

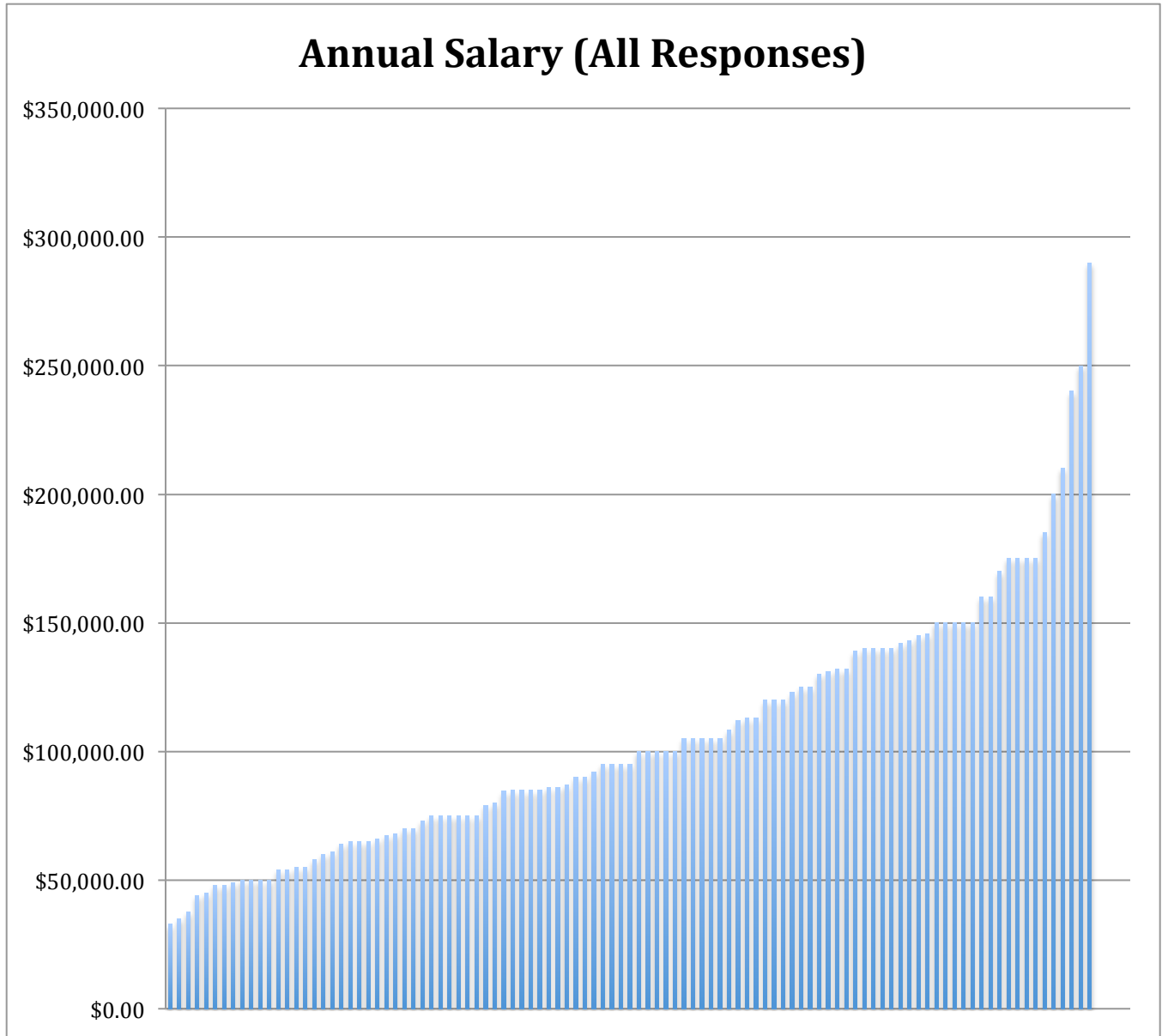


# 2014 Only Influencers Email Marketing Salary Guide

by Bill McCloskey, Only Influencers

- EMAIL MARKETING SALARIES (ALL) ..... 2**
- EMAIL MARKETING SALARIES BROKEN OUT BY SEX..... 3**
  - (ALL RESULTS – MALE ONLY)..... 3
  - (ALL RESULTS – FEMALE ONLY)..... 4
- EMAIL MARKETING SALARIES BROKEN DOWN BY TITLE ..... 5**
  - EMAIL MARKETING MANAGER/DIRECTOR..... 5
  - EMAIL MARKETING MANAGER/DIRECTOR (MALE ONLY) ..... 6
  - EMAIL MARKETING MANAGER/DIRECTOR (FEMALE ONLY) ..... 7
  - EMAIL MARKETING C-LEVEL AND VP (ALL) ..... 8
  - EMAIL MARKETING DELIVERABILITY EXPERT (ALL) ..... 9
- EMAIL MARKETING: VENDOR VS CLIENT SIDE VS CONSULTANT ..... 10**
  - EMAIL MARKETING: CLIENT SIDE (ALL)..... 10
  - EMAIL MARKETING: CLIENT SIDE (MALE ONLY) ..... 11
  - EMAIL MARKETING: CLIENT SIDE (FEMALE ONLY) ..... 12
  - EMAIL MARKETING: VENDOR SIDE (ALL)..... 13
  - EMAIL MARKETING: VENDOR SIDE (MALE ONLY)..... 14
  - EMAIL MARKETING: VENDOR SIDE (FEMALE ONLY)..... 15
  - EMAIL MARKETING: CONSULTANT (ALL) ..... 16
- EMAIL MARKETING: SALARY BY AGE ..... 17**
  - EMAIL MARKETING: AGE 20-29 (ALL)..... 17
  - EMAIL MARKETING: AGE 30-39 (ALL)..... 18
  - EMAIL MARKETING: AGE 40-49 (ALL)..... 19
  - EMAIL MARKETING: AGE 50-59 (ALL)..... 20
  - MEDIAN SALARY BY AGE M/F..... 21
- EMAIL MARKETING: SALARY BY YEARS IN THE BUSINESS ..... 22**
  - 5 OR LESS YEARS IN THE BUSINESS..... 22
  - 6 TO 10 YEARS IN THE BUSINESS..... 23
  - 11 TO 15 YEARS IN THE BUSINESS ..... 24
  - OVER 15 YEARS IN THE BUSINESS ..... 25

# Email Marketing Salaries (All)



**Range: \$32,900 to \$290,000**

**Median Salary: \$95,000**

**39% Female**

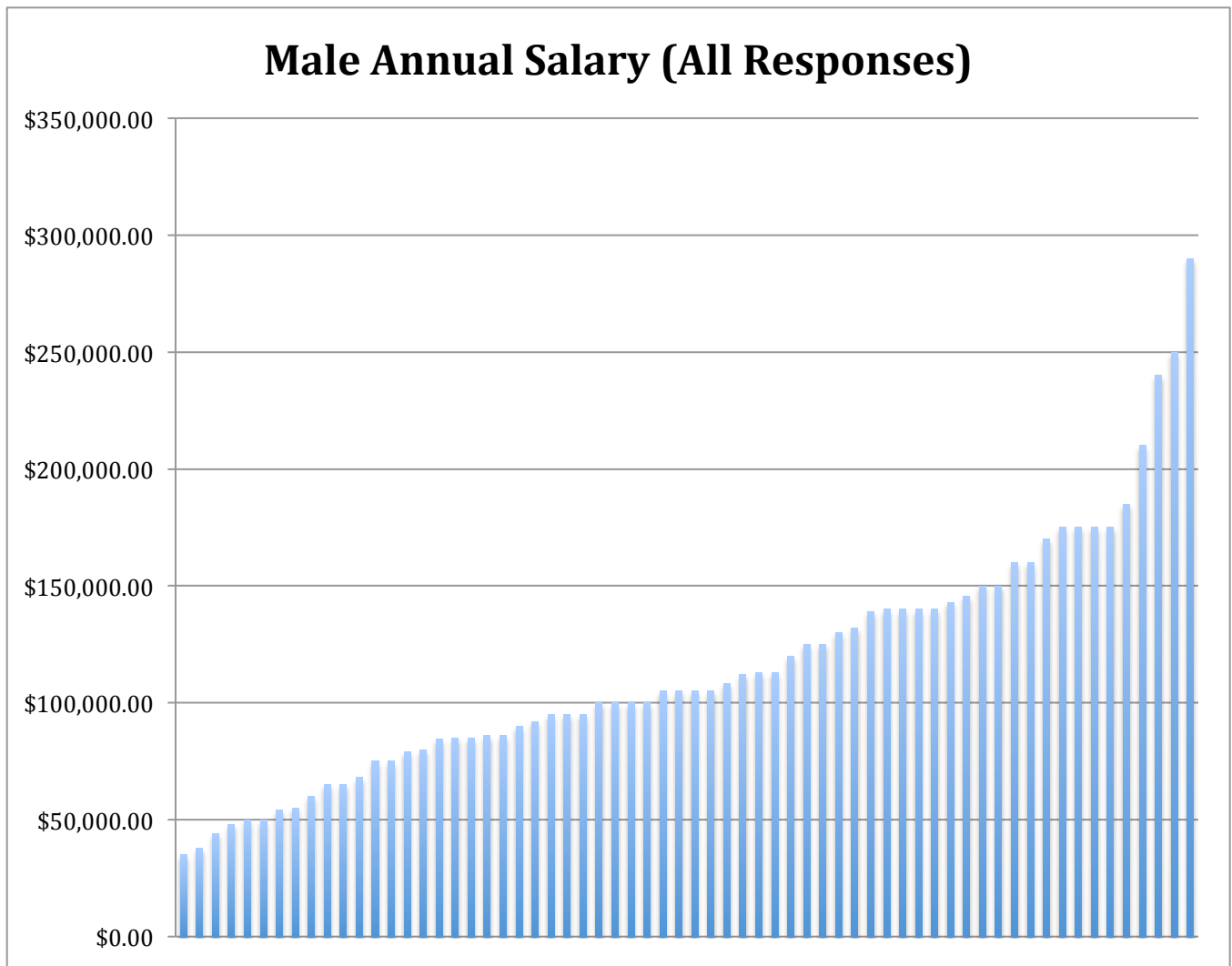
**61% Male**

**Number of Responses: 103**

**Average Number of years in the Business: 8.5**

# Email Marketing Salaries broken out by Sex

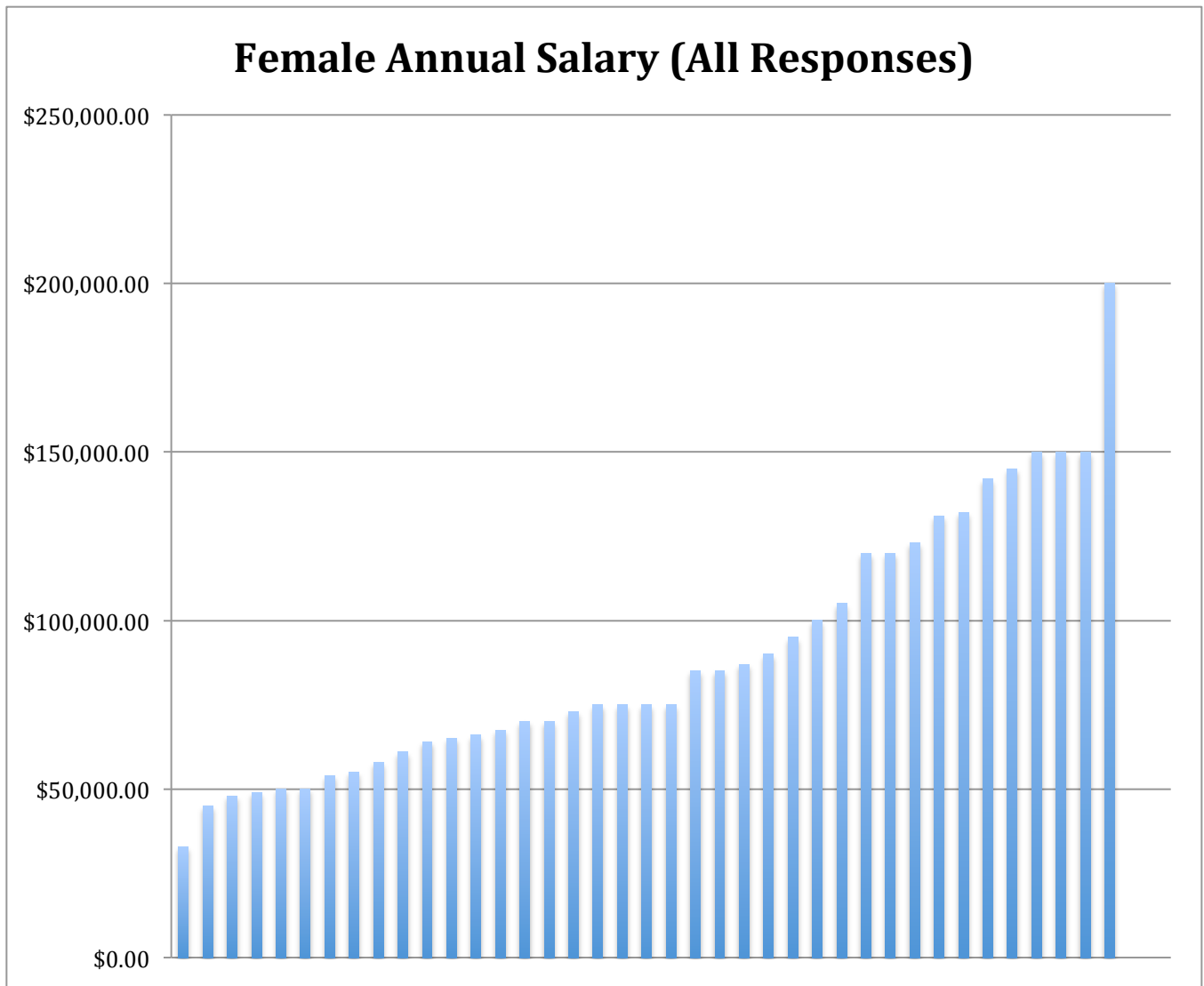
(All Results – Male Only)



**Range: \$35,000 to \$290,000**

**Median Salary: \$105,000**

(All Results – Female Only)

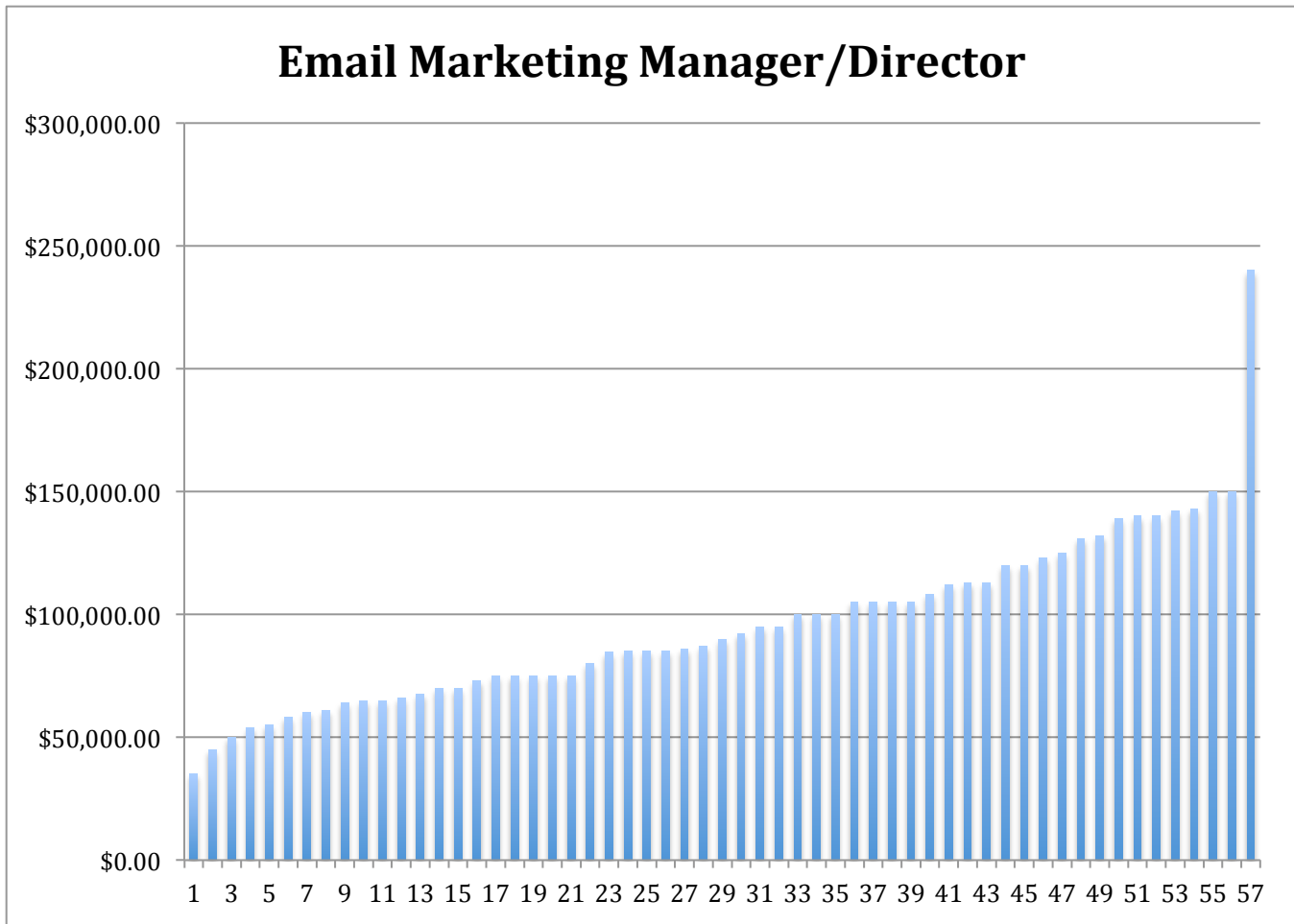


**Range: \$32,900 to \$200,000**

**Median Salary: \$75,000**

# Email Marketing Salaries Broken down by Title

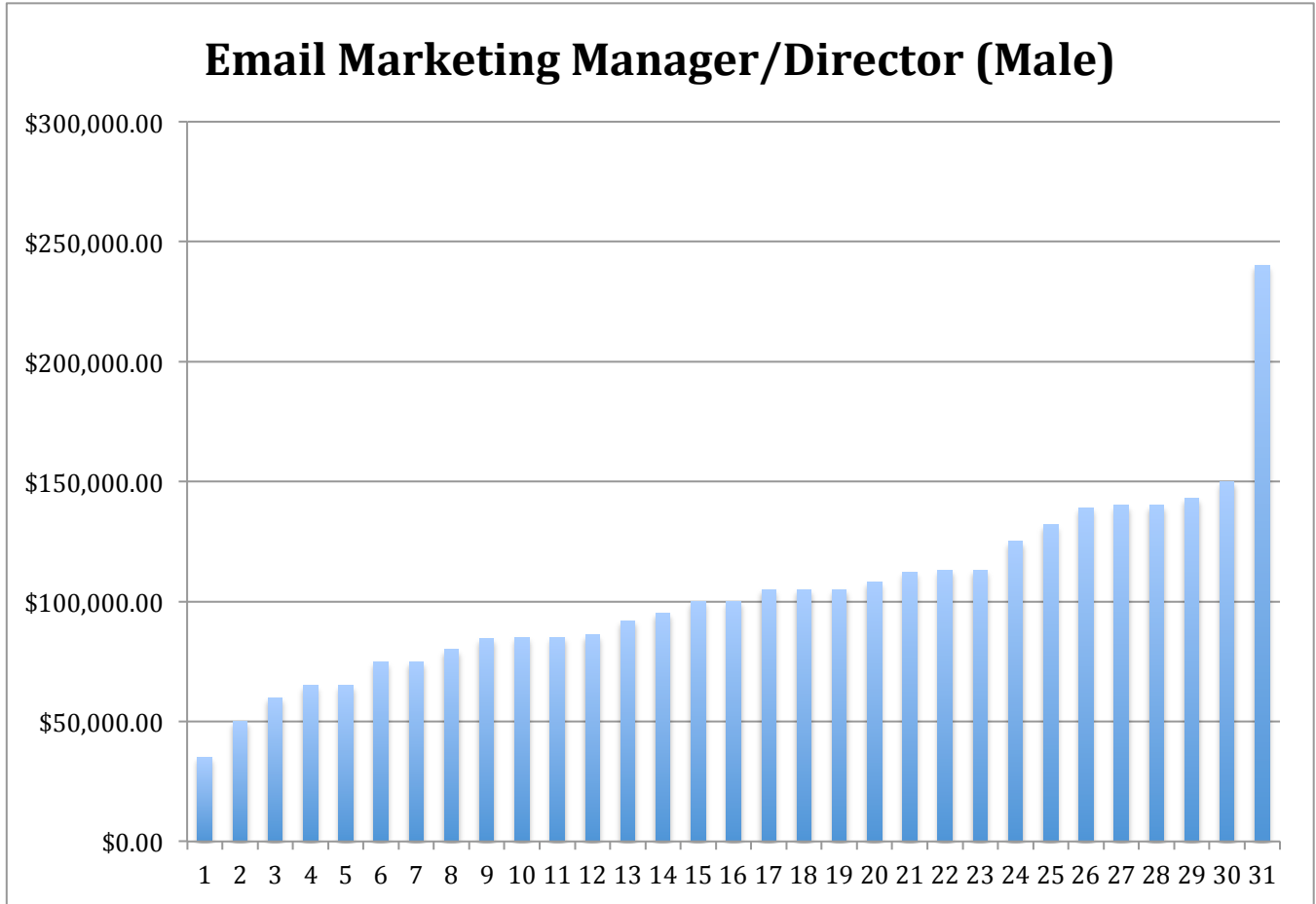
## Email Marketing Manager/Director



**Range: \$35,000 to \$240,000**

**Median Salary: \$90,000**

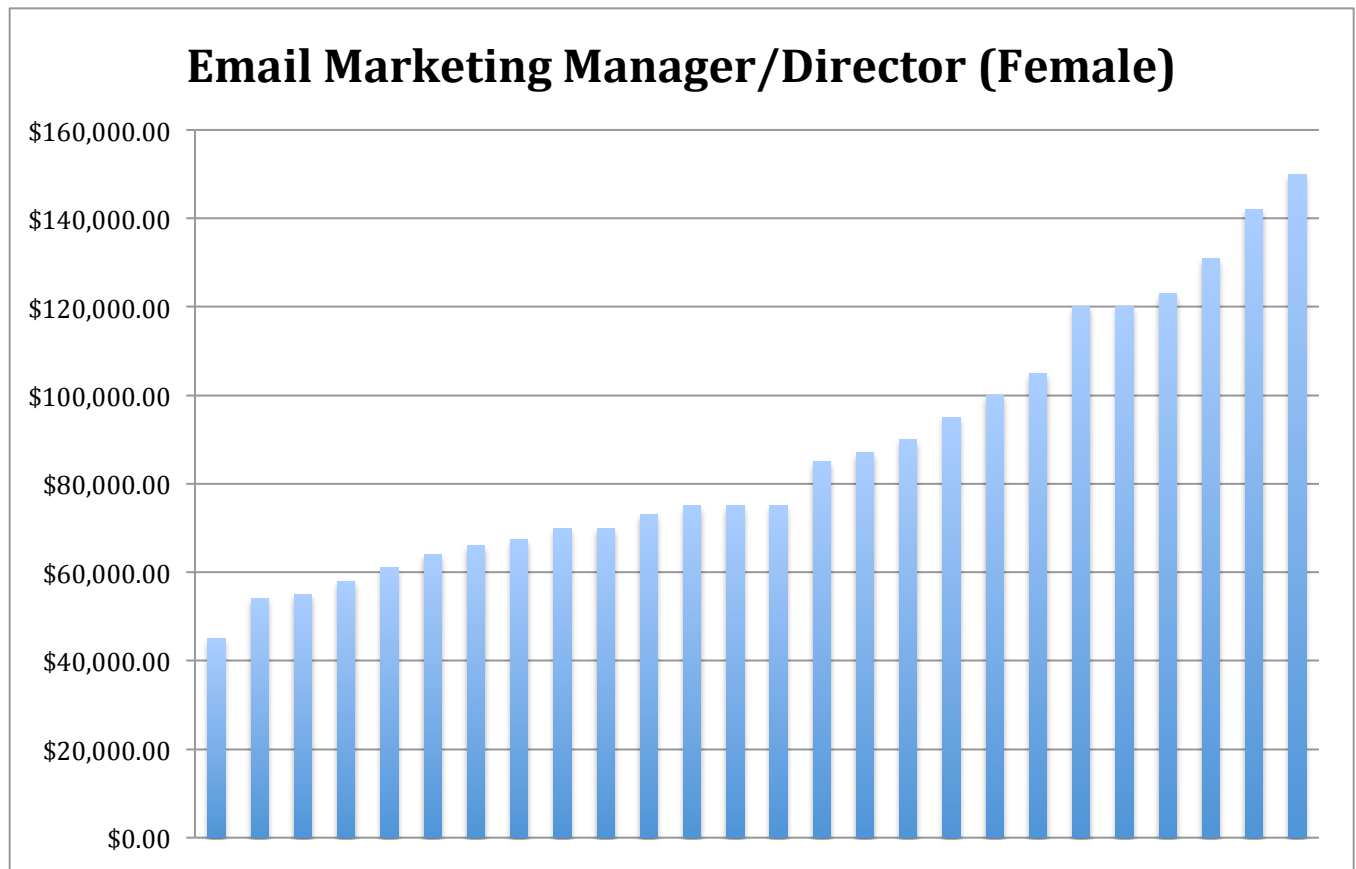
## Email Marketing Manager/Director (Male Only)



**Range: \$35,000 to \$240,000**

**Median Salary: \$100,000**

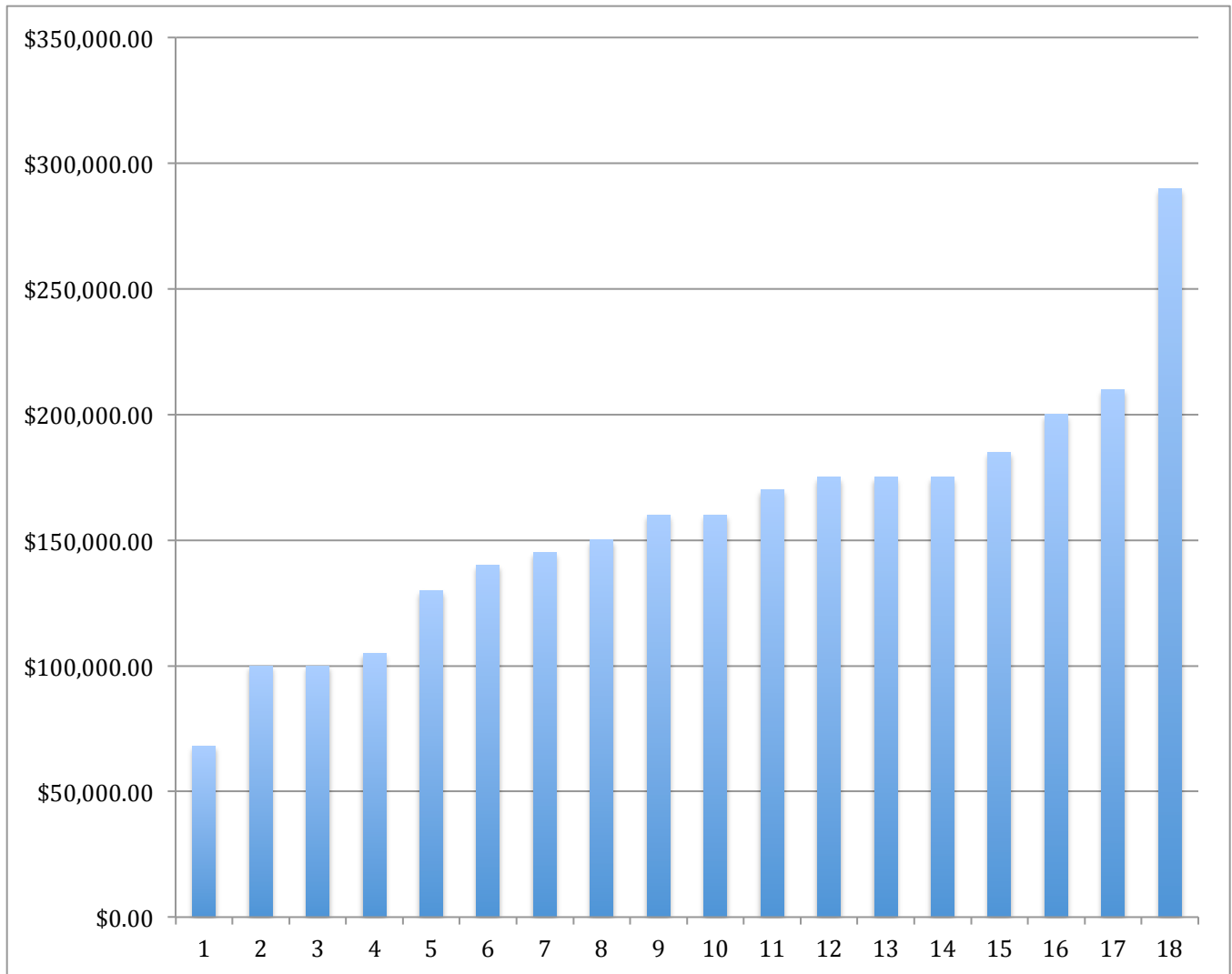
## Email Marketing Manager/Director (Female Only)



**Range: \$45,000 to \$150,000**

**Median Salary: \$75,000**

## Email Marketing C-level and VP (All)



**Range: \$68,000 to \$290,000**

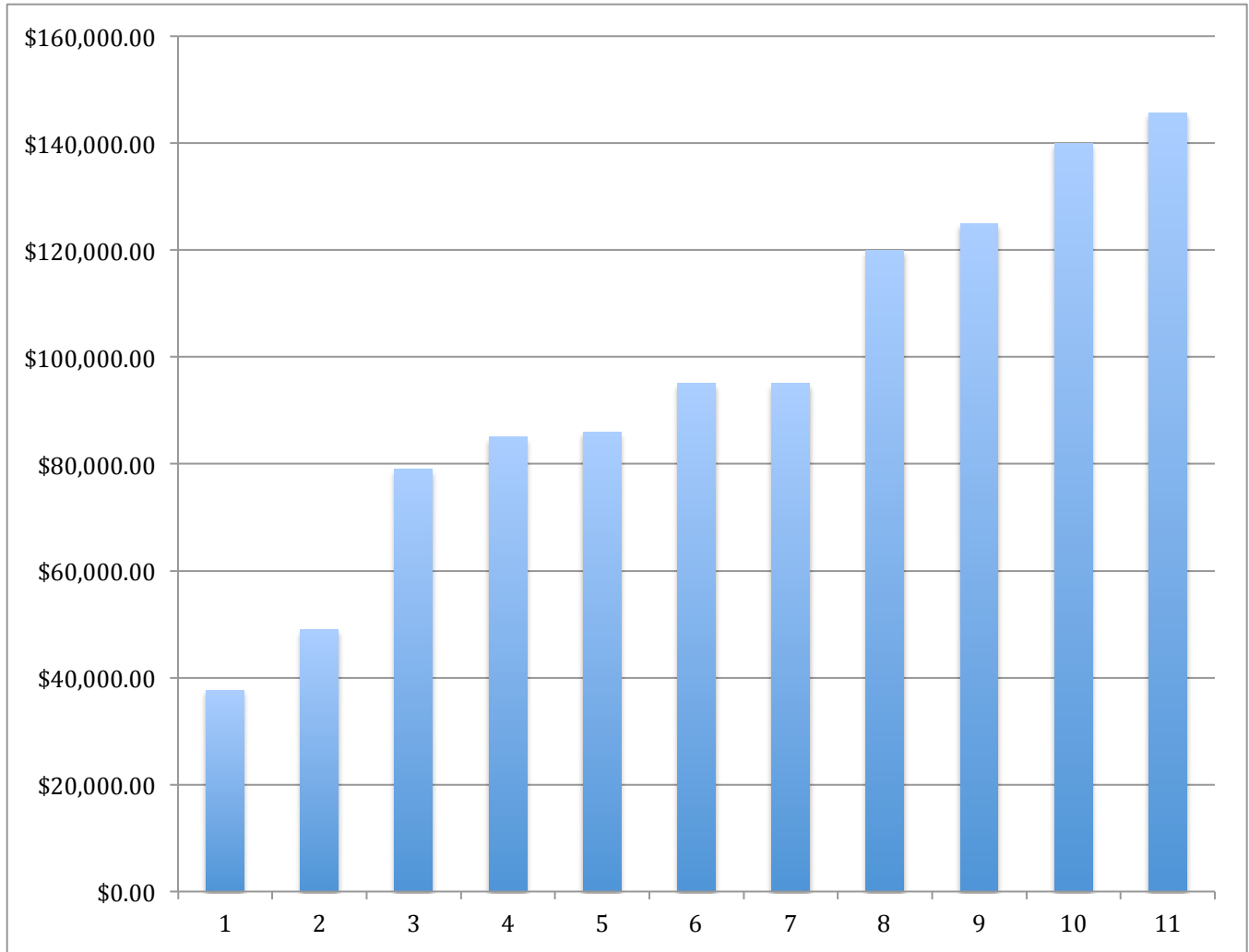
**Median Salary: \$160k**

**Median Salary (Male Only): \$160k**

**Median Salary (Female Only): \$150k**



## Email Marketing Deliverability Expert (All)

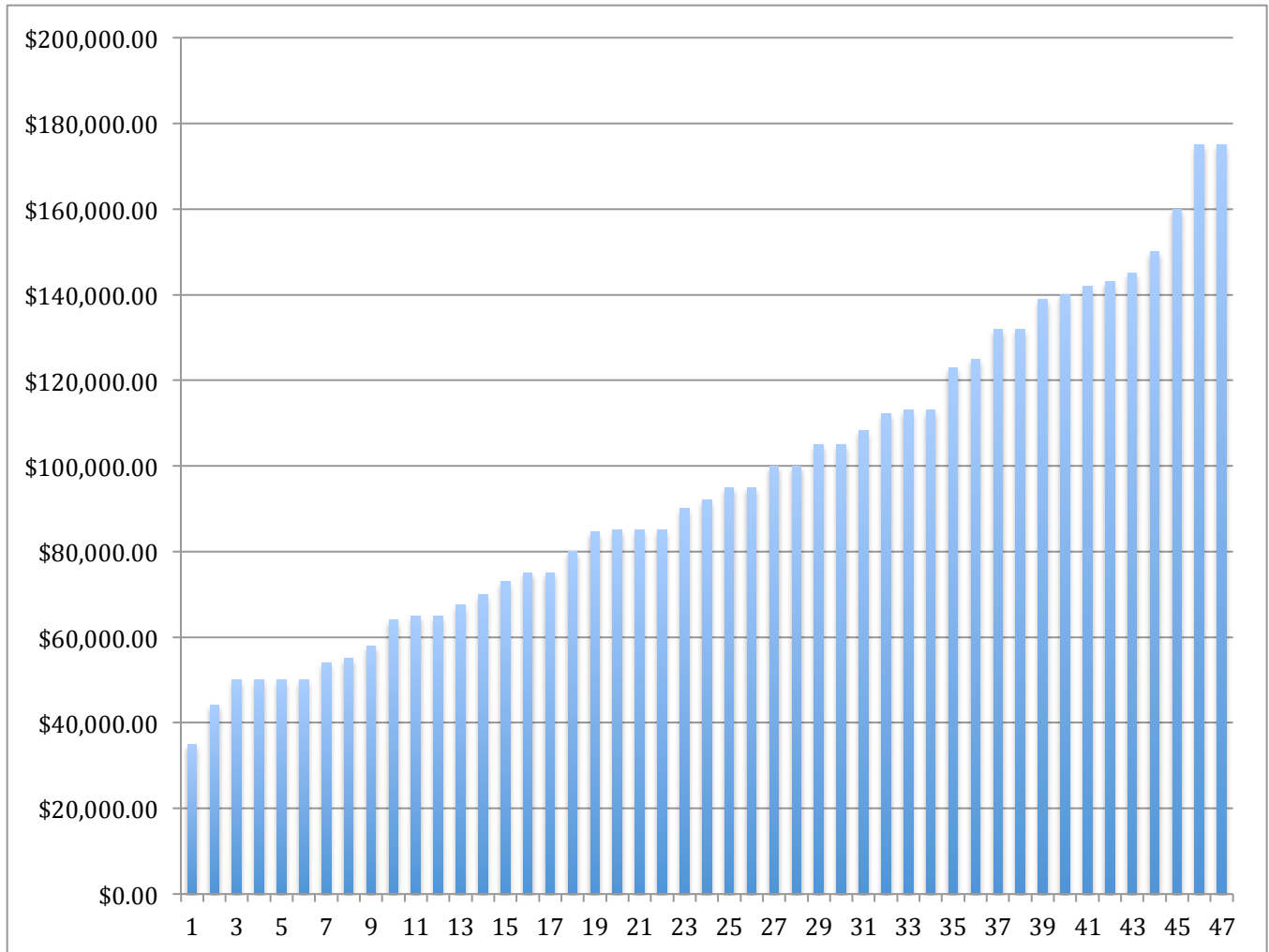


**Range: \$37,700 to \$145,708**

**Median Salary: \$95,000k**

# Email Marketing: Vendor Vs Client Side Vs Consultant

## Email Marketing: Client Side (All)



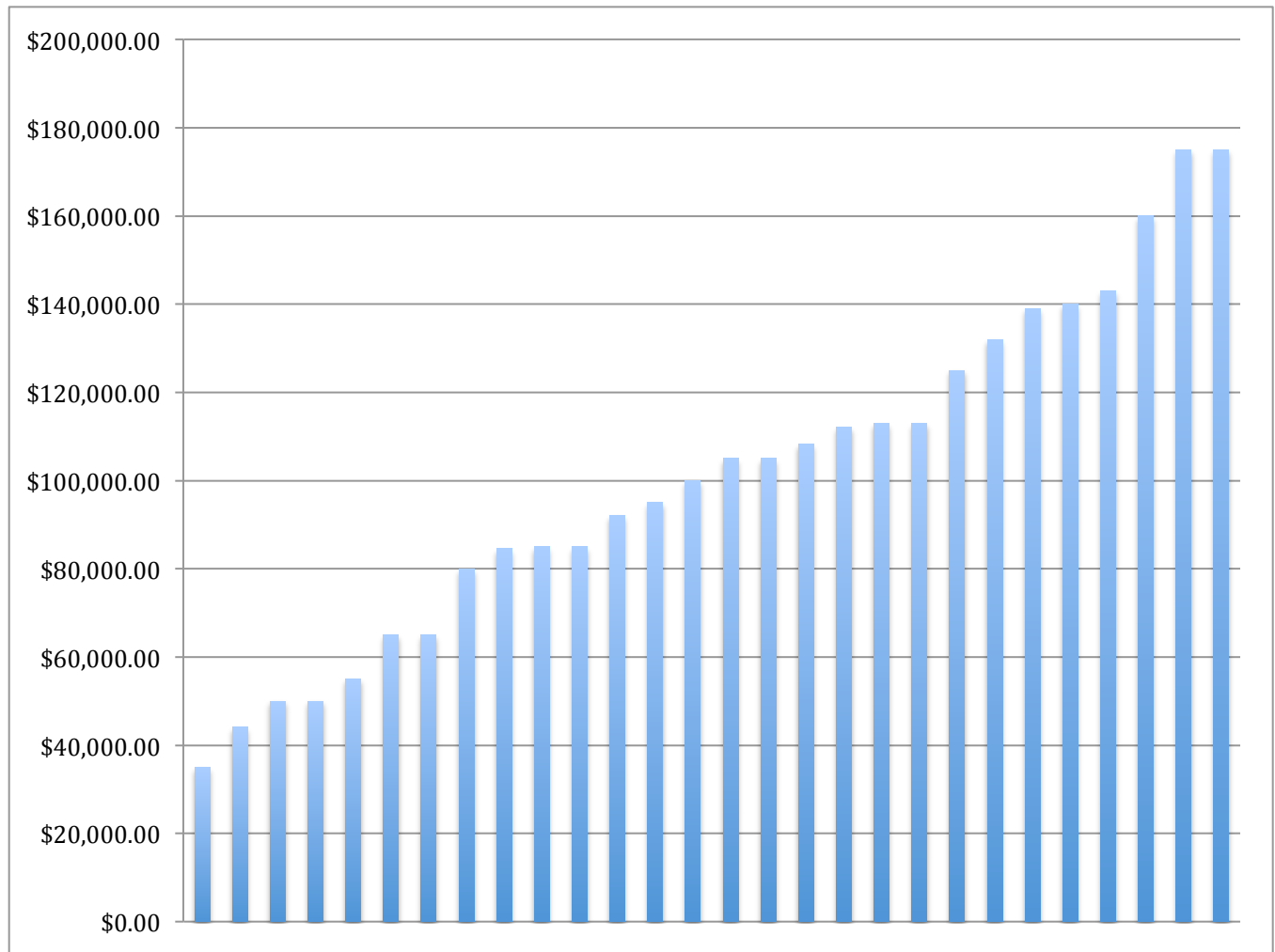
**Range: \$35,000 to \$175,000**

**Median Salary: \$92,000k**

**Median Salary (Male Only): \$102,500**

**Median Salary (Female Only): \$75,000**

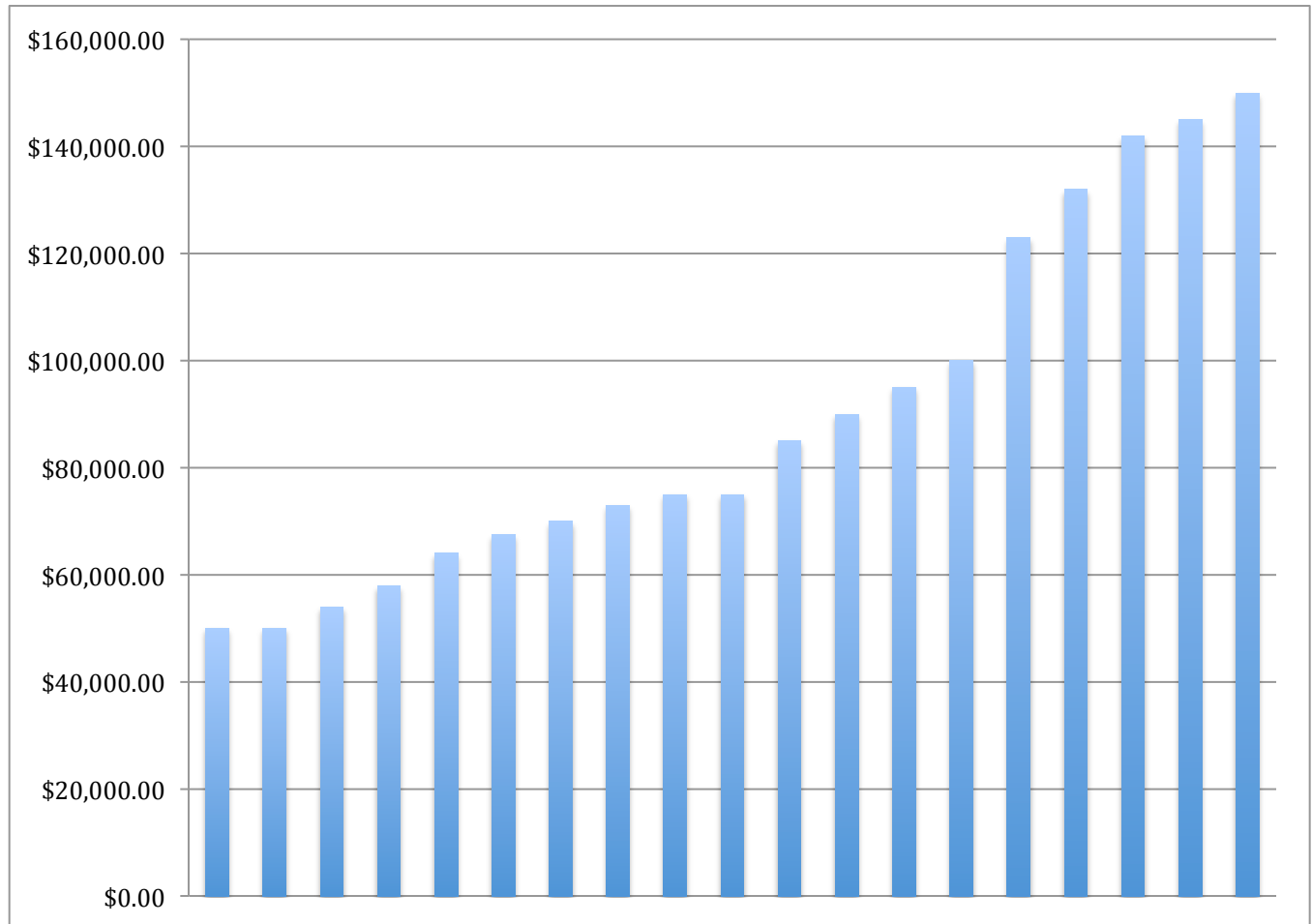
## Email Marketing: Client Side (Male Only)



**Range: \$35,000 to \$175,000**

**Median Salary (Male Only): \$102,500**

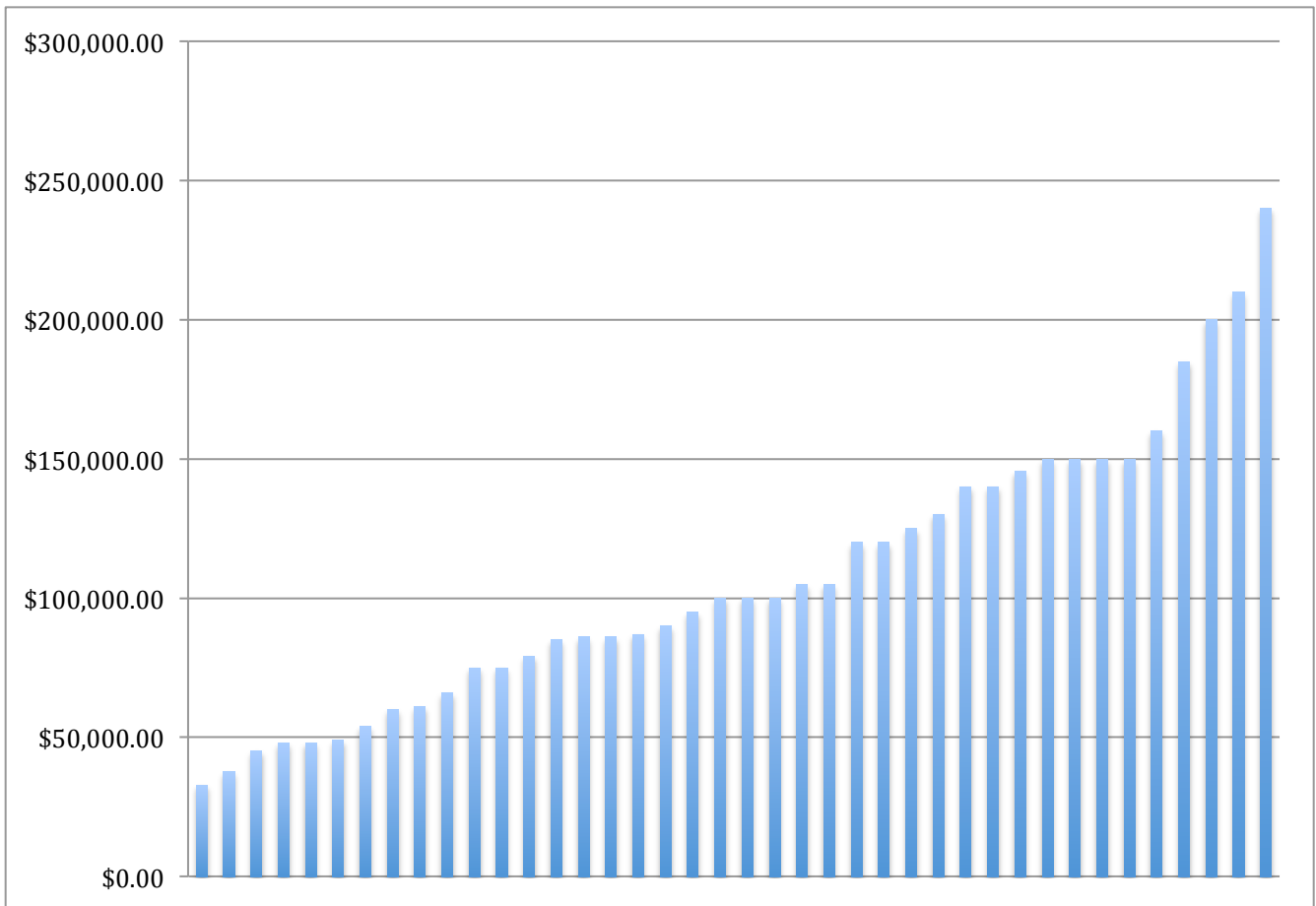
## Email Marketing: Client Side (Female Only)



**Range: \$50,000 to \$150,000**

**Median Salary (Female Only): \$75,000**

## Email Marketing: Vendor Side (All)

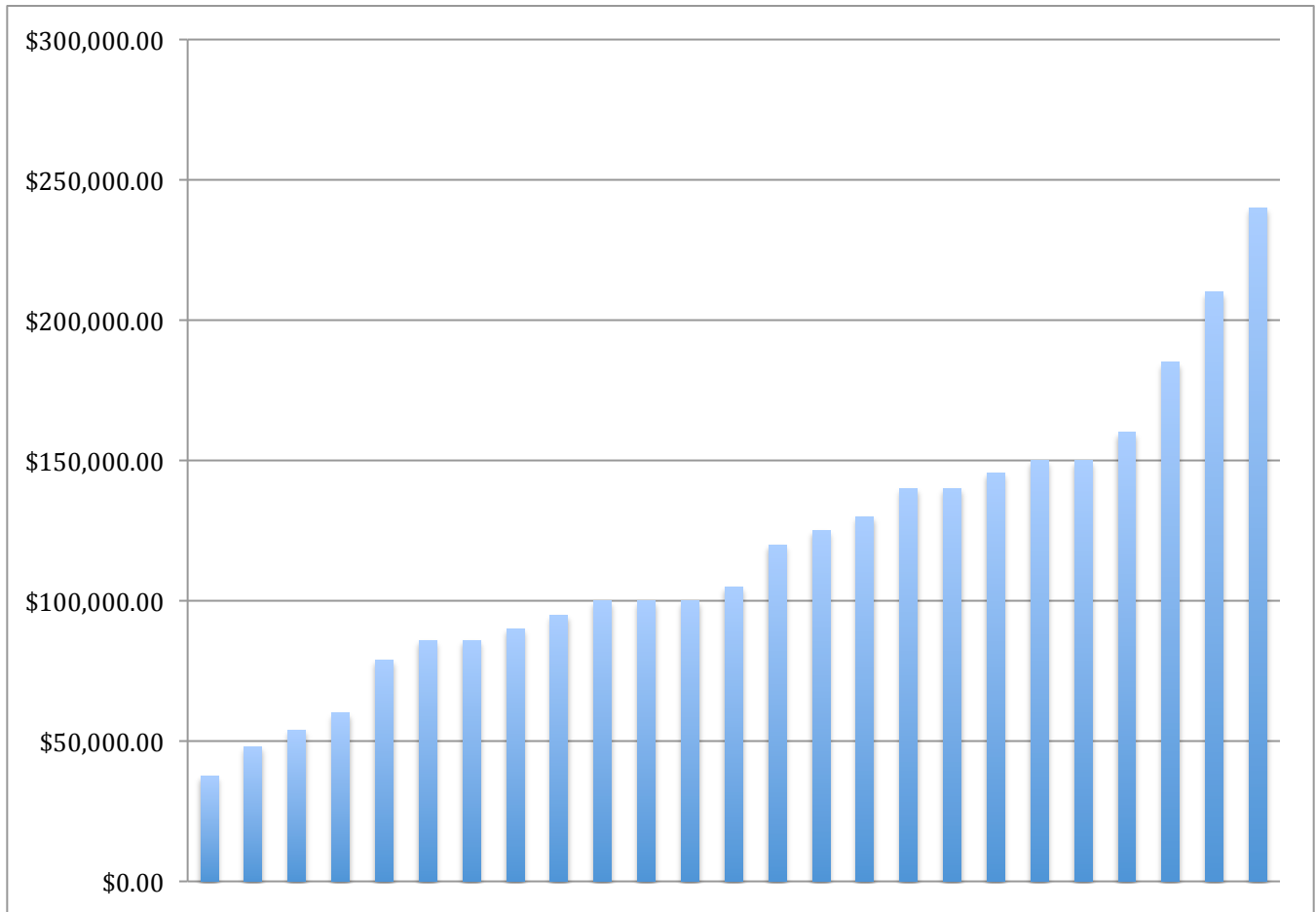


**Range: \$32,900 to \$240,000**

**Median Salary: \$100,000k**

**Median Salary (Male Only): \$105,000**  
**Median Salary (Female Only): \$75,000**

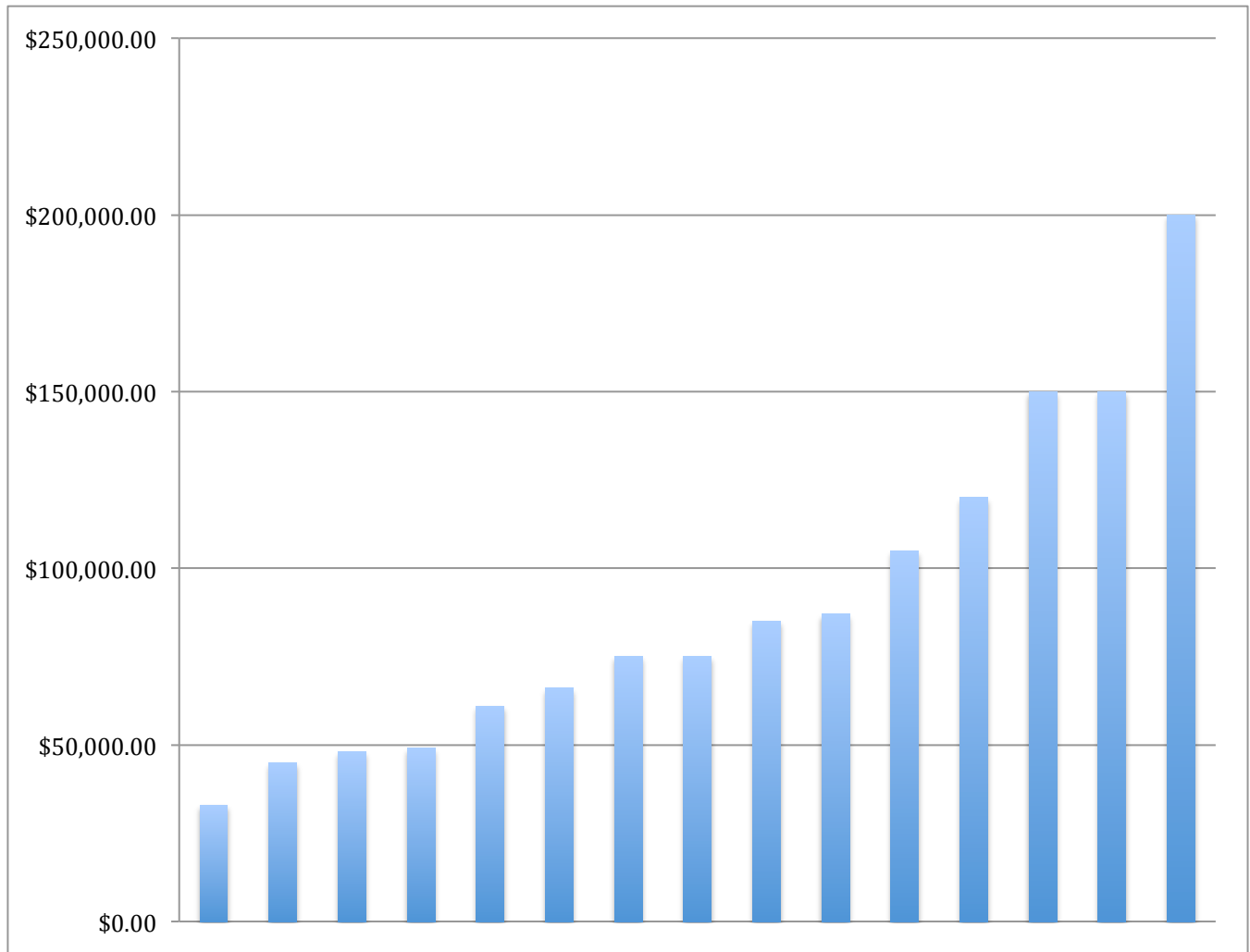
### Email Marketing: Vendor Side (Male Only)



**Range: \$37,700 to \$240,000**

**Median Salary: \$105,000k**

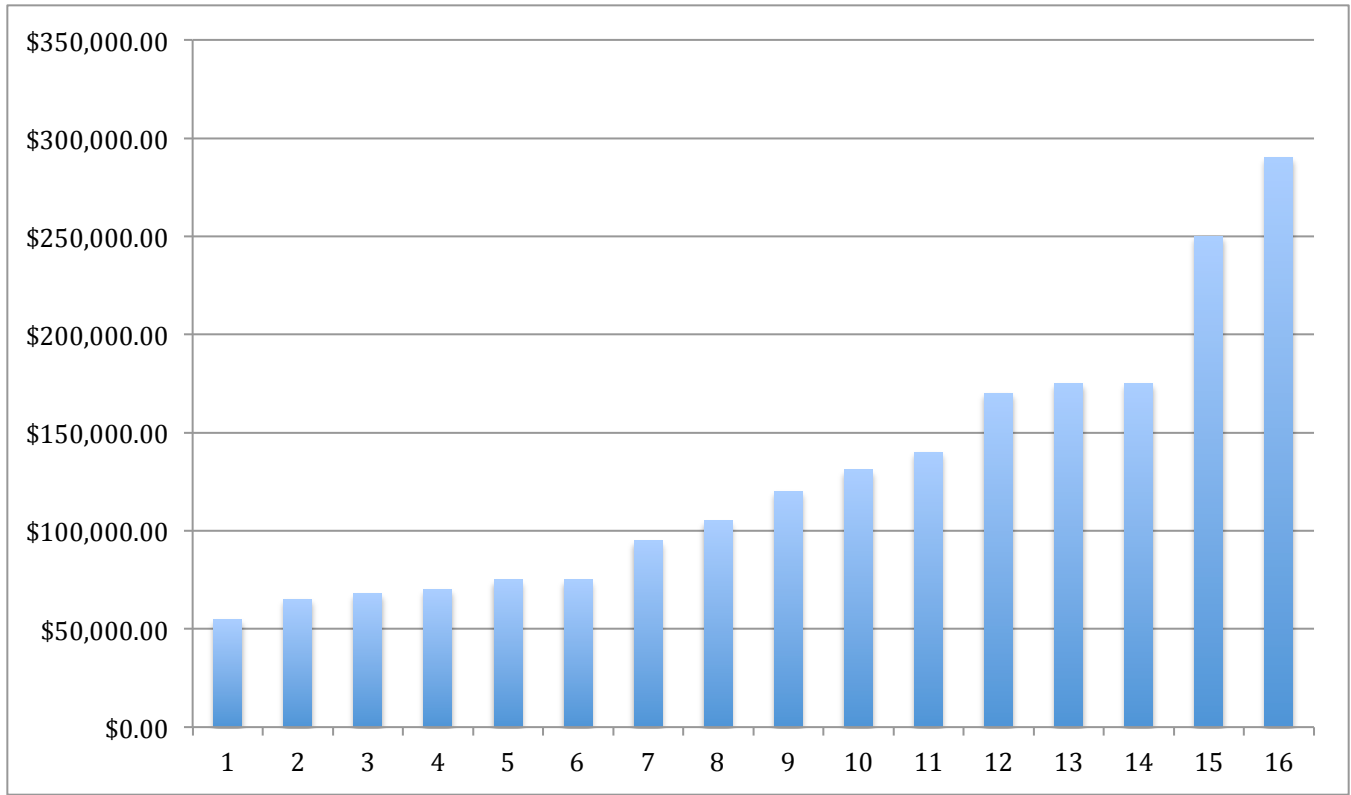
## Email Marketing: Vendor Side (Female Only)



**Range: \$32,900 to \$200,000**

**Median Salary: \$75,000k**

## Email Marketing: Consultant (All)



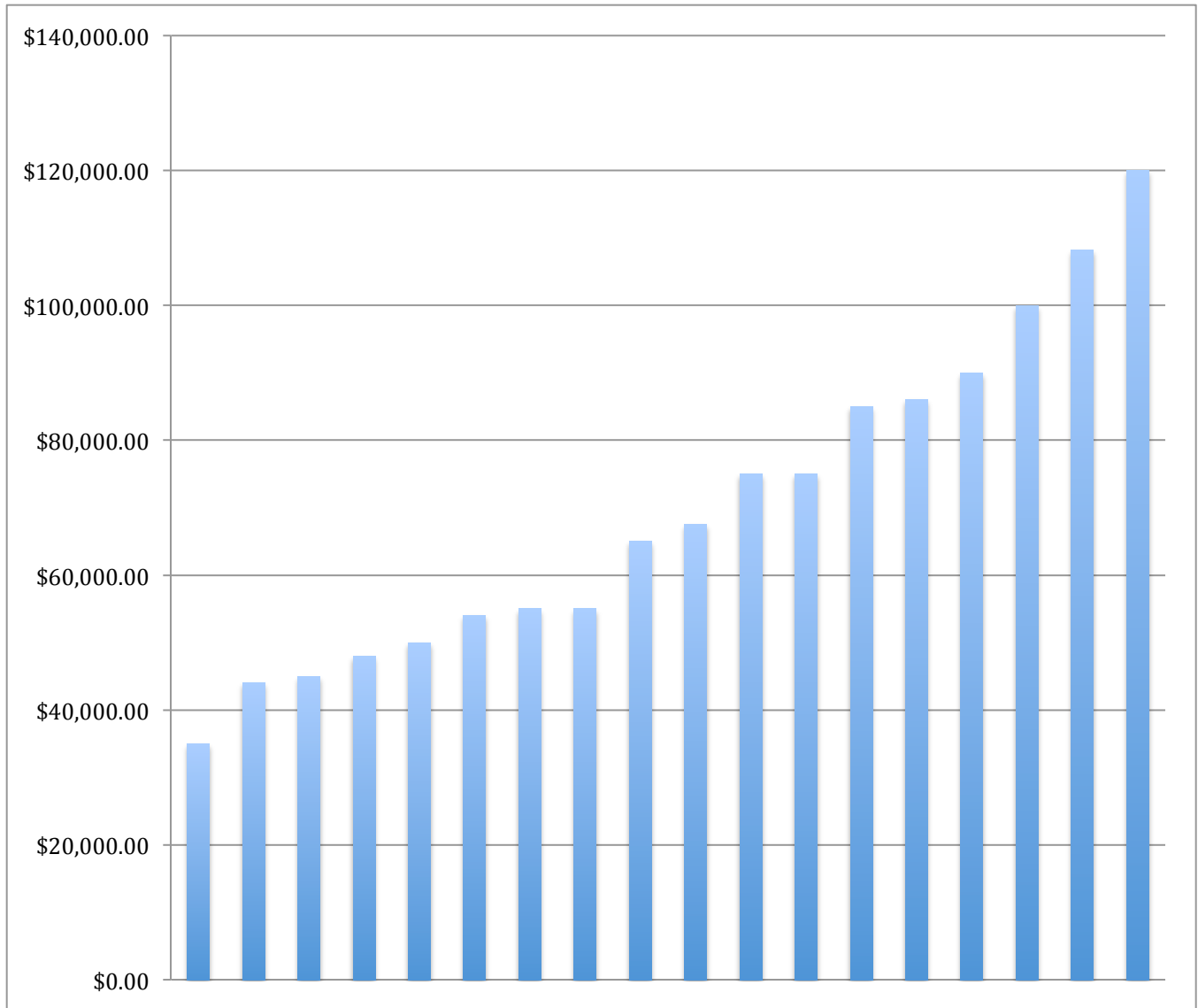
**Range: \$55,000 to \$290,000**

**Median Salary: \$112,500**



# Email Marketing: Salary by Age

## Email Marketing: Age 20-29 (All)



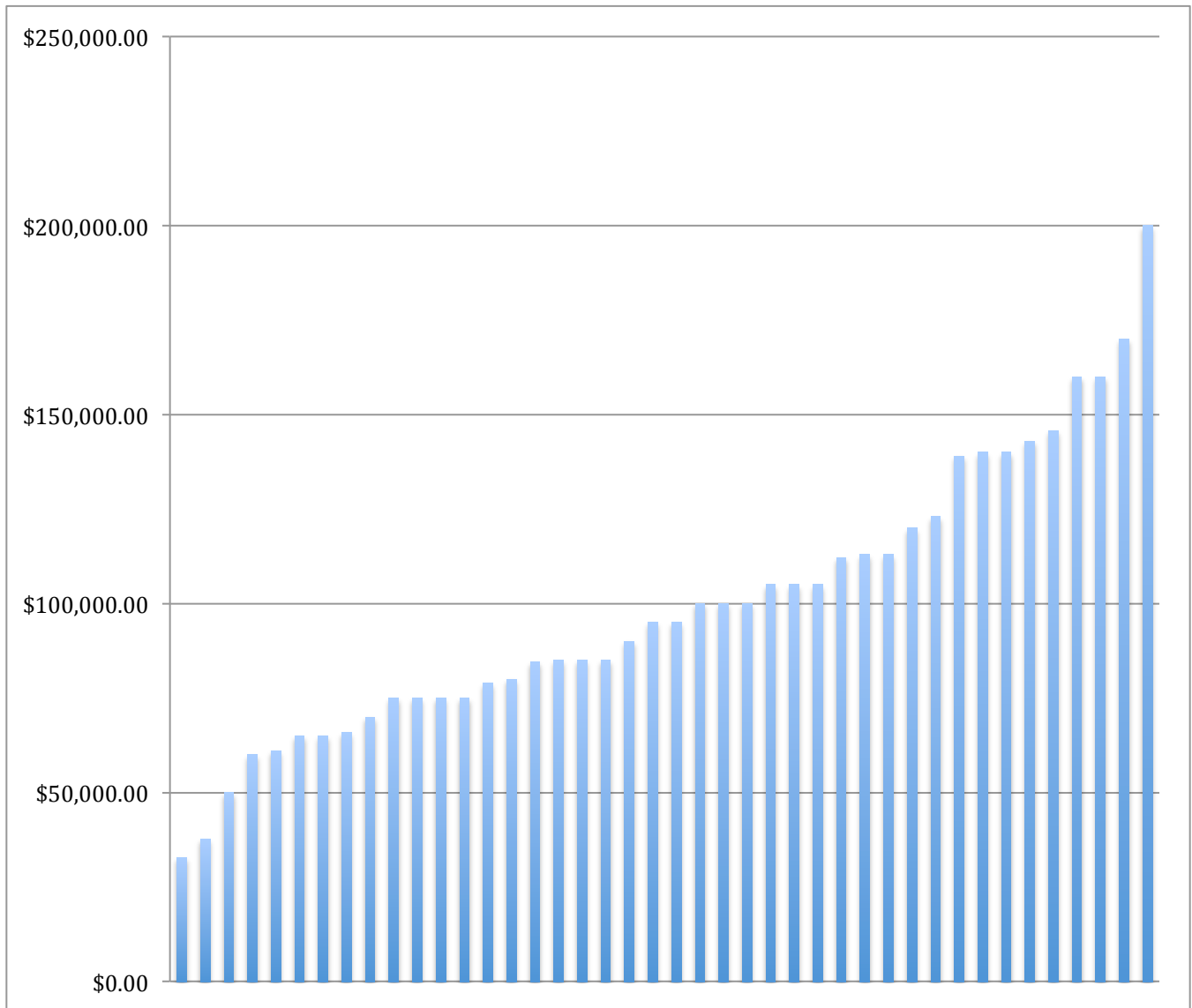
**Range: \$35,000 to \$120,000**

**Median Salary: \$66,250**

**Median Salary (Male Only): \$52,500**

**Median Salary (Female Only): \$71,250**

**Email Marketing: Age 30-39 (All)**



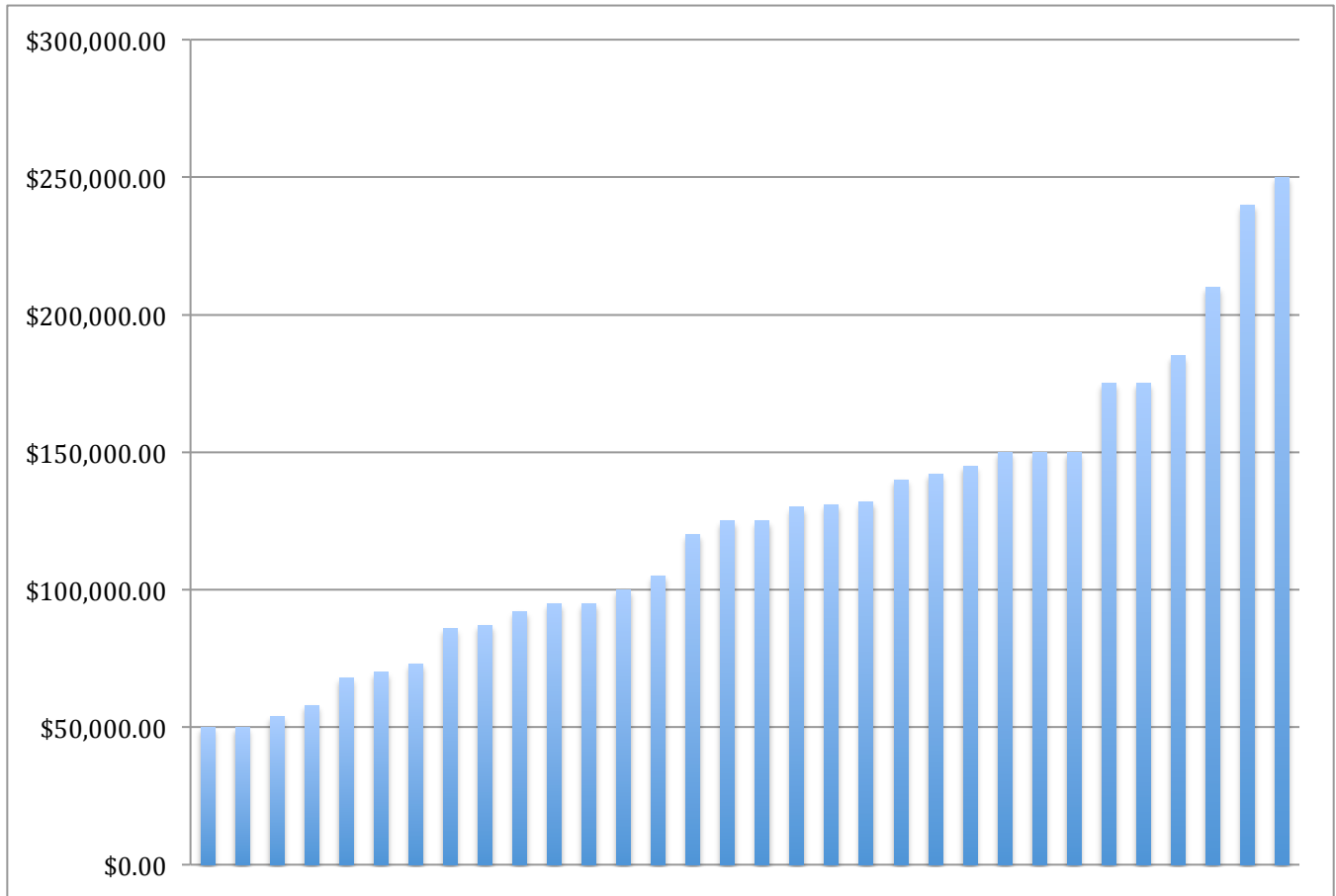
**Range: \$32,900 to \$200,000**

**Median Salary: \$95,000**

**Median Salary (Male Only): \$100,000**

**Median Salary (Female Only): \$80,000**

**Email Marketing: Age 40-49 (All)**



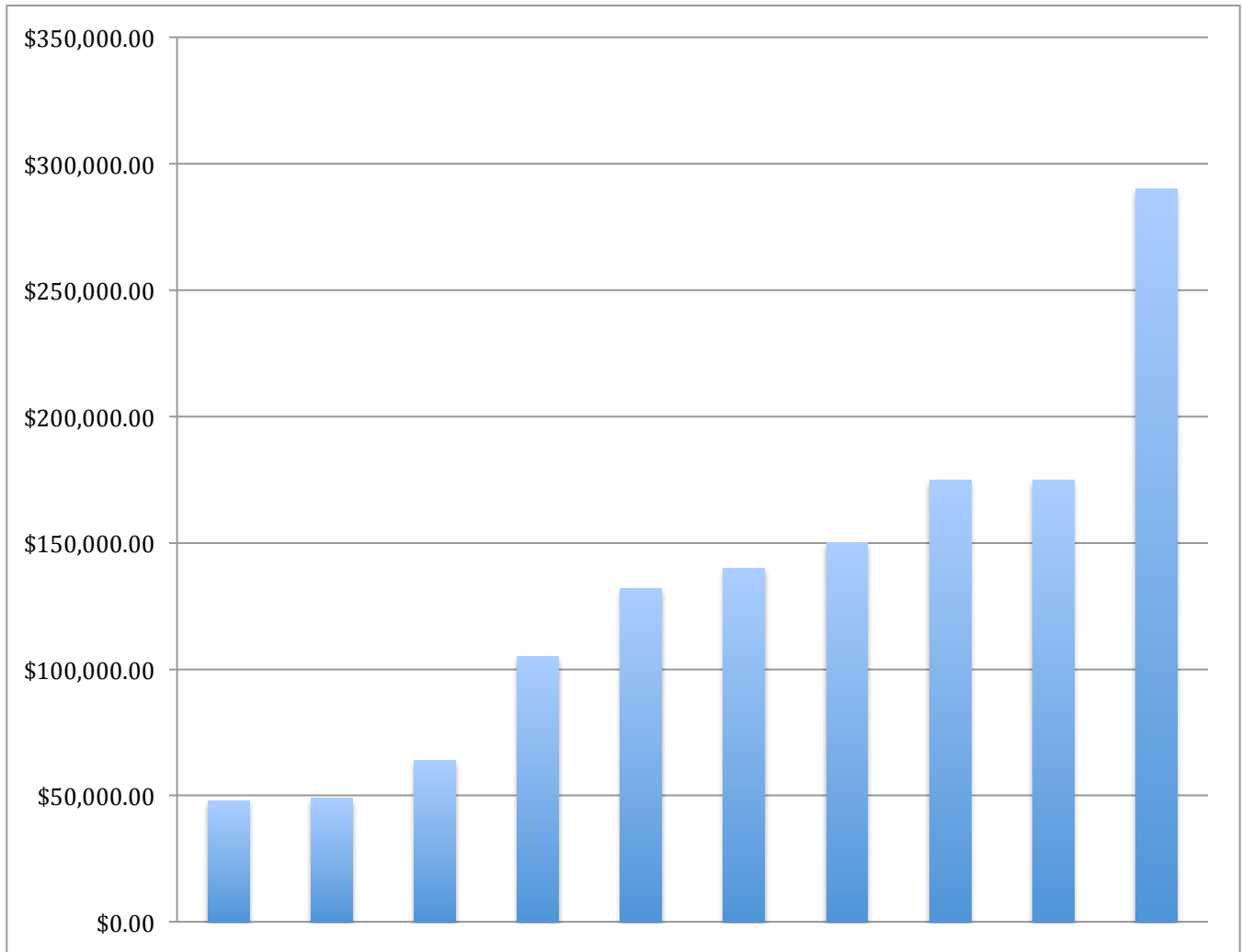
**Range: \$50,000 to \$250,000**

**Median Salary: \$125,000**

**Median Salary (Male Only): \$130,000**

**Median Salary (Female Only): \$87,000**

**Email Marketing: Age 50-59 (All)**



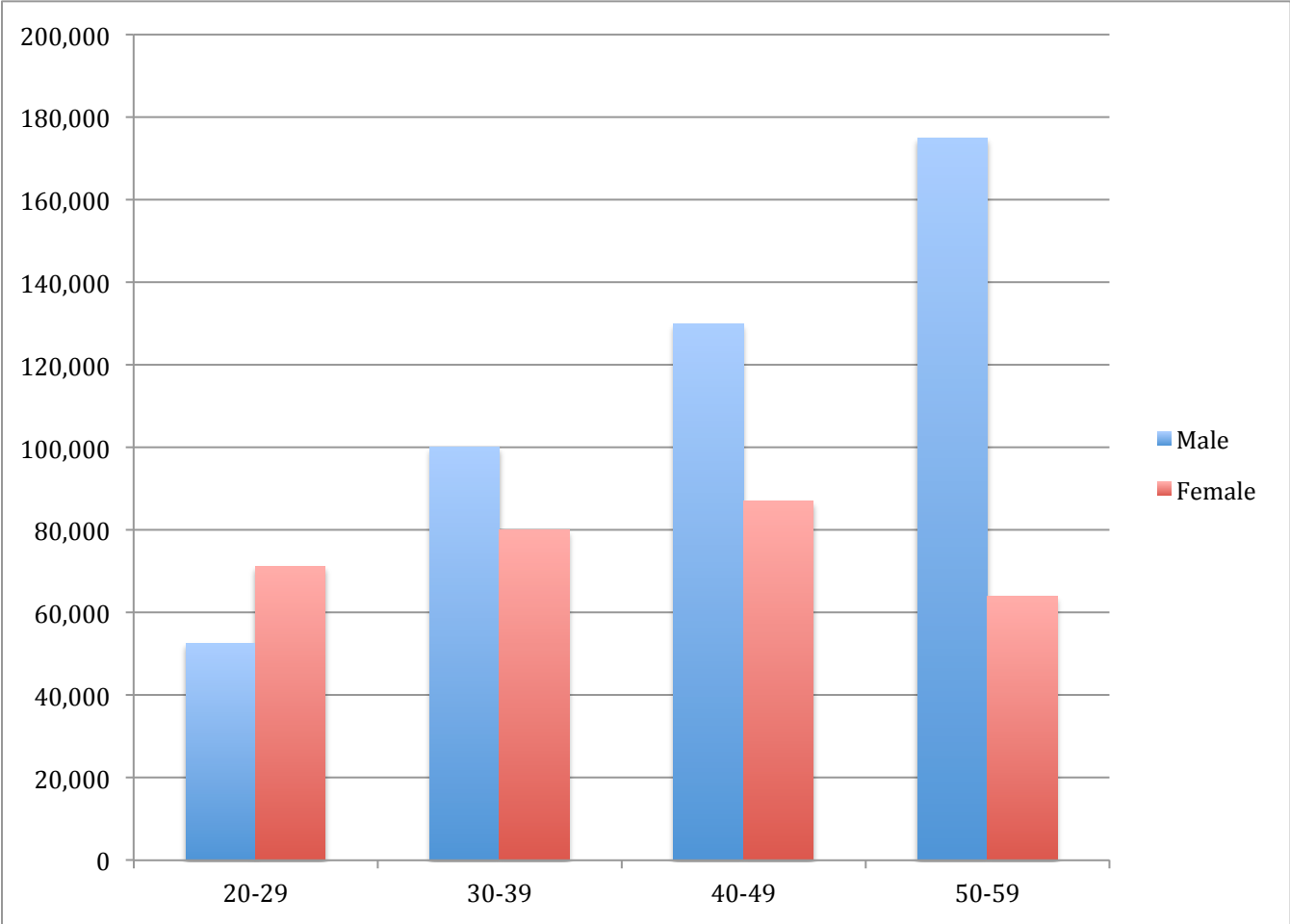
**Range: \$48,000 to \$290,000**

**Median Salary: \$136,000**

**Median Salary (Male Only): \$175,000**

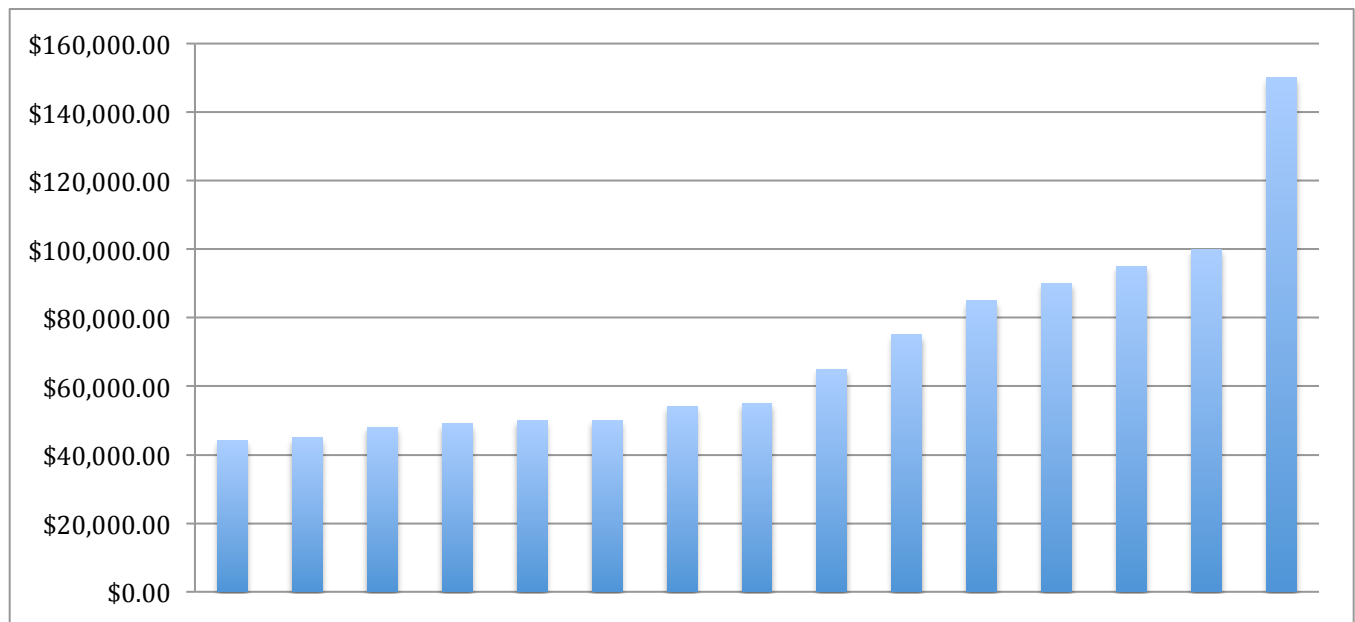
**Median Salary (Female Only): \$64,000**

Median Salary by Age M/F



## Email Marketing: Salary by Years in the Business

5 or less years in the business



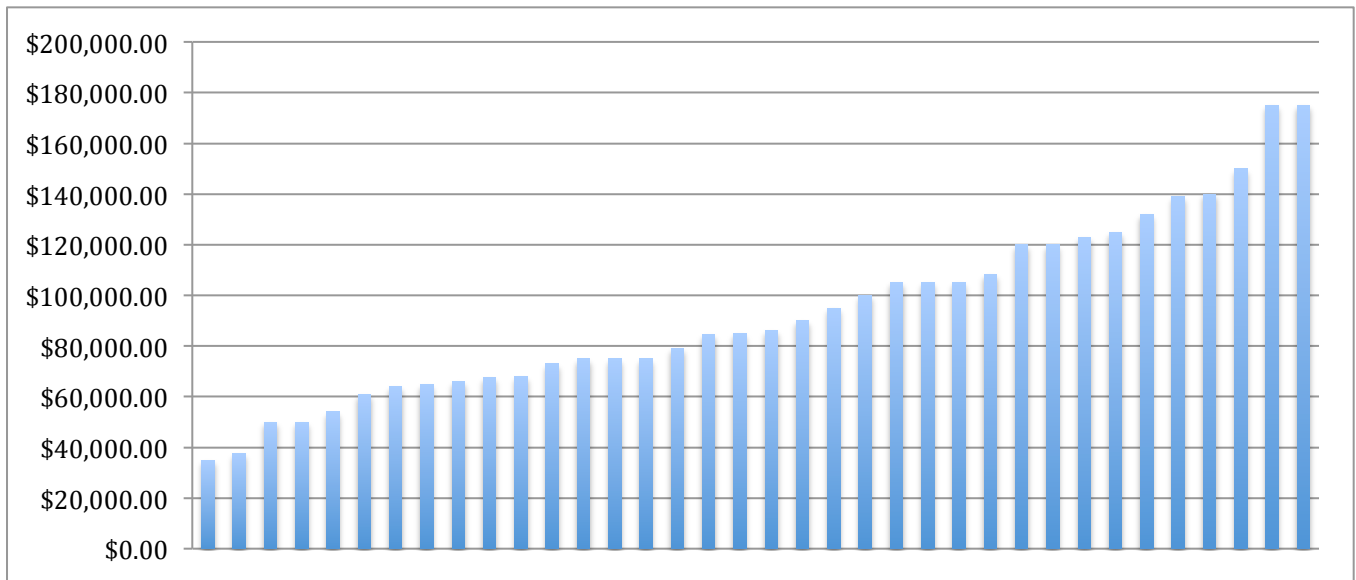
**Range: \$44,000 to \$150,000**

**Median Salary: \$55,000**

**Median Salary (Male Only): \$55,000**

**Median Salary (Female Only): \$59,500**

## 6 to 10 years in the business



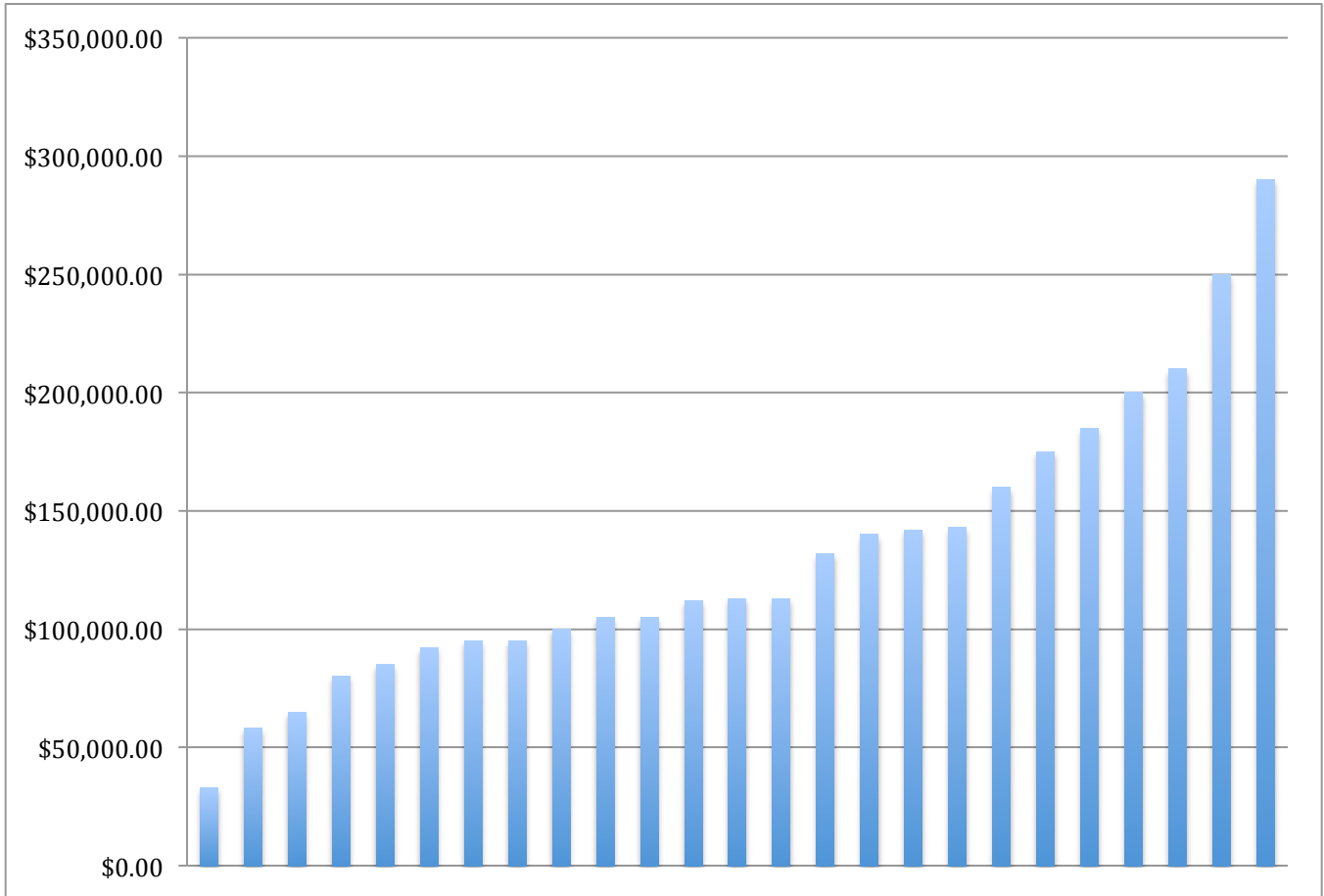
**Range: \$35,000 to \$175,000**

**Median Salary: \$85,500**

**Median Salary (Male Only): \$93,000**

**Median Salary (Female Only): \$80,000**

**11 to 15 years in the business**



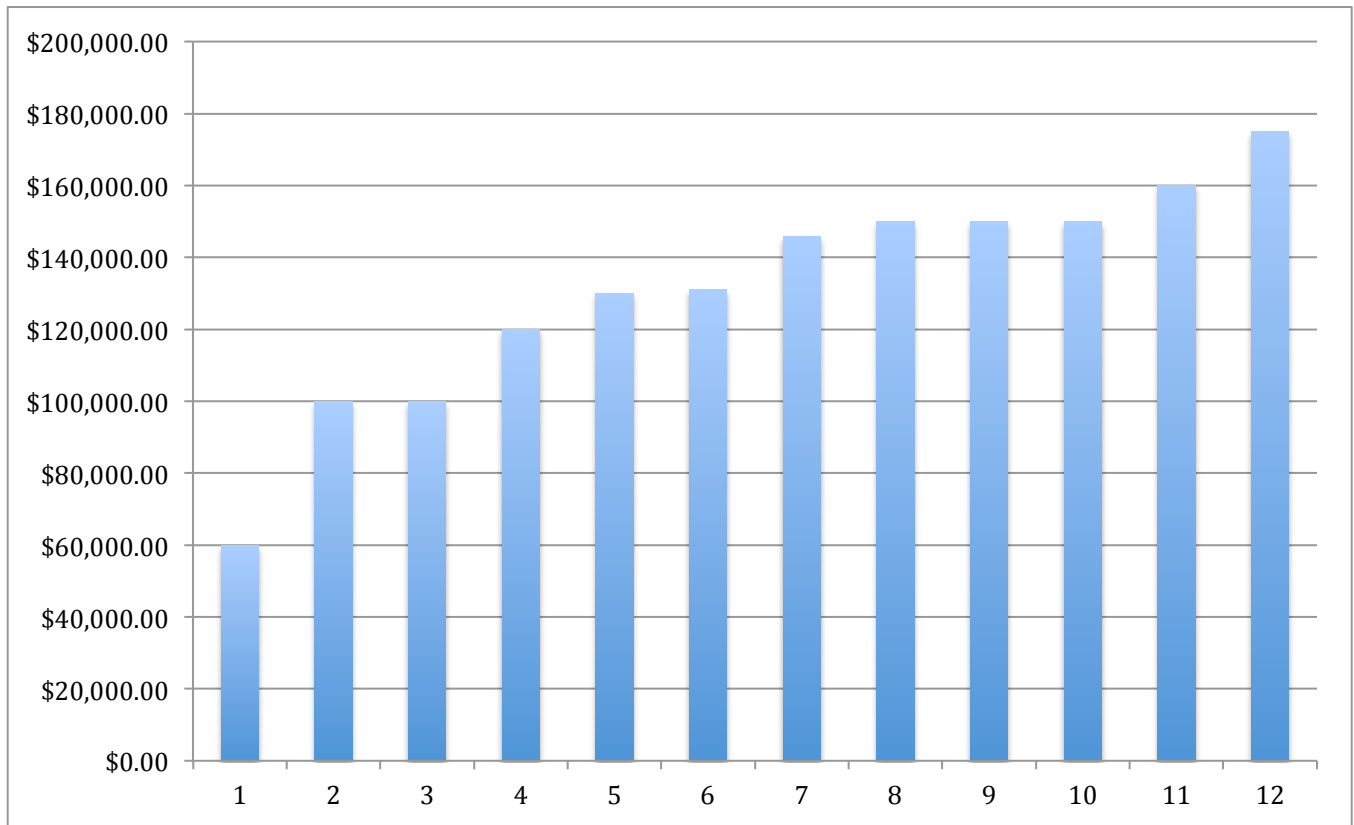
**Range: \$32,900 to \$290,000**

**Median Salary: \$113,000**

**Median Salary (Male Only): \$113,000**  
**Median Salary (Female Only): \$100,000**



## Over 15 years in the business



**Range: \$60,000 to \$175,000**

**Median Salary: \$138,354**

**Median Salary (Male Only): \$130,000**  
**Median Salary (Female Only): \$150,000**