

# Value.

## Marketing Trends.

Content Marketing Will be Bigger Than Ever

One of the main ways that companies are establishing authority and gaining trust with consumers is by consistently creating valuable content through a variety of channels. Doing so allows a company to steadily build rapport with its demographic and develop a loyal following. According to the Content Marketing Institute, the top B2B content marketing strategies are social media, articles on a business's website, eNewsletters, case studies, videos and articles on other websites.

Source: Forbes.com

## Salary Assessment - Minneapolis 2014



Position	Jr. - Median 0-3 yrs	Mid - Median 5-8 yrs	Sr. - Median 10+ yrs
Account Director	\$80,300	\$88,550	\$98,450
Account Supervisor	\$63,734	\$73,361	\$80,520
Account Manager	\$38,507	\$57,985	\$71,664
Marketing Coordinator	\$40,205	\$47,963	\$58,132
Marketing Manager	\$82,289	\$95,794	\$111,133
Marketing Director	\$91,145	\$108,034	\$126,090
Marketing Analyst	\$61,580	\$74,326	\$87,330
Project Manager	\$50,459	\$74,188	\$87,133
Project Coordinator	\$40,158	\$46,748	\$58,131
Editor	\$45,100	\$48,296	\$57,180
Copywriter	\$44,220	\$59,542	\$70,620
Proofreader	\$33,406	\$41,580	\$49,434
Illustrator	\$42,186	\$52,135	\$64,350
Production Artist	\$35,420	\$44,770	\$51,150
Graphic Designer	\$42,482	\$54,637	\$64,711
Art Director	\$50,929	\$76,251	\$93,534
Creative Director	\$72,929	\$85,051	\$104,534
Web Designer	\$44,922	\$71,891	\$90,673
Web Developer	\$64,750	\$77,503	\$96,063
SEO Specialist	\$61,568	\$71,673	\$83,151
User Experience Designer	\$65,513	\$87,831	\$106,246
Mobile UX Designer	\$70,046	\$88,090	\$131,598
Interactive Project Manager	\$56,173	\$81,607	\$94,257
Interactive Marketing Specialist	\$86,350	\$98,340	\$121,000
Web Analyst	\$61,600	\$74,140	\$88,000
Marketing Technologist	\$68,795	\$95,189	\$162,550
Web Content Writer	\$48,670	\$59,389	\$73,920

Salary ranges based on survey data from Economic Research Institute's Salary Assessor® as of October 2013 along with Digital People's expert industry analysis. This information is intended to provide general guidance in regards to appropriate salaries. It does not represent actual Digital People talent pay rates.