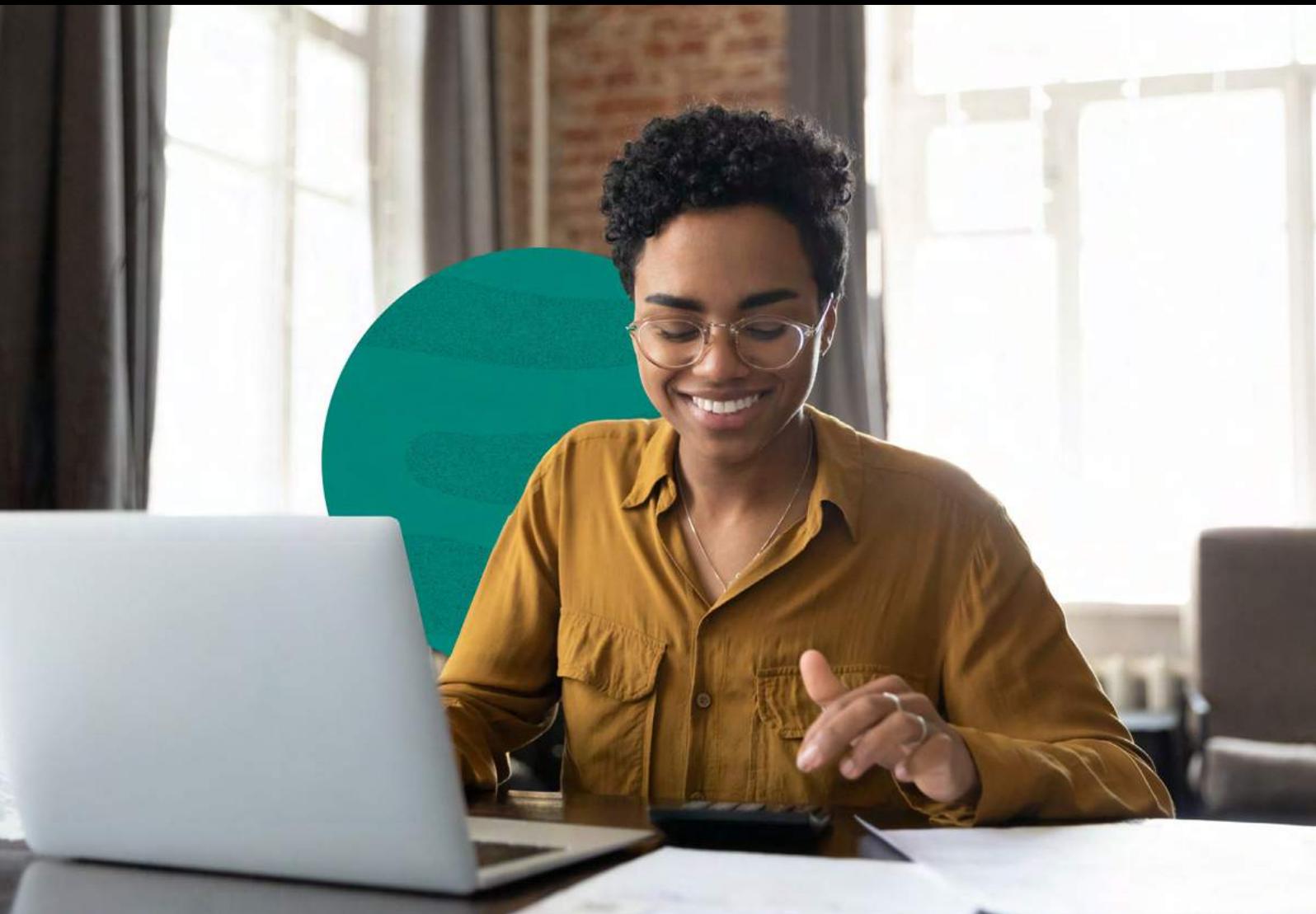


The 2023 Digital Marketing Salary Guide:

Trends and Projections across Digital Marketing, SEO, Content, and PPC



The way companies evaluate and set salaries is evolving. Get the digital marketing salary trends business leaders and job seekers need as they plan for success.

Table of Contents

03. 2023: The candidate-driven job market isn't over

- Top 5 takeaways

05. Digital marketing team structures

- How many digital marketers does my business need?
- Key digital marketing roles
- SEO: Does it require a person or a team?

08. National digital marketing salary guide benchmarks for 2023

- The impact of geographic location on digital marketing salaries
- Remote and hybrid roles are forcing employers to rethink geo-specific salaries

12. Digital marketing hiring trends

- Demand (and competition) for digital marketing talent is on the rise for 2023
- The most sought-after digital marketing skills by role
- Top skills listed within job postings per job title

15. How to attract and retain top marketing talent in 2023

- What talent wants: The benefits job seekers value most
- How to retain top digital marketing talent in 2023
- On-site vs. remote: Is the 100% on-site digital marketing job dead?
- How to implement a hybrid work environment: The Conductor strategy

21. Plan your 2023 hiring budgets or job search with confidence

2023: The candidate-driven job market isn't over

Unemployment rates may be back to pre-pandemic levels, but **job candidates remain in the driver's seat** when it comes to choosing where, when, and how they want to work in digital marketing.

The Great Resignation of 2021 saw **618,000 marketers leave their jobs**. That restlessness continued into 2022, with **62% of marketers considering changing jobs** and 24% actively looking for a new role.

2021 saw a **31% increase** in the number of **LinkedIn members in marketing** who changed jobs.

With **92% of hiring managers** saying they still face difficulties finding skilled talent, marketing leaders looking to grow their digital marketing teams in 2023 must be prepared to offer what top candidates are looking for. Explore the 2023 digital marketing salary guide benchmarks and hiring trends you need to know to develop a winning recruitment and retention strategy—or attain your career goals.

Top 5 takeaways

01. The way businesses research and determine salaries is changing.

In an increasingly hybrid work environment, do you base salaries on HQ location, a worker's location, or market trends? **Your choice will impact your hiring success.**

02. More companies are investing in and expanding in-house SEO skills.

A Conductor survey of marketers found that **59% of enterprise businesses have a dedicated SEO team**, underlying business leaders' prioritization of organic marketing resources as brands' digital presence continues to take center stage.

03. Full-time and freelance digital marketing talent are in high demand.

Nearly 1.3M marketing jobs were posted to LinkedIn in 2021—a **374% increase YoY**. This translates to a much more competitive hiring landscape for employers. As a result, searches for "freelance digital marketing" were up **313% in summer 2022** as hiring managers look for alternative, short-term talent solutions to fill critical talent gaps.

04. Potential hard times ahead for those hiring 100% on-site roles.

Today's talent craves flexible work options. Our data shows a **650% increase** in search volume for hybrid jobs and a **174% increase** in search volume for remote jobs.

05. Employee engagement and company culture set enterprises apart.

Marketers are searching for an "inclusive work culture" (**133% YoY increase**) and a "healthy work life balance" (**129% YoY increase**) more often. An employee engagement strategy can help companies achieve both while attracting talent who view these as non-negotiables.

Digital marketing team structures

Before we dive into digital marketing salary benchmarks, you need to know the best way to structure your marketing team for success in 2023.

How many digital marketers does my business need?

The size of your digital marketing team will vary based on your company's size. Compare your current headcount with the following headcount averages below to determine how many additional resources are needed.



Start-ups:

Often have **1 to 3 people** doing all things digital marketing. They are likely to engage agencies and freelancers for support around specialized skill sets.



SMBs:

Often have **5 to 12 people** in various digital marketing roles while also engaging agencies and freelancers for support as needed.



Enterprises:

Most commonly have **15 or more people** dedicated to marketing, ranging from a CMO to managers, practitioners, and specialists. Enterprises collaborate with agencies and freelancers to scale as needed.

Key digital marketing roles

Regardless of your company's size, collaborating with thousands of global brands has shown us the importance of having an owner—or dedicated team—for the following marketing specialties to **drive maximum ROI on your marketing spend**.



Digital marketing

Responsible for developing and executing overall marketing strategies. Will maintain oversight over all campaigns and website content.



SEO

Responsible for monitoring search engine presence, visibility, and rankings, as well as developing keyword and organic marketing strategies that move your business closer to the top of search engine results pages for searches most relevant to your audience and business.



Content

Responsible for the entire content creation process, from ideation to execution, distribution, and ongoing evaluation. Includes oversight of blogs, emails, videos, eBooks, and other content.



PPC

Responsible for supervising, implementing, and tracking the results of paid digital ad campaigns on platforms such as Google Ads and on social media.



Graphic design

Responsible for designing website content, digital ads, social media, and blog content in a way that engages audiences and promotes a company's brand accurately and consistently.



Email marketing

Responsible for creating, executing, and measuring demand generation, sales enablement, and other email campaigns that engage prospects and deliver results.



Social media

Responsible for developing marketing strategies that promote brand awareness and increase engagement across multiple social media platforms.

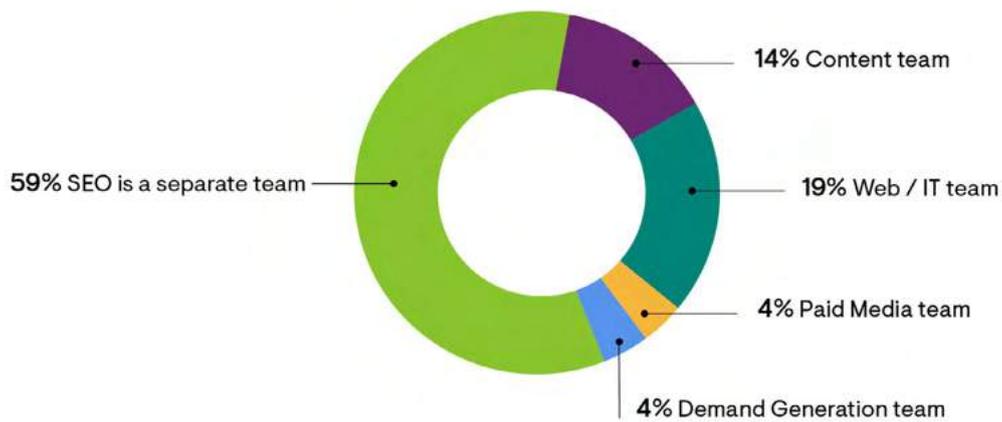
SEO: Does it require a person or a team?

Is having one person responsible for SEO enough or is a fully realized team needed? Conductor's survey of marketers in 2022 found that **SEO is its own team 59% of the time at enterprise organizations**. While 14% of marketers at enterprise organizations reported SEO is integrated with the content team in their organization, 19% said SEO sits with the IT team.

The increase in organizations scaling their in-house SEO teams indicates the **growing investment and prioritization of organic marketing from leadership**. Coming out of the pandemic, brands realize their **digital presence has to remain a priority to compete in the market**.

Expect SEO to be one of the key growth areas within enterprise organizations and SMBs moving forward.

Organizational structure for SEO at enterprise organizations: Where does it sit?



*Source: The 2022 Conductor SEO & Marketing Industry Pulse Survey

Hiring managers: Ready to scale up? Try these **[3 tips on how to hire a great SEO team](#)**.

Job seekers: **[Follow these 6 steps](#)** to find your **dream SEO job**.

National digital marketing salary guide benchmarks for 2023

If you're a hiring manager, how do you know what a competitive salary will look like for a social media strategist in 2023? If you're a practitioner, how do you know that you're getting a competitive offer for a graphic designer role from a potential employer?

To help you find an answer, we analyzed data from **Payscale**, LinkedIn, and the U.S. Bureau of Labor Statistics (BLS). Here are the national average salary ranges for key digital marketing positions based on a candidate's years of experience (early, mid, late).

Hiring managers can use this data to identify competitive benchmarks that will help them win over top talent in 2023. Job seekers can use this data to reinforce their value and negotiate more competitive salaries when pitching for a promotion or applying to jobs.

Average salary guide benchmarks for 2023

Digital marketing	Early	Mid	Late
Marketing Coordinator	\$36,000	\$46,000	\$60,000
Digital Marketing Strategist	\$44,000	\$63,000	\$104,000
Digital Marketing Manager*	\$70,750	\$88,500	\$105,250
Director of Marketing	\$51,000	\$92,000	\$152,000

SEO	Early	Mid	Late
SEO Specialist	\$37,000	\$49,000	\$67,000
SEO Analyst	\$39,000	\$50,000	\$71,000
SEO Manager	\$50,000	\$73,000	\$108,000
SEO Director	\$70,000	\$95,000	\$139,000

Content	Early	Mid	Late
Copywriter	\$39,000	\$55,000	\$78,000
Content Marketing Strategist	\$44,000	\$64,000	\$102,000
Content Marketing Manager*	\$49,000	\$75,000	\$104,000
Director of Content	\$50,000	\$90,000	\$146,000

PPC	Early	Mid	Late
PPC Media Analyst	\$34,000	\$50,000	\$65,000
PPC Specialist	\$36,000	\$45,000	\$61,000
PPC Manager	\$45,000	\$57,000	\$80,000
Director of Paid Media	\$40,000	\$99,000	\$151,000

Salary guide key

Early	0 - 3 years*
Mid	4 - 9 years*
Late	10+ years*

*On average

Source:

All salary ranges based on information from **Payscale, Inc.**, Data referenced in August 2022. **Participate** in Payscale salary research to help organizations get pay right.

*Represents the salary was adjusted based on additional Conductor Research.

Additional digital marketing roles	Early	Mid	Late
Graphic Designer	\$35,000	\$48,000	\$66,000
Creative Director	\$49,000	\$92,000	\$158,000
Email Marketing Specialist	\$43,000	\$56,000	\$70,000
Email Marketing Manager	\$52,000	\$74,000	\$102,000
Social Marketing Specialist	\$35,000	\$47,000	\$64,000
Social Marketing Manager	\$36,000	\$53,000	\$81,000

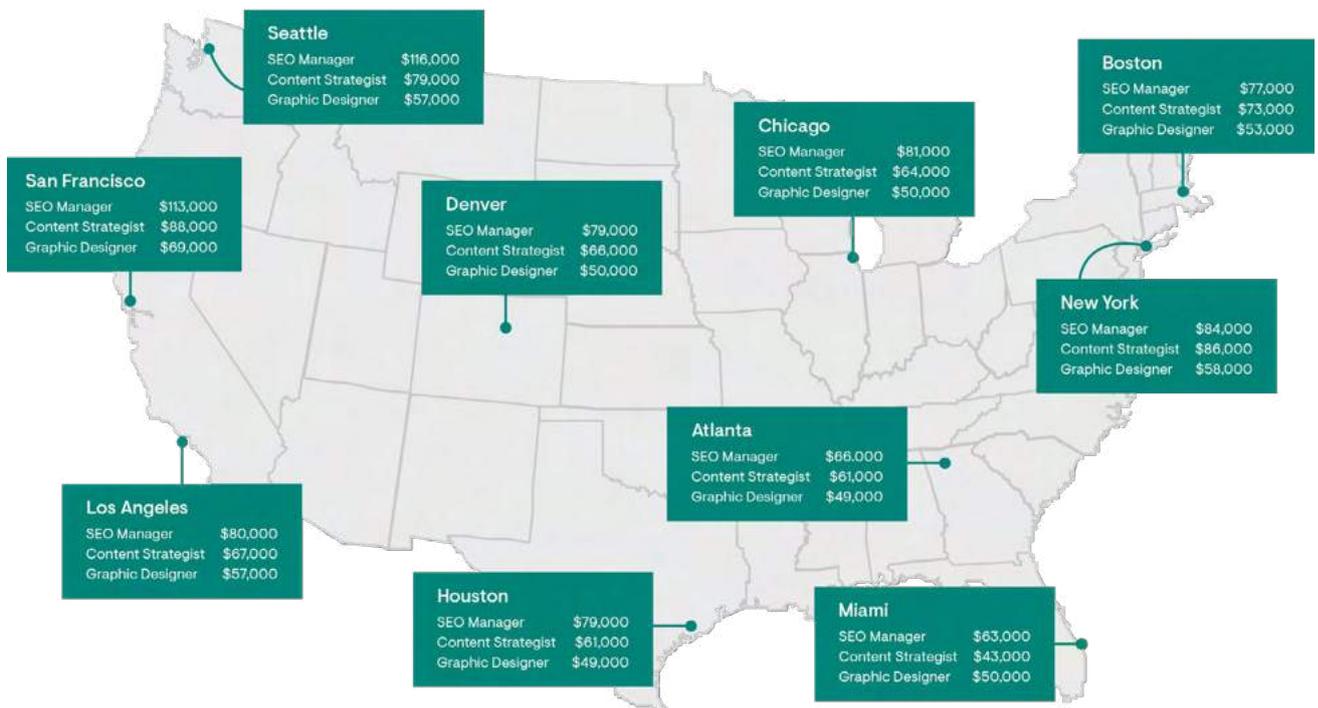
The impact of geographic location on digital marketing salaries

Where can you find the highest SEO specialist salary, content creator salary, or other above-average pay rates? Despite fully remote roles on the rise, major metropolitan areas like New York City, San Francisco, and Seattle remain hiring hotspots that offer the most competitive salaries to digital marketers—at least for now.

Companies looking to hire talent in these regions in 2023 will need to adjust salary offers accordingly to net the most experienced talent. To better understand how these hotspots impact salary ranges, we analyzed the average salaries for three of the most in-demand roles by specialty across the top 10 hiring hubs in the U.S.

Average salaries for 3 in-demand digital marketing roles across the U.S.

See how geographic location impacts average salaries for 3 of the most in-demand marketing roles by specialty in U.S. hiring hotspots.



Source: All salary ranges based on information from [Payscale, Inc.](#) Data referenced in August 2022. [Participate](#) in Payscale salary research to help organizations get pay right.

Digital marketing managers in **San Francisco** make nearly **31% more** than the national average.

Remote and hybrid roles are forcing employers to rethink geo-specific salaries

The rise of remote and hybrid workforces post-pandemic has caused companies to rethink the way they benchmark digital marketing salaries for remote roles.

Flexjobs asked recruiters at seven companies to reveal their salary guide secrets. They said that they benchmark salaries based on one of the following:

- The location of the company headquarters
- The location of the remote worker
- General location-agnostic market trends

Each approach comes with pros and cons, but they also get at a key question U.S. employers will be forced to answer in the next few years: Should employees be paid differently for doing the same job because they live in different areas?

Adding to the confusion is the fact that a few select companies have chosen to pay remote workers less than in-office staff. Across the pond, a U.K. law firm believed that in-person work is so important they **gave fully remote workers a 20% pay cut**. This type of approach hasn't caught on in the U.S., and we'd recommend against it—especially when looking to hire in-demand digital marketing roles where you'll face stiff competition.

Looking ahead

Geography has long been considered a primary factor in determining competitive salary offers. But if remote work continues to expand and becomes the preferred work environment by employers and talent alike, salary disparities across the country could even out in coming years—driving national averages higher.

We may already be seeing the signs of this shift. **70% of managers** said their company is actively taking steps to make compensation more competitive to win top talent, according to the **2022 Job Market Pulse Report** by 24 Seven, a specialized marketing and creative recruitment agency.

Lack of career development/was ranked the #1 reason workers quit their jobs during the Great Resignation, followed closely by inadequate compensation as #2.

Digital marketing hiring trends

If you're seeking digital marketing talent, you want to know how surging demand will impact your candidate search. If you're a job seeker, you want to know which roles offer the best opportunities, and which skills you'll need to secure the job you want. Let's look at the overall market.

Demand (and competition) for digital marketing talent is on the rise for 2023

Skilled digital marketing talent continues to be in high demand. More than **1.3M marketing jobs** were posted to LinkedIn in 2021, accounting for an enormous **374% YoY growth**. This is great news for job seekers heading into 2023, but employers will have to work harder and make offers more attractive to win over candidates who are likely to receive multiple offers.

Employers having trouble filling mid to senior-level digital marketing roles are not alone. Global talent shortages across all industries **have reached a 16-year-high**, with 3 in 4 employers reporting difficulty in finding the talent they need, according to the 2022 Global Talent Shortage report from ManpowerGroup.

An analysis of monthly job posting data on LinkedIn for in-demand marketing roles reaffirms this, indicating significant amounts of newly posted jobs added in August 2022 alone:

Job postings on LinkedIn in the U.S.

Data from August 2022

Job title	Job postings currently available	Job postings added in the past month
Email Marketing	+62,000	+48,000
Copywriter	+19,000	+14,000
SEO	+19,000	+15,000
Content Strategist	+8,500	+6,500
Graphic Designer	+17,500	+13,000

The good news is that, while demand for digital marketing talent is rising, more workers are seeking digital marketing jobs than ever before. Digital marketing ranks as **one of the top 3 skills** American workers learned in 2022.

According to Conductor data, year-over-year search volume is up across the board for most digital marketing job titles—proving that talent is out there and looking for the right opportunity:

Search term	Demand increase
Marketing coordinator job	↑ 122% YoY
SEO job	↑ 81% YoY
Graphic designer internship	↑ 80% YoY
Copywriter job	↑ 80% YoY
Digital marketing job	↑ 80% YoY
Director of marketing job	↑ 60% YoY
SEO specialist	↑ 50% YoY

Hiring freelancers? You're not alone. Searches for "freelance digital marketing" were up **313% in summer 2022**.

- **Translation:** Demand for outsourced digital marketing talent is growing rapidly, making it that much harder for organizations to stay agile and scale as needed without securing full-time talent.

The most sought-after digital marketing skills by role

Organizations should focus efforts on creating optimized, detailed job descriptions to attract the right talent in today's hypercompetitive environment. Getting specific about exactly what your organization is looking for, along with what sets your organization apart and including the required skills for each digital marketing position, can help **increase the visibility of job descriptions** on flooded job posting platforms like LinkedIn.

Conductor analyzed 50 job postings per career track on LinkedIn and found the top skills that job descriptions most often requested, so you know what to include (and what to look for).

Top skills listed within job postings per job title

SEO	Content	PPC	Digital Marketing
1 Google Analytics	1 Campaign Strategy/Marketing	1 Campaign Strategy	1 SEO/SEM
2 Keyword Research	2 Social Media	2 Keyword Research	2 Social media
3 Communication	3 Communication	3 Google Ads	3 Google Analytics
4 Data Studio (Dashboards)	4 Customer Experience/UX	4 Communication	4 Channel performance
5 Content Strategy	5 Editorial	5 Performance & ROI tracking	5 Campaign development

When hiring for **SEO/SEM and content roles**, look for candidates who understand metrics and are certified in various Google-related tools.

When seeking candidates for **general digital marketing roles**, look for people who have expertise in email campaigns, as email is a top lead-driving channel.

When looking for people to fill **PPC roles**, seek candidates who know how to manage budgets in relation to performance and ROI tracking.

And, across all roles, make sure your new hires are **exceptional communicators**. They must write and speak clearly and collaborate effectively with internal and external teams.

How to attract and retain top marketing talent in 2023

The recruitment and retention strategies organizations embraced pre-pandemic have changed. Some benefits, such as **remote work and better work-life balance**, remain in high demand from a talent perspective, while others are leveling off. Here is a look at the latest digital marketing benefits trends to help inform your benefits packages and **attract today's most sought-after talent**.

What talent wants: The benefits job seekers value most

It's a given that employees seek jobs that offer them a robust benefits package. But in 2023, the specific benefits you offer will play an even greater role in your ability to recruit and retain experienced digital marketers.

Here's why: Searches for "best employee benefits" increased by 650% YoY.

Specifically, our research showed increases in marketers seeking "companies with unlimited PTO" (**up 190% YoY**) and a "pet friendly office" (**up 57% YoY**).

Another interesting benefit-related trend comes from the **2022 Society for Human Resource Management (SHRM) Benefits Survey**. The survey asks more than 3,000 U.S. HR to rank the importance of the benefits they planned to offer their employees in 2022. These results show how HR leaders rank the importance of these three benefit categories pre-pandemic, during the pandemic, and post-pandemic:

	2019	2020-21*	2022
Flexible work benefits	49%	83%	70%
Professional career development benefits	51%	37%	65%
Family care benefits	52%	76%	70%

*2020-21 = Cumulated averages to account for the height of COVID-19 pandemic

The chart shows that trends like flexible work benefits and family care benefits, which spiked in importance during the pandemic, remain well above pre-pandemic levels. Meanwhile, professional career development benefits, which trended downward in importance during the pandemic, are now above pre-pandemic levels. All three of these benefit types help to create the better work-life balance that today's employees demand.

93% of organizations surveyed by SHRM offer a telemedicine or telehealth benefit to their workers, a 20% increase from 2019.

Can AI help you recruit talent? See what search engine data reveals about HR automation trends in our **B2B SaaS Market Leaders & Tech Trends 2022 report**.

How to retain top digital marketing talent in 2023

The late **Peter Drucker**, a respected management consultant and educator, once said, “culture eats strategy for breakfast.” Nowhere has that statement held more truth than it does going into 2023.

A company’s culture is the deciding factor between those that retain their most talented digital marketers and those that don’t.

Conductor search data confirms this, showing an **85% YoY increase in searches for “employee engagement in the workplace.”** Companies that get employee engagement right are most likely to achieve psychological safety, diversity, equity, and inclusion in the workplace.

Top workplace-related trending searches in 2022	YoY% change
employee engagement in the workplace	85%
psychological safety in the workplace	81%
neurodiversity in the workplace	69%
dei in the workplace	49%
workplace health	46%
diversity equity and inclusion	23%
workplace discrimination	23%

Search trends also help to identify the specific aspects of corporate culture that appeal most to potential hires. The top item on digital marketers’ minds: an inclusive work culture (**up 133% YoY**).

Trending work-culture-related searches in 2022	YoY% change
inclusive work culture	133% 
healthy work life balance	129% 
jobs with flexible schedules	89% 
companies with best work culture	89% 
examples of work life balance	84% 
toxic work culture	81% 
tech companies with best work life balance	50% 
workplace culture	24% 
career with good work life balance	24% 
jobs with flexible hours	22% 
companies with best work life balance	19% 
work life balance	0% 
how to improve work life balance	-18% 

When it comes to work-life balance-related searches, we’re seeing a fascinating mix of increases and decreases. Even so, it’s still a top priority for many employees, with searches for **“healthy work life balance” up 129% YoY**. Other high-demand work-life balance-related searches:

Search term	Demand increase
Companies with best work culture	↑ 89% YoY
Tech companies with best work life balance	↑ 50% YoY
Career with good work life balance	↑ 50% YoY
Companies with best work life balance	↑ 19% YoY

Our research aligns with data published in **Deloitte's 2022 survey** of over 23,000 Gen Z and millennial workers worldwide. Respondents of both generations ranked **good work/life balance as the primary reason for choosing to work at their current organization**, with learning and development opportunities second and high salary or financial benefits third.

Top reasons Gen Z and Millennials chose to work for their current organization	
1	Good work/life balance
2	Learning and development opportunities
3	High salary or financial benefits

Note: Deloitte's 2022 Gen Z and Millennial Survey reflects the survey responses of 14,808 Generation Zs and 8,412 millennials (23,220 respondents in total), from 46 countries.

Source: Deloitte

On-site vs. remote: Is the 100% on-site digital marketing job dead?

Elon Musk made big news earlier this year when he told all Tesla workers to **return to the office full-time or resign**, sparking a big debate: what will the future of work look like? Is remote here to stay, or is a return to fully on-site workforces coming?

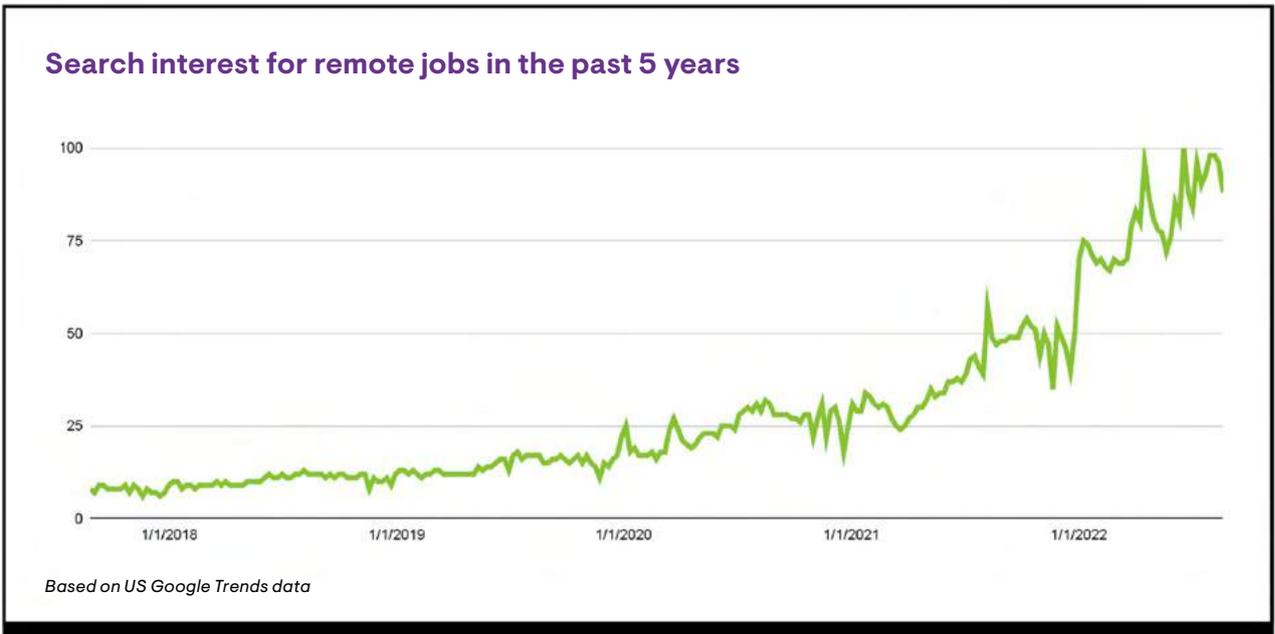
Clearly, on-site digital marketing roles haven't gone away entirely. But with today's employees **prioritizing opportunities that provide flexible work options**, it will be increasingly difficult for employers with 100% in-office roles to compete for talent.

64% of the workforce would consider finding a new job if they were required to return to the office full-time.

LinkedIn's **survey of global marketing leaders** revealed:

- A **121% increase in remote job share** in North America from 2020 to 2021
- An **83% increase in jobs mentioning “flexibility”** from 2020 to 2021

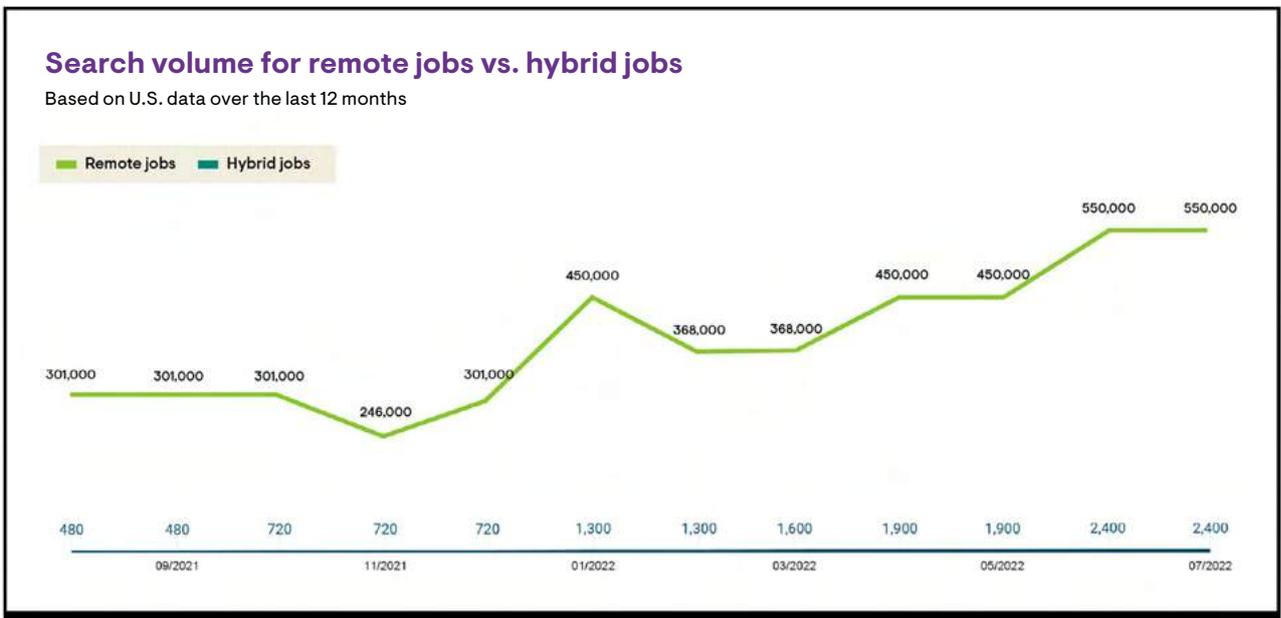
Conductor data shows that search interest in “remote jobs” grew even stronger in January 2022 as more companies began implementing hybrid or fully on-site requirements.



We're seeing remote jobs have an average of **548K more searches per month** than hybrid jobs.

- Search demand for hybrid jobs: **1650%**
- Search demand for remote jobs: **1174%**

26% of employees left their company during the Great Resignation due to a lack of workplace flexibility.



How to implement a hybrid work environment: The Conductor strategy

Our team at **Conductor** has seen success adopting a **hybrid schedule**. Our New York-based employees work in our New York City HQ Tuesday through Thursday, then can work from anywhere Monday and Friday. The only exception is our R&D team, which operates remote-first.

We recognize the freedom fully remote work provides, which is why we've **created two YOLO months** each year. During these two months, employees are encouraged to work from anywhere in the world, whether that's abroad or at their apartment. By giving employees additional flexibility, they can focus on what they want to prioritize—such as travel, family time, or a mental health break—while also working remotely. Employees have used their YOLO months to work while jet-setting around other countries like **Portugal, Australia, and Ireland**, to name a few.

Adopting this hybrid approach has allowed Conductor to balance the business need for in-person collaboration while still remaining attractive to candidates who prefer a remote or hybrid work environment.

43% of companies offer hybrid models.

Plan your 2023 hiring budgets or job search with confidence

With the number of U.S. marketing jobs expected to **grow 10% by 2030**, job seekers can expect plenty of opportunities, while hiring managers will face intense competition to hire experienced talent. Both job seekers and hiring managers can use the data in our 2023 Digital Marketing Salary Guide & Hiring Trends Report to chart a course for success.

For additional insights, check out these resources.

For hiring managers

SEO interview questions to help you hire an SEO expert

Is it time to bring your SEO expertise in-house? Learn what makes a good SEO hire from those who have done their fair share of SEO hiring.

[Get the guide](#)

For job seekers

SEO and digital marketing career resource center

Learn how to write a standout SEO resume, explore digital marketing career trajectories, and take a deep dive into specific digital marketing roles.

[Show me more](#)

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.