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B2B Marketing US Salary Survey 2019



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Introduction

Almost half of US B2B marketers believe they are underpaid – the chief reason for job dissatisfaction.

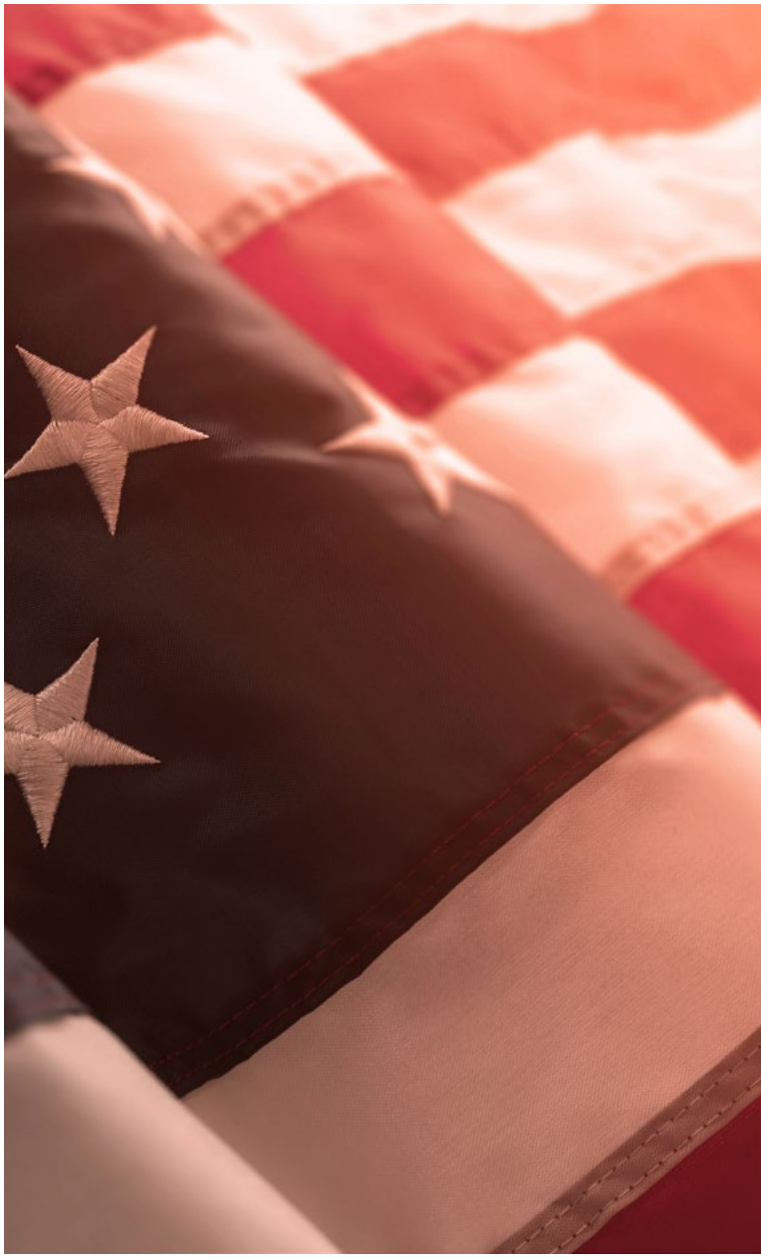
In this first-ever B2B Marketing US Salary Survey, we take a comprehensive look at how B2B marketers are remunerated, replete with benchmarks for age, location, sector and responsibilities.

The survey of 119 B2B marketers found the average wage for a B2B marketer is in excess of $100,000, yet – as we shall examine in this report – there is a significant disparity between salaries for men versus women.

We hope you find the analysis of this first survey enlightening. As with our UK salary survey we will build on these findings annually, providing even more data, benchmarks and insights.

Read on to find out how your salary compares by:

- Age
- Gender
- Role
- Location
- Sector
- Specialism.

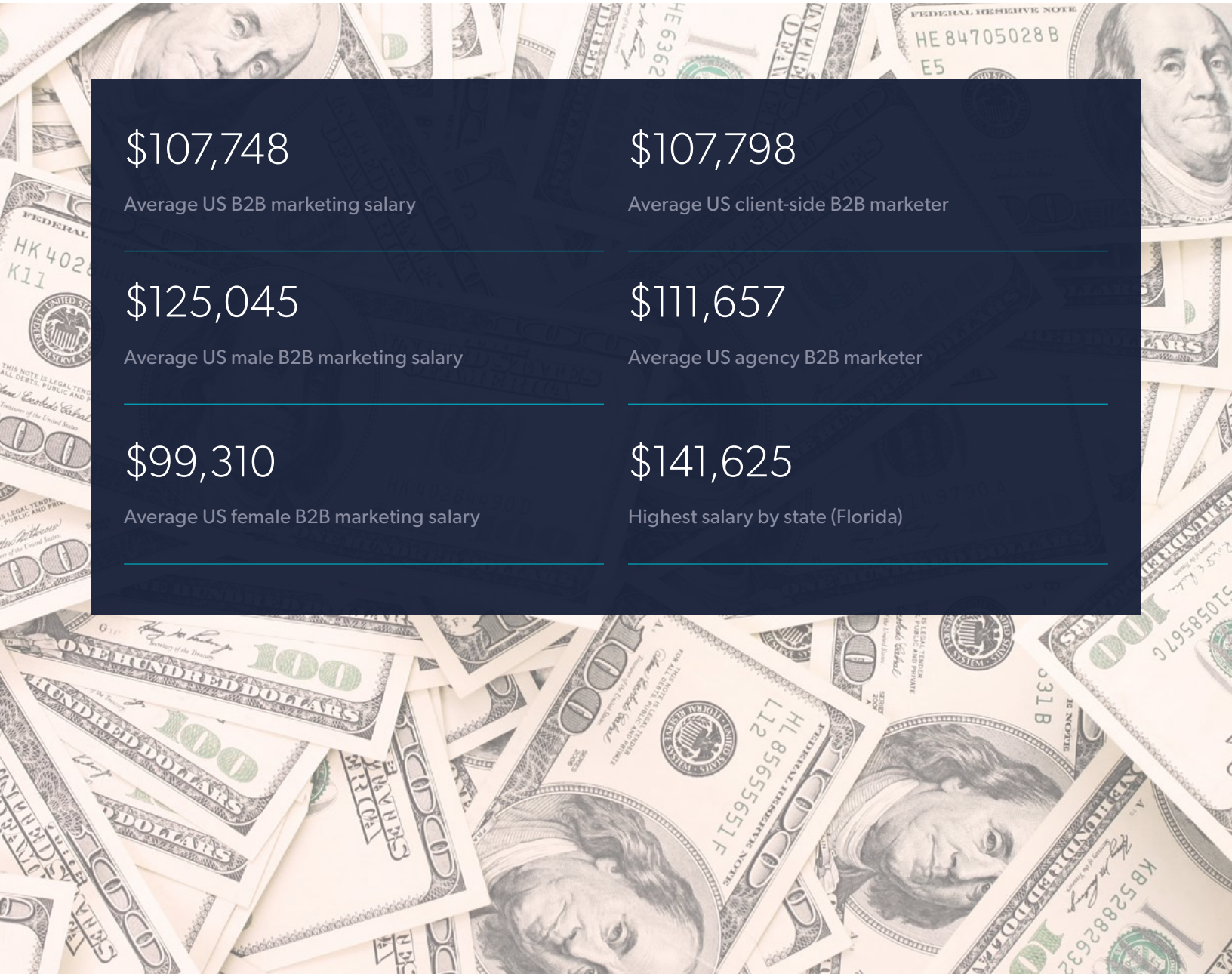


The B2B Marketing US Salary Survey polled 119 B2B marketers in 2018

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Section 1

Key stats



$107,748

Average US B2B marketing salary

$107,798

Average US client-side B2B marketer

$125,045

Average US male B2B marketing salary

$111,657

Average US agency B2B marketer

$99,310

Average US female B2B marketing salary

$141,625

Highest salary by state (Florida)

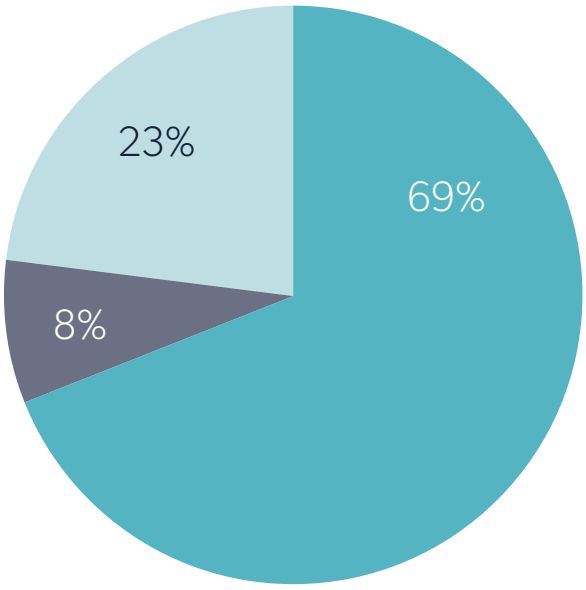
Section 2

Satisfied, but looking for the next opportunity

Findings from this first study into US B2B marketing salaries show it's a good time to be a B2B marketer.

The average wage is a healthy $107,748 and the majority of respondents (69%) are satisfied with their current role.

Figure 1:
Taking everything into account how satisfied are you with your current role?



69% – Satisfied

23% – Neither satisifed or dissatisfied

8% – Dissatisifed

But employers must not become complacent. While most are happy in their jobs, 49% feel they're worth more than they're currently paid.

Considering low salary is the chief cause of job dissatisfaction it's perhaps no surprise 55% of B2B marketers plan to look for a new role within the next 12 months. A further 18% plan to move on within the next two years.

The job market is buoyant and our respondents are confident in finding a new position. In 2018, US hiring was at its strongest for three years, with more than 2.6 million new jobs created, the Bureau of Labor Statistics found.

Those surveyed told us salary is the most important element of job satisfaction. This is followed by content of work and career progression.

When compared with our equivalent UK salary survey, the US holds strong leadership in greater esteem than the UK (fourth rather than sixth).

Figure 2:
Most important factors when it comes to job satisfaction

1. Salary
2. Content of work
3. Career progression
4. Strong leadership
5. Flexible working
6. Corporate benefits (e.g. pension scheme or company car)
7. Location/commute
8. Job security
9. Organisation's reputation
10. Organisation's commitment to training and development.

Section 3

How gender affects your pay

There is a large proportion of survey respondents with every right to feel they aren't paid what they deserve – women.

Our survey has exposed a shocking difference between male and female remuneration. The average salary for a US male is $125,045, and yet for a female B2B marketer it dips to $99,310 – a huge difference of $25,735.

Figures from the Pew Research Centre say in the US women earn 82% of what men earn on average. The figure in B2B marketing is even less than this, at just 80%.

It's the same story whether you work client-side or agency. Inhouse the gap is an enormous $34,102, whereas at agencies it is a much narrower, but just as unpalatable, $5850.

Some two-thirds of the women we polled said they would be prepared to leave their role if their employer's gender pay gap was exposed to be higher than the national average.

In addition to the pay gap, women are also suffering from a lack of employer support regarding career progression. Less than a third (31%) of firms offer mentoring for female employees, just a fifth provide female-centric networking. Only 6% offer retraining and none provide onsite childcare.

Figure 3:
Gender pay comparisons

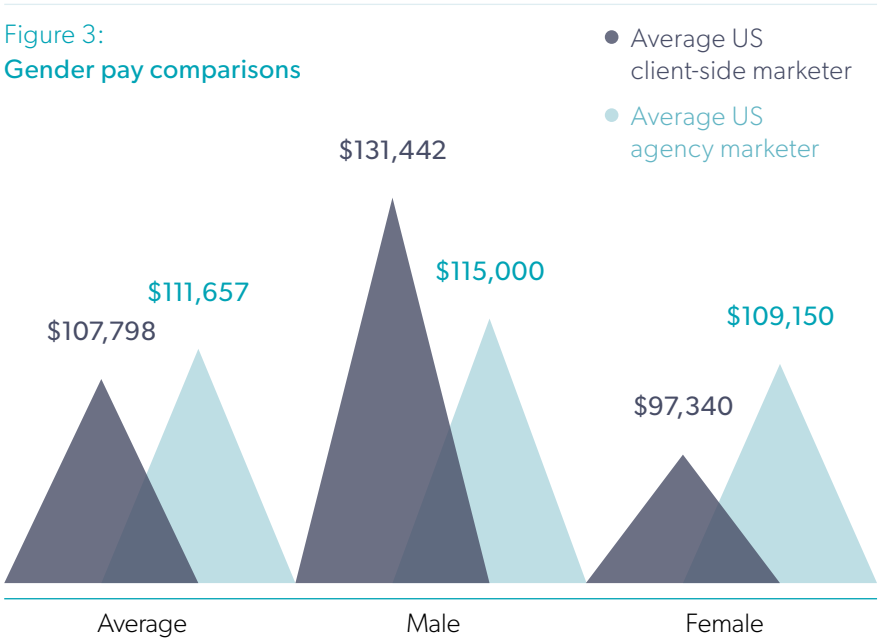
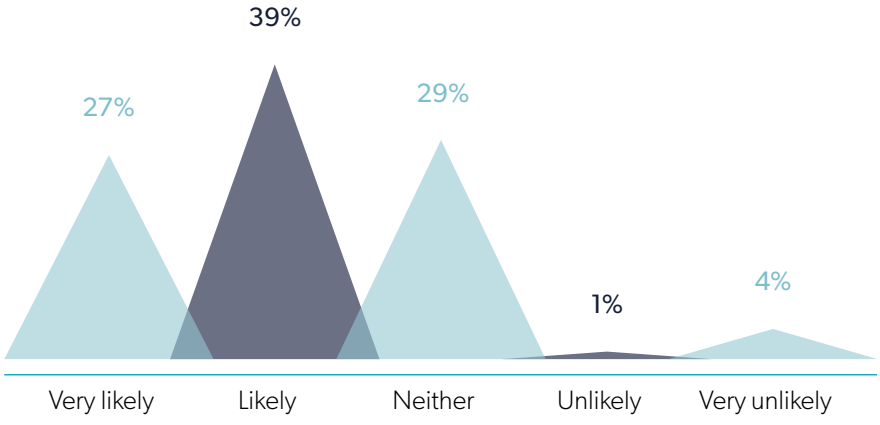


Figure 4:
How likely would you be to consider leaving a role if your employer's gender pay gap was revealed to be above the national average?



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Section 4

Roles and responsibilities

It's boom time for those at the top of B2B marketing. According to the survey's findings, client-side marketing leaders earn almost $60,000 more than those on the next rung below, and three times more than those at the start of the profession.

It is a similar story at agencies, where principals are even better remunerated than their client-side counterparts, and have a comparable pay gap to agency directors below them.

Salaries in the most junior roles are lower than might be anticipated. This may be a consequence of a strong market and competition at those levels that contrive to keep wages lower. Analysis by Korn Ferry reports the average college graduate starting salary is $50,390, but the consulting firm points out that this average across all careers can be inflated by very well-paid roles in science, technology, engineering and mathematics. The average for a graphic designer – probably the most comparable within the Korn Ferry research – was $47,480, which isn't too far from the average reflected in the survey.

Figure 5: **Average salary by role**

Client-side roles	Average salary
CMO/VP/Marketing director	$148,028
Head of marketing	$89,778
Marketing manager	$80,304
Marketing executive	$56,500
Marketing assistant	$42,231

Agency roles	Average salary
Agency principal	$179,000
Creative director	$112,000
Strategy director	$114,250
Creative/content	$63,800

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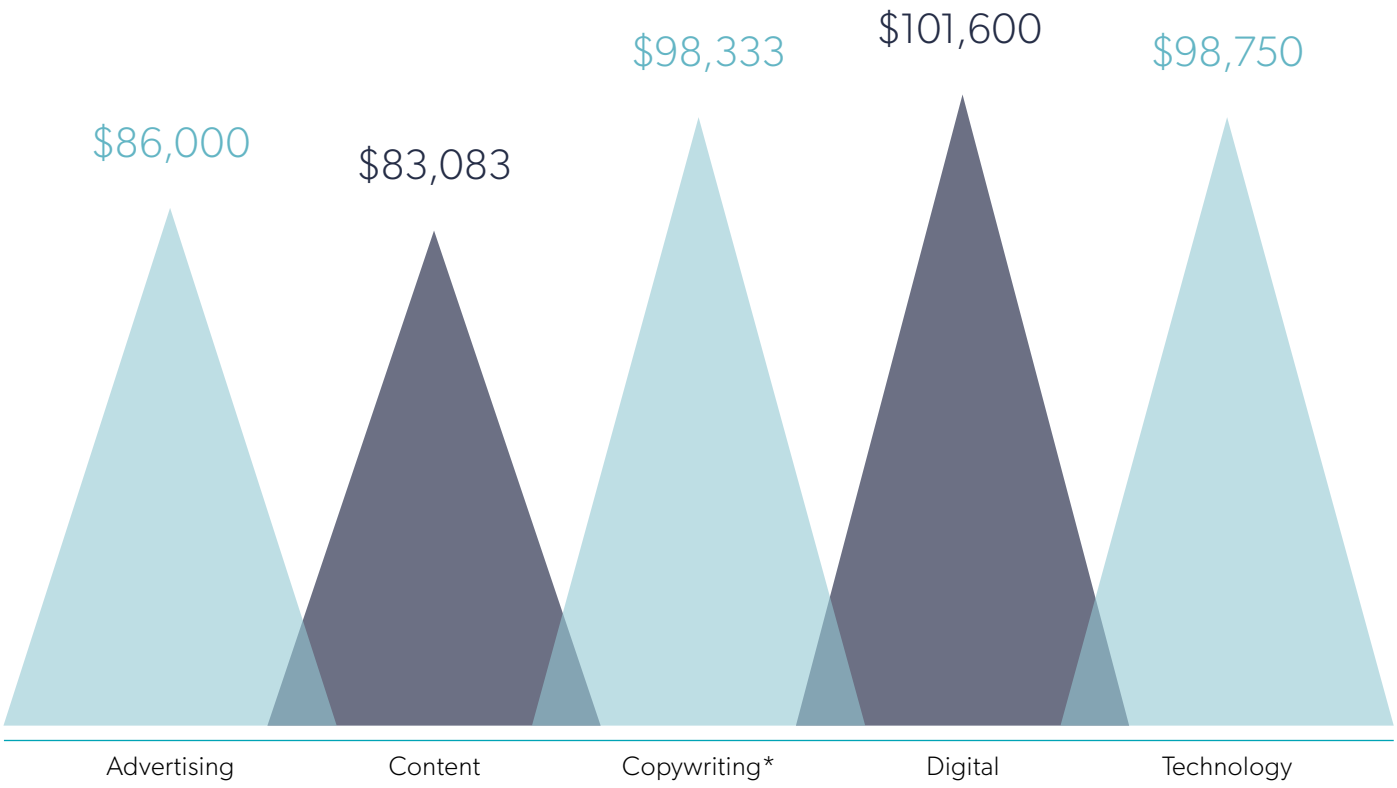
Section 5

Generalists versus specialists

Marketers have always wondered whether it would be more beneficial to their career to be a generalist or a specialist. The survey found it doesn't show a huge difference from a remuneration point of view. Average salaries for client-side generalists were $105,192, compared with $98,618 earned by specialists. We would anticipate average salaries for generalists to be slightly higher (because most marketers in senior roles would consider themselves to be one) with specialism something that tends to be considered earlier in your career.

As for the specialisms themselves, those with digital experience are best remunerated – the only expertise with an average above $100,000. Technology experts are not far behind on $98,750.

Figure 6: **Client-side specialisms**

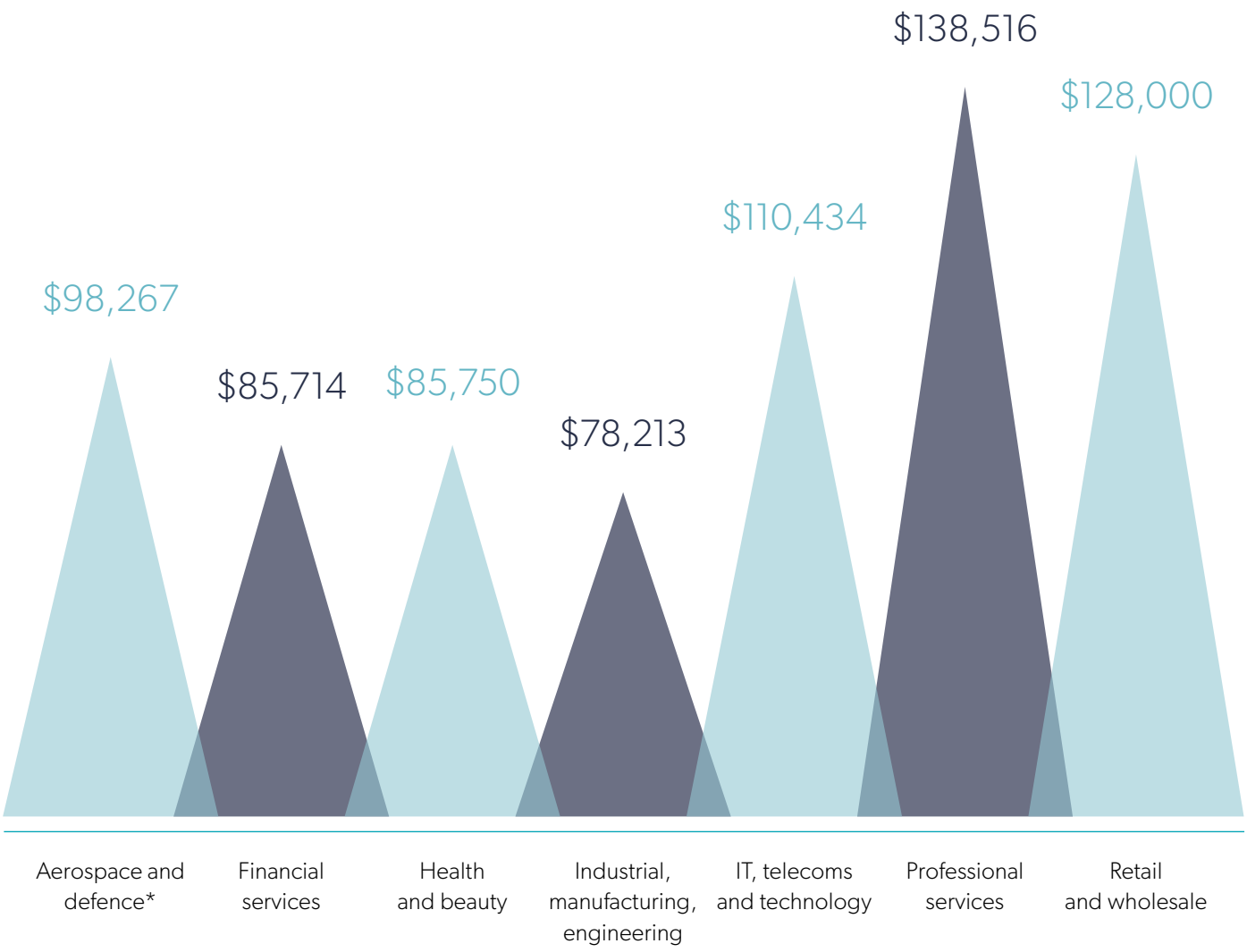


** Based on lower respondent base*

Marketers working in professional services top the list when averages are considered by sector, with $138,516. They are followed by those working in retail and wholesale on $128,000, and the technology sector in third with $110,434. As these are industries in which B2B marketing is a more established and mature practice, it's not a surprise this is where the highest salaries can be found.

As for the specialisms themselves, those with digital experience are best remunerated

Figure 7: **Averages by sector**



** Based on lower respondent base*

Section 6

Where are the best salaries?

The Northeast US leads the way with the highest average salary, just above the national average at $114,147. Only in the Midwest is significantly below the national median at $86,759.

When looking at the breakdown by state, Florida recorded the highest average of $141,625. This average was boosted by a number of well-remunerated CMOs pushing the overall figure up.

Florida aside, it is the traditional economic hotspots of New York, Texas and California at the top of the list. Salaries tend to be higher in these locations with competition for talent among geographically clustered businesses stronger than in other regions.

Figure 8: **Average salary by region**

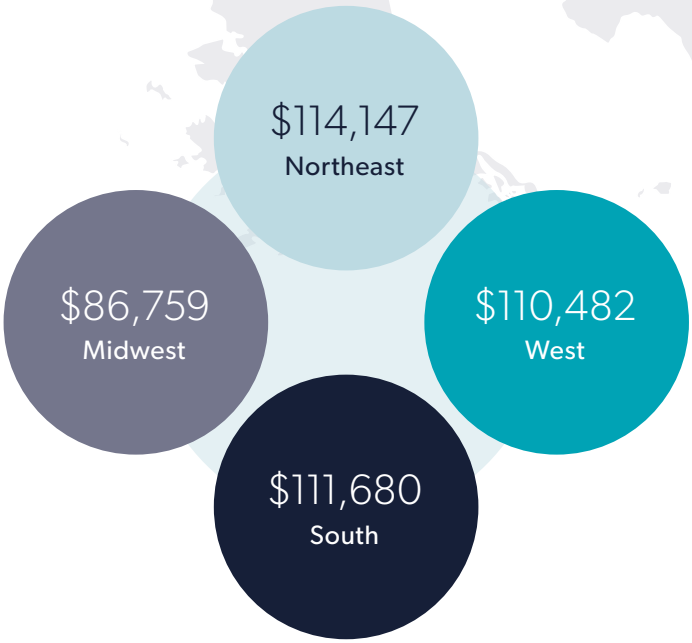


Figure 9: **Average salary by state**

State	Average salary
California	$119,889
Colorado*	$123,000
Florida	$141,625
Illinois	$105,000
Indiana*	$77,667
Kansas*	$136,667
Massachusetts	$120,753
Michigan*	$84,000
Missouri*	$75,000
New Hampshire*	$95,333
New York	$126,600
North Carolina*	$86,667
Ohio	$70,000
Pennsylvania*	$101,333
Texas	$120,500
Utah*	$147,833
Washington	$110,714
Wisconsin	$63,960

** Based on lower respondent base*

Section 7

Training ignored by employers

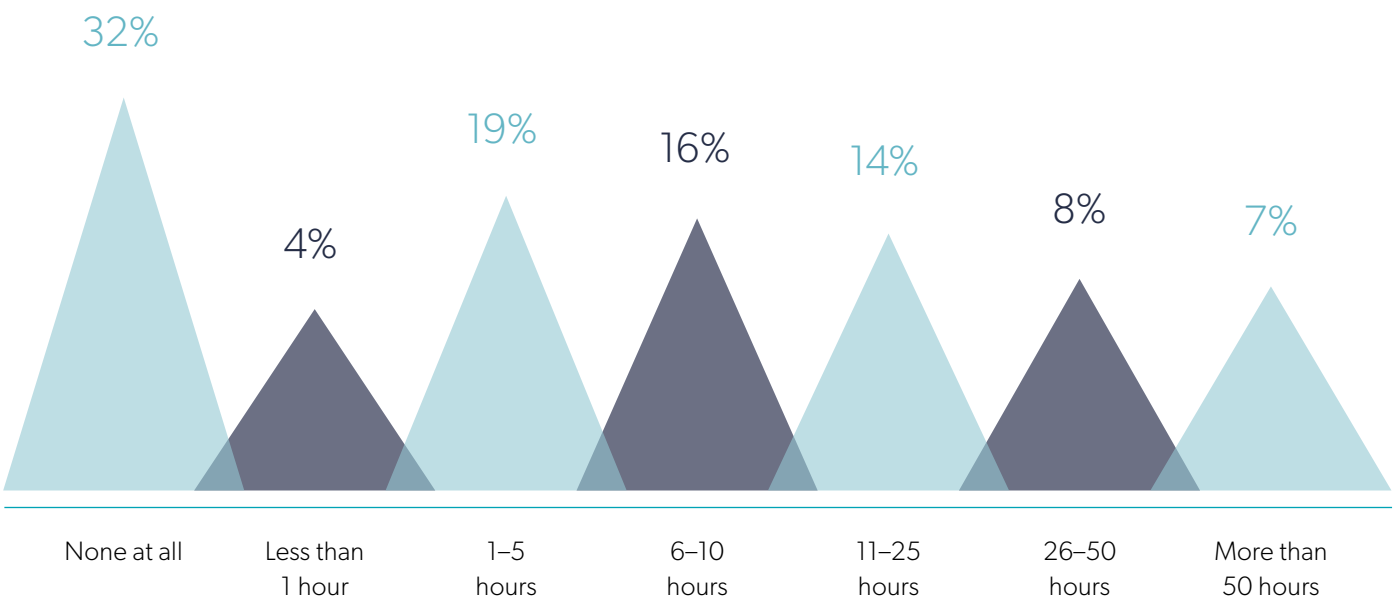
Almost a third (32%) of B2B marketers have had no training at all in the past 12 months. So it's a relief respondents rate an organisation's commitment to training and development as the least important contributor to job satisfaction.

By far the two most common areas for training are digital (36%), and technology (34%). These were followed by the two more general topics of leadership (36%) and strategy (25%).

Unfortunately, for more than a quarter of respondents (29%) feel no amount of training will help them progress in their organisation as they lack opportunity not ability. In fact, only 14% feel they have a lot of opportunity.

Almost a third (32%) of B2B marketers have had no training at all in the past 12 months

Figure 9: **Average salary by state**



About

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