



2011 Only Influencers digital marketing salary guide

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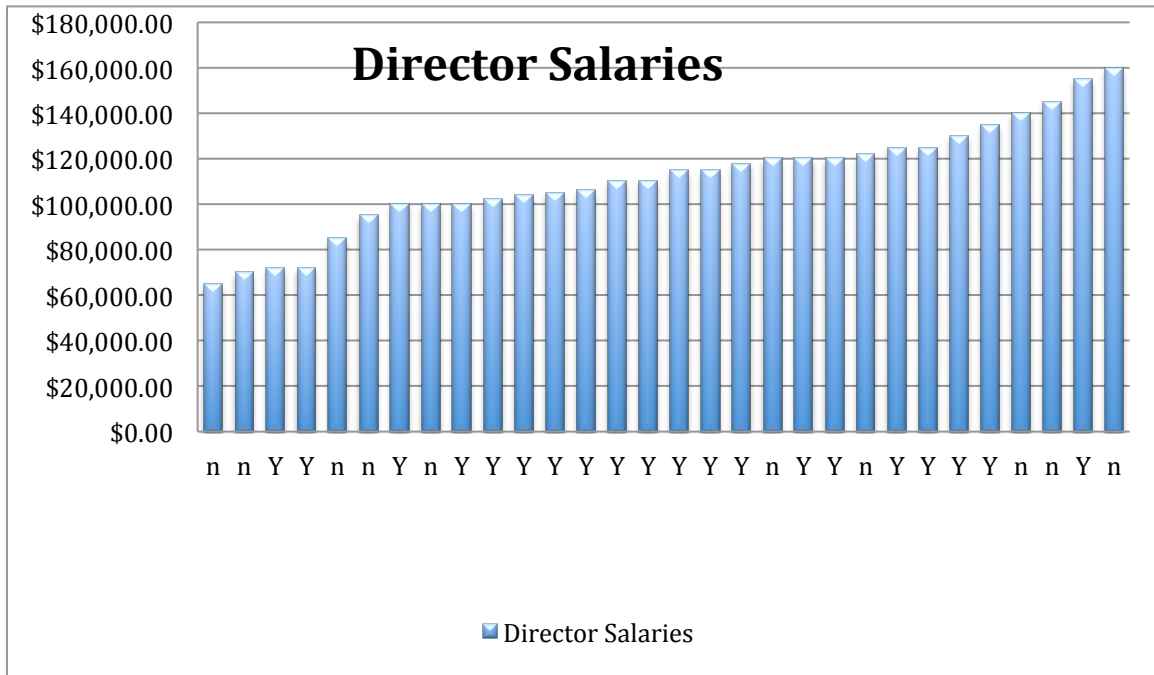
Median Salary Guide for Digital Marketers broken down by Title, Region, Company Type, and Years in Business

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Director Level Salary Guide



Range from 65,000 to \$160,000
 (n = No Bonus, Y = Bonus)

Median Salary: \$112,500
 Average Years in Business: 11
 Average Years at Current Job: 3

Director Level Salary Broken Down by Type:

Agency

Median Salary: \$135,000
 Average Years in Business 12
 Average Years at Current Job: 5

Brand Marketer

Median: \$105,000
 Average Years in business 10
 Average Years at current job: 2

Vendor

Median Salary: \$110,000
 Average years in business 12
 Average years at current job: 2

Director Level Median Salary Broken Down by Region



Chicago: \$114,000
Europe: \$118,078
Los Angeles: \$107,000
Midwest: \$100,000
New York: \$130,000
Northeast: \$100,000
Southeast: \$127,500

Manager Level Salary Guide



Range from \$30,175 to \$127,000
 (n = No Bonus, Y = Bonus)

Median Salary: \$80,000
 Average Years in the Business: 8
 Average Years at Current Job: 3

Manager Median Salaries broken down by Type

Agencies

Median Salary: \$80,000
 Average years in business: 6.5
 Average years at current job: 3.25

Brand Marketers

Median Salary: \$80,000
 Average years in business: 8
 Average Years at current job: 3

Publishers

Median Salary: \$100,000
 Average Years in Business: 8

Average years at current job: 1.8

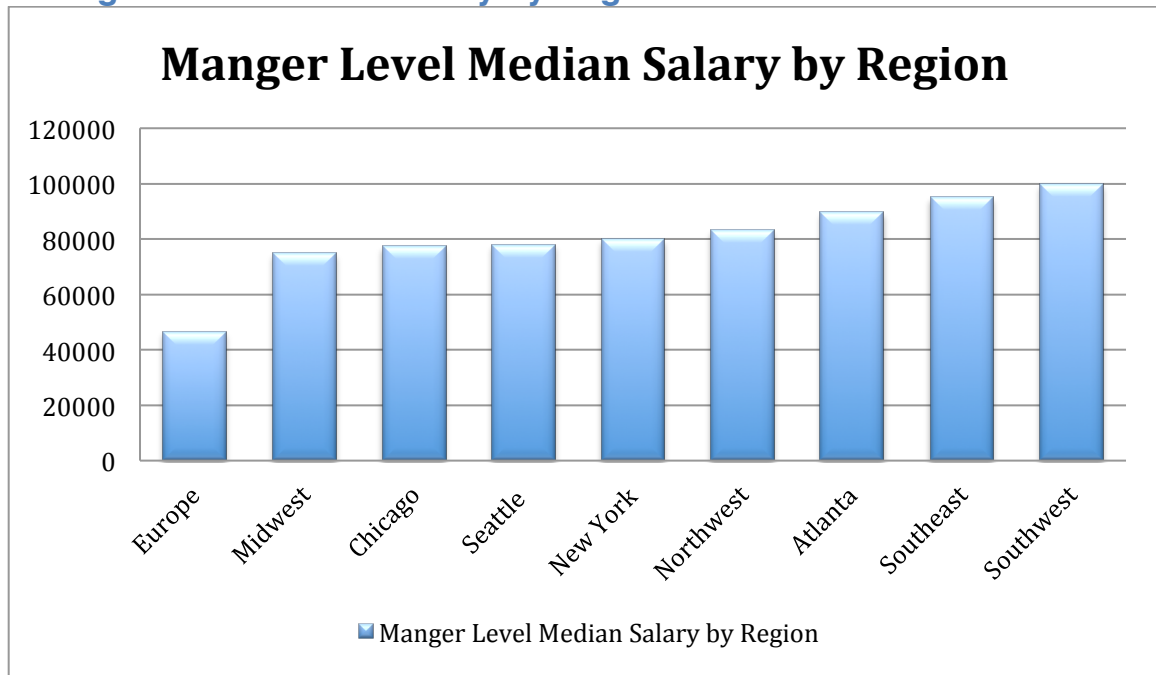
Vendors

Median Salary: \$62,500

Average Years in business: 6.45

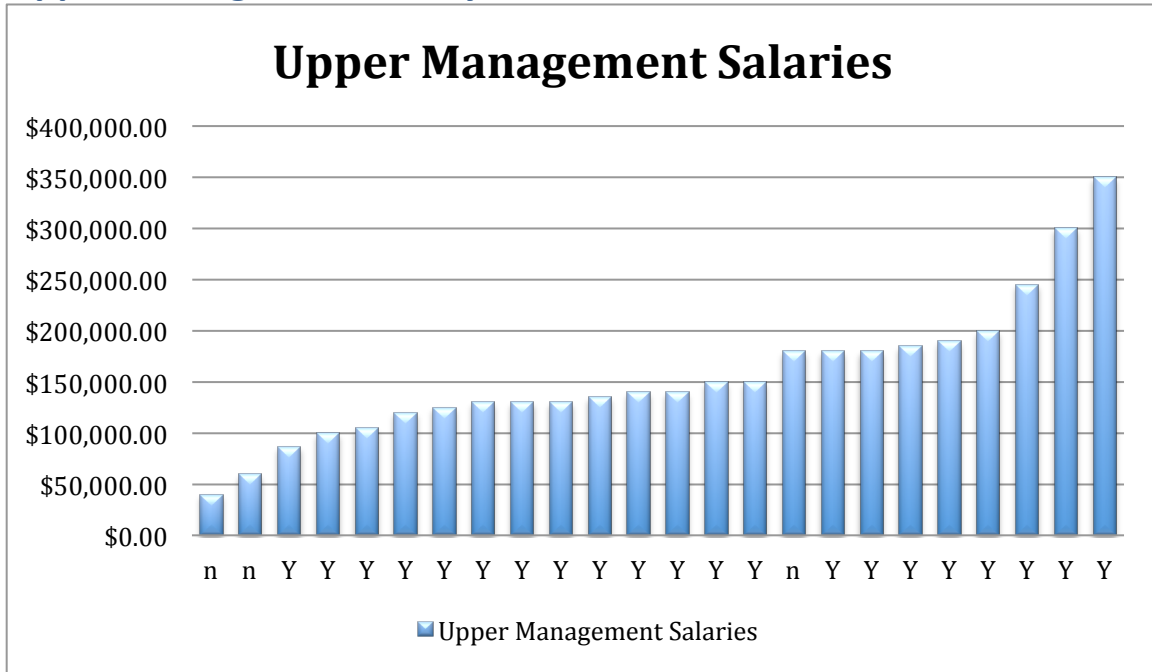
Average years at current job: 2.89

Manager Level Median Salary by Region



Atlanta: \$89,730
Chicago: \$77,500
Europe: \$46,468
Midwest: \$75,000
New York: \$80,000
Northwest: \$83,000
Seattle: \$78,000
Southwest: \$100,000
Southeast: \$95,000

Upper Management Salary Guide



Range from \$39,841 to \$350,000
 (n = No Bonus, Y = Bonus)

Median Salary: \$140,000
 Average Years in business: 16
 Average years at current job: 4

Upper Management Median Salary broken down by Title and Type

VP

Median Salary: \$140,000

C-Level

Median Salary: \$180,000

Principle

Median Salary: \$60,000

Agency

Median: \$140,000

Consultant

Median: \$60,000

Vendor

Median: \$132,500

Non Management Median Salary



Range from \$23,895 to \$196,000
 (n = No Bonus, Y = Bonus)

Median Salary: \$68,659
 Years in the business: 8.8
 Years at current job: 3.69

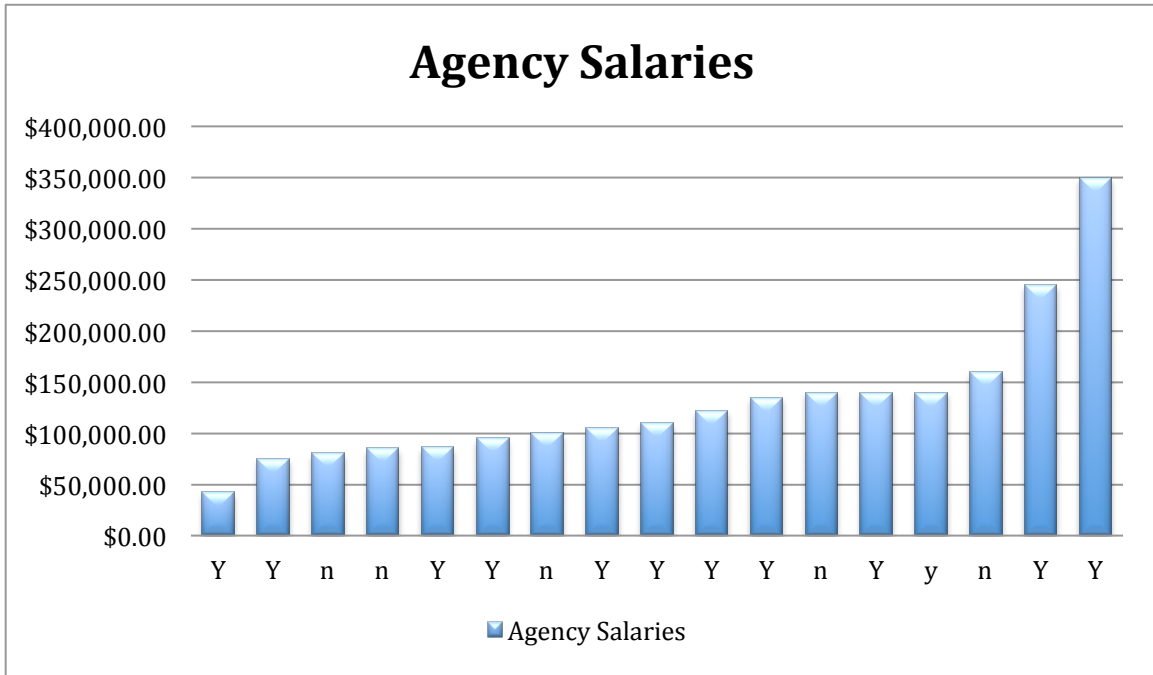
Non Management Median Salary by Region

Europe:
 Median: \$61,267

New York
 Median: \$100,000

Northeast
 Median: \$50,000

Agency Salary Guide



Range from \$42,000 to \$350,000
(n = No Bonus, Y = Bonus)

Median Salary: \$110,000
Average Years in the industry: 10.5
Years at Current Job: 4.2

Agency Median Salary by Region and Title:

Chicago: \$80,000
Midwest: \$95,000
New York: \$140,000

Director: \$140,000
Manager: \$80,000

Brand Marketer Salary Guide



Range from \$30,175 to \$185,000
 (n = No Bonus, Y = Bonus)

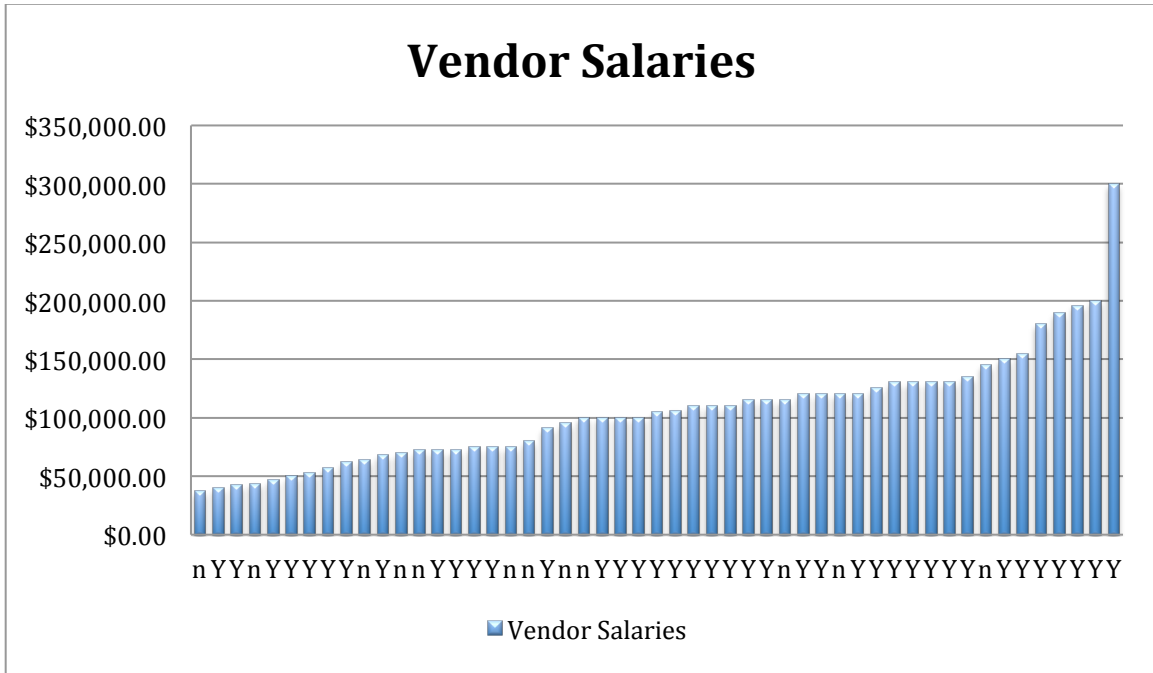
Median: \$85,000
 Average years in business: 9
 Average years at current job: 3

Brand Marketers Median Salary broken down by Title and Region

- Chicago: \$85,000
- LA: \$94,500
- Midwest: \$83,000
- Northeast: \$76,000
- Southwest: \$92,000

- Director: \$103,000
- Manager: \$80,000

Vendor Salary Guide



Range from \$37,000 to \$300,000
(n = No Bonus, Y = Bonus)

Median: \$105,000
Average years in business: 12
Average years at current job : 3

Vendor Median Salaries by Region and Title:

Europe: \$53,107
Midwest: \$95,000
New York: \$120,000
Northeast: \$75,000
Seattle: \$135,000

Director: \$108,078
Manager: \$55,053

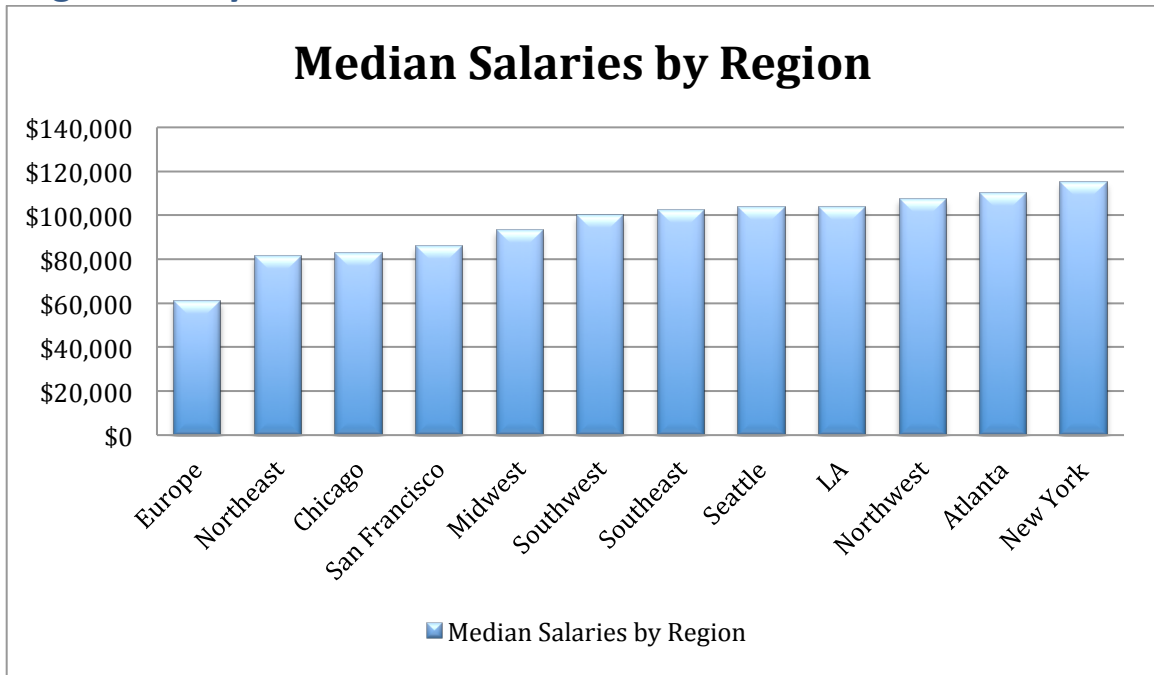
Publisher Salary Guide



Range: \$23,895-\$180,000
(n = No Bonus, Y = Bonus)

Median: \$85,000
Average years in Business: 9
Average at current Job: 3

Region Salary Guide



Atlanta:	\$110,000
Chicago:	\$82,500
Europe:	\$61,016
LA:	\$104,000
Midwest:	\$93,400
New York:	\$115,000
Northeast:	\$81,500
Northwest:	\$107,500
San Francisco:	\$86,000
Seattle:	\$103,500
Southwest:	\$100,000
Southeast:	\$102,500

Salaries by Years in Business

