



READY **SET EXEC**



MARKETING COMPENSATION STUDY 2024

SUMMARY

The information provided in our salary compensation guide is intended solely for informational purposes. It is designed to offer general insights and guidance regarding salary trends and compensation practices. However, it should not be construed as legal, financial, or professional advice. While we strive to ensure the accuracy and relevance of the content, it may not reflect the most current legal or regulatory standards, and individual circumstances can vary significantly. Wages will also vary by industry, the higher the % of revenue spent on marketing in general the higher the salaries will be.

In addition to salaries listed in the guide, for executives at the director level and above there is additional compensation which affects the total OTE (On Target Earnings).

BONUS - A typical healthy annual bonus ranges in the 20-30% of salary, with 50% on the high end. Bonuses based on EBIDTA flow as well as team/personal performance with metrics (SQL/MQL/CONVERSION RATE/COST PER LEAD).

LTIP (LONG TERM INCENTIVE PLANS) - including equity shares (SAR/RSU/PSU), phantom shares, profit sharing etc. These can be used to offset lower salaries in startups.

HEALTH CARE PLAN / VEHICLE ALLOWANCE / VACATION TIME / ACCOMODATION - For remote locations there are sometimes additional perks such as company accommodation / travel / relocation assistance and vehicle allowances.

SUMMARY

Industries with high marketing spend and typically higher salaries:

Technology: The recent downturn has negatively affected wages which normally are among the highest. Due to the competitive nature of the industry and the high stakes involved in product launches and customer acquisition, tech companies typically spend 15% of revenue on marketing.

Pharmaceuticals and Biotechnology: These sectors invest close to 10% of revenue in marketing to promote their products to both healthcare professionals and consumers, resulting in high salaries for marketing executives.

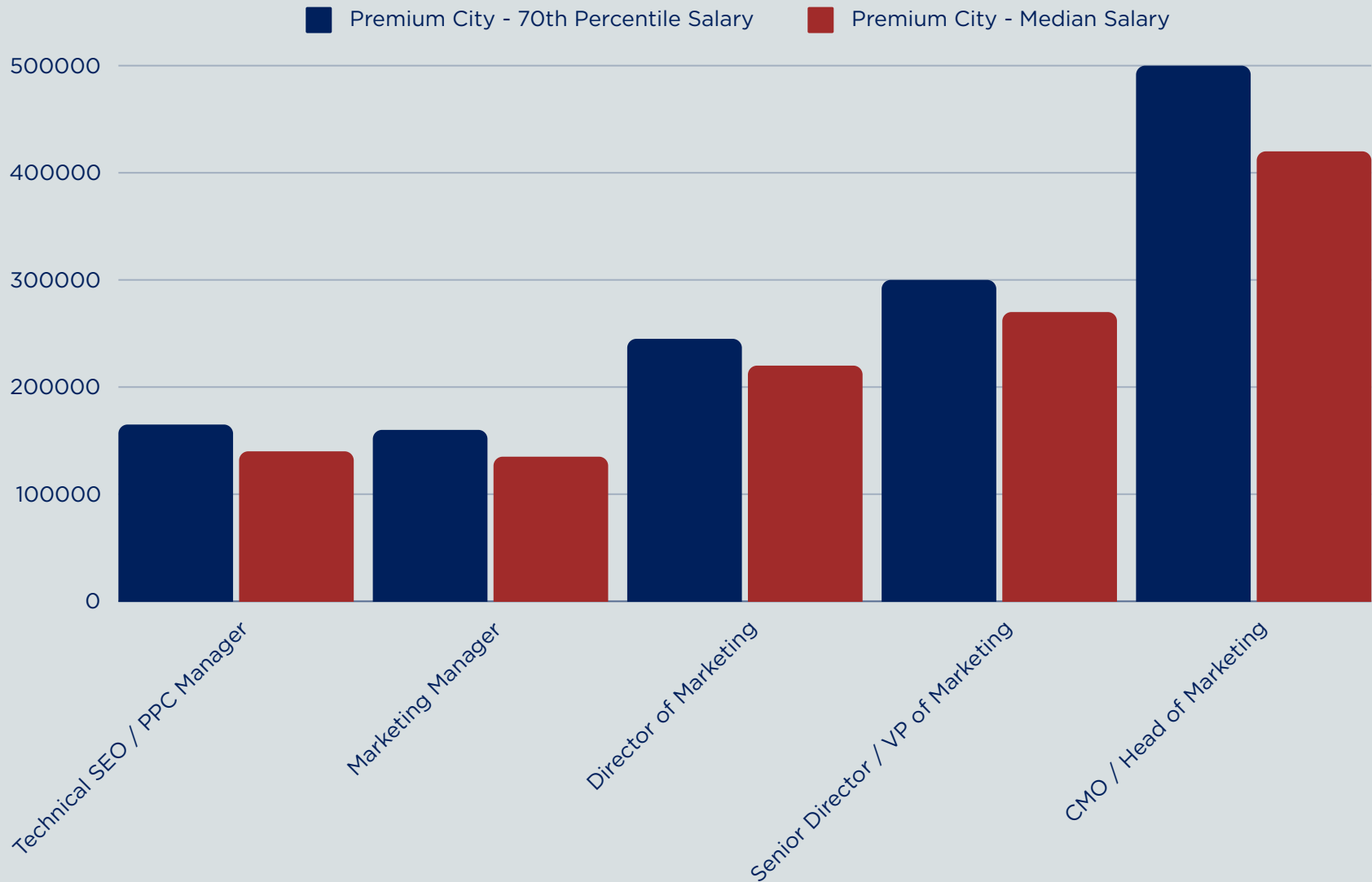
Financial Services: Banks, investment firms, and insurance companies marketing teams play a critical role in customer acquisition and retention, spending up to 11% of revenue on marketing.

Consumer Packaged Goods (CPG): These firms rely heavily on marketing to differentiate their products and maintain brand loyalty spending between 10-20% of revenue.

Media and Entertainment: Marketing executives in this industry are well-compensated due to the importance of attracting and retaining audiences in a crowded market spending on average 10% of revenue on marketing.

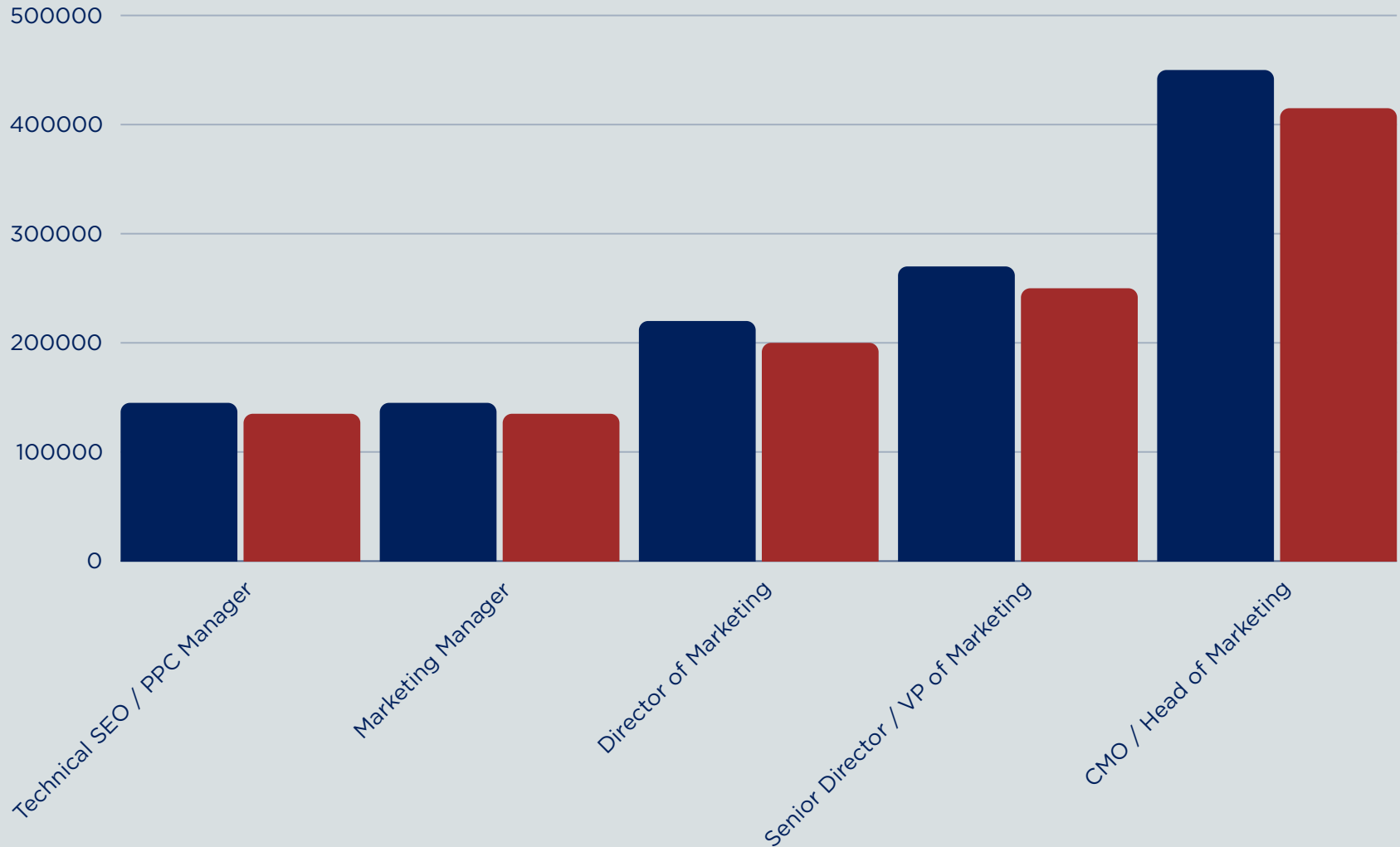
Luxury Goods: Companies in the luxury sector, such as high-end fashion, jewelry, and automobiles, have marketing executives to maintain their brand prestige and appeal ranging from 7-17% of revenue on marketing.

MARKETING ROLES (NYC/ LA) PREMIUM LOCALES



MARKETING ROLES LARGE CITY CENTER

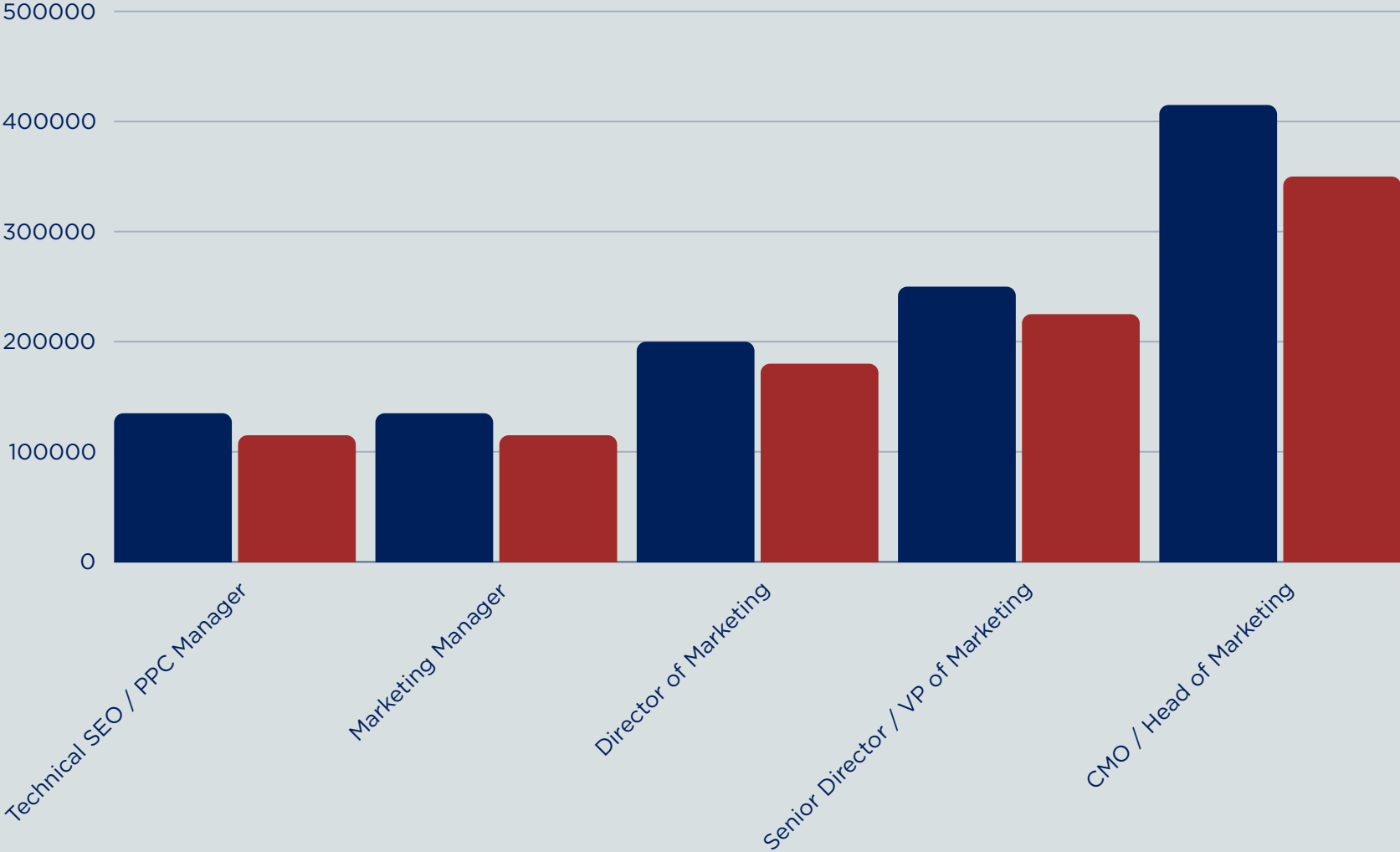
■ City - 70th Percentile Salary ■ City - Median Salary



MARKETING ROLES

RURAL AREAS

Rural - 70th Percentile Salary Rural - Median Salary



THANK YOU!



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Thank you for taking the time to read our guide. We hope this helps you in negotiations for your future marketing role! Feel free to reach out when you are in the negotiation phase for some helpful tips, tricks and target compensation information.

If you enjoyed this content, please like and follow our [LINKEDIN](#) page and see additional insights on our website.

We look forward to working with you!

All the best,

Patrick, John and the team at READY SET EXEC