

# B2B SaaS Buyer Persona: Email Campaigns

## Persona Overview

Name

Sarah Williams

Job Title

Marketing Director

Industry

Technology & Software

Company Size

100-500 employees

Location

North America

## Demographics

Age

32-45

Education

Bachelor's or Master's in Marketing, Business Administration

Professional Experience

8-15 years

## Firmographics

Annual Revenue

\$10M - \$80M

Decision-Making Role

Key Influencer / Final Approver

## Goals & Challenges

- Increase qualified lead generation
- Streamline marketing automation
- Improve ROI on email campaigns
- Integrate with CRM solutions
- Limited internal technical resources
- Lack of data-driven insights
- Complex integration processes

## Buying Motivations

- Ease of integration
- Advanced analytics and reporting
- Personalization capabilities
- Responsive customer support
- Scalable pricing

## Preferred Communication Channels

- Email
- LinkedIn
- Webinars & Case Studies

## **Decision-Making Process**

1. Researching SaaS solution providers online
2. Requesting product demos and case studies
3. Consulting with IT, sales, and senior management
4. Comparing features and pricing
5. Trialing the chosen solution

## **Key Messaging Themes**

- Demonstrate measurable impact on lead generation
- Highlight seamless integration and automation
- Emphasize data-driven results and insights
- Show scalability and flexibility