2011 Salary Survey Results

SEMPO In-House Committee
SEMPO Research Committee
June 2011
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About SEMPO

• SEMPO is a global non-profit organization serving the search marketing industry and marketing professionals engaged in it. Our purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research, and creating a better understanding of search and its role in marketing.

  - This survey provides a look inside search marketers’ salaries, job roles and responsibilities, verticals/segments, compensation extras and perks, budgets, and more.

  - Please visit www.sempo.org for more information.
Methodology

• 3rd Annual Salary Survey
• First year the survey encompassed both in-house and agency
• Although direct point by point comparisons cannot be made, we are able to make reference to previous results
• 20 question survey compiled by SEMPO In-House Committee (written responses included in some parts of the survey)
• Survey was sent to all SEMPO members through email
• Also promoted to non-members
• Information analysis and commentary provided by SEMPO Research Committee
Respondents: Who They Work For

- 54% of respondents work in an agency

**Question:** What best describes the type of company you work for?

- **26%** I do SEO/SEM and work for a Traditional Marketing/Advertising Agency
- **24%** I do SEO/SEM In-House and work for a B2B Company that is not an Agency
- **15%** I do SEO/SEM In-House and work for a B2C Company that is not an Agency
- **7%** I do SEO/SEM and work for a SEO/SEM Agency
- **7%** I do SEO/SEM and work for an Online Marketing Agency
- **7%** I don't personally do SEO/SEM

Respondents: Who They Report to/How Many Report to Them

- Nearly half (48%) of respondents report to a Director or Vice President
- 40% of respondents have 1-10 people reporting to them

Who You Report To

Direct Reports

Your Role Within Company

Question: Who do you report to? How many people report to you? And what is your role in your company?

NOTE: “Other” includes write-in responses
Respondents: Breakdown by Country

• Just over 75% of all respondents are from the USA
Respondents: Breakdown by US Cities

• Of US respondents, the country is widely represented with respondents coming from 119 cities.
• The largest percentage from one city is New York (13%), but over 10% of respondents are the only person responding from their city.
Respondents: Population of Cities

- Over 50% of respondents live in cities with over 1 million residents
Respondents: Title

• More than half of respondents (55%) are manager level or higher

Question: What is your title?
**Respondents: Outside Work**

**Question:** Are you permitted to do "side work" to augment your income?

- A majority of respondents (65%) report that their companies do not specifically prohibit outside work.

![Pie chart showing the distribution of responses to the question.]

- Yes - my company specifically allows this: 5.1%
- Yes - my company never really said I couldn't: 24.3%
- No - my company specifically precludes this: 41.1%
- No - my company specifically precludes this - and pays me more to compensate: 13.6%
- No - my company never really said, I just don't: 15.2%
- Other (please specify): 0.7%

*Question: Are you permitted to do "side work" to augment your income?*
Respondents: Size of Company

How many people work for your organization?
Size of Company: Agency vs. In-House

How many people work for your organization? (In total, not just "your office").
Respondents: Search Marketing Experience

- 27% of respondents have been in search for 0-3 years
- 30% of respondents have been in search marketing for 3-5 years
- 42% of respondents have been in search marketing for 5-15 years
Average Annual Salary

- Average search marketer makes $75,542 per year
Question: Please select your salary range.
Average Annual Salary: 2007 - 2011

Average Salary:
- 2007: $94,800.00
- 2011: $75,542.76
Salary: Biggest Increase Realized after 3 Years

- Majority of those with 0 – 3 years of experience in search earn $30,001 to $60,000
- Approximately 20% with 0 – 3 years experience earn $60,000+
- Those making $60,000+ more than doubles to 50% for 3 – 5 years experience
- With 5 – 7 years experience, 78% make more than $60,000
- Salary stabilizes for those with 7 – 9 years experience

Salary Distribution by Years in Search Marketing

- 0 - $30,000
- $30,001 - $60,000
- $60,001 - $100,000
- $100,001 - $160,000
- $160,001 - $250,000
- $250,000+
There appears to be a disparity of responsibilities based on job title from company to company. As a result, corresponding salaries range significantly:

- Approximately 15% of analysts make up to $30,000, while a similar percentage make over $60,000.
- 10% of managers make $30,000 or under, while a similar percentage make over $100,000.
- 10% of vice presidents make up to $60,000, while another 10% make over $250,000.

**Question:** What is your title? And How long have you been doing search marketing?

**Salary: Disparity by Title**
Salary:  Distribution by City  (10 response minimum)

- Seattle, WA has the highest percentage of respondents making over $100,000+ (48%); followed by Washington, DC.
Benefits: Current Benefits of Respondents

- Less than half of respondents have full company paid benefits
- 83% of respondents have 2+ weeks of vacation
- Fewer than half of respondents receive bonuses

Question: Select the options that apply to your situation please.

NOTE: Respondents could answer with multiple options.
Benefits: Perks to Offset Salary Gap

• Most respondents indicate that increased vacation time or telecommuting were the desired perks to offset a salary gap.
Job Roles and Responsibilities: Titles

The high rate of “other” responses, indicates the wide range of careers that require search knowledge.

Of the 26.8% of respondents indicating “Other”, 15% listed “Owner” as their title.
Job Roles and Responsibilities: Time Spent

- Respondents are split evenly between specializing in one aspect of search and multiple digital marketing efforts.

**Question:** You spend most of your time on...?
Roles and Responsibilities: Additional SEM Duties

- Even for those specializing in organic or paid search, many are spending time on other digital marketing efforts, particularly social and mining analytics.

Question: Do you use any of the following as part of your search marketing duties when promoting your site/product (check all that apply):
Budget: Monthly SEM Budget Managed

Series1
Budgets: Impact on Salary

Although size of budget may impact salary earned, the direct correlation is not determined based on survey responses.
B2B vs. B2C

- Respondents were evenly distributed between B2B and B2C
B2B vs. B2C

- Agency focus is equally split between B2C and B2B verticals where as Non-Agency focus is heavier B2C

**Question:** Which vertical or segments does your business focus on (choose all that apply)?
**Verticals: Business Focus**

- Nearly 1 of 4 respondents work partially or fully in the Financial Services vertical.

*Question: Which vertical or segments does your business focus on (choose all that apply)?*
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Salary Distribution consistent across verticals

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Financial Services</th>
<th>Virtual Merchant</th>
<th>Electronics</th>
<th>Direct Marketer</th>
<th>Apparel</th>
<th>Home Furnishings</th>
<th>Books/CDs/DVDs</th>
<th>Flowers/Gifts</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $30,000</td>
<td>7.55%</td>
<td>8.93%</td>
<td>7.84%</td>
<td>7.81%</td>
<td>9.43%</td>
<td>10.87%</td>
<td>12.82%</td>
<td>11.90%</td>
<td>12.50%</td>
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<tr>
<td>$30,001 - $60,000</td>
<td>22.64%</td>
<td>26.79%</td>
<td>25.49%</td>
<td>28.13%</td>
<td>24.53%</td>
<td>23.91%</td>
<td>23.08%</td>
<td>21.43%</td>
<td>25.00%</td>
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<tr>
<td>$60,001 - $100,000</td>
<td>39.62%</td>
<td>33.93%</td>
<td>37.25%</td>
<td>37.50%</td>
<td>39.62%</td>
<td>36.96%</td>
<td>41.03%</td>
<td>38.10%</td>
<td>37.50%</td>
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<tr>
<td>$100,001 - $160,000</td>
<td>15.09%</td>
<td>14.29%</td>
<td>13.73%</td>
<td>12.50%</td>
<td>13.21%</td>
<td>10.87%</td>
<td>10.26%</td>
<td>16.67%</td>
<td>25.00%</td>
</tr>
<tr>
<td>$160,001 - $250,000</td>
<td>11.32%</td>
<td>10.71%</td>
<td>11.76%</td>
<td>9.38%</td>
<td>7.55%</td>
<td>13.04%</td>
<td>7.69%</td>
<td>7.14%</td>
<td>0.00%</td>
</tr>
<tr>
<td>$250,000+</td>
<td>3.77%</td>
<td>5.36%</td>
<td>3.92%</td>
<td>4.69%</td>
<td>5.66%</td>
<td>4.35%</td>
<td>5.13%</td>
<td>4.76%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
Department Structure: Migrating from IT

- 82% of respondents indicated they were part of a dedicated SEM team.
- Most SEM teams (58%) fall under the marketing department, only 2% (compared to 8% in 2009) fall under IT.

Part of Dedicated SEM Team?

- Yes: 82%
- No: 18%

In general, which department does this team fall under?

- Web: 20.5%
- Marketing: 58.3%
- IT/Programming: 18.9%
- Other (please specify): 2.3%

75% of survey respondents answered this question.
Summary: Respondents

- Over 75% are US based, though numbers of non-US respondents is growing
- Majority of respondents (51%) work in organizations with less than 1,000 employees
- 54% of respondents work in an agency
- Majority of respondents are established career search marketers, 72% have between 3 – 15 years of experience
The average annual salary of a search marketing professional is $75,542 per year.

The majority of respondents with 0 – 3 years of experience in search marketing earn $30,001 to $60,000

With 5 – 7 years experience, 78% of respondents make more than $60,000

The combination of the recession and a maturing industry have put pressure on the average salary earned since 2007. The robust fees (over $150,000) top specialists were able to command 2007 are not as dramatic in 2011.

83% of respondents have 2+ weeks of vacation

Fewer than half of respondents receive bonuses

Most respondents indicate that increased vacation time or telecommuting were the desired perks to offset a salary gap

Salaries based on job titles range significantly from company to company; indicating that consistency does not exist in the industry

Seattle, WA has the highest percentage of respondents making more than $100,000
Summary: Roles and Responsibilities

- Respondents are split evenly between specializing in one aspect of search and multiple digital marketing efforts.
- Even those specializing in organic or paid search, spend time on other digital marketing efforts, particularly social and mining analytics.
- As expected, social media plays a significant role in the respondents duties. Of note this year, is more people indicated that they are spending time on analytics activities.
- The high rate of “other” responses, indicates the wide range of careers that require search knowledge.
Summary: Budgets

- The median monthly SEM budget managed is $75,000 per month.
- Although size of budget may impact salary earned, the direct correlation is not determined based on survey responses.
Summary: Verticals/Segments

• Respondents were evenly distributed between B2B and B2C
• Agency focus is equally split between B2C and B2B verticals
• Non-Agency focus is heavier B2C
• Nearly 1 of 4 respondents work partially or fully in the Financial Services vertical
• Vertical focus did not vary significantly between agencies and non-agencies
• Salary distribution is consistent across verticals
Summary: Department Structure

- 82% of respondents indicate they are part of a dedicated SEM team
- Most SEM teams (58%) fall under the marketing department, only 2% (compared to 8% in 2009) fall under IT