



2010 Trends in Marketing:

Salaries, Strategies, and Beyond

Presented by



A Q U E N T

“Resources. We don’t have the money or enough bodies to accomplish the great things we could and would like to.”

—Marketing Manager

Salaries are rising, but so are expectations for the majority of marketing professionals, according to a recent study conducted by **Aquent** and the **American Marketing Association (AMA)**. Of the nearly 5,300 marketing professionals, more than half said their salaries increased in 2010, but only 16% strongly agreed that they have all the resources they need to meet their organization’s 2010 marketing objectives.

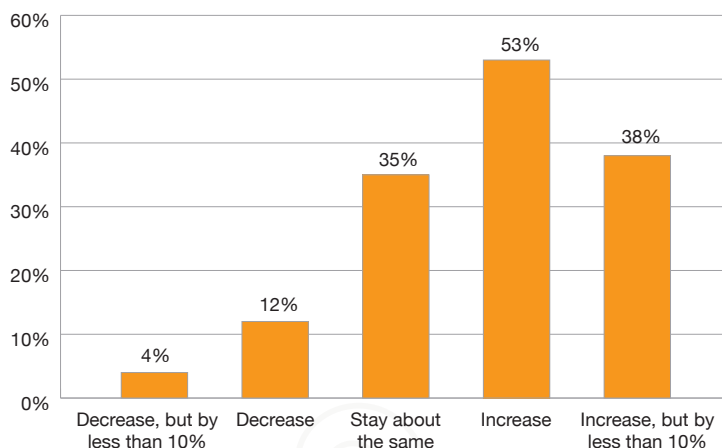
The 2010 Aquent and AMA survey is the most comprehensive study of its kind, with responses from industry veterans and leaders. The average study participant held more than 10 years in experience, although precisely half were less than 40 years old. Almost 18% of survey participants were senior, or “C” level marketers, while another 32% were team leaders within their marketing team. Nearly two-thirds of respondents hold B2B positions, and 43% reported having attained a master’s level degree or higher.

How does your marketing organization stack up? This executive summary provides actionable and timely information on the marketing industry from those who live and breathe it every day. Want to see how your compensation package compares to your peers? Find more information and detailed salary data by position, region, and seniority at marketingsalaries.com.

AFTER A DROP IN 2009, SALARIES RISE IN 2010 FOR A MAJORITY OF MARKETERS

While it is common knowledge that layoffs deeply affected the marketing industry in 2008 and 2009, many of those who kept their jobs felt the pinch as well. Salary freezes were in place at over half of all marketing organizations, and 26% of marketers reported a lower salary in 2009 than the previous year, with many reporting a drop in overall compensation greater than 10%. While 2010 is still showing residual signs of the economic recession, marketers have reason to be optimistic. Half of the organizations that froze salaries in 2009 have since lifted the freeze and 53% of marketers are expecting to make more this year than last (Figure 1).

Figure 1: 2010 Change in Compensation for Marketing Professionals



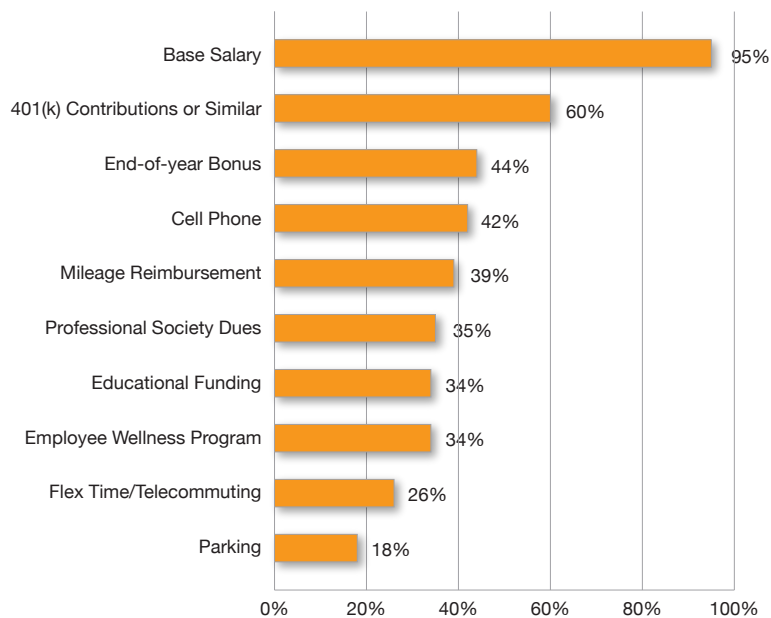
The hardest hit marketers in 2009 most often worked for the smallest organizations (less than \$1 million in revenue). Marketers at small organizations were nearly twice as likely to report a 2009 drop in salary of 10% or more; however, they are also the most likely to report an increase in compensation of 10% or more in 2010.

Across all sizes of organizations, senior level marketing leaders were the most likely to report large drops (10% or higher) in 2009 compensation, and large expected gains for 2010.

BENEFITS YOU SHOULD EXPECT AND THE PERKS YOU MOST DESIRE

If your organization doesn't offer a 401(k) plan or similar retirement plan, you are in the minority, according to the Aquent and AMA 2010 survey. Sixty percent of those surveyed indicated they received 401(k) contributions, or something similar, as part of their compensation package, the single most common component outside of base salary (Figure 2).

Figure 2: Most Common Compensation Components for Marketing Professionals



The study also found that marketers operate at the speed of technology, with more than 40% receiving a cell phone as part of their organization's compensation plan. Do you receive parking reimbursement, profit sharing, or stock options? If so, count yourself lucky, as fewer than 20% of marketing professionals nationwide count those items among the components of their compensation plan.

How about time off? The median marketing professional receives between three and four weeks of time off, with the majority of time being used for vacation or holidays.

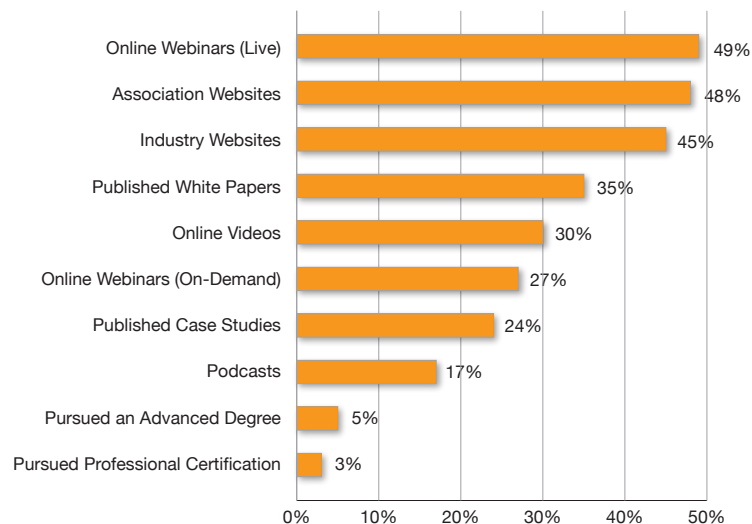
The 2010 study also offers opportunities for marketing organizations to get creative as they strive to attract and retain the most talented of the creative class. Adding flexibility to the work environment through occasional telecommuting or flex time was rated as the perk that would have the greatest positive impact on job satisfaction by nearly half of all marketers.

Providing (and communicating) clear opportunities for advancement is also key to building a work environment that produces a satisfied and high-performing marketing team. Thirty-one percent of those surveyed reported that clear opportunities for advancement are the single most important element driving their job satisfaction. This is even more important to those younger than 30 years old, where 40% indicate that outside of compensation, advancement opportunities are the biggest driver of their satisfaction.

PROFESSIONAL DEVELOPMENT TOOLS FOR THE MARKETER

What are the most popular resources for professional development in the marketing community? In 2009, webinars reigned supreme with nearly 50% of marketing professionals having attended a live webinar, and 29% reporting they took part in a pre-recorded, on-demand webinar (Figure 3). Association websites also garner a great deal of attention as an information source for marketers, with 48% reporting they had used an association website to educate themselves at some point in 2009.

Figure 3: Most Common Educational Resources Used in 2009 by Marketing Professionals



Have inexpensive and on demand online educational platforms replaced live events such as industry events and association trade shows? No, at least not yet. While 35% of marketers participated in a virtual trade show online, nearly two-thirds have attended an association or industry event, and half attended a trade show or convention. In the majority of cases, these events are paid for by the employers.

MARKETING BUDGET AND HEADCOUNT RISING SLIGHTLY IN 2010

Thirty-eight percent of marketing professionals report their 2010 budget is larger than last year, outpacing the 30% who indicated their budget had dropped compared to 2009 levels. Smaller organizations (less than \$1 million in revenue) are the least likely to be increasing marketing budgets for 2010, while those between \$1 and \$9 million are the most likely to be adding funds for marketing.

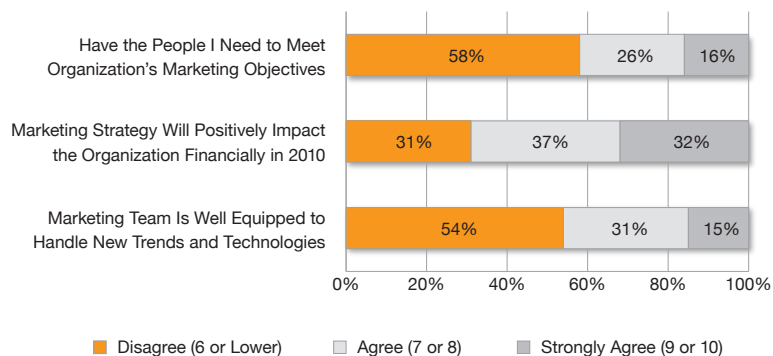
While 36% expect their 2010 headcount to increase over 2009 levels, less than 30% expect growth within their marketing department or team. That being said, after the cuts many have experienced during the past few years, marketers should take some comfort in knowing that only 20% of organizations expect their marketing department headcount to be lower in 2010 than it was in 2009, and only 15% expect cuts within their specific marketing team.

"We just need more headcount, plain and simple."
—Marcom Manager

MANY FEEL 2010 MARKETING OBJECTIVES ARE UNATTAINABLE

With the majority of marketing departments either maintaining or dropping headcount and budget, many marketers are skeptical they will be able to meet all of their organization's 2010 marketing objectives without considerable help from outside the organization. Fewer than 20% of marketers believe they have the people on their team to meet the organization's marketing objectives, or that their team is well equipped to handle new trends and technologies that affect their business (Figure 4).

Figure 4: Is Your Marketing Team Equipped to Succeed?

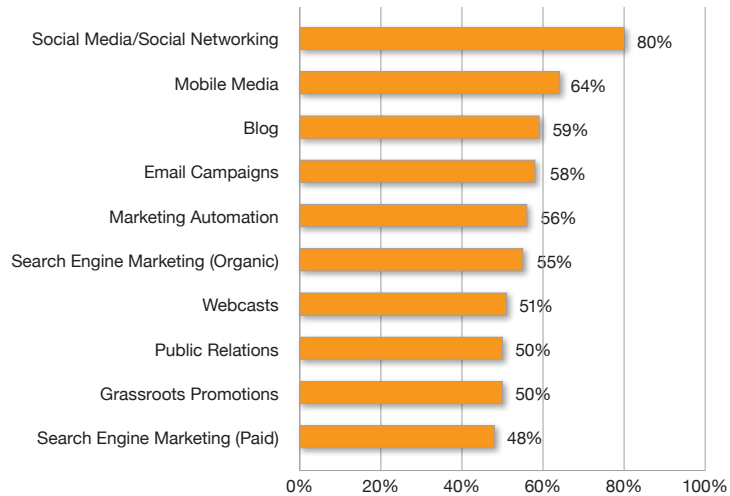


While specific skills such as web programming, social media management, and writing are mentioned by survey participants, the underlying message is "we have great people—we just need more of them." Marketers are forced to be more creative in accomplishing their goals than ever due to lack of staff and budget. In years past, it may have been possible to hire full-time positions to meet emerging marketing needs. The modern, nimble marketing team must now make efficient use of their skills, as well as build strategic relationships with staffing and recruiting firms to fill the holes on a project on a limited time basis.

MARKETING STRATEGY TRENDS FOR 2010: SURPRISED?

Even though social media and social networking were utilized by roughly half of all marketers in 2009, a full 80% indicated it would be an area of increased focus for their organization in 2010 (Figure 5).

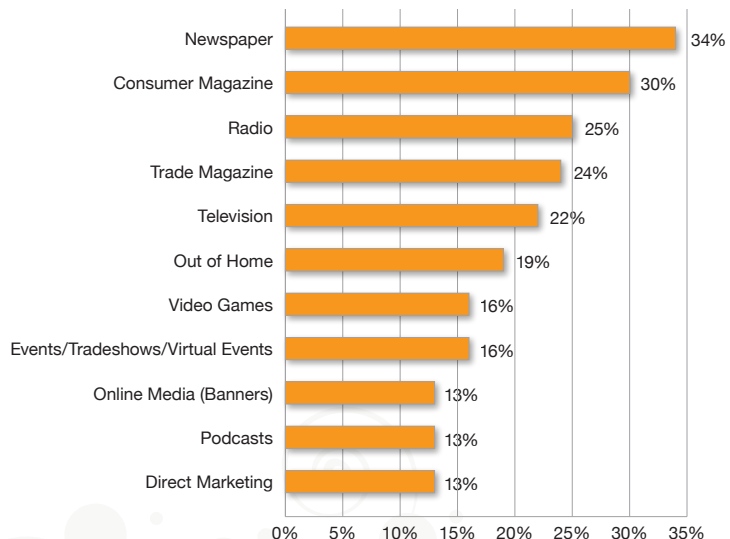
Figure 5: Percentage of Marketers Expected to Increase Their Organization's Focus in Each Area

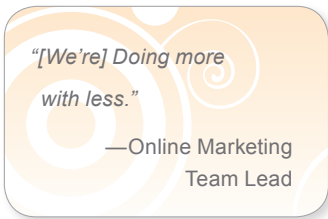


Online and mobile opportunities represent 8 out of the 10 areas expected to see increased focus from marketers in 2010. As new technologies continue to emerge, marketers are working hard to determine how best to ensure their organization has a presence and is effectively leveraging the unique opportunities presented by each marketing resource.

Marketers reported devoting fewer resources to many traditional media vehicles. Thirty-four percent of marketers reported a diminished focus on newspaper advertising in 2010, while more than 25% reported less focus on consumer magazine ads and radio spots (Figure 6).

Figure 6: Percentage of Marketers Expected to Decrease Their Organization's Focus in Each Area





WHAT IT MEANS FOR MARKETING PROFESSIONALS

The 2010 AMA and Aquent survey of marketing professionals finds reasons for optimism as well as some significant challenges marketers are facing in their day-to-day jobs. Salaries are back on the rise for many marketers, yet only half of those who experienced salary freezes in 2009 have seen the freeze lifted at their organization. Top marketing organizations will find there are significant opportunities outside of salary to increase the satisfaction of their marketing teams, by providing opportunities for flexibility (in hours and working from home occasionally) and a clear path for professional growth.

As for the job itself, marketers are being asked to achieve more with less. Many of the most often used educational resources are free or inexpensive online tools and with only slight increases in headcount or budget in 2010, attaining organization-wide marketing goals presents a challenge many marketers report is unreasonable. With new technologies and trends (think social media, mobile strategies) emerging all the time, the most successful marketing organizations will surround their core marketing team with project-related support and technical expertise.

SURVEY METHODOLOGY

This survey was conducted online within the United States by Inavero, on behalf of Aquent and the American Marketing Association. The 5,298 marketing professionals who responded ranged from senior level executives to entry level marketers across a variety of industries and organization sizes. Marketing professionals working within agencies represented 17% of responses. Marketers from high tech, manufacturing and professional services were also well represented, with each providing more than 10% of the total responses.

The survey was conducted between the 13th of April and the 17th of May, 2010. Respondents included marketing professionals on lists provided by Aquent, the AMA, and visitors to marketingpower.com and aquent.com. With a pure probability sample of 5,298, one could say with a 95% probability that the overall results have a sampling error of +/- 1.5 percentage points. Sampling error for data from sub-samples is higher and varies.

ABOUT AQUENT

At **Aquent**, we pair marketing and design specialists with challenging jobs to create inspired, productive partnerships that produce meaningful work for our client companies and the talent we represent.

That said, we're more than a talent placement company. We're a world-leading innovator in improving the way companies, and talent, work. From pioneering benefits for project-focused designers and marketers, to creating solutions to help companies test-drive talent before hiring them, we are building a worldwide network of subject matter specialists who understand the special needs of marketing niches globally and the world's increased need for specialized talent.

ABOUT AMA

The **American Marketing Association (AMA)** is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for information, education, training, and professional networking. AMA members are connected to a network of over 30,000 experienced marketers, including leading marketing academics, researchers, and practitioners from every industry.

The AMA offers highly acclaimed seminars, workshops and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. AMA's website, **MarketingPower.com**, is the everyday connection to marketing data, articles, case studies, best practices, and a robust job bank. The AMA also is the source for the field's top magazines and journals, including *Marketing News*. AMA professional and collegiate chapters and special interest groups keep members in touch with the best people and the best practices.

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