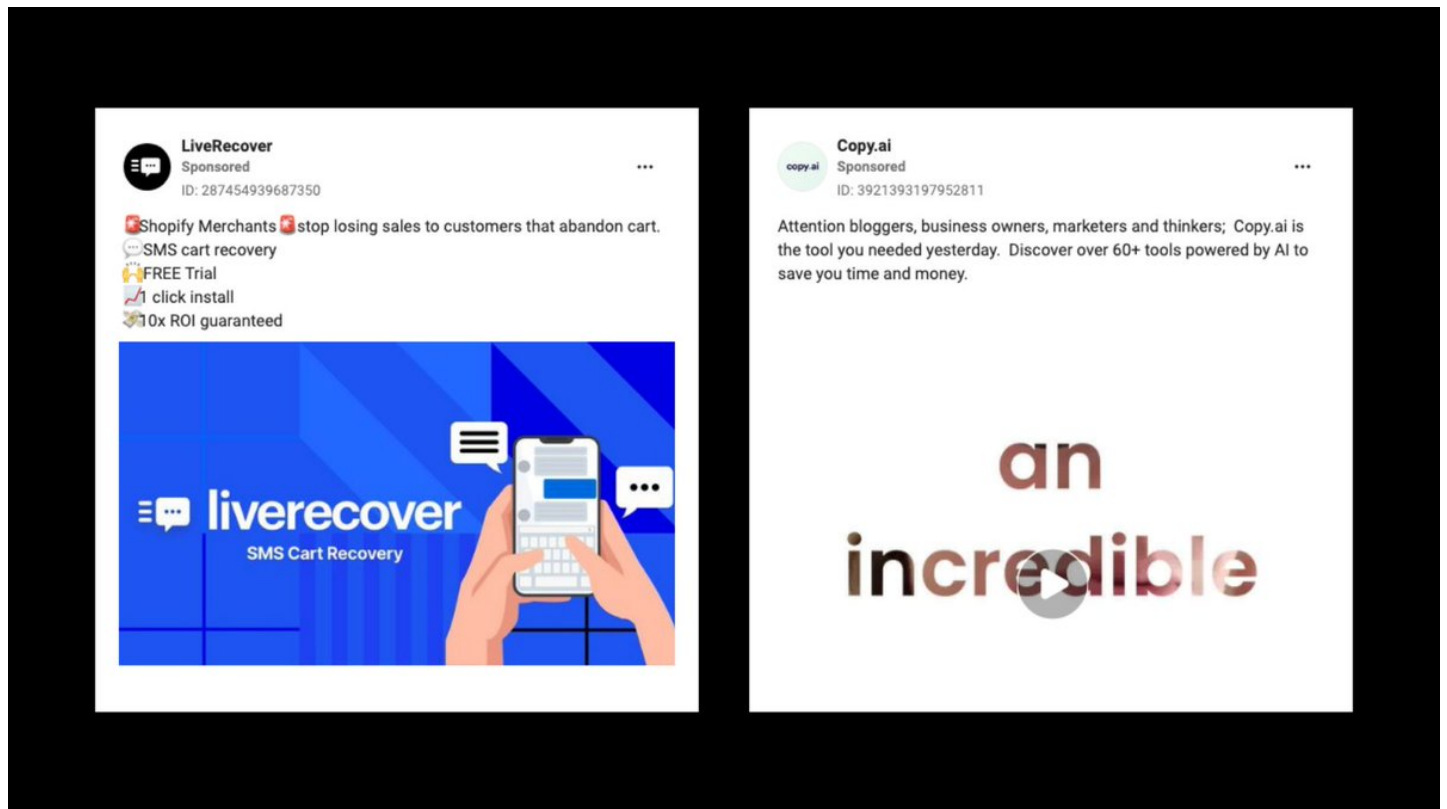
COPY TIPS —■

- ■ 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