



2016 STATE OF EMAIL SALARIES & JOBS IN THE UNITED STATES

Trends + Factors that Correlate to Higher Paying Jobs

Salary is just one of many factors that influence whether you consider a job a good one or not. However, it's without a doubt an important consideration for most people, not only because everyone has bills to pay, but also because a fair salary is a sign of respect.

In the inaugural State of Email Salaries & Jobs in the US report, we take a look at:

Email marketing salaries overall	3	Job openings by role	19
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If you're an executive or email marketer manager, use these results to make sure that you're offering competitive salaries for your email positions.

If you're an email marketer, use these results to gauge if you're being paid well at your current job. You can also evaluate future job opportunities, because this report reveals the characteristics of companies that value email and thus value email marketers.

All of this is made possible by the more than 500 US-based marketers who took the time to take our Email Production Survey and share their insights with the industry. Thanks! We couldn't have done this without you.

Together, we can make email better!

EMAIL MARKETING SALARIES OVERALL

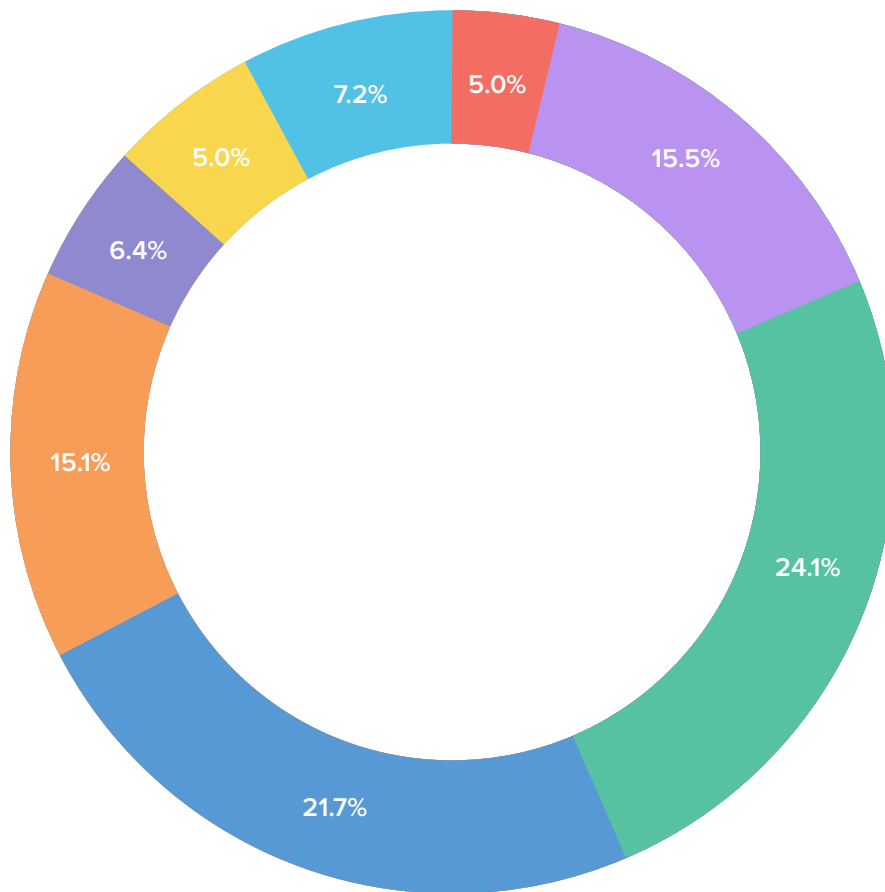
The overall picture of email marketing salaries looks quite healthy. A strong majority of email marketers have incomes above the median household income in the US, which was \$51,939 in 2013, according to the US Census Bureau.

However, as we make clear throughout this report, email marketing salaries vary widely, depending on the circumstances. To help you more easily judge these variations, we consistently highlight the percentage of email marketers in each scenario making \$60,000 or more annually, an income level that places them easily above the US median household income.

(Please note that we didn't ask about part-time versus full-time status, so some of the respondents who report lower salaries may be part-time employees or contractors. However, given that 90% of the email marketing jobs posted to the Litmus Community Job Board are for full-time employment, we believe that few part-time workers completed our survey.)

Email Marketing Salaries

Salary breakdown of email marketers in the US



502 respondents

55.4% of email marketers in the US earn salaries of \$60,000 or more.

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- Less than \$30,000
- \$30,000-\$44,999
- \$45,000-\$59,999
- \$60,000-\$74,999
- \$75,000-\$89,999
- \$90,000-\$104,999
- \$105,000-\$119,999
- \$120,000 or more

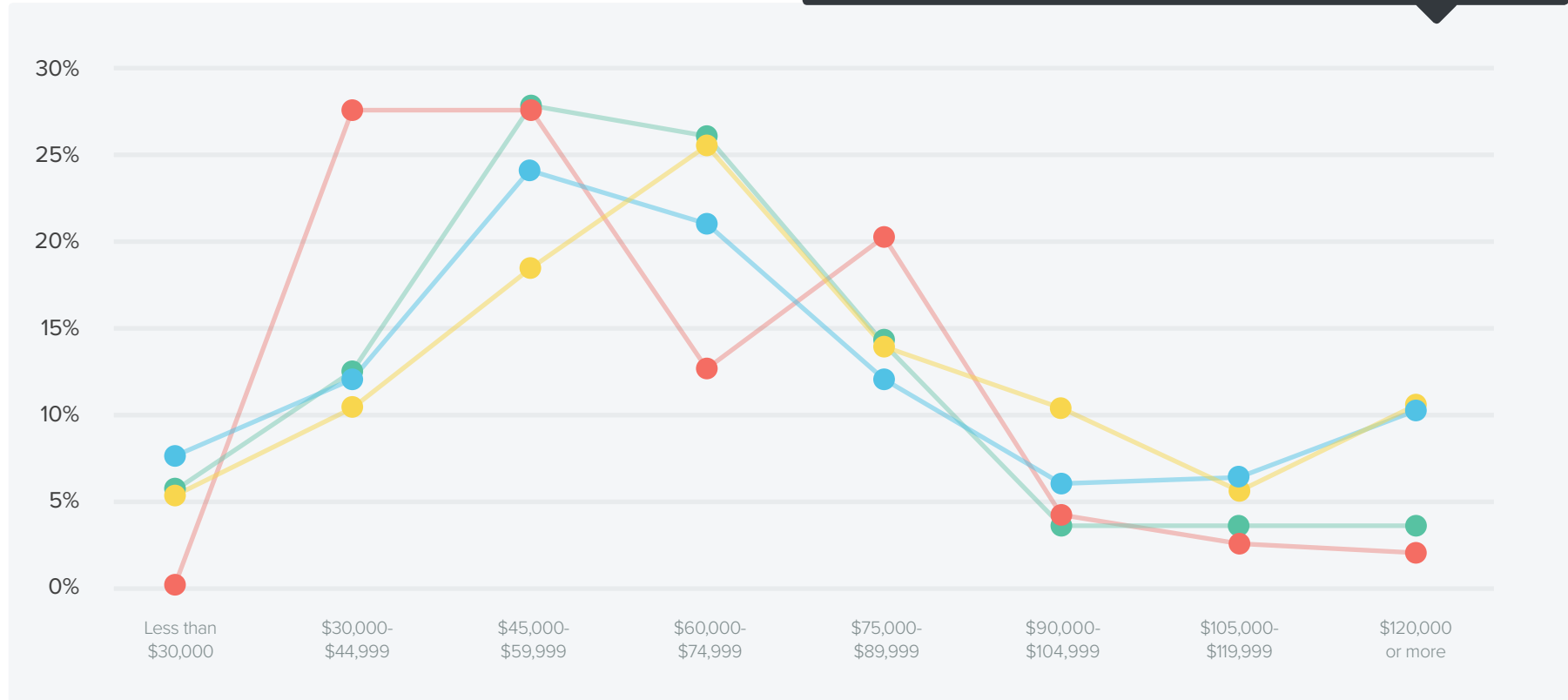
SALARIES BY GEOGRAPHIC REGION

Salaries are highest on the West Coast, where the cost of living also tends to be high. They were slightly higher than average in the Northeast, and slightly lower than average in the South. Generally speaking, the Midwest saw the lowest salaries, although this region also has the lowest percentage of respondents making less than \$30,000 a year.

Salaries by Geographic Region

US email marketing salaries are highest in the West, followed by Northeast, South, and Midwest.

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West Region



Salary breakdown of email marketers working in the West region of the US

128 respondents

Midwest Region



Salary breakdown of email marketers working in Midwest region of the US

124 respondents

South Region



Salary breakdown of email marketers working in South region of the US

101 respondents

Northeast Region



Salary breakdown of email marketers working in Northeast region of the US

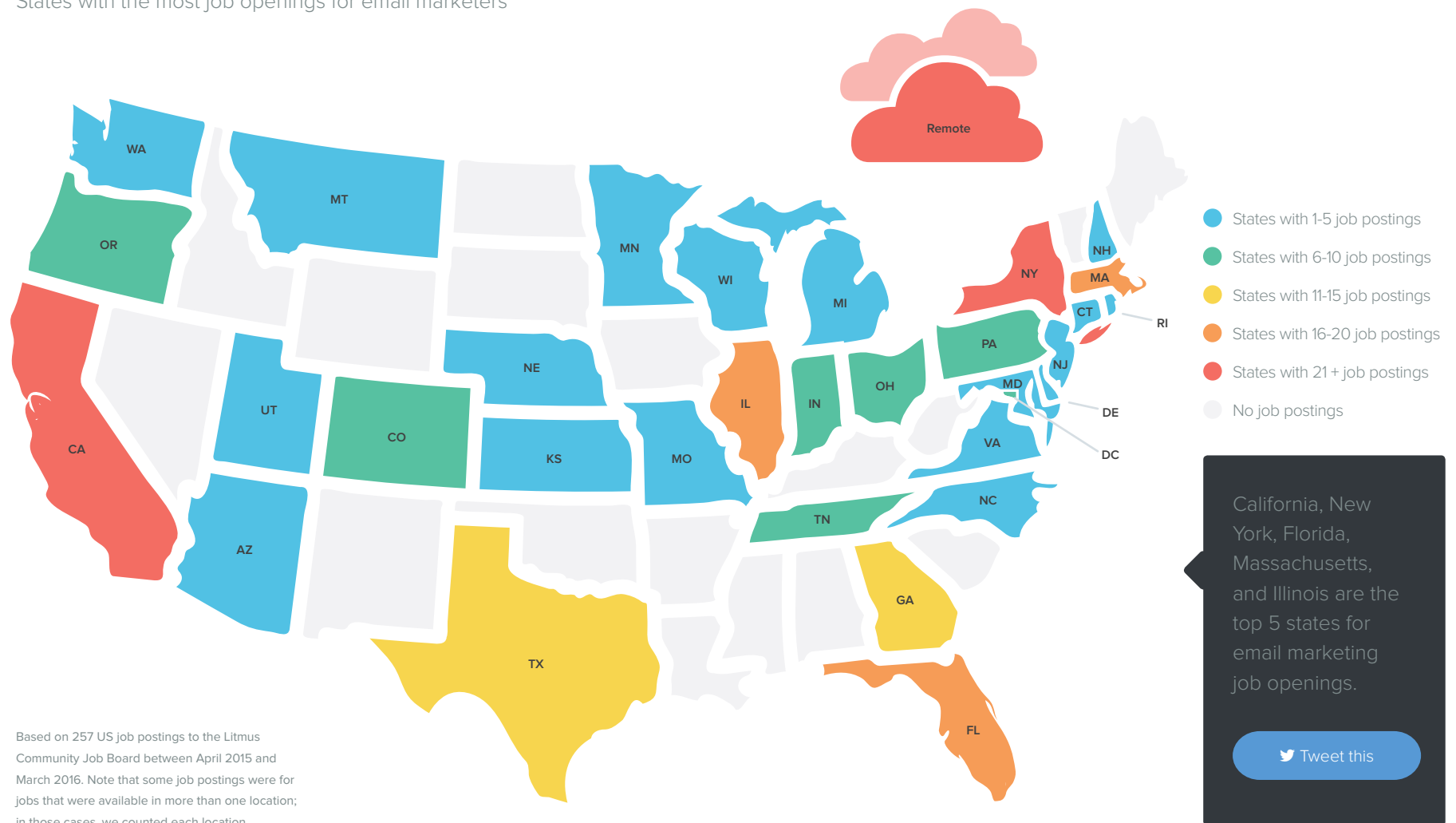
149 respondents

JOB OPENINGS BY STATE

Living up to its reputation as a high-tech hub, California was far and away the state with the most job openings for email marketers. New York, Florida, Massachusetts, and Illinois rounded out the rest of the top 5. However, if “remote” were considered a state, it would be in the No. 2 spot behind California.

Hotspots for Jobs

States with the most job openings for email marketers



Based on 257 US job postings to the Litmus Community Job Board between April 2015 and March 2016. Note that some job postings were for jobs that were available in more than one location; in those cases, we counted each location.

SALARIES BY INDUSTRY VERTICAL

Business-to-consumer (B2C) companies pay significantly higher salaries than other verticals, including business-to-business (B2B) companies, which pay average salaries, and agencies, which pay below average salaries. Our survey also included responses from email marketers working at nonprofits and “other” industries; however, we did not receive enough responses to be able to report statistically significant results. That said, anecdotally, salaries in those industries appear to be below average.

Salaries by Industry Vertical



Salaries at B2C Companies
171 respondents

Salaries at B2B Companies
130 respondents

Salaries at Agencies
101 respondents

62.6% of US email marketers at B2C companies earn \$60,000 or more.

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56.2% of US email marketers at B2B companies earn \$60,000 or more.

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47.5% of US email marketers at agencies earn \$60,000 or more.

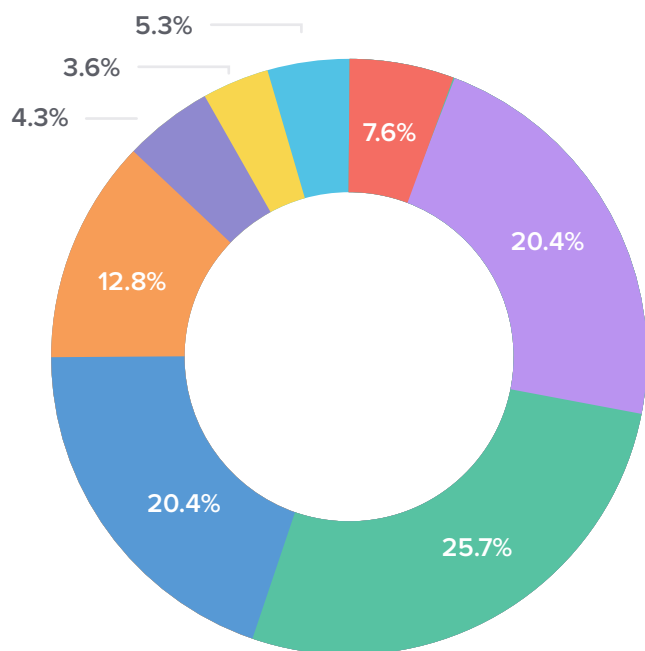
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SALARIES BY COMPANY SIZE

The number of employees a company has is the biggest and clearest indicator of higher than average email marketing salaries. This makes sense given the greater complexity, higher email volumes, and bigger stakes at these companies. This finding was also in line with the industry vertical pay trends that we found, since a higher percentage of the large companies were B2C and a smaller percentage were agencies among our respondents.

Salaries at Small & Midsize Companies

Salary breakdown of email marketers at companies with fewer than 500 employees



304 respondents

46.4% of US email marketers at companies with fewer than 500 employees earn salaries of \$60,000 or more.

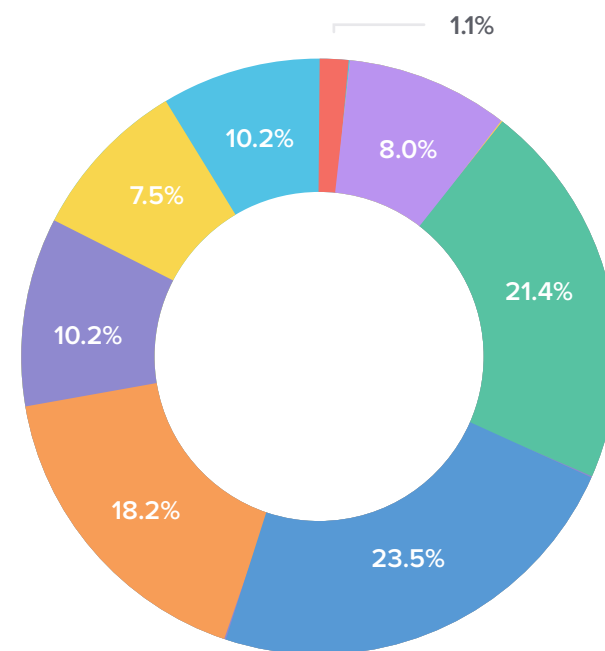
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69.5% of US email marketers at companies with 500 or more employees earn salaries of \$60,000 or more.

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Salaries at Large Companies

Salary breakdown of email marketers at companies with 500 or more employees



187 respondents

Less than \$30,000

\$30,000-\$44,999

\$45,000-\$59,999

\$60,000-\$74,999

\$75,000-\$89,999

\$90,000-\$104,999

\$105,000-\$119,999

\$120,000 or more

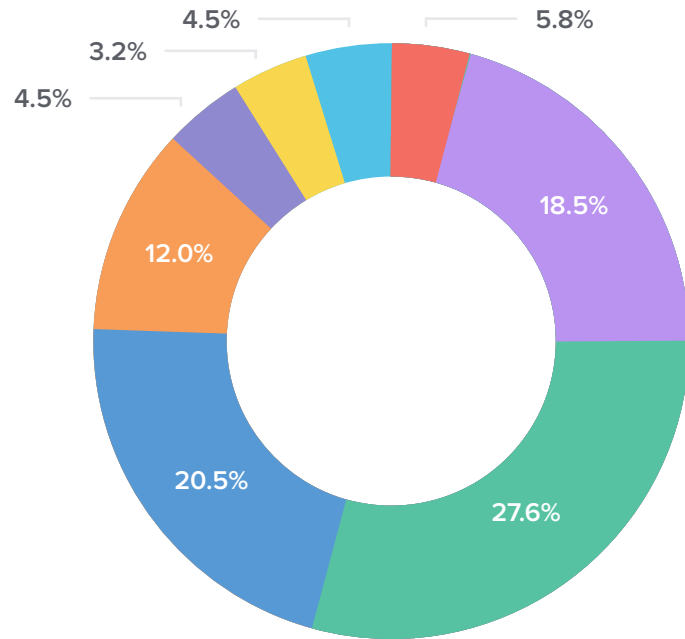
SALARIES BY ROLE

Email marketing is a multi-faceted job, but companies don't value all facets the same. The more tactical roles—including email design, coding, and copywriting—tend to be valued less than the more strategic roles—such as performance analysis, planning, and strategy. Of course, the highest paid role is manager of the email channel.

The number of roles you perform also impacts salary, with higher pay correlating with performing fewer roles. Beyond indicating the value of specialization, these findings correlate with company size, with smaller companies primarily employing generalist email marketers who perform many different roles

Email Designer Salaries

Salary breakdown of email marketers who handle email design



306 respondents

44.8% of US marketers involved in email design earn salaries of \$60,000 or more.

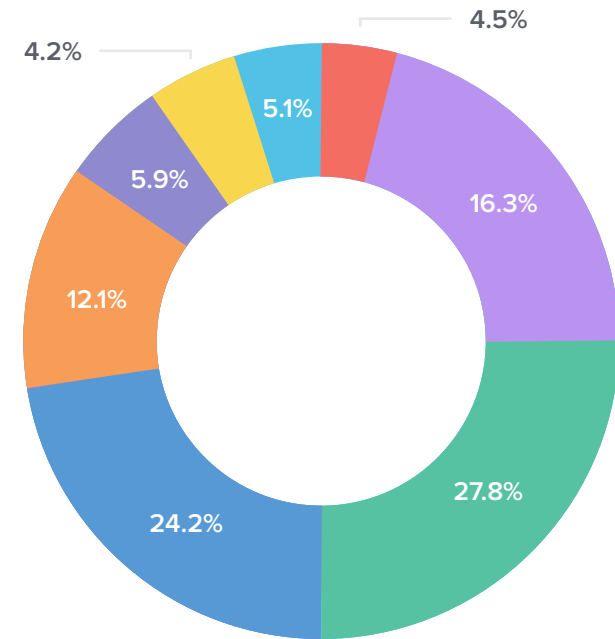
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51.4% of US marketers involved in email coding and development earn salaries of \$60,000 or more.

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Email Developer Salaries

Salary breakdown of email marketers who handle email coding and development



356 respondents

Less than \$30,000

\$75,000-\$89,999

\$30,000-\$44,999

\$90,000-\$104,999

\$45,000-\$59,999

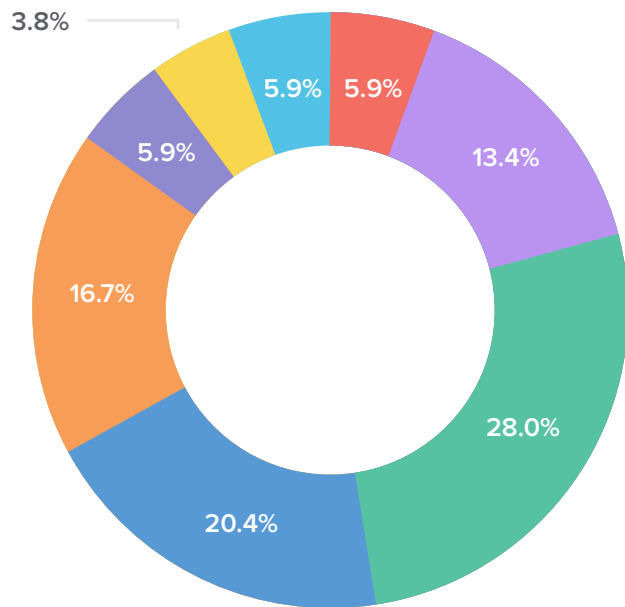
\$105,000-\$119,999

\$60,000-\$74,999

\$120,000 or more

Email Copywriter Salaries

Salary breakdown of email marketers who handle email copywriting



186 respondents

52.7% of US marketers involved in email copywriting earn salaries of \$60,000 or more.

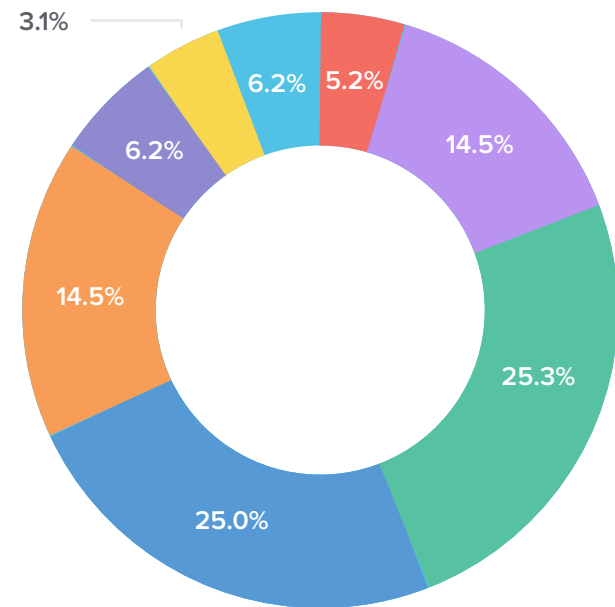
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54.9% of US marketers involved in email analytics earn salaries of \$60,000 or more.

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Email Analyst Salaries

Salary breakdown of email marketers who handle email performance analysis and analytics



324 respondents

Less than \$30,000

\$30,000-\$44,999

\$45,000-\$59,999

\$60,000-\$74,999

\$75,000-\$89,999

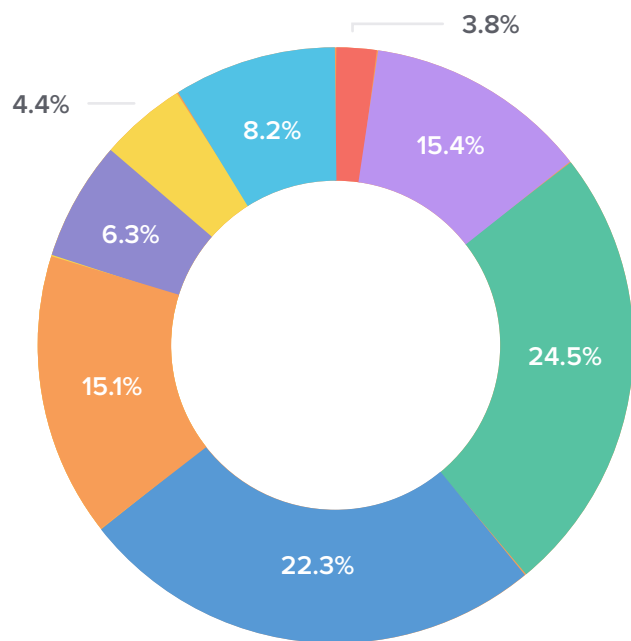
\$90,000-\$104,999

\$105,000-\$119,999

\$120,000 or more

Email Planner Salaries

Salary breakdown of email marketers who handle email planning



318 respondents

56.3% of US marketers involved in email planning earn salaries of \$60,000 or more.

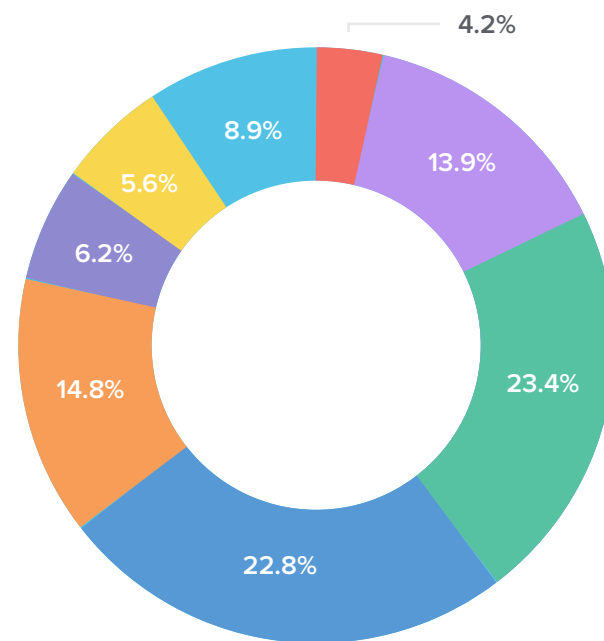
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58.5% of US marketers involved in email strategy earn salaries of \$60,000 or more.

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Email Strategist Salaries

Salary breakdown of email marketers who handle email strategy



337 respondents

Less than \$30,000

\$30,000-\$44,999

\$45,000-\$59,999

\$60,000-\$74,999

\$75,000-\$89,999

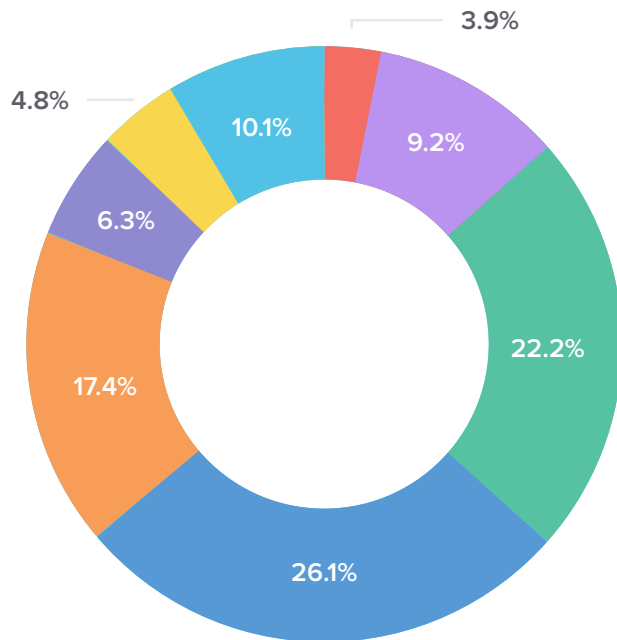
\$90,000-\$104,999

\$105,000-\$119,999

\$120,000 or more

Channel Leader Salaries

Salary breakdown of email marketers with oversight of the email marketing channel



207 respondents

64.7% of US marketers involved in overseeing the email channel earn salaries of \$60,000 or more.

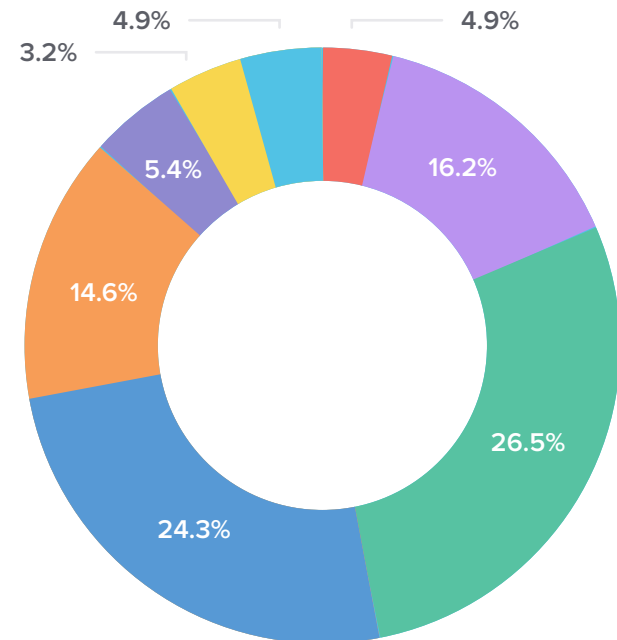
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52.4% of US email marketers performing 5 or 6 roles earn salaries of \$60,000 or more.

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Generalist Salaries

Salary breakdown of email marketers performing 5 or 6 non-management roles

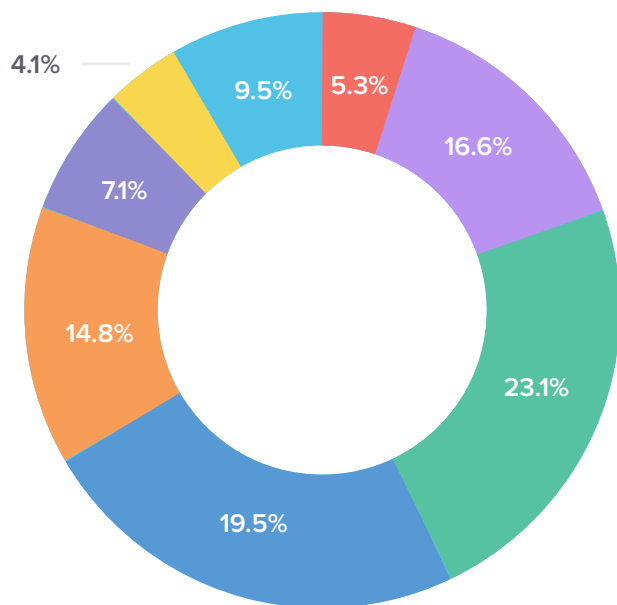


185 respondents



Semi-Specialist Salaries

Salary breakdown of email marketers performing 3 or 4 non-management roles



169 respondents

55.0% of US email marketers performing 3 or 4 roles earn salaries of \$60,000 or more.

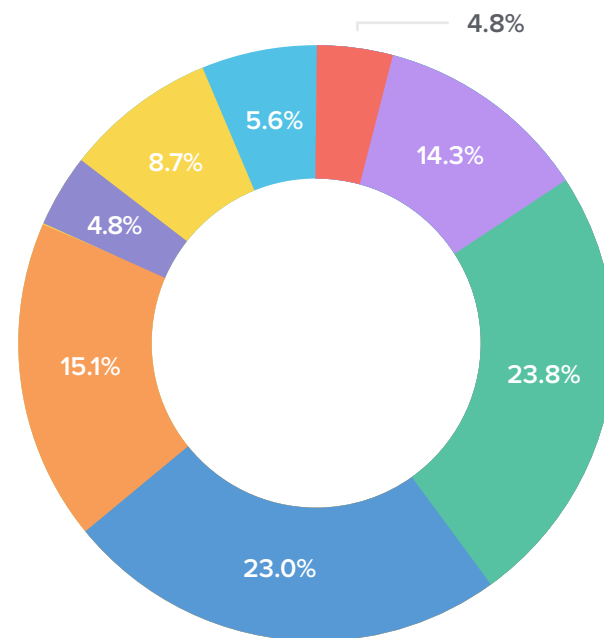
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57.1% of US email marketers performing 1 or 2 roles earn salaries of \$60,000 or more.

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Specialist Salaries

Salary breakdown of email marketers performing 1 or 2 non-management roles



126 respondents

Less than \$30,000

\$30,000-\$44,999

\$45,000-\$59,999

\$60,000-\$74,999

\$75,000-\$89,999

\$90,000-\$104,999

\$105,000-\$119,999

\$120,000 or more

JOB OPENINGS BY ROLE

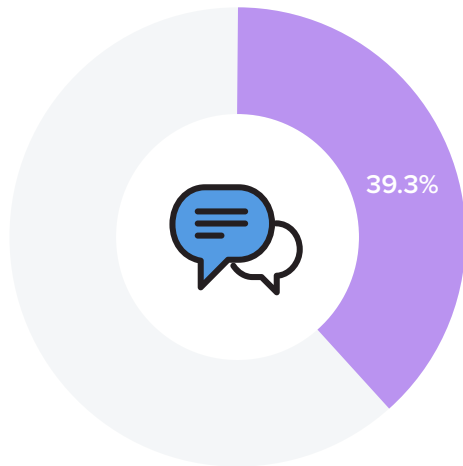
General email marketing jobs appear to be the most plentiful, followed closely by email design jobs and then email coding and development jobs. Email strategy, copywriting, and quality assurance jobs were the least plentiful.

(Please note that these findings are based on data from job postings on the Litmus Community Job Board and that the Litmus Community is known for attracting email designers and developers. Therefore, the mix of jobs we saw may not be representative of national trends.)

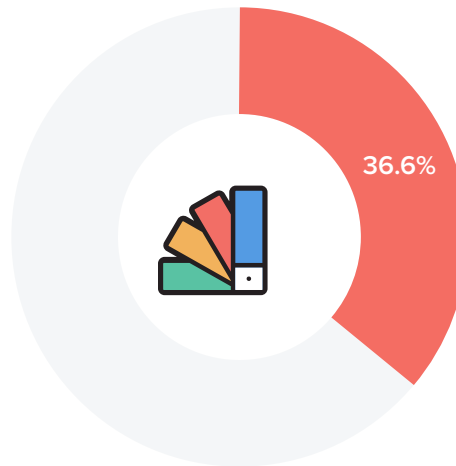
Email Marketing Roles in Demand

Roles most often sought in email marketing job postings

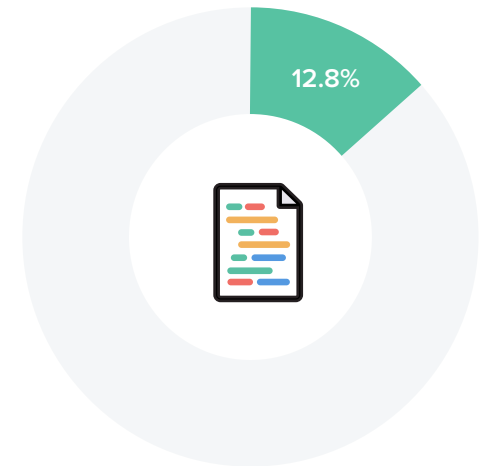
Based on 257 US job postings to the Litmus Community
Job Board between April 2015 and March 2016.



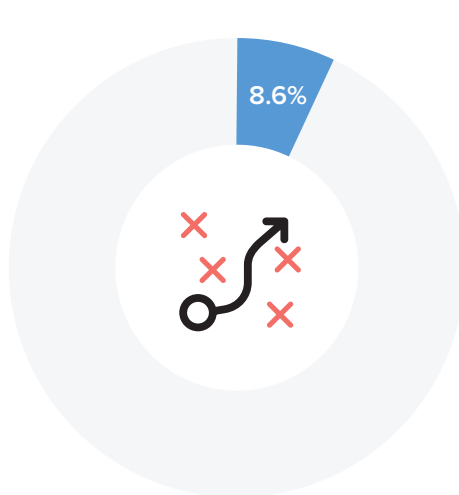
Marketing



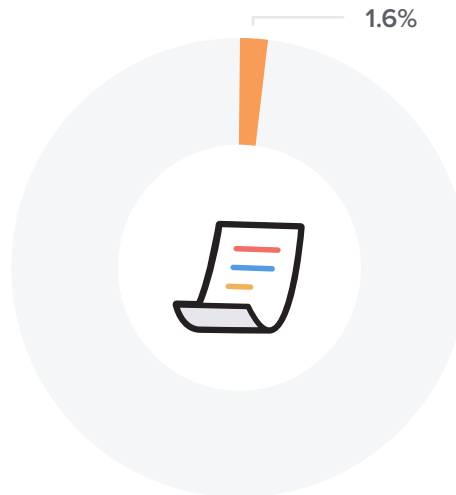
Design



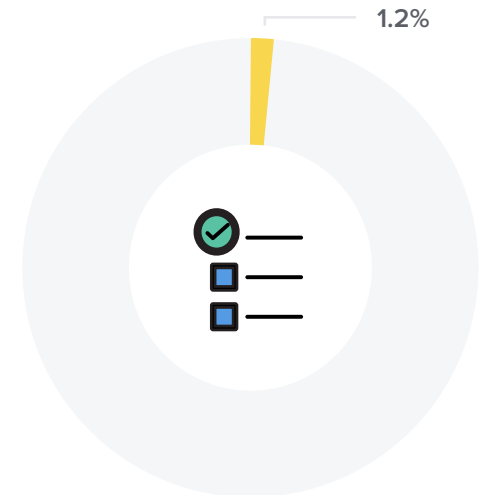
Coding & Development



Strategy



Copywriting



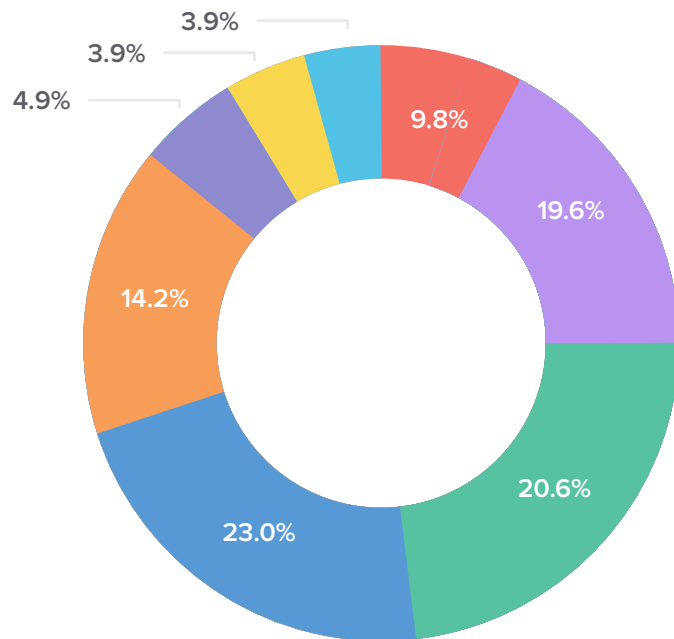
Quality Assurance

SALARIES BY TEAM SIZE

Larger email marketing teams generally mean larger salaries, in part because there are more specialists on the team. However, counter to what you might expect, team size doesn't correlate with company size, except at very small companies (20 employees or fewer) or very large companies (10,000+ employees). So team size should be viewed as a marker of whether a company values the email channel and is therefore more likely to pay their email marketers well.

Salaries on Small Teams

Salary breakdown of email marketers on teams of 1 or 2



204 respondents

50.0% of US email marketers on teams of 1 or 2 earn salaries of \$60,000 or more.

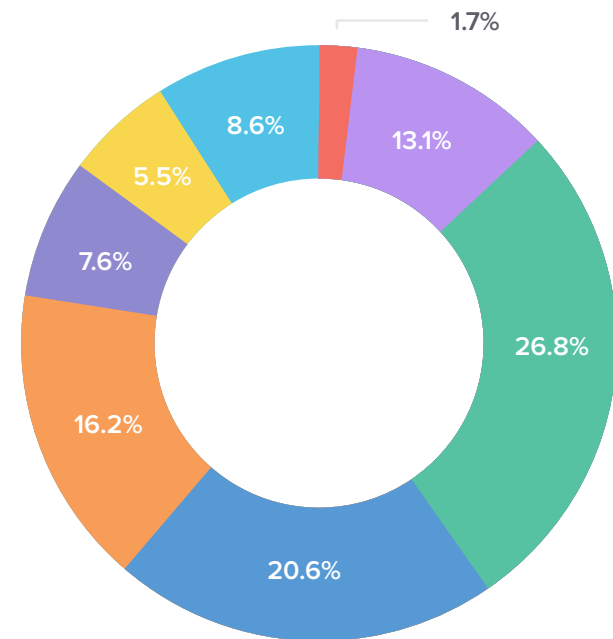
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58.4% of US email marketers on teams of 3 or more earn salaries of \$60,000 or more.

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Salaries on Large Teams

Salary breakdown of email marketers on teams of 3 or more



291 respondents

Less than \$30,000

\$30,000-\$44,999

\$45,000-\$59,999

\$60,000-\$74,999

\$75,000-\$89,999

\$90,000-\$104,999

\$105,000-\$119,999

\$120,000 or more

IMPACT OF AGENCY & FREELANCER USAGE ON SALARIES

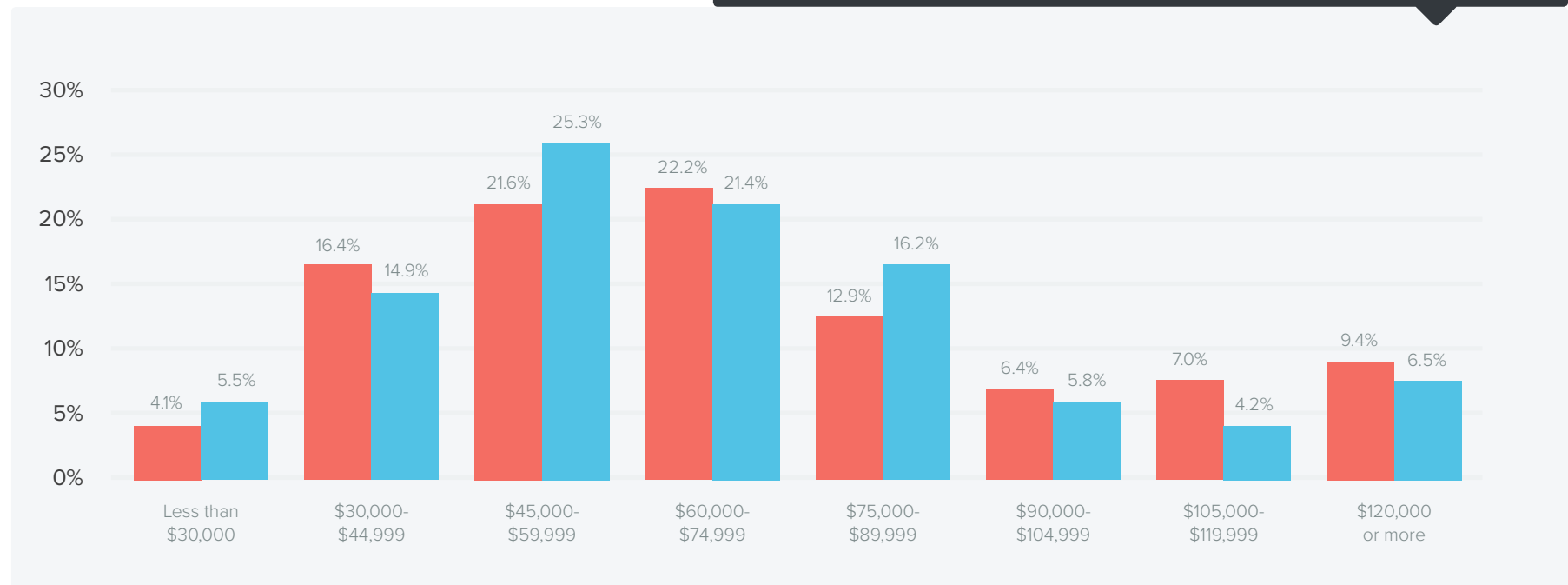
While the use of email marketing agencies and freelancers obviously dampens internal hiring, it doesn't hurt the salaries of email marketers who are on staff at the brand. In fact, a company using agencies and especially freelancers are likely to pay their internal email marketers more. Two reasons likely explain this: (1) companies are offloading some lower-level work to agencies and freelancers, leaving more strategic, higher-paying work for staffers; and (2) companies that use outside help are more committed to and invested in their email marketing efforts and therefore pay better.

Salary Effect of Agency Usage

Salary breakdown of email marketers at companies that use and don't use agencies for email marketing

57.9% of US email marketers at companies using agencies earn salaries of \$60,000 or more vs. 54.2% of those at companies that don't use agencies.

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181 respondents use agencies and 308 respondents don't use agencies

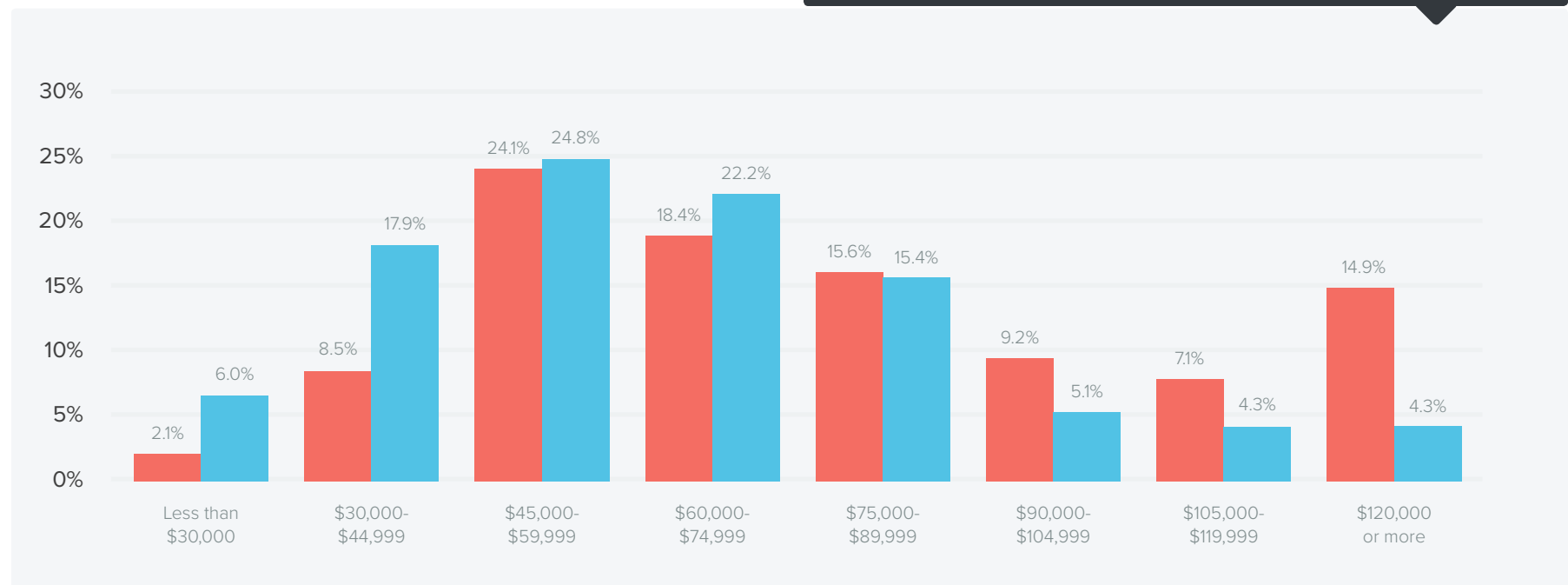
● Use Agencies ● Don't Use Agencies

Salary Effect of Freelancer Usage

Salary breakdown of email marketers at companies that use and don't use freelancers for email marketing

65.2% of US email marketers at companies using freelancers earn salaries of \$60,000 or more vs. 51.3% at companies that don't use freelancers.

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141 respondents use freelancers and 351 respondents don't use freelancers

● Use Freelancers ● Don't Use Freelancers

IMPACT OF SOPHISTICATION ON SALARIES

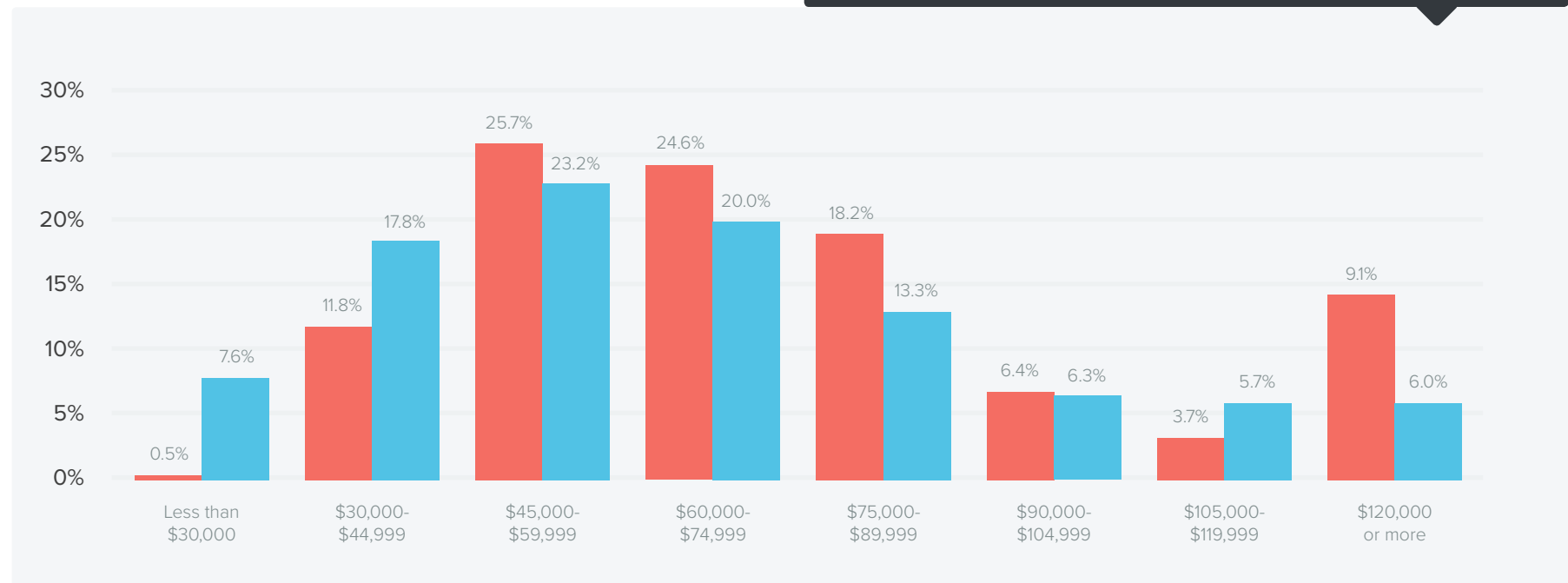
Just like larger team sizes and the use of agencies and freelancers are indications that companies are more sophisticated and value the email marketing channel more, whether a company uses Litmus for email previews or uses dynamic content in their emails are also positive signs. Companies that use these pay their email marketers significantly more than companies that don't.

Salary Effect of Litmus Usage

Salary breakdown of email marketers at companies that use and don't use Litmus for email previews

62.0% of US email marketers at companies using Litmus Email Previews earn salaries of \$60,000 or more vs. 51.3% at companies that don't.

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187 respondents use Litmus for email previews and 315 respondents do not

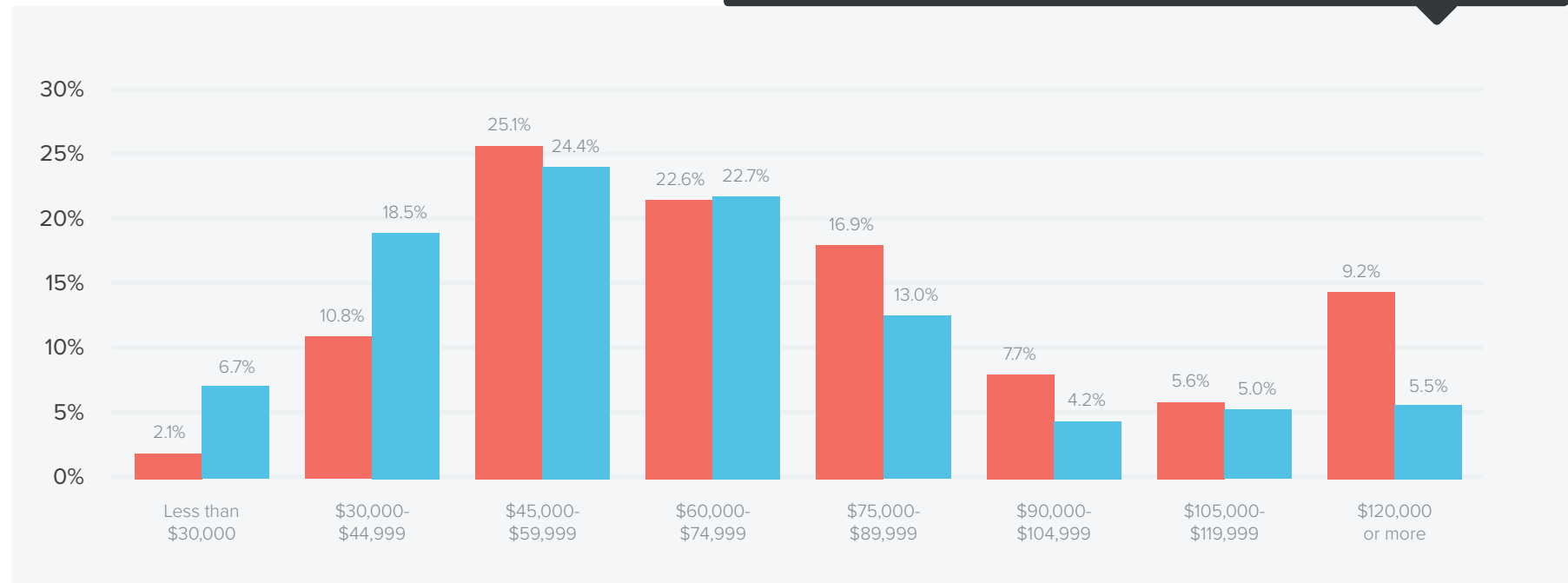
● Use Litmus Email Previews
● Don't Use Litmus Email Previews

Salary Effect of Dynamic Content Usage

Salary breakdown of email marketers at companies that use dynamic content in some, most or all emails and at companies that use it in few emails or none

62.1% of US email marketers at companies using dynamic content often earn salaries of \$60,000 or more vs. 50.4% at companies using it rarely.

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195 respondents use dynamic content in some, most, or all emails and 238 respondents use dynamic content in few emails or none

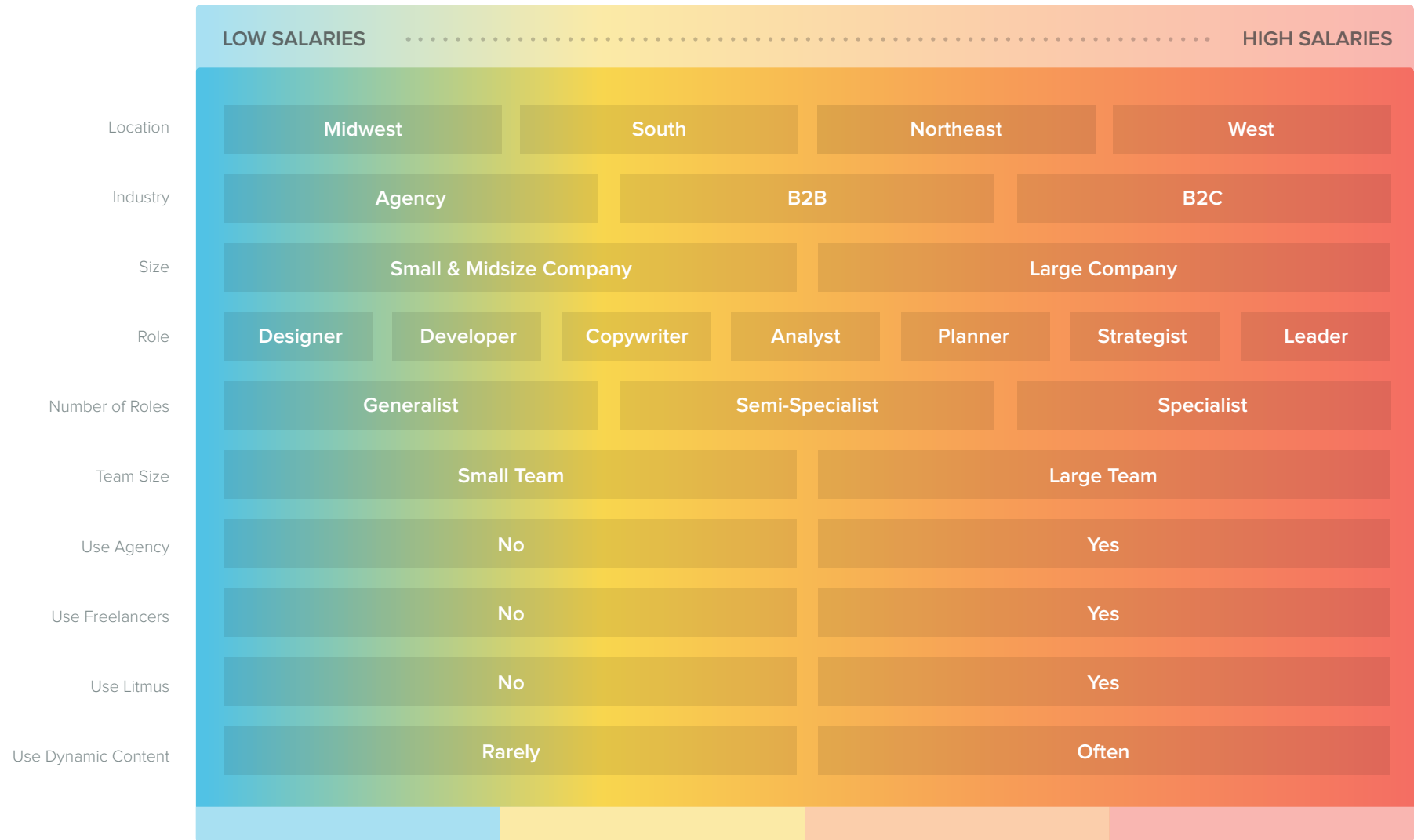
● Use dynamic content often
● Use dynamic content rarely

FEATURES OF HIGH- PAYING JOBS

If you put all of the findings of our research together, they paint a picture of what high-paying environments look like. Companies can't change many characteristics that influence salaries, such as the size, location, and industry vertical of their company. However, companies do control a number of other factors that influence salaries, such as team size, use of agencies and freelancers, and other markers of a sophisticated and valued email program.

Factors that Impact Email Marketers' Salaries

Generally speaking, here are the factors that correlate to low and high salaries for email marketers



BETTER WORKFLOWS CREATE BETTER EMAILS

As marketers, designers, and developers who spend our days planning, coding, testing, and executing email campaigns, it's our job to streamline our workflows, coordinate with our teammates, and use tools that minimize mistakes so our subscribers have the best email experience possible.



Spend more time innovating

Creating an email that looks great everywhere can be hard. **Litmus Builder** makes it easier. Build your email inside Litmus' web-based editor and get instant previews in 40+ email clients as you go. Every change updates your previews in real time, so you can build, test, and troubleshoot faster than ever before—and spend more time focusing on optimizing your subscriber experience.



Put your best email foot forward

Ensuring that your emails display appropriately in every inbox is just the beginning. **Checklist** combines 10 years of Litmus research and best practices to optimize your sender name, subject line, and preview text; make sure your links, images, and tracking work properly; and much more. Checklist guarantees that important details aren't accidentally overlooked.



Optimize for your audience


While general email client open data is great for looking at trends, it's your audience that matters. With the addition of a small tracking code to your campaigns, **Email Analytics** generates a report of where your subscribers open your emails. Use that data to focus your testing efforts—and ensure your campaigns look great in the inboxes where your subscribers are opening








START SENDING BETTER EMAILS TODAY.

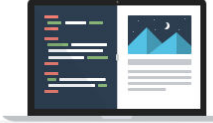
Try Litmus free for 14 days

Send better email →

No credit card required

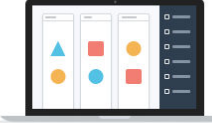
**Dashboard**






Build, test, and get instant previews in 40+ clients as you troubleshoot

Paste your HTML



Send us your email to get instant previews and run a comprehensive checklist

Send us your email



Discover your audience and monitor the success of your campaigns




View your reports


Recent Builder projects


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Recent Checklists

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Paul F. 

PF



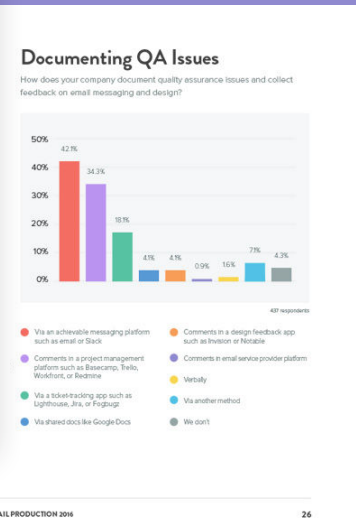
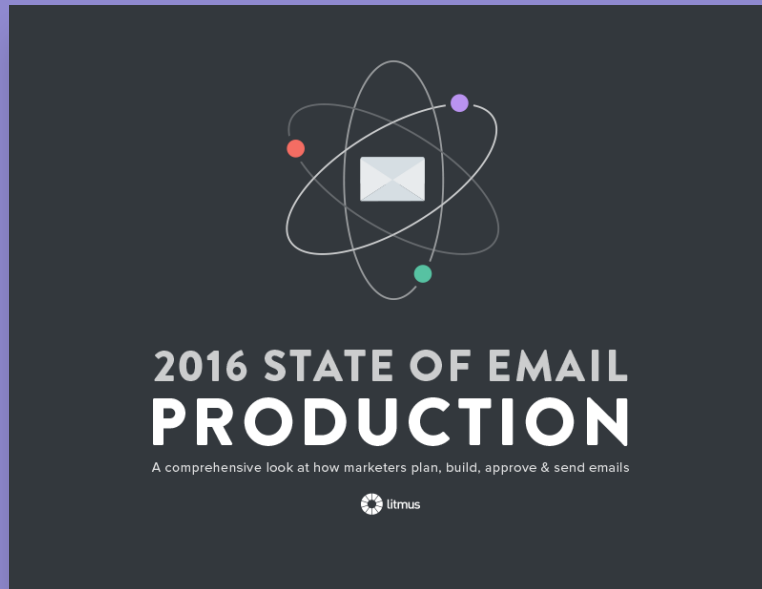
THE LITMUS COMMUNITY JOB BOARD

Find your next great hire or take the next step in your career on the only job board for email professionals, with jobs for marketers, designers, developers, and more from companies around the world.



Find your next great hire or your dream job →

MORE RESEARCH FROM LITMUS



2016 State of Email Production

In this report, we take a detailed look at how brands build their teams, plan their email content, allocate their time among various production tasks, use technology in their workflow, handle quality assurance and approvals, send their emails, and deal with email mistakes. Use these results to help benchmark your own process, identifying opportunities for improvement.

Get your copy →



Email Marketing in 2020

20 Experts Share Their Visions of the Future of the Channel



Future-Proof

ound in 10 years than Facebook, cable TV, Twitter, to consumers. And support for email is particularly phics. First, older Millennials, a group thought to be most optimistic about email's longevity. And second, household incomes are also bullish on email. Such off consumers is a sign that email marketing will be

8

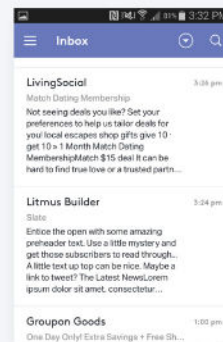
Email Marketing in 2020

In this report, we take a look at what email marketing will be like in the year 2020—in terms of the subscriber experience, inbox functionality, deliverability, design and coding, technology provider landscape, and more. To provide the full picture, we surveyed marketers and consumers about the channel, and then asked 20 experts to share their vision of email's future.

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2016

STATE OF EMAIL REPORT



☒ ACTION ITEM: OPTIMIZE YOUR PREVIEW TEXT

Pinch and zoom functionality means there is more real estate for preview text. This translates to an opportunity for marketers to get clever with their [preview text messaging](#).

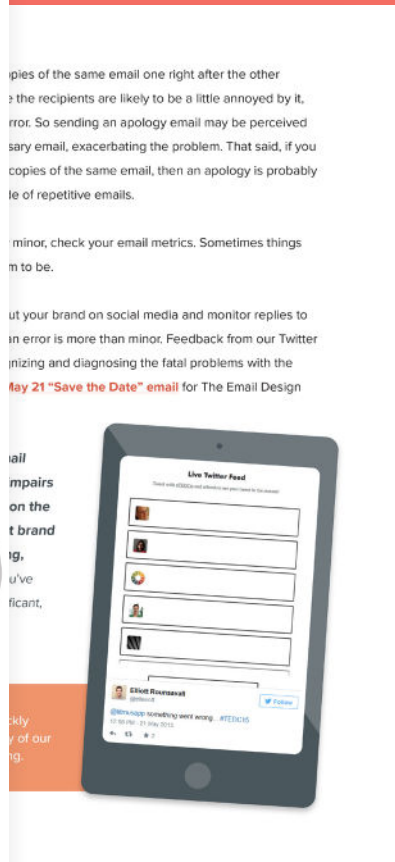
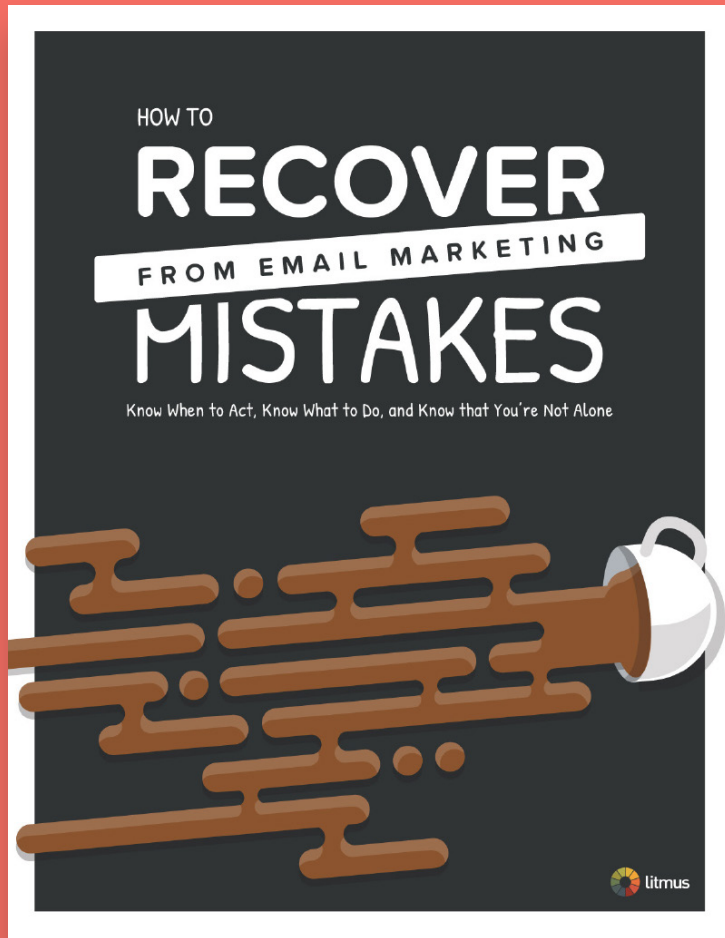
DISPLAYS BLUE LINKS FOR DATES AND LOCATIONS

Atto appears to have the same blue links issue as iOS, and will automatically link dates, phone numbers, and locations in the email.

2016 State of Email

In this report, we dive into major innovations from the past year, providing insights and action items for email marketing professionals. Plus, we take a look at market share stats across desktop, mobile, and webmail inboxes. By the end, you'll be positioned for email success throughout 2016.

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How to Recover from Email Marketing Mistakes

In this report, we share a decision framework that will guide you to a response that's appropriate for the error made, one that minimizes the impact of the mistake and avoids an overreaction that could make the situation worse. We walk you through each step of the framework and share real-life stories of email marketing mishaps along the way.

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Methodology

The salary data in this report is based on responses to the Email Production Survey between Aug. 27 and Nov. 24, 2015 by 502 professionals involved in email marketing in the US. All questions were optional, so the number of respondents is noted for each question throughout this report. The job data is based on 257 US job postings to the Litmus Community Job Board between April 2015 and March 2016.

About the Litmus Community Job Board

The Litmus Community Job Board is the only job board built specifically for email industry professionals. Browse jobs for marketers, designers, developers, strategists, copywriters, and quality assurance specialists—or subscribe to the Job Board Digest for weekly updates on new listings. Looking to grow your own team? Join companies from all over the world and access the best talent in the industry.



About Litmus

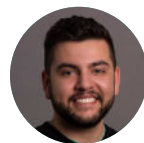
Litmus helps more than 250,000 marketers make email better. The web-based email creation, testing, and analytics platform empowers marketers, designers, and agencies to confidently deliver a superior subscriber experience. Litmus provides instant email previews and quality assurance tools across all major inbox providers, browsers, and devices, and features comprehensive analytics to help users quickly and easily build, test, troubleshoot, and optimize every campaign.

Headquartered in Cambridge, Mass., with additional offices in London, Litmus has partnered with more than 250 major email service providers and agencies, including MailChimp, IBM Silverpop, and BrightWave Marketing. For more information about Litmus and the latest email news and trends, visit www.litmus.com.



About the Author

Chad White is the Research Director at Litmus and the author of *Email Marketing Rules* and thousands of posts and articles about email marketing. A former journalist at Condé Nast and Dow Jones & Co., he has spent more than a decade researching email trends and best practices at the Direct Marketing Association, Responsys, Salesforce.com, and in his current role.



About the Designer

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