

# SaaS Buyer Persona Template

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Persona Name:

## 1. Demographics

Age Range:

Education Level:

Gender:

Family Status:

Location: (e.g., Urban/Suburban/Rural, Specific Region/Country)

## 2. Professional Profile

Job Title:

Department:

Company Size:

Industry:

Seniority Level:

Responsibilities:

### 3. Goals & Challenges

Primary Goals: (e.g., Increase leads, Improve ROI, Grow market share)

Secondary Goals: (e.g., Enhance brand awareness, Streamline processes)

Key Challenges: (e.g., Limited budget, Measuring impact, Competition)

Pain Points: (e.g., Inefficient tools, Lack of data, Time constraints)

### 4. Motivations & Values

What drives them? (e.g., Recognition, Achievement, Impact)

What are their values? (e.g., Innovation, Collaboration, Customer satisfaction)

What are their aspirations? (e.g., Career growth, Financial security, Work-life balance)

## 5. Technology & Tools

Software Used: (e.g., CRM, Marketing Automation, Analytics)

Platforms Used: (e.g., Cloud providers, Social media)

Technical Proficiency: (e.g., Beginner, Intermediate, Advanced)

## 6. Content & Information Consumption

Preferred Content Formats: (e.g., Blog posts, White papers, Webinars, Case studies)

Preferred Content Topics: (e.g., Industry trends, Best practices, Product reviews)

Preferred Channels: (e.g., LinkedIn, Twitter, Industry blogs)

Information Sources: (e.g., Industry publications, Conferences, Online communities)

## 7. Purchase Behavior

Role in Purchase Decision: *(e.g., Decision-maker, Influencer, User)*

Purchase Process: *(e.g., Length of process, Stakeholders involved)*

Budget Authority: *(e.g., Amount of budget they control)*

Purchase Criteria: *(e.g., Price, Features, Security, Support)*

## 8. Other Insights

*(Capture representative quotes from customer interviews or surveys & summarize key insights about their needs and motivations)*