

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 - Chicago 2014



Position	Jr. - Median 0-3 yrs	Mid - Median 5-8 yrs	Sr. - Median 10+ yrs
Account Director	\$81,760	\$90,160	\$100,240
Account Supervisor	\$64,892	\$74,695	\$81,984
Account Manager	\$40,320	\$60,032	\$72,217
Marketing Coordinator	\$40,936	\$48,835	\$59,188
Marketing Manager	\$83,784	\$97,535	\$113,153
Marketing Director	\$92,802	\$109,999	\$128,382
Marketing Analyst	\$62,699	\$75,677	\$88,917
Project Manager	\$51,376	\$75,537	\$88,717
Project Coordinator	\$40,887	\$47,598	\$59,187
Editor	\$45,920	\$49,174	\$58,219
Copywriter	\$45,024	\$60,624	\$71,904
Proofreader	\$34,013	\$42,336	\$50,332
Illustrator	\$42,953	\$53,082	\$65,520
Production Artist	\$36,064	\$45,584	\$52,080
Graphic Designer	\$43,254	\$55,630	\$65,887
Art Director	\$51,854	\$77,637	\$95,234
Creative Director	\$74,254	\$86,597	\$106,434
Web Designer	\$45,738	\$73,198	\$92,321
Web Developer	\$65,927	\$78,912	\$97,809
SEO Specialist	\$62,687	\$72,977	\$84,663
User Experience Designer	\$66,037	\$88,534	\$107,095
Mobile UX Designer	\$73,046	\$90,664	\$132,650
Interactive Project Manager	\$60,032	\$83,239	\$95,010
Interactive Marketing Specialist	\$87,920	\$100,128	\$123,200
Web Analyst	\$62,720	\$75,488	\$89,600
Marketing Technologist	\$70,560	\$95,950	\$163,850
Web Content Writer	\$49,554	\$60,469	\$75,264

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.