

# 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