

Salary Guide  
South West

# DIGITAL MARKETING

**ADLIB**



# WHAT IS THE AVERAGE DIGITAL MARKETING SALARY?

We've outlined the average salaries typically received for Digital Marketing roles in the South West.

## How do we benchmark salaries and rates?

The following is based on information collated through working in this industry day in, day out, client briefs taken and placements made by ADLIB in the South West.

We stress the importance of context when making salary comparisons based on job title. In many cases, there is a significant variance between the bottom end and top end of salaries paid.

## What to consider when assigning a salary to a role

If you choose to make a comparison, consideration should be paid beyond job title.

For example, take into account the business proposition, any client base, specialist knowledge, time of establishment and management responsibilities.

All of which will influence salary.

# CONTENT PERMANENT SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Content Executive	£25,000	£30,000	£35,000
Content Manager	£35,000	£45,000	£50,000
Content Strategist / Lead	£45,000	£50,000	£55,000
Head of Content	£55,000	£70,000	£80,000



# CRO PERMANENT SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
CRO Executive	£20,000	£25,000	£30,000
CRO Manager	£30,000	£40,000	£50,000
CRO Strategist / Lead	£50,000	£55,000	£60,000
Head of CRO	£55,000	£65,000	£80,000

# CRM PERMANENT SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
CRM Executive	£28,000	£32,000	£35,000
CRM Manager	£35,000	£40,000	£45,000
Senior CRM Manager	£45,000	£50,000	£60,000
Head of CRM	£60,000	£75,000	£100,000
CRM Director	£70,000	£85,000	£120,000



# PAID MEDIA PERMANENT SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
PPC Executive	£20,000	£25,000	£30,000
PPC Manager	£30,000	£37,500	£40,000
Senior PPC Manager	£40,000	£45,000	£50,000
Head of Paid Media	£50,000	£55,000	£60,000
Paid Media Director	£60,000	£70,000	£80,000

# PERFORMANCE MARKETING PERMANENT SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Performance Marketing Executive	£25,000	£30,000	£35,000
Performance Marketing Manager	£35,000	£45,000	£50,000
Head of Performance	£50,000	£65,000	£80,000



# SEO PERMANENT SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
SEO Executive	£23,000	£28,000	£35,000
SEO Manager	£35,000	£40,000	£45,000
Senior SEO Manager	£45,000	£45,000	£50,000
SEO Strategist	£45,000	£50,000	£55,000
Head of SEO	£50,000	£65,000	£85,000

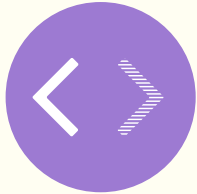




# SOCIAL MEDIA PERMANENT SALARY GUIDE

Permanent Roles	Lowest	Average	Highest
Social Media Executive	£23,000	£28,000	£30,000
Social Media Manager	£30,000	£35,000	£40,000
Senior Social Media Manager	£40,000	£45,000	£50,000
Social Media Strategist	£50,000	£55,000	£60,000
Social Media Director	£60,000	£70,000	£80,000

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