

Protaigé

Marketing Director Max

The Strategic Growth Driver

| Personal Snapshot

Age Range

32-45

Gender

Male

Location

Major metropolitan areas (NYC, SF, Chicago, Austin)

Income / Spending Power

\$100K-150K annual salary, authorized to spend \$50K-250K on marketing tools and campaigns

Education Level

Bachelor's in Marketing/Business + MBA or equivalent experience

| Work & Role

Job Title

Marketing Director, VP of Marketing, Head of Growth

Team/Department

Marketing team of 5-15 people including content creators, digital marketers, and analysts

Industry

Tech startups, SaaS companies, e-commerce brands, digital agencies

Company Size

50-500 employees, \$5M-50M annual revenue

Influence

High - reports to C-suite, influences marketing budget and strategy

Decision Role

Primary decision maker for marketing tools and campaigns, involves team in evaluation

| Mindset & Motivations

Lifestyle

Fast-paced professional juggling multiple campaigns and deadlines, values efficiency and results

Goals

Scale marketing operations without proportional headcount increases

Prove marketing ROI to leadership

Launch campaigns faster than competition

Build repeatable systems for consistent growth

Challenges

Limited time to manage multiple campaigns simultaneously

Pressure to deliver results with lean teams

Keeping up with rapidly evolving marketing landscape

Proving marketing attribution and ROI

Motivations

Career advancement through measurable marketing wins

Building a reputation as an innovative marketer

Delivering spectacular results that wow leadership

Staying ahead of industry trends

Concerns/Objections

Will this actually save time or just add complexity?

Can I trust AI to maintain our brand voice and quality?

What if the tool doesn't integrate with our existing stack?

How do I justify this investment to the C-suite?

| How to Reach Them

Preferred Channels

LinkedIn professional networks

Marketing conferences and events

Industry newsletters and blogs

Peer recommendations from other marketing leaders

Content Preferences

Case studies showing measurable results

Live product demos

Industry trend reports

Tactical how-to guides

Event Preferences

MarketingProfs events

HubSpot INBOUND

Content Marketing World

Local marketing meetups

| Buying Behaviour

Budget Approach

Strategic spender focused on ROI - willing to invest significantly in tools that drive results

Attitude towards Products

Wants cutting-edge solutions that provide competitive advantage

Preferred Brands

HubSpot

Salesforce

Adobe

Google

Microsoft

Decision Factors

Proven ROI and case studies

Integration capabilities

Scalability

Support and training quality

Purchasing Behaviour

Buying Process

Researches extensively, requests demos, involves team in evaluation, builds business case for leadership

Pressure to Simplify

High - needs solutions that reduce complexity while increasing output

Risk Comfort

Moderate to high - willing to try new technologies if they show clear value

Brand Selection Criteria

Market reputation, integration ecosystem, customer success stories, comprehensive feature set

Triggers for Change

Team hitting capacity limits

Competitor launches beating them to market

New marketing channels requiring resources

Leadership demanding faster growth

Customer Voice

"I need to prove marketing is driving revenue, not just vanity metrics"

"If this can help my team launch campaigns in days instead of weeks, I'm interested"

"I don't have time to babysit another tool - it needs to just work"

Generated on September 30, 2025

Made by Protaigé