B2B user persona example

Using a fictitious campaign management software company, here's what a polished-off user persona should look like.

Head here for a [blank template](#) to start working on.

Remember: the characteristics are interchangeable. Depending on what's most relevant for your business, you may want to remove or add additional fields. We'd recommend a maximum of 10 fields per persona and this template is designed to provide inspiration for what those fields might be/look like.

JANE DOE	
Bio	Jane is a driven Campaign Manager at the center of her team's activities and she's looking for an automated solution to deliver more campaigns and leads at less cost. Price and reviews are focal points during decisions and external support is something she yearns for.
Role in the buying process	Jane is an influencer. She does not have the final say but she drives the business case to get internal buy-in.
Background	**Job:** Campaign Manager **Industry:** Computer Software **Reports to:** Digital Marketing Director
Demographics	**Age:** 25-35-years-olds **Location:** UK, Ireland, France
Personality	Jane is ambitious, driven and loves being at the centre of her department and getting deep into the numbers. However, she

	can get flustered when colleagues are leaning on her for results and would describe herself as reliant on external support.
Responsibilities	• Planning, executing and reporting on digital campaigns • Delivering leads to internal sales teams • Campaign optimisation • Meeting the marketing department's deliverables
Motivators	• Price • Familiarity • Speed • Reviews • User-friendly
Goals	• Bring more automation into day-to-day activities • Get various campaign apps to talk to each other • Find cost-effective, user-friendly, and one-stop-shop-type tools to help deliver more at less cost • Prove ROI to leadership
Challenges	• Ability to have a holistic view of all active campaigns • Keeping up with the business' campaign demand • Providing sales with enough qualified leads

Real-life quotes	"I've tried campaign solutions in the past but they didn't seem to actually make my job much easier." "The business has ambitious goals but limited budget and at the moment, it's hard to meet those targets with limited resources and so much manual intervention needed."
Messaging	When we talk to Jane we should emphasise our product's ability to read and interpret data from multiple campaign sources, as well as the time-saving features embedded throughout. Jane relies on external support and so we should be comforting and authoritative in our delivery. Let her know she'll find a reliable partner in us. For example: *"Managing campaigns and reading data just got easier **and** quicker. Whatever the campaign, whatever the KPI, we're here for you."*
Communication preferences	Jane is active on social media but prefers to be contacted via email. She doesn't like cold calls. When researching topics or solutions, she usually relies on industry publications or peer reviews. She prefers articles or guides but is not adverse to other mediums.