

SALARY GUIDE TO STAY COMPETITIVE IN 2019



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STAFFING

After interviewing and hiring hundreds of Digital Marketing professionals, here are the salary trends nationwide for both Ad Agencies and Brands.

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A Brief Introduction

The Digital Marketing industry has been booming over the last decade. Every company has significantly increased their digital marketing spend, which means ad agencies and marketing departments are in dire need to hire more than ever before. The first position on Google search results has a 34.36% click through rate on Desktops and 21.35% CTR on mobile devices – and getting to that first search result requires a major SEO and Content investment¹. Pay Per Click/SEM ads can boost brand awareness by 80%², so investing in a SEM campaign can create revenue ROI success quickly. Display advertising, programmatic, Social Media and the many other modalities have truly made the digital landscape a revenue generation engine that almost all brands and companies are utilizing. To hire the best, you need to stay competitive, so hopefully this guide below will help you on your journey to hiring and retaining the best on your team!

¹ Advanced Web Ranking, 2015

² CleverClick Infograph Statistics, 2018

Digital Marketing Salaries to stay ahead of 2019

Digital Marketing salaries vary greatly, depending on a multitude of factors. The most common indicators and influencing factors include:

- Geographic location
- Ad Agency vs. Brand Side
- Job responsibilities
- Tenure, experience, and track record of success

Below is a closer look at the current nationwide digital marketing salary ranges, for some of the top ad agencies and brands. As you can see, the “level” of each job title and the combined geographic location create great variance in salaries. These salaries estimates are provided to help hiring managers assess how competitive their salaries are, and where there might be room for improvement.

In addition to salary, many digital marketing professionals are awarded a quarterly or annual bonus. There are several factors used to determine bonus structure, including job description, level, tenure, and geographic location. We have found that bonuses are higher in metropolitan areas, as well as in many regions of the West Coast. The more senior the level, the higher the bonus. In respect to the 20th and 80th percentile, bonuses are in the range of 10% to 30%.

Ad Agency Salary Guide

Ad Operations Specialists

Region	20th Percentile	80th Percentile
Midwest	\$45,000	\$55,000
Mid-Atlantic	\$48,000	\$60,000
Northeast	\$60,000	\$68,000
Northwest	\$65,000	\$75,000
Southeast	\$44,000	\$53,000
Southwest	\$55,000	\$67,000

*salaries do not reflect bonuses

Ad Operations Manager

Region	20th Percentile	80th Percentile
Midwest	\$65,000	\$75,000
Mid-Atlantic	\$63,000	\$72,000
Northeast	\$75,000	\$92,000
Northwest	\$76,000	\$94,000
Southeast	\$70,000	\$86,000
Southwest	\$72,000	\$87,000

*salaries do not reflect bonuses

Paid Social | Media Manager

Region	20th Percentile	80th Percentile
Midwest	\$68,000	\$85,000
Mid-Atlantic	\$56,000	\$70,000
Northeast	\$75,000	\$101,000
Northwest	\$76,000	\$105,000
Southeast	\$62,000	\$75,000
Southwest	\$70,000	\$95,000

*salaries do not reflect bonuses

Digital Media Manager

Region	20th Percentile	80th Percentile
Midwest	\$63,000	\$76,000
Mid-Atlantic	\$64,000	\$75,000
Northeast	\$74,000	\$85,000
Northwest	\$74,500	\$86,000
Southeast	\$62,000	\$74,000
Southwest	\$70,000	\$81,000

*salaries do not reflect bonuses

Paid Search / SEM Manager

Region	20th Percentile	80th Percentile
Midwest	\$72,000	\$91,000
Mid-Atlantic	\$67,000	\$86,000
Northeast	\$75,000	\$94,000
Northwest	\$76,000	\$95,000
Southeast	\$70,000	\$85,000
Southwest	\$72,000	\$95,000

*salaries do not reflect bonuses

SEO Manager

Region	20th Percentile	80th Percentile
Midwest	\$75,000	\$97,000
Mid-Atlantic	\$74,000	\$86,000
Northeast	\$77,000	\$95,000
Northwest	\$72,000	\$102,000
Southeast	\$68,000	\$87,000
Southwest	\$90,000	\$120,000

*salaries do not reflect bonuses

Account Manager

Region	20th Percentile	80th Percentile
Midwest	\$60,000	\$74,000
Mid-Atlantic	\$61,000	\$74,000
Northeast	\$65,000	\$76,000
Northwest	\$65,000	\$80,000
Southeast	\$60,000	\$73,000
Southwest	\$64,000	\$80,000

*salaries do not reflect bonuses

Account Director

Region	20th Percentile	80th Percentile
Midwest	\$85,000	\$100,000
Mid-Atlantic	\$84,000	\$98,000
Northeast	\$90,000	\$110,000
Northwest	\$92,000	\$126,000
Southeast	\$85,000	\$105,000
Southwest	\$91,000	\$130,000

*salaries do not reflect bonuses

Copywriter

Region	20th Percentile	80th Percentile
Midwest	\$48,000	\$65,000
Mid-Atlantic	\$45,000	\$62,000
Northeast	\$55,000	\$72,000
Northwest	\$56,000	\$71,000
Southeast	\$45,000	\$58,000
Southwest	\$57,000	\$73,000

*salaries do not reflect bonuses

Graphic Designer

Region	20th Percentile	80th Percentile
Midwest	\$55,000	\$66,000
Mid-Atlantic	\$60,000	\$70,000
Northeast	\$65,000	\$74,000
Northwest	\$68,000	\$80,000
Southeast	\$57,000	\$70,000
Southwest	\$69,000	\$84,000

*salaries do not reflect bonuses

Creative Director

Region	20th Percentile	80th Percentile
Midwest	\$86,000	\$120,000
Mid-Atlantic	\$92,000	\$130,000
Northeast	\$105,000	\$135,000
Northwest	\$93,000	\$127,000
Southeast	\$80,000	\$114,000
Southwest	\$94,000	\$137,000

*salaries do not reflect bonuses

Programmatic Media Manager

Region	20th Percentile	80th Percentile
Midwest	\$71,000	\$85,000
Mid-Atlantic	\$70,000	\$86,000
Northeast	\$80,000	\$95,000
Northwest	\$78,000	\$93,000
Southeast	\$70,000	\$88,000
Southwest	\$81,000	\$98,000

*salaries do not reflect bonuses

Digital Media Buyer

Region	20th Percentile	80th Percentile
Midwest	\$55,000	\$74,000
Mid-Atlantic	\$55,000	\$76,000
Northeast	\$55,000	\$78,000
Northwest	\$58,000	\$83,000
Southeast	\$47,000	\$68,000
Southwest	\$49,000	\$74,000

*salaries do not reflect bonuses

Digital Media Planner

Region	20th Percentile	80th Percentile
Midwest	\$58,000	\$74,000
Mid-Atlantic	\$56,000	\$70,000
Northeast	\$61,000	\$75,000
Northwest	\$65,000	\$78,000
Southeast	\$52,000	\$74,000
Southwest	\$54,000	\$75,000

*salaries do not reflect bonuses

Analytics Manager

Region	20th Percentile	80th Percentile
Midwest	\$95,000	\$150,000
Mid-Atlantic	\$91,000	\$161,000
Northeast	\$101,000	\$174,000
Northwest	\$115,000	\$200,000
Southeast	\$90,000	\$135,000
Southwest	\$88,000	\$138,000

*salaries do not reflect bonuses

VP of Media

Region	20th Percentile	80th Percentile
Midwest	\$140,000	\$170,000
Mid-Atlantic	\$130,000	\$166,000
Northeast	\$155,000	\$205,000
Northwest	\$146,000	\$198,000
Southeast	\$130,000	\$176,000
Southwest	\$142,000	\$200,000

*salaries do not reflect bonuses

Brand Side Marketing Salary Guide

Digital Marketing Specialist

Region	20th Percentile	80th Percentile
Midwest	\$55,000	\$72,000
Mid-Atlantic	\$64,000	\$74,000
Northeast	\$70,000	\$78,000
Northwest	\$70,000	\$77,000
Southeast	\$58,000	\$75,000
Southwest	\$57,000	\$68,000

*salaries do not reflect bonuses

Social Media Manager

Region	20th Percentile	80th Percentile
Midwest	\$60,000	\$84,000
Mid-Atlantic	\$58,000	\$82,000
Northeast	\$66,000	\$91,000
Northwest	\$66,000	\$92,000
Southeast	\$55,000	\$76,000
Southwest	\$53,000	\$74,000

*salaries do not reflect bonuses

Content Marketing Manager

Region	20th Percentile	80th Percentile
Midwest	\$75,000	\$92,000
Mid-Atlantic	\$77,000	\$110,000
Northeast	\$81,000	\$130,000
Northwest	\$101,000	\$137,000
Southeast	\$82,000	\$115,000
Southwest	\$83,000	\$113,000

*salaries do not reflect bonuses

Digital Marketing Manager

Region	20th Percentile	80th Percentile
Midwest	\$79,000	\$115,000
Mid-Atlantic	\$77,000	\$115,000
Northeast	\$88,000	\$126,000
Northwest	\$84,000	\$120,000
Southeast	\$70,000	\$106,000
Southwest	\$71,000	\$104,000

*salaries do not reflect bonuses

Search Engine Marketing Manager

Region	20th Percentile	80th Percentile
Midwest	\$83,000	\$95,000
Mid-Atlantic	\$80,000	\$105,000
Northeast	\$96,000	\$130,000
Northwest	\$80,000	\$120,000
Southeast	\$73,000	\$95,000
Southwest	\$65,000	\$108,000

*salaries do not reflect bonuses

SEO Manager

Region	20th Percentile	80th Percentile
Midwest	\$84,000	\$113,000
Mid-Atlantic	\$78,000	\$110,000
Northeast	\$100,000	\$140,000
Northwest	\$80,000	\$11,000
Southeast	\$72,000	\$100,000
Southwest	\$83,000	\$115,000

*salaries do not reflect bonuses

Copywriter

Region	20th Percentile	80th Percentile
Midwest	\$48,000	\$65,000
Mid-Atlantic	\$45,000	\$62,000
Northeast	\$55,000	\$72,000
Northwest	\$56,000	\$71,000
Southeast	\$45,000	\$58,000
Southwest	\$57,000	\$73,000

*salaries do not reflect bonuses

Graphic Designer

Region	20th Percentile	80th Percentile
Midwest	\$55,000	\$66,000
Mid-Atlantic	\$60,000	\$70,000
Northeast	\$65,000	\$74,000
Northwest	\$68,000	\$80,000
Southeast	\$57,000	\$70,000
Southwest	\$69,000	\$84,000

*salaries do not reflect bonuses

Email/CRM Marketing Manager

Region	20th Percentile	80th Percentile
Midwest	\$80,000	\$120,000
Mid-Atlantic	\$83,900	\$117,000
Northeast	\$97,000	\$135,000
Northwest	\$92,000	\$130,000
Southeast	\$83,000	\$115,000
Southwest	\$81,000	\$125,000

*salaries do not reflect bonuses

Marketing Analytics Manager

Region	20th Percentile	80th Percentile
Midwest	\$95,000	\$150,000
Mid-Atlantic	\$91,000	\$161,000
Northeast	\$101,000	\$174,000
Northwest	\$115,000	\$200,000
Southeast	\$90,000	\$135,000
Southwest	\$88,000	\$138,000

*salaries do not reflect bonuses

VP of Marketing

Region	20th Percentile	80th Percentile
Midwest	\$150,000	\$192,000
Mid-Atlantic	\$162,000	\$205,000
Northeast	\$185,000	\$220,000
Northwest	\$168,000	\$225,000
Southeast	\$148,000	\$187,000
Southwest	\$152,000	\$200,000

*salaries do not reflect bonuses

Chief Marketing Officer

Region	20th Percentile	80th Percentile
Midwest	\$180,000	\$270,000
Mid-Atlantic	\$192,000	\$300,000
Northeast	\$205,000	\$315,000
Northwest	\$220,000	\$300,000
Southeast	\$178,000	\$230,000
Southwest	\$165,000	\$250,000

*salaries do not reflect bonuses

Employee Recruiting & Retention Tactics

We are all up against a multitude of companies and competing offers when we find a top tier candidate in today's market. In the interview, it is not ideal to interrogate, rather intrigue, when we find a candidate that has a track record of working in a similar role and field. We need to recruit the best of the best, and that means we need to sell the opportunity throughout the process to potential employees. Candidates have a significantly better chance of finding a new job due to unemployment rates being at an all time low and the amount of companies looking to hire at an all time high, essentially it is a candidate driven market.

In order to have a successful interview process here are a few tips to ensure you are able to hire and retain top employees:

Interviewing Tips:

1. Create a hiring process that does not get dragged out for more than 3 weeks. Most candidates, if interviewing with you, are interviewing other places and could be closer to an offer than where you are at in the process. Ask candidates how far along they are if you like them and speed up the interview process if needed.
2. Get hiring manager feedback within 24 hours of every interview, so if the manager enjoyed the interview, you can quickly bring them back for another interview.
3. Discuss with the interviewee a career path with your company, the growth potential, company culture and why they would want to work at your company throughout the process. Keep the candidates engaged throughout every interview.
4. Give the candidates a good idea of what to expect day one in the role, the training and onboarding process and any major projects or initiatives they would be apart of.

Employee Retention Advice:

Many companies need to hire but sometimes they do not have the best on boarding process. I have seen some of the largest agencies, bring employees on board and employees are literally waiting to get training and input on what they should be doing, a days go by without a plan. Truly be ready for your new hires and make them feel like you are investing time in them to make sure the onboarding is successful.

To take this point further, invest in training! Remember that training is a continuous process. It does not end in the first, second or third month. There might be a lot of training at first and shadowing, which is a great way to onboard employees. But the most successful Leaders invest in training, which helps the team continuously grow and operate more efficiently.

A strong leader should provide positive reinforcements. Continuously invest in your team culture; provide weekly and monthly SPIFF's, bonuses or employee rewards to keep your team engaged with going after accomplishments. You can do something as little as \$15 gift cards to office lunches and parties. Create weekly goals for employees and teams. Once an individual reaches those goals, reward them. You can pitch bigger goals for the month and go on team outings. This helps with creating a good culture and a tighter team. Always give your team options and provide a survey to see what outing/event your team prefers to partake in.

Keep an open door management policy. Your employees have questions and as they learn their new role, they will need advice and guidance. If employees are worried to come to leadership with questions, that could lead employees down a path of wanting a new manager which could get them looking for a new job.

We hope you enjoyed our salary guide and advice on how to stay competitive in today's market.

Wishing you and your team a successful 2019!

For More information, get in touch with Daniel Miller, Co-Founder of Empowered Staffing.

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