



## Compensation & Resources Study

### Overview

In July 2009, [EmailStatCenter.com](http://EmailStatCenter.com) launched its *Compensation & Resources Study* survey. 236 responses were collected from July 20, 2009 to September 30, 2009. Approximately 48% of respondents were from client side and 52% from the services side of the email marketing business, which includes agencies, consultants and Email Service Providers.

Almost half of the survey respondents on the client side were from Email Marketing Managers, generally the staffer responsible for managing the day to day of email programs. On the services side, the respondents were predictably more diverse, given the wide range of services provides within the industry. The top four titles were Other (which included VP, Marketing, Managing Director, Marketing Manager), Specialized Role (Delivery, Strategy, Analyst), Consultant and C Level Executives.

The size of participants' company ranged widely. Approximately 31% of respondents worked for companies with 25-99 employees and 22% worked for companies of 1,000 or more employees.

The goal of this survey was to document and evaluate how email programs are staffed and managed as well as compensation and resources allocated internally to these programs. This survey and report were sponsored by [ExactTarget](http://ExactTarget), a leading global provider of on-demand email marketing and one-to-one marketing solutions and [BrightWave Marketing](http://BrightWave Marketing), an award-winning agency specializing in email marketing and digital targeted messaging programs.

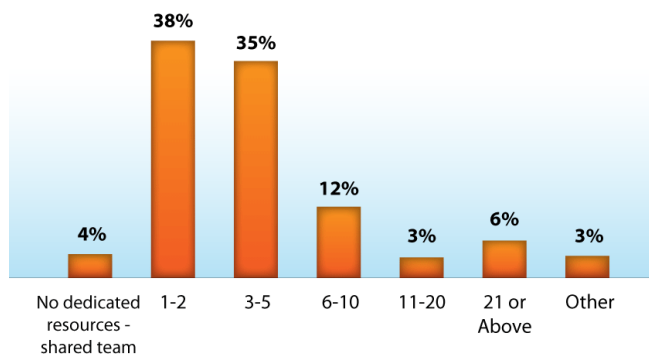
### Client Side Email Marketers Face Resource & Budget Issues

37% of client side respondents said they have only 1-2 people within their organization that are directly working on email marketing. 34% said they had 3-5 on their team.

Over 40% of clients stated they had \$100,000 or less of annual budget dedicated to email marketing. 15% had \$100,001-\$249,999 with 14% having a budget of over \$1,000,000. Additionally, 14% did not know their budget.

While email marketing has had a renaissance of sorts during the recession, the number of people working on email programs is still very low as is the budget, especially given its very high return on investment. This is seen as a major area of focus and opportunity for email marketing to gain broader marketing spend and credibility.

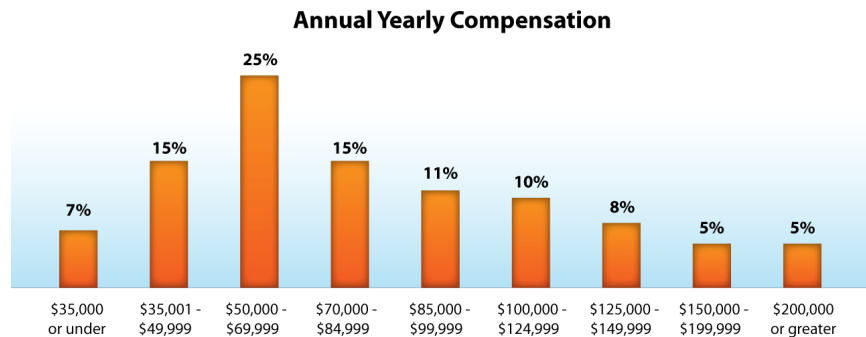
**How many people within your organization are directly working on email marketing?**





## Annual Compensation

Compensation was expected to vary based on the diverse group of email marketing professionals that participated in this survey. 25% said they make between \$50,000-\$69,999 annually. The next highest bucket was \$35,001-\$49,999 closely followed by \$70,000-\$84,999. Less than 5% of participants make \$200,000 or greater per year.



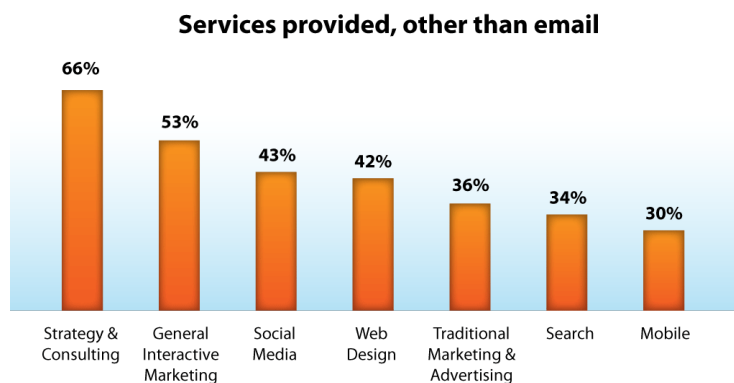
In general, marketers on the agency-side earn higher salaries than their client-side counterparts. However, those at the director level and above tend to earn higher salaries working on the client-side.

For email marketers on the client-side, average salaries are higher for those working with larger dedicated email teams. Logically, we found that the size of the dedicated team correlates with the overall email-marketing budget. Teams that run the majority of their email marketing efforts in-house must staff their teams with more experienced, thus higher salaried, employees. The median income for employees managing programs with only 1 or 2 dedicated email marketing resources falls in the \$50,000 to \$69,999 range for companies with an email marketing budget of less than \$100,000. For companies with an email marketing budget of more than \$100,000, the median salary falls in the \$70,000 to \$84,999 range.

Among agency-side employees, those working in agencies focused strictly on email have the lowest median salaries, which fall in the \$50,000 to \$69,999 range. Median salaries increase with the addition of strategic consulting offerings and additional channels such as web design, search and social media.

## Service Firms Not Email Marketing Specific & Overworked

Email marketing is such a specialized form of interactive marketing yet a wide range of firms offer these services and technology. Companies' offering email marketing also provide many other services and technology, according to the survey.



Strategy and consulting was the most predominant service with 66% offering these services, followed by general interactive marketing (53%), social media (43%) and web design (42%).

While it's no surprise that social media and broader interactive services are sold by firms also in the email space, it is surprising that



search and mobile had smaller shares (34% and 30% respectively) given their complimentary nature to email marketing.

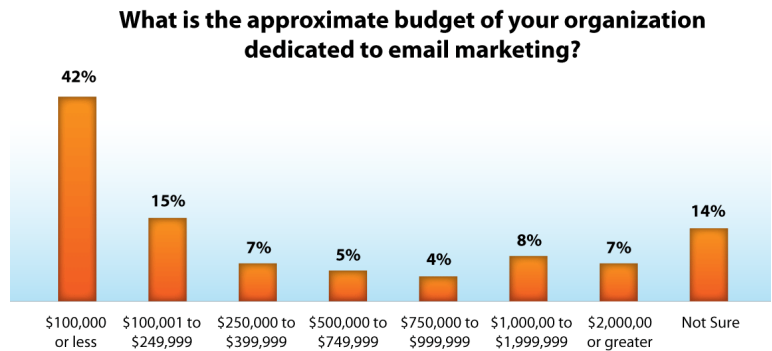
Given the declining state of traditional advertising, it is surprising to find only 36% offer email marketing in addition to traditional marketing and advertising services.

When it comes to email marketing’s share of revenue on the service side, 34% stated that email contributed 75-100% of total company sales. On the other hand, 31% said email made up less than 25% of total company sales.

37% of survey respondents on the service side said they work on 11 or more accounts indicating the need for service side email firms to ramp on staffing as well.

## Conclusion & Commentary

With the highly fragmented nature of the email marketing industry, small teams and modest budgets, it is not surprising that many email marketing programs continue to underachieve. In order to raise each email program as well as the industry’s reputation, it is seemingly imperative to reevaluate email marketing’s role in each and every firm utilizing this medium as well as the firms that offer services and technologies within the email marketing arena.



**Morgan Stewart, Director, Research and Strategy of ExactTarget** stated *“given that email budgets continue to increase, it is critical that marketers insure the success of their investment by staffing teams accordingly. I was surprised to see the low median salary of email marketers managing large budgets relative to marketing managers overseeing other channels.”*

**Brent Rosengren, Senior Director of Client Services at BrightWave Marketing** commented *“these findings support the strategic assessment that email needs to be a channel that receives more attention and investment. Without added support from senior management, in terms of budget and overall allocation of resources, most email programs will be laggards and not reach their full potential, which ultimately leaves a considerable amount of money on the table.”*

**Stewart added** *“According to a recent report from MarketingSherpa, email marketing now accounts for 19% of the average online marketing budget. Unless the salaries of email marketing managers are aligned with the salaries of those managing other channels the top talent will continue to move up and out of email, leaving the future success of those investments in jeopardy.”*

**About EmailStatCenter.com**

EmailStatCenter.com is the first centralized repository of statistics and research specific to the email marketing industry. It was launched on March 29, 2007 by BrightWave Marketing, an award-winning agency specializing in email marketing and digital targeted messaging programs, and The Email Experience Council (eec), an organization of global professionals driving email marketing and communications practices.

EmailStatCenter.com is a free, easy-to-use site featuring extensive research and resources from various sources throughout the industry. With a wide range of research from basic data like average open and click-through rates, to more sophisticated metrics and results from detailed research studies and white papers, EmailStatCenter.com is an authoritative source of email marketing trends, measurement and metrics.

Website users vary from email marketing practitioners to journalists seeking easy to find stats to general marketing professionals seeking additional information on email marketing metrics. Visit the site at [www.emailstatcenter.com](http://www.emailstatcenter.com) and follow EmailStatCenter on [Twitter](#) for the latest news and updates.

**About ExactTarget**

ExactTarget is a leading global provider of on-demand email marketing and one-to-one marketing solutions. The company's software as a service technology provides organizations a single platform to connect with customers via triggered and transactional email, integrated text messaging, voice messaging, landing pages and social media. Supported by collaborative global services teams, ExactTarget's technology integrates with more sales and marketing information systems than any other in the industry, including Salesforce.com, Microsoft Dynamics CRM, Omniture and Webtrends among many others. ExactTarget's software powers permission-based multi-channel communications for thousands of organizations around the world including Expedia.com, Aurora Fashions, Papa John's, CareerBuilder, Gannett Co., Inc., The Leukemia & Lymphoma Society, The Home Depot and Wellpoint, Inc. For more information, visit [www.exacttarget.com](http://www.exacttarget.com) or call 1-866-EMAILLET.

**About BrightWave Marketing**

BrightWave Marketing is an award-winning agency specializing in email marketing and digital targeted messaging programs. BrightWave Marketing partners with clients in the development, management and strategic optimization of digital messaging programs that drive revenue, cut costs and build relationships.

Headquartered in Atlanta, GA, BrightWave Marketing has done work for a blue chip client roster including Chick-fil-A, CoreNet Global, Cox Business, iFLOOR, O'Charley's, RaceTrac, Sports Illustrated and Ted's Montana Grill as well as leading advertising and marketing firms. For more information, please visit [www.BrightWaveMarketing.com](http://www.BrightWaveMarketing.com) or visit EmailStatCenter.com, the leading authority on email marketing metrics. BrightWave Marketing's CEO Simms Jenkins is the author of *"The Truth About Email Marketing"* published by Pearson's FT Press. Visit [www.TheTruthAboutEmailMarketing.com](http://www.TheTruthAboutEmailMarketing.com) for more information on the book.