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[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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The Value of Outbound in Growth of SaaS Company

Why invest in outbound marketing as a SaaS business?

1. **Driving growth by actively creating demand:**

- It allows you to educate the market and generate interest
- An analysis across 50+ B2B SaaS companies: roughly **64%** of pipeline came from outbound deals, accounting for **47% of total revenue**.

The fundamental reason is to **drive growth by actively creating demand**, rather than being limited to the demand that already exists. SaaS companies, especially B2B providers, often sell products that solve problems many potential customers don't even know they have or haven't prioritized yet. Outbound outreach **allows you to educate the market and generate interest** among those who aren't searching on their own. This is crucial for new product categories or innovative SaaS solutions. By contacting prospects directly through ads, emails, or calls, you can put your solution on their radar and create opportunities that inbound marketing might miss.

In fact, many SaaS firms find that a majority of their sales pipeline originates from outbound efforts. A recent analysis across 50+ B2B SaaS companies found roughly **64% of pipeline came from outbound deals, accounting for 47% of total revenue**.

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2. **The ability to target ideal customers with precision:**

- **Ideal Customer Profile:** it lets you reach high-value targets systematically
- The book Predictable Revenue describes how Salesforce developed a new approach to outbound sales called "**Cold Calling 2.0**" - this helped the company generate \$100 million in recurring revenue

Another major value of outbound is the ability to **target ideal customers with precision**. Instead of waiting passively for whoever comes in the door, you can define the profile of your most valuable customers, the so-called Ideal Customer Profile and then deliberately

pursue lookalike accounts. We will cover this in a separate section later in this course. This is especially important in SaaS because of high Customer Lifetime Value: landing one perfect-fit customer who might stay subscribed for years can be worth a lot. Outbound marketing lets you reach those high-value targets systematically.

For example, Salesforce in its early days employed a large outbound sales team to cold-call thousands of businesses, complementing its marketing. In the book Predictable Revenue, Aaron Ross describes how Salesforce developed a new approach to outbound sales called "**Cold Calling 2.0**". This helped the company generate **\$100 million in recurring revenue**. It essentially proves that with the right outbound system, SaaS companies can achieve exponential growth.

3. Producing immediate results and shorten sales cycles:

- When timed well, outbound campaigns generate pipeline quickly

Moreover, outbound marketing can produce **immediate results and shorten sales cycles**. With inbound content marketing, it might take months to nurture a lead before they request a demo. Outbound, by directly reaching out, can potentially schedule a meeting this week with a qualified prospect. When timed well, outbound campaigns generate pipeline quickly. For instance, promoting a timely solution like a cybersecurity SaaS tool via outbound emails right after a newsworthy data breach can spur urgent responses from targets.

4. Allows for controlled growth:

- You can dial it up when you need more leads or scale it down if needed.

Outbound also allows **controlled growth** – you can dial it up when you need more leads or scale it down if needed. Inbound is less directly controllable. This flexibility is valuable in SaaS areas where companies often need to hit quarterly pipeline numbers.

5. Contributing to brand awareness and market education:

- Repeated outbound interactions (plus retargeting) can make your brand **familiar to a niche audience quickly**.
- Marketing experts often advise that **outbound and inbound should work together symbiotically**.

Finally, outbound efforts contribute to **brand awareness and market education** in ways that might not be immediately quantifiable but are strategically important. Every ad impression, cold call, or outreach email exposes someone new to your company. Repeated outbound interactions (plus retargeting) can make your brand familiar to a niche audience quickly. This pays off later when those contacts encounter your content or meet you at an event. In fact, marketing experts often advise that outbound and inbound should work together symbiotically: “If you’re going to do outbound marketing, don’t do it in isolation. The inbound methodology says that your website should become a hub for all your marketing, including outbound.”

In practice, this means an outbound email should direct the prospect to a helpful piece of content on your site. Or a cold call should be followed by emailing a link to a relevant case study.