

# 2021 Digital Marketing Job Trends & Salary Guide

2020 was an unprecedented year on every level.



Last year brought extraordinary changes to the global economy, as entire industries pivoted and the workforce adapted to a changing landscape. The unprecedented climate of 2020 sets the stage for larger trends in 2021.

## Here are the key marketing trends we predict will continue to develop in 2021

### Marketing teams do more with less

With limited resources and frozen budgets, marketers maximize efficiency with highly targeted efforts.

### SEO prevails as businesses move online

As businesses go virtual in an uncertain time, soaring demand brings SEOs in-house.

### In-house teams stabilize budgets and virtual collaboration

Internal teams prove more cost effective over time and reliable from a distance.

### Remote work grows up

Hybrid on-site and remote teams join forces.

### Adaptability is king

Marketers are known for wearing many different hats, but in 2021, hyper-adaptability to change is key.

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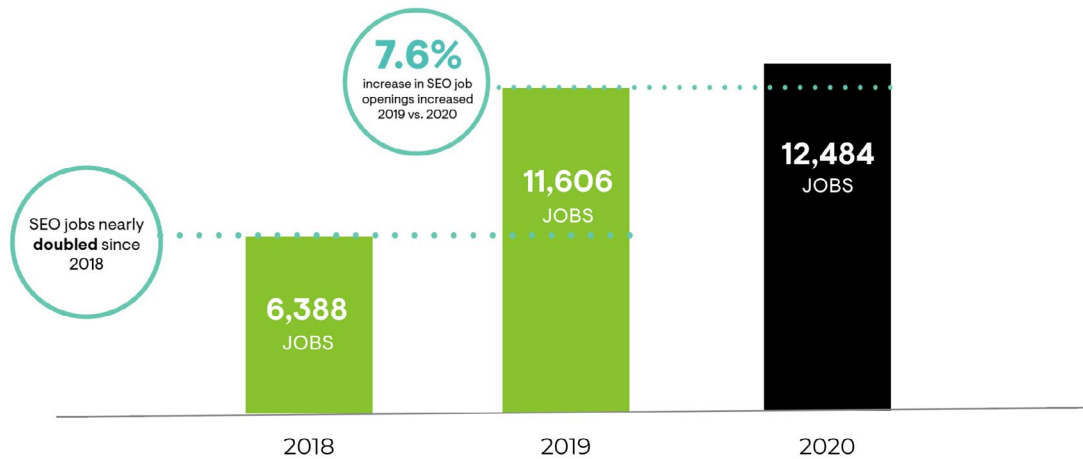
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# Digital Marketing in 2020: Job Market & Salary Trends

## Total Digital Marketing Job Openings in 2020

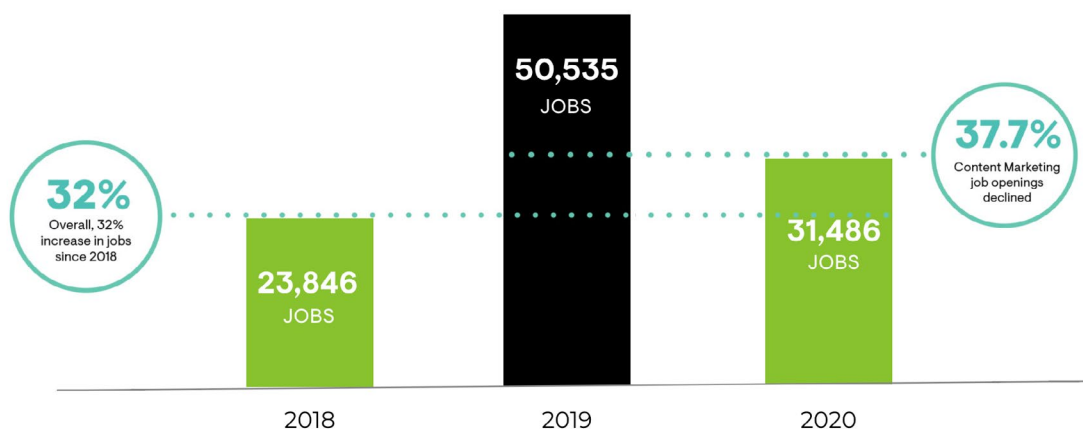
Across SEO, Content Marketing and PPC

### SEO



Despite the economic slowdown, businesses are hiring SEOs. As more businesses go virtual, the demand for in-house SEO professionals is growing. As a result, the SEO industry has not been as adversely affected as other marketing specialties.

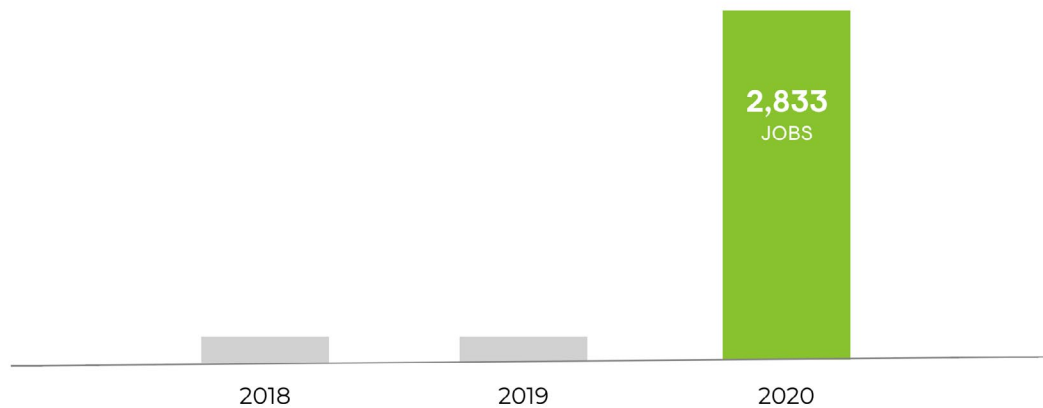
### Content Marketing



With marketing budgets slashed in 2020, some businesses postponed hiring full-time content marketers.

Expect a demand surge for in-house content marketers in 2021, as quick-fix outsourcing proves less cost effective over time.

## PPC

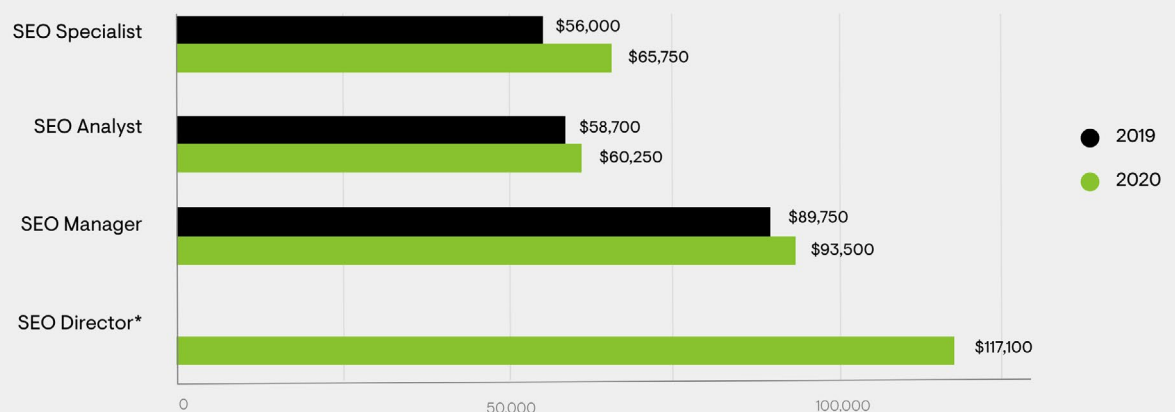


This data is newly tracked for 2020. However, keyword data shows that like SEO, the PPC industry has not been as negatively affected. While some struggling industries have paused their PPC efforts, many have invested more in PPC professionals as they go virtual.

## Key Digital Marketing Job Titles by Average Salary Across SEO, Content Marketing, PPC and Digital Marketing

### Average Salary of Key Job Titles in 2019 vs. 2020

## SEO

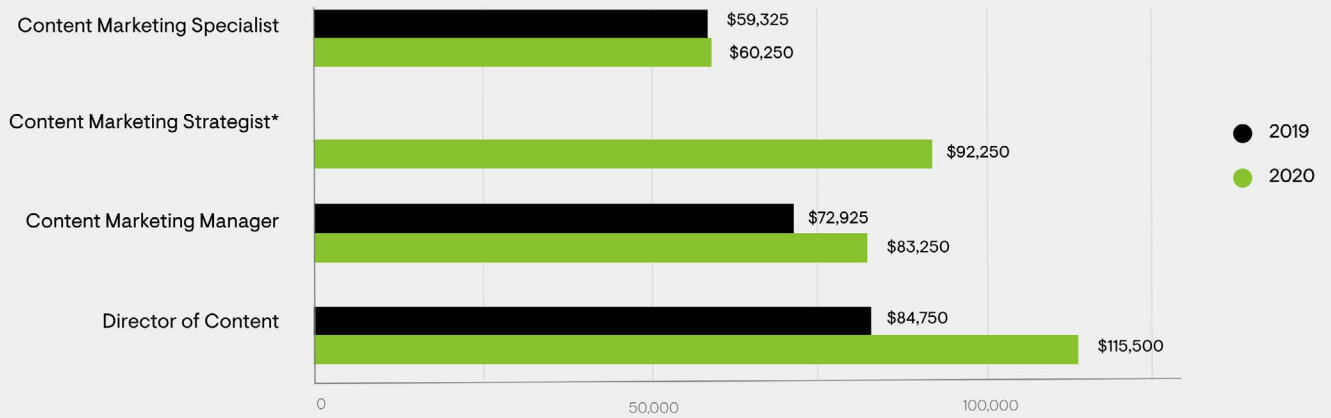


#### \*New tracked titles for 2020

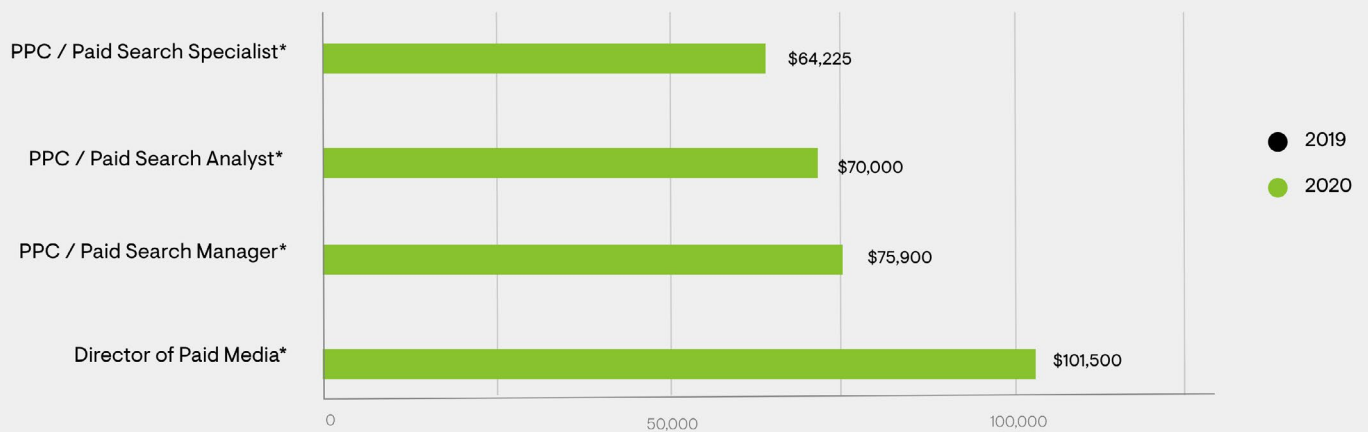
The average Content Marketer's salary has increased by 19% since 2019 (from \$72,333 to \$86,333)

The average SEO salary has increased by 8% since 2019 (from \$68,150 to \$73,167)

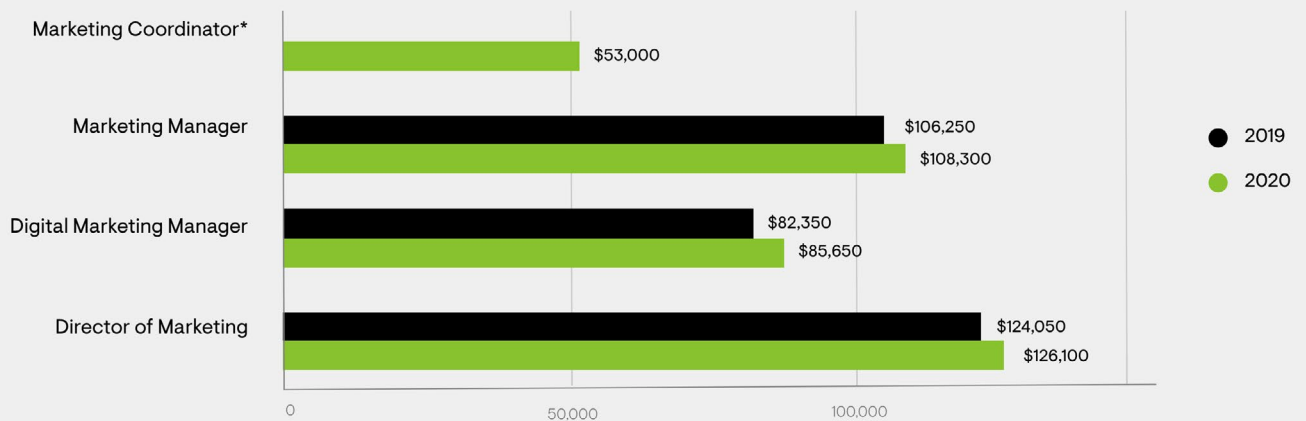
## Content Marketing



## PPC



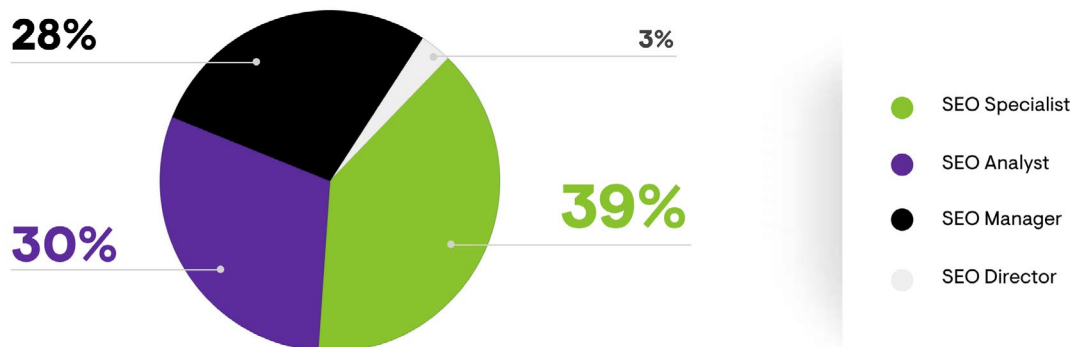
## Digital Marketing



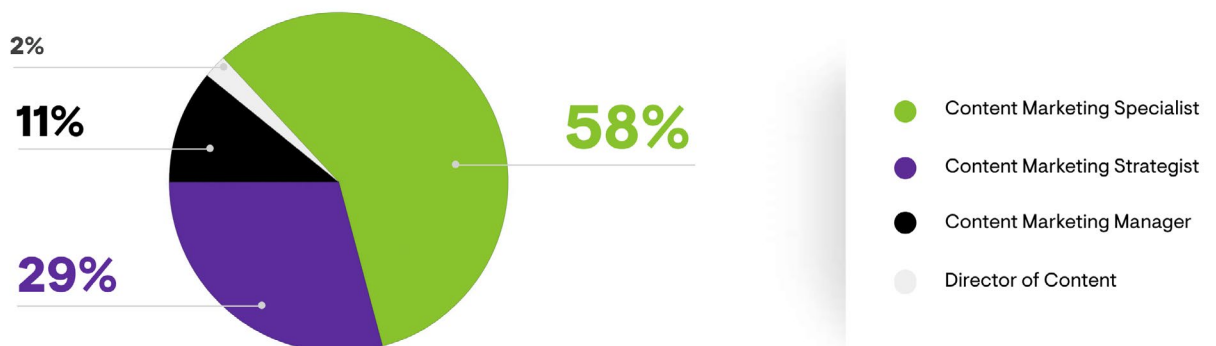
## Breakdown of Key SEO, Content Marketing, PPC and Digital Marketing Titles

### Breakdown of Key Job Titles By Volume

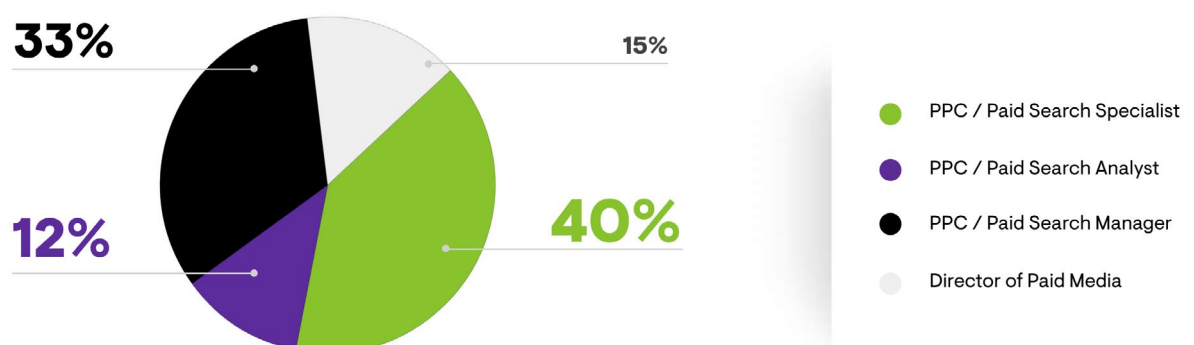
#### SEO



#### Content Marketing

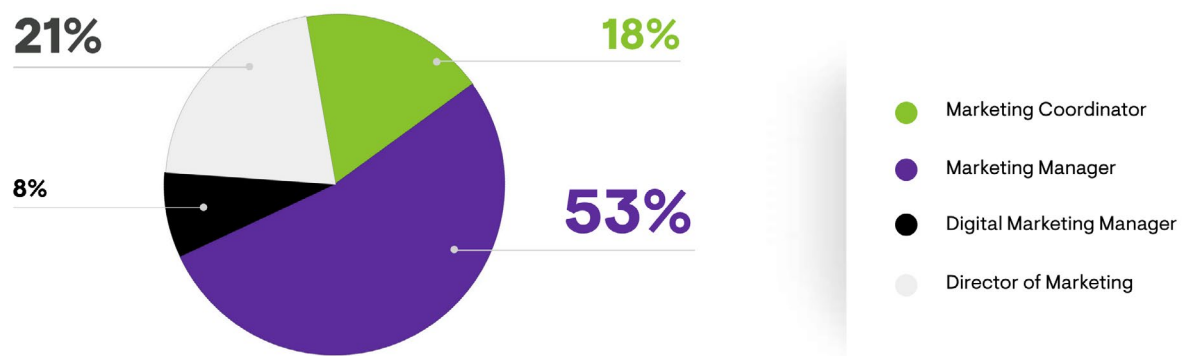


#### PPC





## General Marketing



# Hiring, Employment and Job Market Trends in 2020

# Hiring, Employment and Job Market Trends in 2020

## Changes in the Workplace, Hiring and Resources

### Marketing Resources & Allocation

#### Marketing Teams Do More With Less

**2/3**

Almost **two-thirds** of marketers report that the role of **marketing has increased in importance** within their companies during the pandemic.

Amid **spending freezes** and **budget constraints**, marketing teams have found ways to increase efficiency and reduce costs.

**44%**

Yet more than **44% of CMOs** experienced mid-year budget cuts as a result of the pandemic (and 11% expect cuts of more than 15%).

In 2021, we expect companies to rely more than ever on marketing teams to reach customers. Budgeting processes will be also streamlined for nimble adaption to changes.

### Remote Work Trends

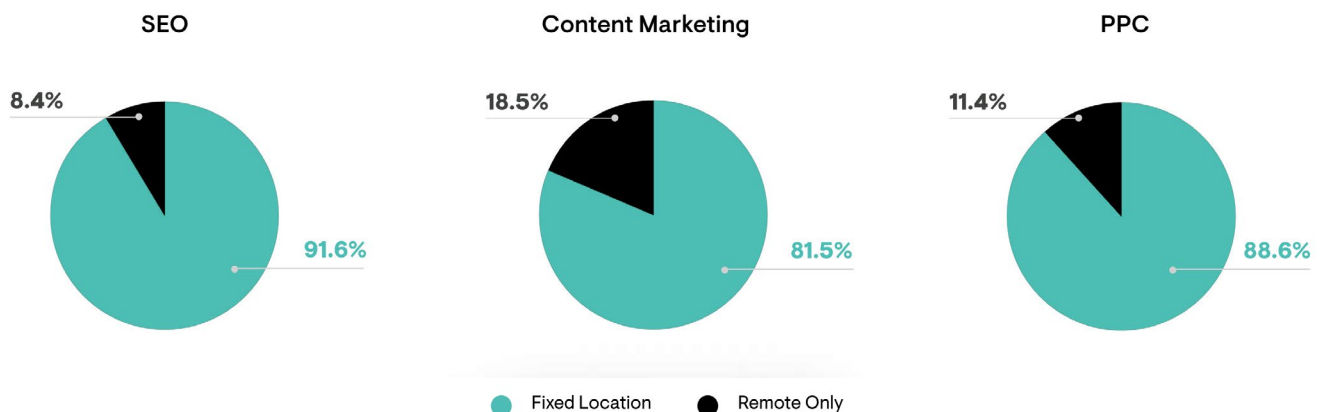
#### Companies Offer More Remote-Flexible Roles

Due to current restrictions, many companies have pivoted to offering fully remote positions.

**Flexible schedules and work-from-home policies** are key benefits that potential employees are looking for in the COVID-19 era. Organizations have consequently adapted to facilitate remote working.

### Digital Marketing Goes Remote

#### Remote Digital Marketing Jobs



8.4%

of all listed SEO positions  
are remote roles

18.5%

of all listed Content  
Marketing positions are  
remote

11.4%

of all listed PPC positions  
are remote

## Hybrid On-Site and Remote Teams

2021 is likely to see a **hybrid of on-site and remote** team collaboration. These include a combination of both short-term and permanently remote roles.

The number of employees permanently working from home is **expected to double in 2021** to 34.4% of a company's workforce.

## SEO and Content Hiring Trends

### Marketing Hiring Slows but SEO Grows

Given fears of an economic slowdown, many companies postponed hiring in 2020. Some may have outsourced projects like content creation, as a quick-fix solution.

Despite this, businesses have **continued to hire in-house SEOs** throughout the pandemic.

As movement-restricted consumers went online, brands had to move their business online to meet customers' changing needs. SEO skills were crucial to the continuity of these businesses, increasing the demand for SEO jobs.

7.6%

Our research shows a 7.6% increase in SEO jobs since 2019 and nearly **doubling since 2018**. We expect the trend to continue into 2021.

## Hiring Process Trends

### Recruitment Soars to New Heights

With more applicants and increased job competition, many companies have turned to recruiting. Recruiting-related spending has exploded during the pandemic.

**CPA jumps 60%**

The cost per applicant jumped by 60% from \$12 in 2019 to \$19 in June 2020

### The Hiring Process Goes Virtual

The recruiting and hiring process has undergone drastic changes during 2020 due to the impact of COVID-19.

**86% of organizations** are now leveraging virtual (online) interviews to make hiring decisions.

Human resources teams are significantly investing in **video technology** as the primary means for conducting interviews as well as **communication technology** to keep in touch with candidates during the recruitment and selection process.

### Diversity & Inclusion Trends

Companies Prioritize Diversity and Inclusion Measures

In 2020, the national and global conversation around civil rights stirred a reckoning for many organizations. As a result, **diversity and inclusion** emerged as a major focal point for organizations.

**3 in 4**

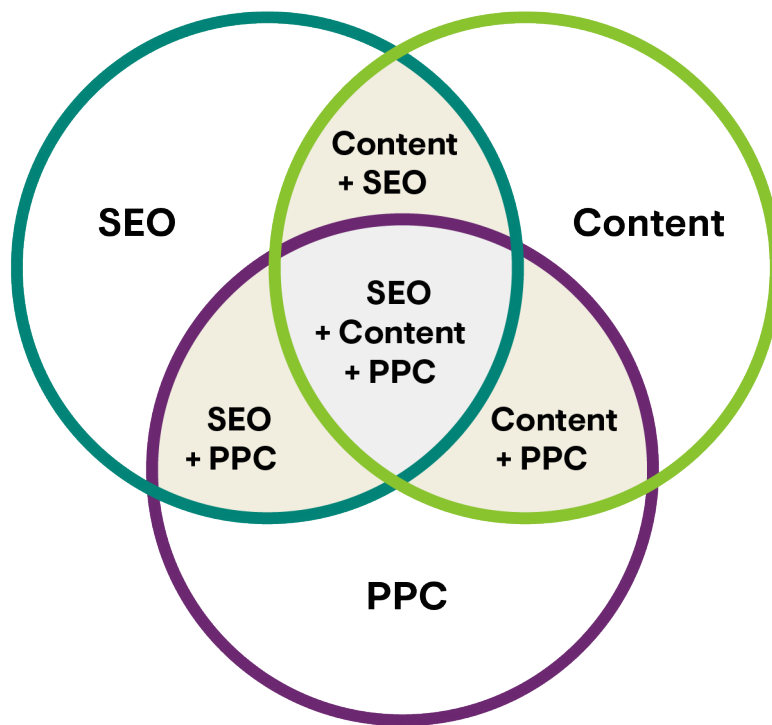
employees and job seekers say a diverse workforce is an **important factor** when evaluating companies and job offers.

More companies are committing to fostering greater D&I and fighting inequities in the workplace by **increasing transparency** by publishing employee data, pay gap audits and announcing specific goals for 2021.

# Top Skill Trends in 2020

# Total Digital Marketing Job Openings in 2020

Un-Siloing SEO, Content Marketing, and PPC Skillsets



## SEO

SEO  
Content  
Web Design  
Link Building  
HTML/CSS  
Google Search Console  
Technical SEO

## Content

Brand Strategy  
Content Development  
Content Management  
Video Production  
Blogging  
Web Content

## PPC

Display Advertising  
Google Ads

## SEO + Content

Content Marketing  
Content Strategy  
Copywriting  
Copyediting  
Project Management  
UX

## Content + PPC

Email Marketing  
Social Media

## SEO + PPC

Online Advertising  
Google Analytics  
Lead Generation  
Marketing Strategy  
Microsoft Office  
PPC  
SEM

## SEO + Content + PPC

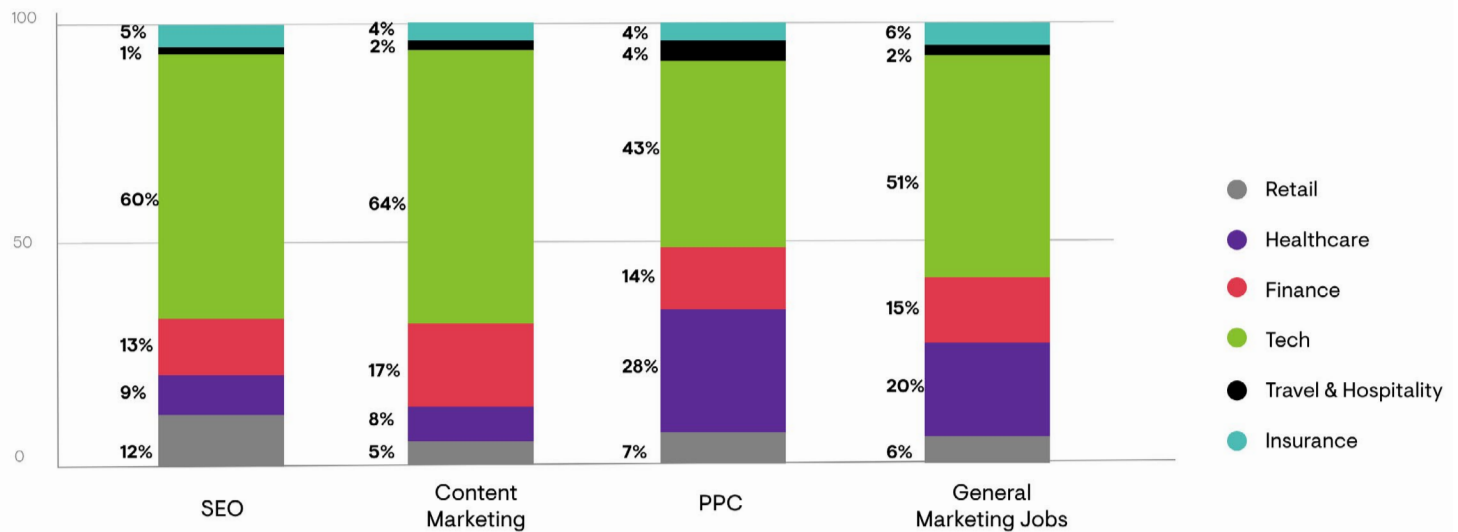
Data Analysis  
Digital Marketing  
Online Marketing  
SEO  
Social Media Marketing  
Keyword Research

# Digital Marketing Hiring by Industry



## Digital Marketing Hiring by Industry

Key Industries by Volume of Digital Marketing Job Openings



# Top 10 Cities for Digital Marketing Jobs

# Top 10 Cities for Digital Marketing Jobs

Top 10 Cities with the most SEO, Content Marketing, or PPC jobs

## Top 10 Cities By Volume of Open Job Offers

### SEO

	2019		2020
1	New York, NY	■	New York, NY
2	Austin, TX	▲ 4	San Diego, CA
3	San Francisco, CA	▲ 1	Chicago, IL
4	Chicago, IL	▼ 1	San Francisco, CA
5	Atlanta, GA	▼ 3	Austin, TX
6	San Diego, CA	▲ 3	Boston, MA
7	Philadelphia, PA	▼ 2	Atlanta, GA
8	Los Angeles, CA	■	Los Angeles, CA
9	Boston, MA	▼ 2	Philadelphia, PA
10	Seattle, WA	■	Seattle, WA

● Increased ● Decreased ○ No change

### Content Marketing

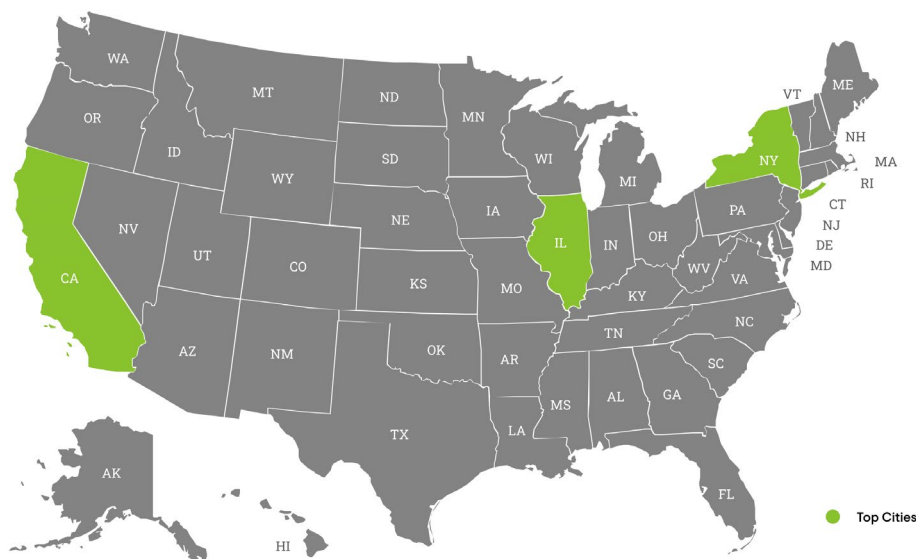
	2019		2020
1	New York, NY	■	New York, NY
2	San Francisco, CA	■	San Francisco, CA
3	Chicago, IL	■	Chicago, IL
4	Austin, TX	▲ 2	Los Angeles, CA
5	Boston, MA	■	Boston, MA
6	Los Angeles, CA	▲ 2	Seattle, WA
7	Denver, CO	▲ 4	Washington, DC
8	Seattle, WA	▼ 4	Austin, TX
9	Atlanta, GA	■	San Diego, CA
10	Boulder, CO	▼ 1	Atlanta, GA

● Increased ● Decreased ○ No change

	2019		2020
1	New York, NY	▲ 1	Chicago, IL
2	Chicago, IL	▲ 2	Austin, TX
3	Los Angeles, CA	■	Los Angeles, CA
4	Austin, TX	▼ 3	New York City, NY
5	Dayton, OH	▲ 4	Boston, MA
6	San Francisco, CA	▲ 5	Denver, CO
7	Seattle, WA	▲ 1	Philadelphia, PA
8	Philadelphia, PA	■	Pittsburgh, PA
9	Boston, MA	▼ 2	Seattle, WA
10	Atlanta, GA	■	Atlanta, GA

● Increased
 ● Decreased
 ● No change

## Top Locations for Digital Marketing Jobs Across the U.S.



### San Francisco, CA

#4 Top city for SEO salaries  
 #2 Top city for Content Marketing salaries  
 #2 Top city for Digital Marketing salaries

### Chicago, IL

#3 Top city for SEO salaries  
 #3 Top city for Content Marketing salaries  
 #3 Top city for Digital Marketing salaries  
 #1 Top city for PPC salaries

### New York, NY

#1 Top city for SEO salaries  
 #1 Top city for Content Marketing salaries  
 #1 Top city for Digital Marketing salaries  
 #4 Top city for PPC salaries

# Salary Ranges of Key Titles by Top City and Job Title

# Salary Ranges of Key Titles by Top City and Job Title

Average Salary Ranges of Key Digital Marketing Titles Across Top 10 Cities

## Top 10 Cities By Volume of Open Job Offers

### SEO

	City, State	SEO Specialist	SEO Analyst	SEO Manager	SEO Director
1	New York, NY	40K-75K	27K-129K	44K-69K	73K-128K
2	San Diego, CA	38K-74K	36K-142K	41K-57K	69K-121K
3	Chicago, IL	29K-50K	37K-182K	46K-86K	61K-108K
4	San Francisco, CA	50K-75K	38K-182K	62K-120K	85K-148K
5	Austin, TX	24K-61K	35K-125K	55K-101K	63K-111K
6	Boston, MA	48K-72K	42K-122K	50K-93K	73K-127K
7	Atlanta, GA	40K-75K	38K-97K	41K-80K	62K-111K
8	Los Angeles, CA	34K-78K	31K-124K	47K-69K	68K-120K
9	Philadelphia, PA	42K-62K	143K-106K	43K-62K	63K-111K
10	Seattle, WA	46K-72K	49K-134K	64K-116K	71K-123K

### Content Marketing

	City, State	Content Marketing Specialist	Content Marketing Strategist	Content Marketing Manager	Director of Content
1	New York, NY	29K-77K	36K-93K	51K-79K	39K-151K
2	San Francisco, CA	47K-105K	46K-91K	85K-116K	35K-142K
3	Chicago, IL	36K-73K	41K-87K	45K-105K	41K-115K
4	Los Angeles, CA	43K-105K	38K-70K	44K-79K	60K-98K
5	Boston, MA	32K-85K	58K-98K	41K-85K	30K-112K
6	Seattle, WA	33K-87K	55K-104K	43K-65K	37K-115K
7	Washington, DC	38K-105K	72K-116K	57K-98K	46K-139K
8	Austin, TX	29K-67K	49K-94K	46K-74K	35K-99K
9	San Diego, CA	32K-86K	51K-97K	51K-86K	45K-112K
10	Atlanta, GA	35K-80K	30K-62K	43K-68K	38K-114K

## PPC

	City, State	PPC / Paid Search Specialist	PPC / Paid Search Analyst	PPC / Paid Search Manager	Director of Paid Media
1	Chicago, IL	45K-57K	38K-73K	34K-107K	61K-149K
2	Austin, TX	33K-69K	39K-70K	35K-80K	101K-159K
3	Los Angeles, CA	36K-62K	33K-152K	35-143K	71K-136K
4	New York City, NY	34K-60K	31K-121K	43K-145K	76K-182K
5	Boston, MA	47K-76K	27K-80K	45K-101K	76K-126K
6	Denver, CO	46K-75K	23K-70K	34K-117K	75K-110K
7	Philadelphia, PA	30K-68K	38K-96K	29K-98K	90K-131K
8	Pittsburgh, PA	43K-59K	29K-87K	55K-80K	45K-158K
9	Seattle, WA	47K-61K	35K-99K	43K-90K	93K-189K
10	Richmond, VA	43K-71K	45K-86K	27K-46K	64K-126K

## Digital Marketing

	City, State	Marketing Coordinator	Marketing Manager	Digital Marketing Manager	Director of Marketing
1	New York, NY	44K-67K	72K-111K	47K-99K	101K-158K
2	San Francisco, CA	42K-71K	50K-80K	58K-75K	134K-199K
3	Chicago, IL	38K-58K	45K-81K	54K-67K	122K-169K
4	Seattle, WA	39K-54K	52K-103K	54K-82K	174K-228K
5	Austin, TX	36K-53K	42K-82K	44K-66K	82K-148K
6	Los Angeles, CA	37K-60K	48K-85K	18K-74K	78K-192K
7	Boston, MA	36K-50K	46K-107K	34K-91K	103K-156K
8	Atlanta, GA	34K-50K	52K-81K	28K-73K	76K-114K
9	Denver, CO	42K-61K	41K-72K	38K-86K	71K-125K
10	San Diego, CA	28K-47K	63K-100K	41K-67K	77K-152K

# Top Career Paths in Performance Marketing

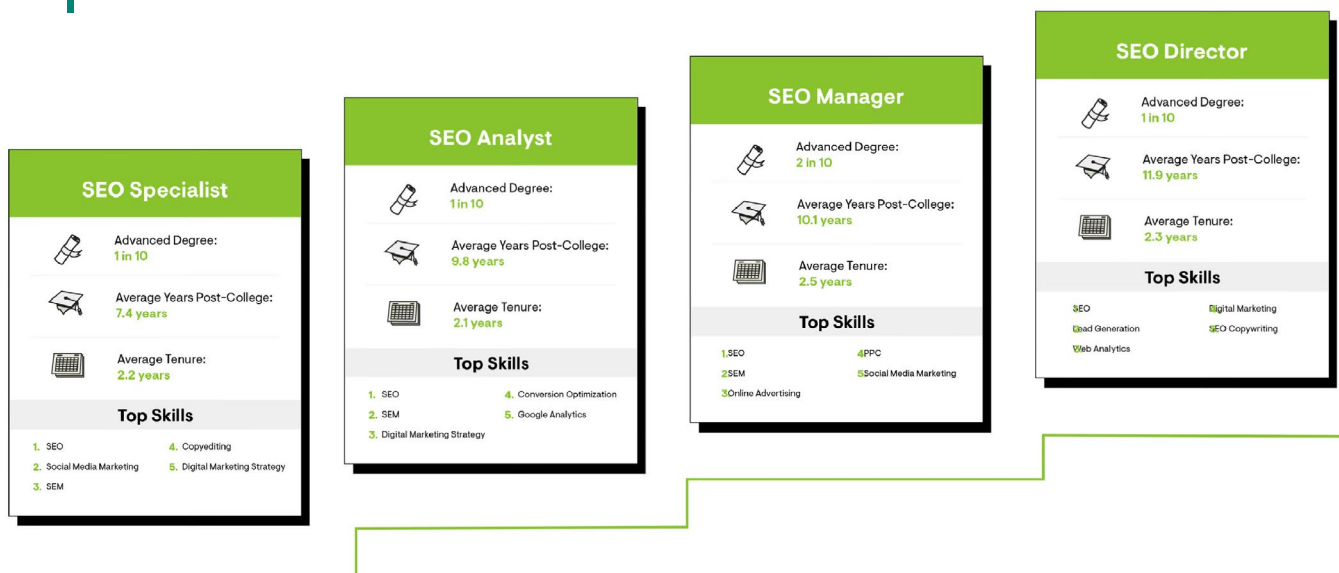


# Top Career Paths in Performance Marketing

Career Timelines by Key Titles in SEO, Content Marketing, PPC and Digital Marketing

## Top Career Paths in Digital Marketing

### SEO



### Content Marketing



## PPC



## Digital Marketing



# Thank you for viewing the 2021 Digital Marketing Job Trends & Salary Guide

Check out these additional resources.

## FREE MONTHLY SEO WEBINAR

### 30 Minutes on the Last 30 Days In Search & Content

Join our VP of Digital Strategies, Pat Reinhart, as he hosts our award-winning SEO webinar series to break down updates in search, technical SEO, and content marketing in the last 30 days – in 30 minutes.

[Save your seat](#)

## SEO HIRING GUIDE

### SEO Interview Questions To Help You Hire An SEO Expert

According to a recent study, we're seeing a 50% increase in enterprises moving SEO in-house in 2020, which is not a trend that can be ignored. This guide ensures you are asking candidates the right questions.

[Get the guide](#)

# Methodology

# Methodology

Our research strategy and data collection methods are detailed below, as well as the scope and limitations of data.

## 1.

### Digital Marketing in 2020: Job Market & Salary Trends

1.1. Total Digital Marketing Job Openings in 2020. Data source: Indeed. Positions limited to full-time roles in the United States across all job titles within the SEO, content marketing or PPC categories.

1.2. Key Digital Marketing Job Titles by Average Salary. Data sources: Indeed, Glassdoor, LinkedIn. Positions limited to full time U.S. roles with annual salaries, by selected key titles. Minimum and maximum salaries averaged by source and averaged by all sources. See Key Title Categorization below.

1.3. Key Digital Marketing Job Titles by Volume. Data sources: Indeed, Glassdoor, LinkedIn. Positions limited to full time U.S. roles by selected key titles. See Key Title Categorization below.

## 2.

### Hiring, Employment and Job Market Trends in 2020

2.1. Marketing Hiring Trends. Data sources: The CMO Survey, Special Covid-19 Edition: June 2020. Gartner, CMO Spend Survey 2020.

2.3. Remote Work Trends. Data sources: Indeed, Glassdoor, LinkedIn. Enterprise Technology Research, The Impact of COVID-19 on Planned Enterprise Technology Spend. Positions limited to full-time, remote roles in the U.S. across all job titles within the SEO, content marketing or PPC categories.

2.4. Hiring Process Trends. Data sources: Rally, The Impact of COVID-19 on Recruiting Benchmarks. Gartner HR Survey, April 2020.

2.5. Diversity and Inclusion Trends. Data source: Glassdoor, Diversity & Inclusion Workplace Survey.

## 3.

### Top Skill Trends in 2020

Data source: LinkedIn. Positions limited to full time U.S. roles by selected key titles.

## 4.

### Digital Marketing Hiring by Industry

Key Industries by Volume of Digital Marketing Job Openings. Data source: Indeed, Glassdoor, LinkedIn. Positions limited to full time in the U.S. across all job titles within the SEO, content marketing or PPC categories.

## 5.

### Top 10 Cities for Digital Marketing Jobs

Data source: Indeed, Glassdoor, LinkedIn. Cities with the most full time U.S. roles by selected key titles.

## 6.

### Salary Ranges of Key Titles by Top City and Job Title

Data sources: Indeed, Glassdoor, LinkedIn. Positions limited to full time U.S. roles with annual salaries, by selected key titles. Minimum and maximum salaries averaged by source and averaged by all sources. See Key Title Categorization below.

## 7.

### Top Career Paths in Digital Marketing

Data source: LinkedIn. Sampling of profile data across selected key titles. Positions limited to full time roles in the U.S.

## Key Titles Categorization

1. **SEO Specialist**
2. **SEO Analyst**
3. **SEO Manager**
4. **SEO Director:** Includes Director of SEO
5. **Content Marketing Specialist:** Includes Content Specialist
6. **Content Marketing Strategist:** Includes Content Strategist
7. **Content Marketing Manager:** Includes Content Manager
8. **Director of Content:** Includes Content Director, Content Marketing Director, Director of Content Marketing
9. **PPC / Paid Search Specialist**
10. **PPC / Paid Search Analyst**
11. **PPC / Paid Search Manager:** Includes SEM Manager, Search Marketing Manager
12. **Director of Paid Media:** Includes Paid Media Director, Director of Paid
13. **Marketing Coordinator**
14. **Marketing Manager**
15. **Digital Marketing Manager**
16. **Director of Marketing:** Includes Marketing Director

## About Conductor

Conductor is the world's leading organic marketing platform, helping businesses accelerate search traffic, digital growth and revenue. Conductor's technology helps marketers create powerful marketing content to drive quality traffic to their site and track their organic performance. Websites are more valuable than ever and getting found online is a #1 enterprise priority.