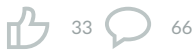


By: [Kelsey Libert](#)

July 20th, 2015

## The Inbound Marketing Economy

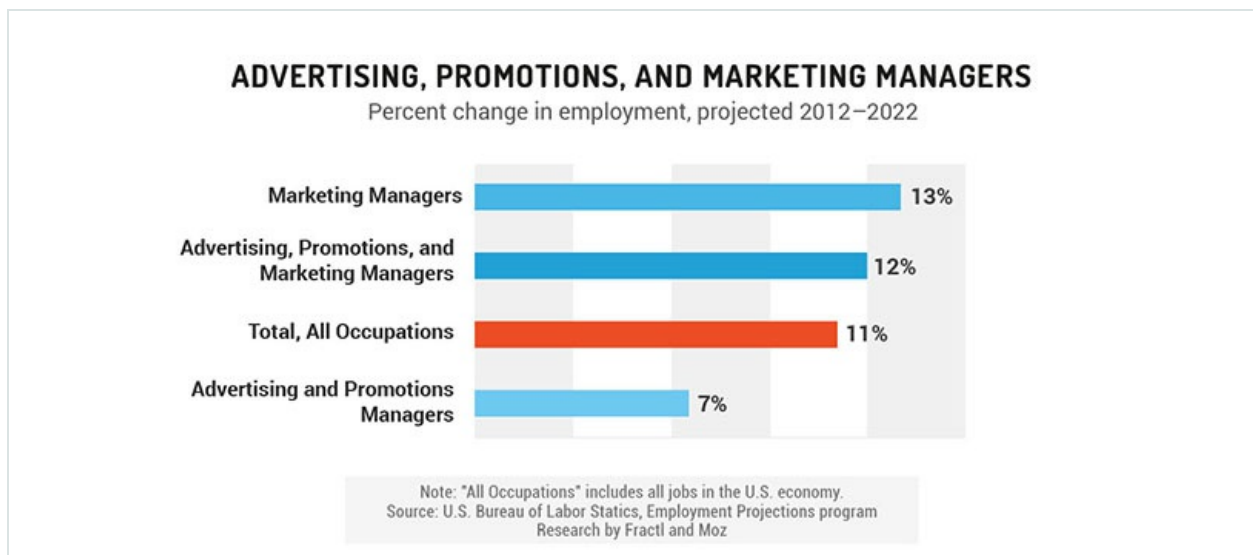
Marketing Industry



The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

When it comes to job availability and security, the future looks bright for inbound marketers.

The Bureau of Labor Statistics (BLS) projects that employment for marketing managers will [grow by 13% between 2012 and 2022](#). Job security for marketing managers also looks positive according to the BLS, which cites that marketing employees are less likely to be laid off since marketing drives revenue for most businesses.



While the BLS provides growth estimates for managerial-level marketing roles, these projections don't give much insight into the

growth of digital marketing, specifically the disciplines within digital marketing. As we know, "marketing" can refer to a variety of different specializations and methodologies. Since digital marketing is still relatively new compared to other fields, there is not much comprehensive research on job growth and trends in our industry.

To gain a better understanding of the current state of digital marketing careers, [Fractl](#) teamed up with Moz to identify which skills and roles are the most in demand and which states have the greatest concentration of jobs.

## Methodology

We analyzed 75,315 job listings posted on Indeed.com during June 2015 based on data gathered from job ads containing the following terms:

- "content marketing" or "content strategy"
- "SEO" or "search engine marketing"
- "social media marketing" or "social media management"
- "inbound marketing" or "digital marketing"
- "PPC" (pay-per-click)
- "Google Analytics"

We chose the above keywords based on their likelihood to return results that were marketing-focused roles (for example, just searching for "social media" may return a lot of jobs that are not primarily marketing focused, such as customer service). The occurrence of each of these terms in job listings was quantified and segmented by state. We then combined the job listing data with U.S. Census Bureau population estimates to calculate the jobs per capita for each keyword, giving us the states with the greatest concentration of jobs for a given search query.

Using the same data, we identified which job titles appeared most frequently. We used existing data from Indeed to determine job trends and average salaries. LinkedIn search results were also used to identify keyword growth in user profiles.

## Marketing skills are in high demand, but talent is hard to find

As the marketing industry continues to evolve due to emerging technology and marketing platforms, marketers are expected to pick up new skills and broaden their knowledge more quickly than ever before. Many believe this rapid rate of change has caused a [marketing skills gap](#), making it difficult to find candidates with the technical, creative, and business proficiencies needed to succeed in digital marketing.

The ability to combine analytical thinking with creative execution is highly desirable and necessary in today's marketing landscape. According to an article in [The Guardian](#), "Companies will increasingly look for rounded individuals who can combine analytical rigor with the ability to apply this knowledge in a practical and creative context." Being both detail-oriented and a big picture thinker is also a sought-after combination of attributes. A [report by The Economist and Marketo](#) found that "CMOs want people with the ability to grasp and manage the details (in data, technology, and marketing operations) combined with a view of the strategic big picture."

But well-rounded marketers are hard to come by. In a [study conducted by Bullhorn](#), 64% of recruiters reported a shortage of skilled candidates for available marketing roles. [Wanted Analytics](#) recently found that one of the biggest national talent shortages is for marketing manager roles, with only two available candidates per job opening.

## Increase in marketers listing skills in content marketing, inbound marketing, and social media on LinkedIn profiles

While recruiter frustrations may indicate a shallow talent pool, LinkedIn tells a different story—the number of U.S.-based marketers who identify themselves as having digital marketing skills is on the rise. Using [data tracked by Rand](#) and LinkedIn, we found the following increases of marketing keywords within user profiles.

## GROWTH OF MARKETING KEYWORDS FOUND IN U.S. LINKEDIN PROFILES

	INBOUND MARKETING	CONTENT MARKETING	SEO	SOCIAL MEDIA	GOOGLE ANALYTICS
June 2013	14,852	30,145	364,119	938,951	112,734
June 2015	31,487	80,710	630,717	2,227,298	235,895
Growth	112%	168%	73%	137%	109%

Source: LinkedIn  
 \*Historic data not available for PPC  
 Research by Fractl and Moz

The number of profiles containing "content marketing" has seen the largest growth, with a 168% increase since 2013. "Social media" has also seen significant growth with a 137% increase. "Social media" appears on a significantly higher volume of profiles than the other keywords, with more than 2.2 million profiles containing some mention of social media. Although "SEO" has not seen as much growth as the other keywords, it still has the second-highest volume with it appearing in 630,717 profiles.

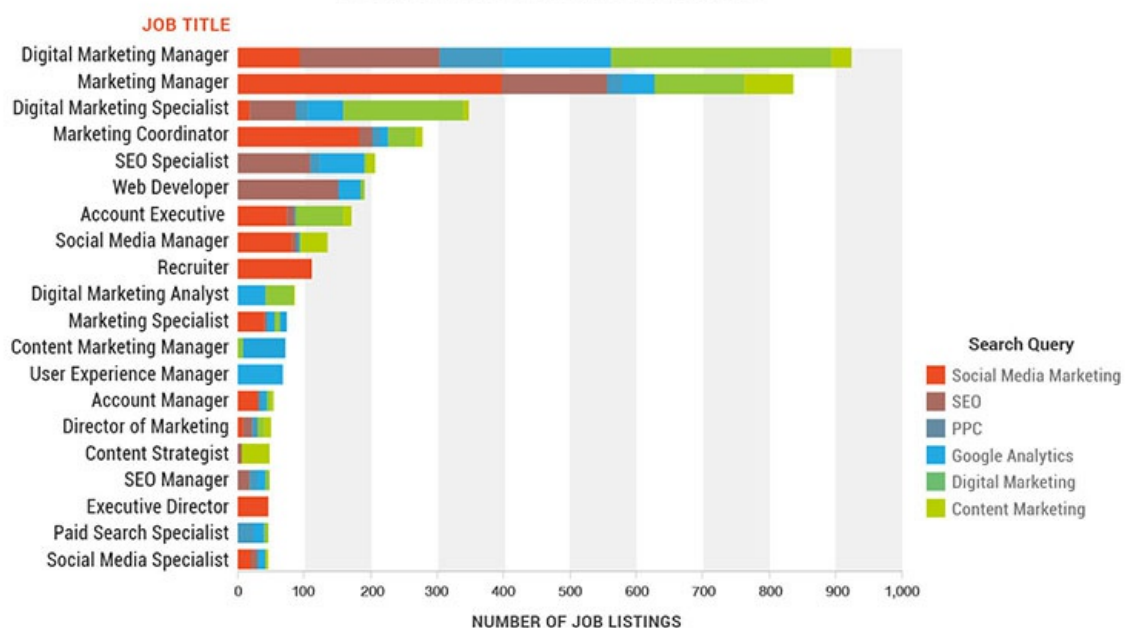
Why is there a growing number of people self-identifying as having the marketing skills recruiters want, yet recruiters think there is a lack of talent?

While there may be a lot of specialists out there, perhaps recruiters are struggling to fill marketing roles due to a lack of generalists or even a lack of specialists with surface-level knowledge of other areas of digital marketing (also known as a [T-shaped marketer](#)).

## Popular job listings show a need for marketers to diversify their skill set

The data we gathered from LinkedIn confirm this, as the 20 most common digital marketing-related job titles being advertised call for a broad mix of skills.

### 20 MOST COMMON JOB TITLES



Source: Indeed.com, June 2015  
 Research by Fractl and Moz

It's no wonder that marketing manager roles are hard to fill, considering the job ads are looking for proficiency in a wide range of marketing disciplines including social media marketing, SEO, PPC, content marketing, Google Analytics, and digital marketing. Even job descriptions for specialist roles tend to call for skills in other disciplines. A particular role such as SEO Specialist may call for several skills other than SEO, such as PPC, content marketing, and Google Analytics.

Taking a more granular look at job titles, the chart below shows the five most common titles for each search query. One might expect mostly specialist roles to appear here, but there is a high occurrence of generalist positions, such as Digital Marketing Manager and Marketing Manager.

5 MOST COMMON JOB TITLES FOR EACH SEARCH QUERY					
DIGITAL MARKETING	CONTENT MARKETING	SEO	SOCIAL MEDIA MARKETING	PPC	GOOGLE ANALYTICS
Digital Marketing Manager	Marketing Manager	Digital Marketing Manager	Marketing Manager	Digital Marketing Manager	Digital Marketing Manager
Digital Marketing Specialist	Content Marketing Manager	Marketing Manager	Marketing Coordinator	Paid Search Specialist	User Experience Manager
Marketing Manager	Content Strategist	Web Developer	Recruiter	Marketing Manager	SEO Specialist
Account Executive	Social Media Manager	SEO Specialist	Digital Marketing Manager	Digital Marketing Specialist	Digital Marketing Specialist
Digital Marketing Analyst	Content Marketing Specialist	Digital Marketing Specialist	Social Media Manager	SEO Specialist	Marketing Manager

Source: Indeed.com, June 2015  
Research by Fractl and Moz

Only one job title containing "SEO" cracked the top five. This indicates that SEO knowledge is a desirable skill within other roles, such as general digital marketing and development.

Recruiter was the third most common job title among job listings containing social media keywords, which suggests a need for social media skills in non-marketing roles.

Similar to what we saw with SEO job titles, only one job title specific to PPC (Paid Search Specialist) made it into the top job titles. PPC skills are becoming necessary for more general marketing roles, such as Marketing Manager and Digital Marketing Specialist.

Across all search queries, the most common jobs advertised call for a broad mix of skills. This tells us hiring managers are on the hunt for well-rounded candidates with a diverse range of marketing skills, as opposed to candidates with expertise in one area.

Marketers who cultivate diverse skill sets are better poised to gain an advantage over other job seekers, excel in their job role, and accelerate career growth. Jason Miller says it best in his piece about the [new breed hybrid marketer](#):

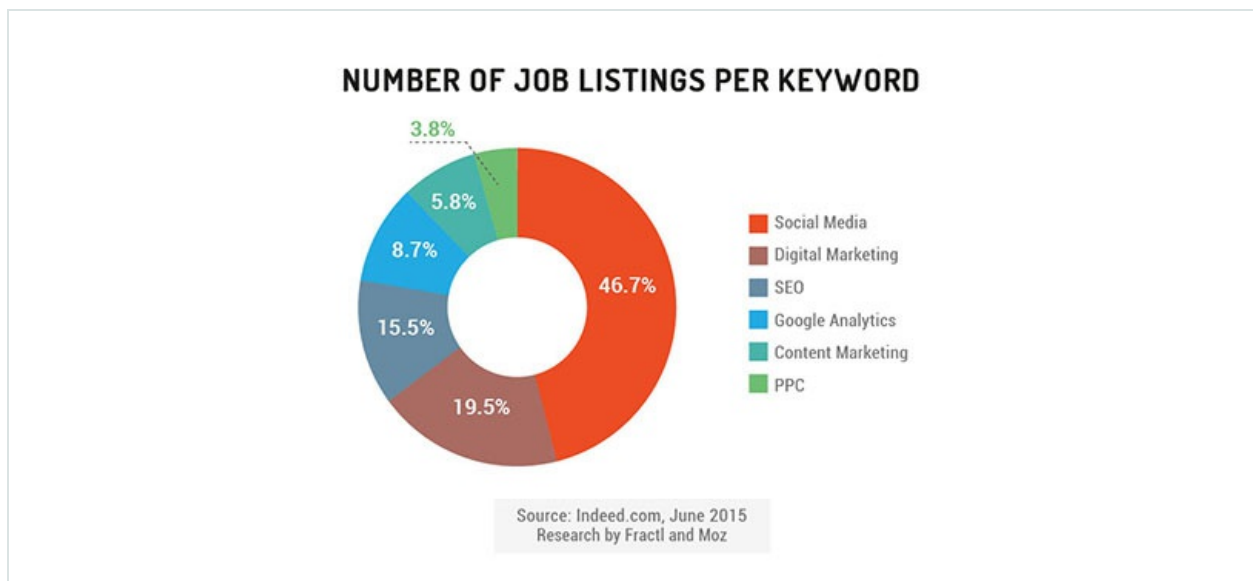


Yesterday's marketers could get away with being creative powerhouses, but today's successful marketers aren't just good at one thing – we are hybrid marketers. We don't profit from excelling in one distinct area like direct mail or email marketing. Instead, we integrate the old and new marketing channels into one overall marketing strategy. We are truly Renaissance marketers for the new age."

**Jason Miller**, Global Content Leader at LinkedIn

## Inbound job demand and growth: Most-wanted skills and fastest-growing jobs

Using data from Indeed, we identified which inbound skills have the highest demand and which jobs are seeing the most growth. Social media keywords claim the largest volume of results out of the terms we searched for during June 2015.



"Social media marketing" or "social media management" appeared the most frequently in the job postings we analyzed, with 46.7% containing these keywords. "PPC" returned the smallest number of results, with only 3.8% of listings containing this term.

Perhaps this is due to social media becoming a more necessary skill across many industries and not only a necessity for marketers (for example, social media's role in customer service and recruitment). On the other hand, job roles calling for PPC or SEO skills are most likely marketing-focused. The prevalence of social media jobs also may indicate that social media has gained wide acceptance as a necessary part of a marketing strategy. Additionally, social media skills are less valuable compared to other marketing skills, making it cheaper to hire for these positions (we will explore this further in the average salaries section below).

Our search results also included a high volume of jobs containing "digital marketing" and "SEO" keywords, which made up 19.5% and 15.5% respectively. At 5.8%, "content marketing" had the lowest search volume after "PPC."

## Digital marketing, social media, and content marketing experienced the most job growth

While the number of job listings tells us which skills are most in demand today, looking at which jobs are seeing the most growth can give insight into shifting demands.

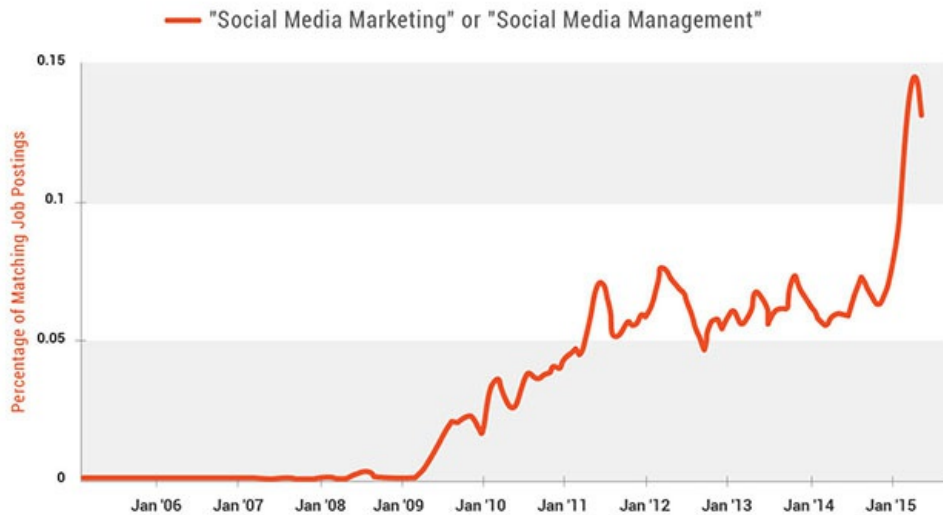
## DIGITAL MARKETING JOB GROWTH ON INDEED.COM



Source: Indeed.com, June 2015  
Research by Fractl and Moz

Digital marketing job listings have seen substantial growth since 2009, when it accounted for less than 0.1% of Indeed.com search results. In January 2015, this number had climbed to nearly 0.3%.

## SOCIAL MEDIA JOB GROWTH ON INDEED.COM



Source: Indeed.com, June 2015  
Research by Fractl and Moz

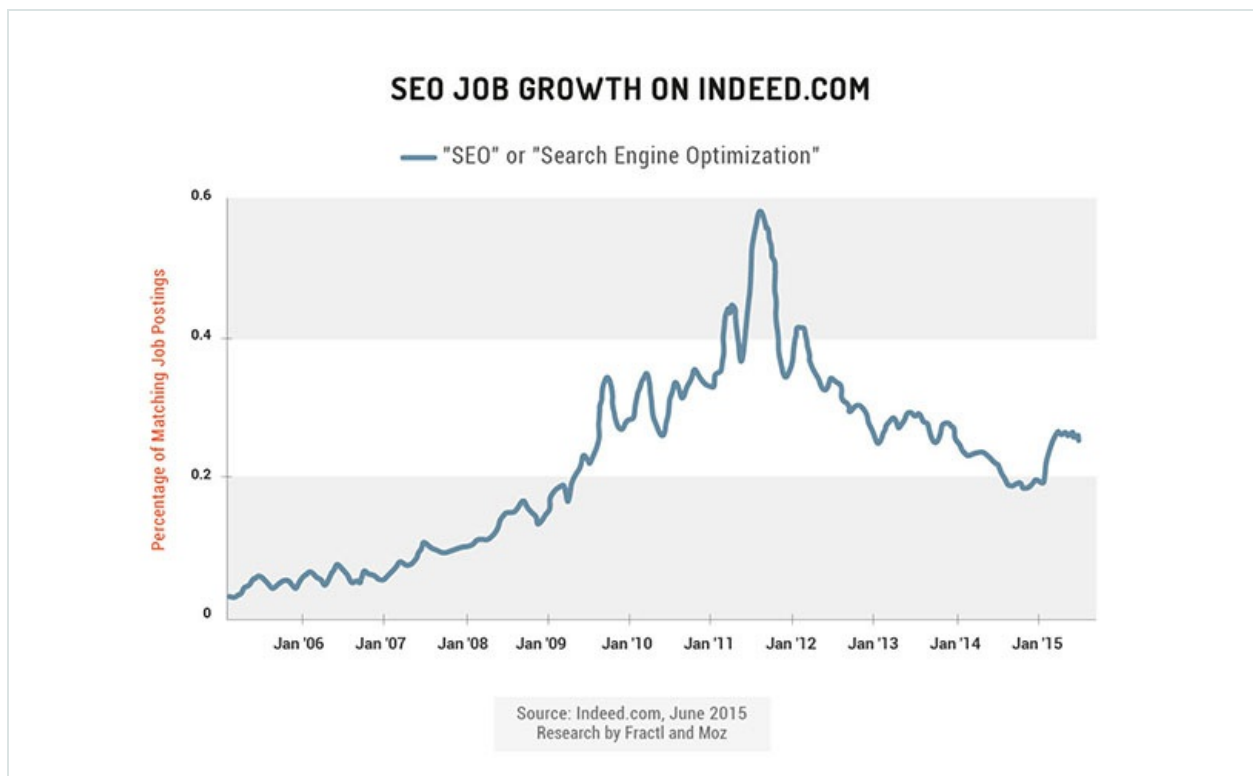
While social media marketing jobs have seen some uneven growth, as of January 2015 more than 0.1% of all job listings on Indeed.com contained the term "social media marketing" or "social media management." This shows a significant upward trend considering this number was around 0.05% for most of 2014. It's also worth noting that "social media" is currently ranked No. 10 on [Indeed's list of top job trends](#).



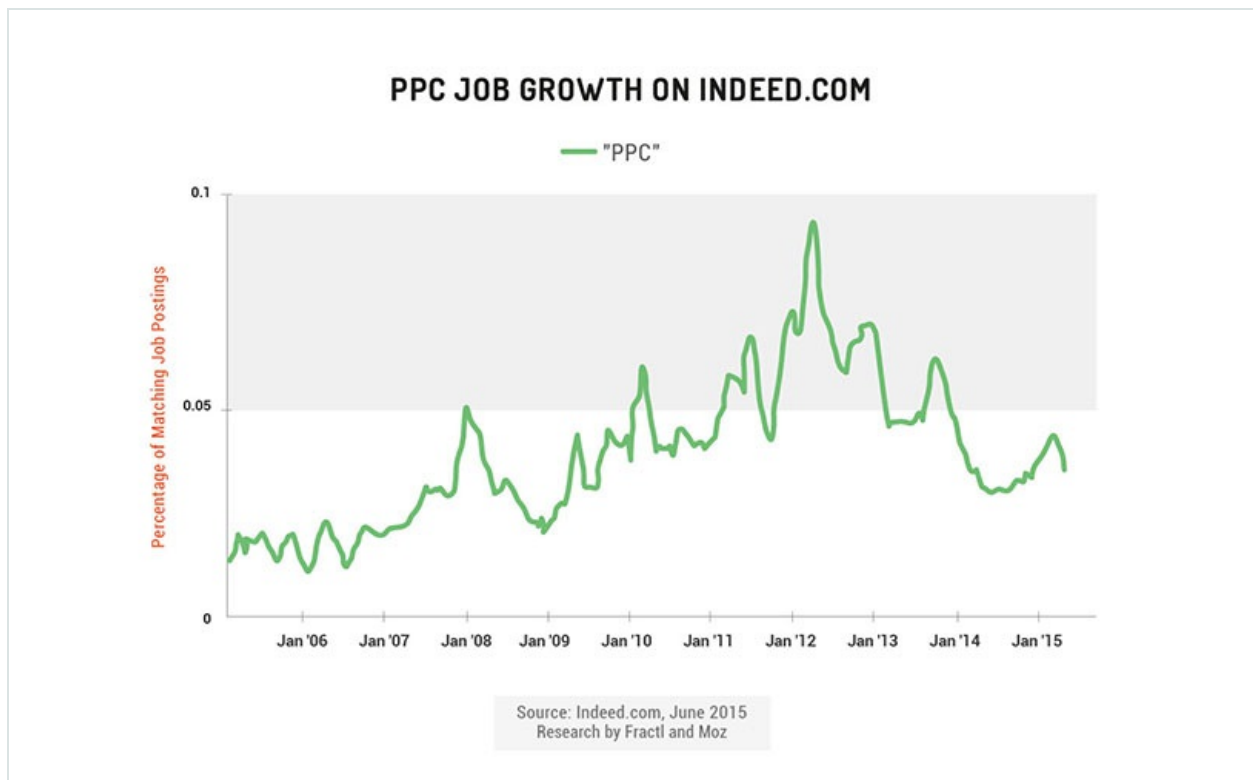
Despite its growth from 0.02% to nearly 0.09% of search volume in the last four years, "content marketing" does not make up a large volume of job postings compared to "digital marketing" or "social media." In fact, "SEO" has seen a decrease in growth but still constitutes a higher percentage of job listings than content marketing.

### SEO, PPC, and Google Analytics job growth has slowed down

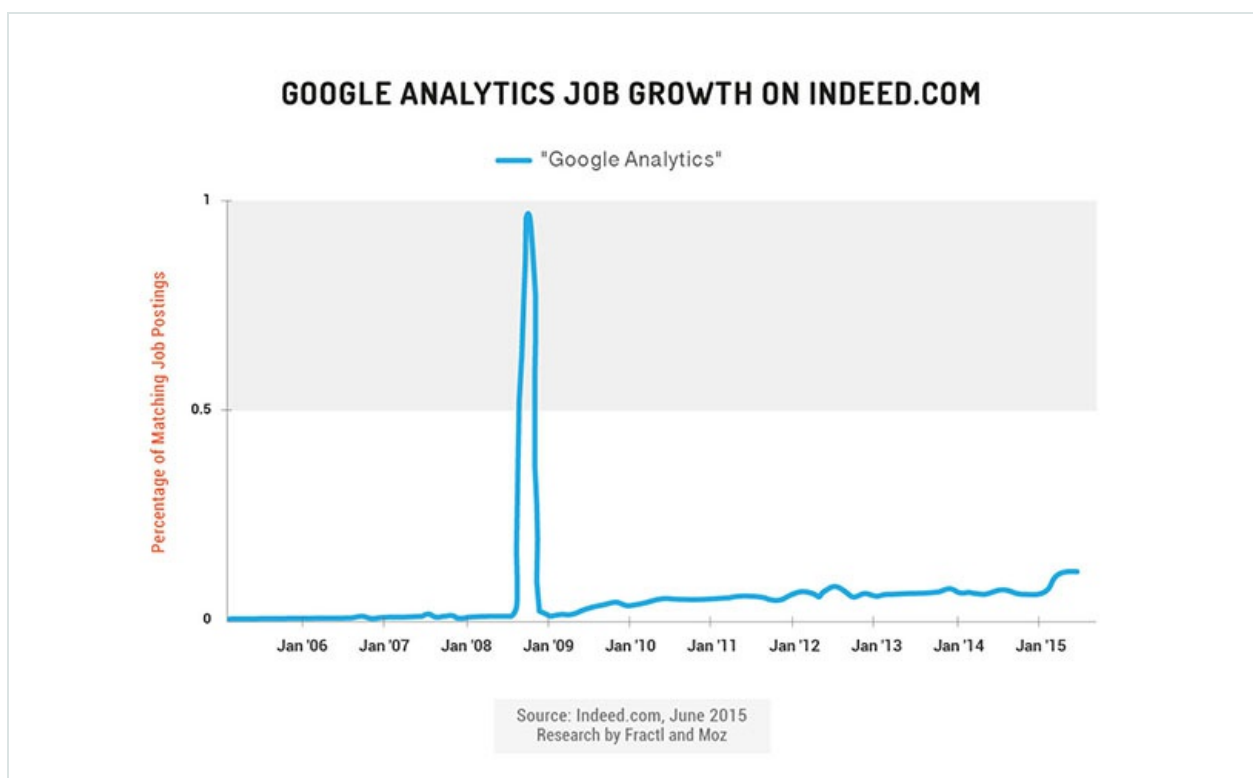
On the other hand, search volume on Indeed has either decreased or plateaued for "SEO," "PPC," and "Google Analytics."



As we see in the graph, the volume of "SEO job" listings peaked between 2011 and 2012. This is also around the time content marketing began gaining popularity, thanks to the Panda and Penguin updates. The decrease may be explained by companies moving their marketing budgets away from SEO and toward content or social media positions. However, "SEO" still has a significant amount of job listings, with it appearing in more than 0.2% of job listings on Indeed as of 2015.



"PPC" has seen the most staggered growth among all the search terms we analyzed, with its peak of nearly 0.1% happening between 2012 and 2013. As of January of this year, search volume was below 0.05% for "PPC."

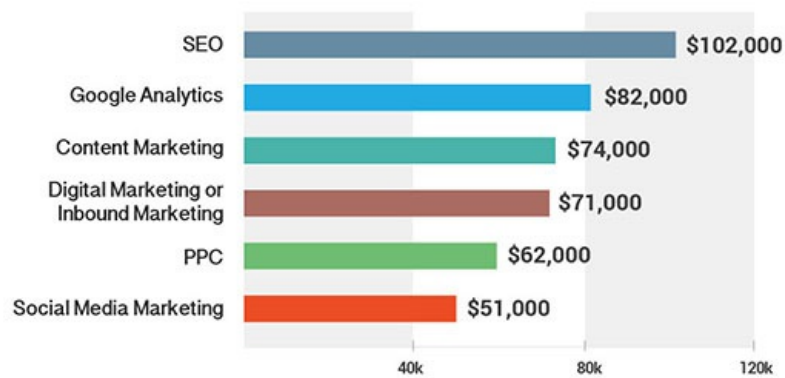


Despite a lack of growth, the need for this skill remains steady. Between 2008 and 2009, "Google Analytics" job ads saw a huge spike on Indeed. Since then, the search volume has tapered off and plateaued through January 2015.

## Most valuable skills are SEO, digital marketing, and Google Analytics

So we know the number of social media, digital marketing, and content marketing jobs are on the rise. But which skills are worth the most? We looked at the average salaries based on keywords and estimates from Indeed and salaries listed in job ads.

### NATIONAL SALARY AVERAGES BASED ON JOB TITLE KEYWORDS

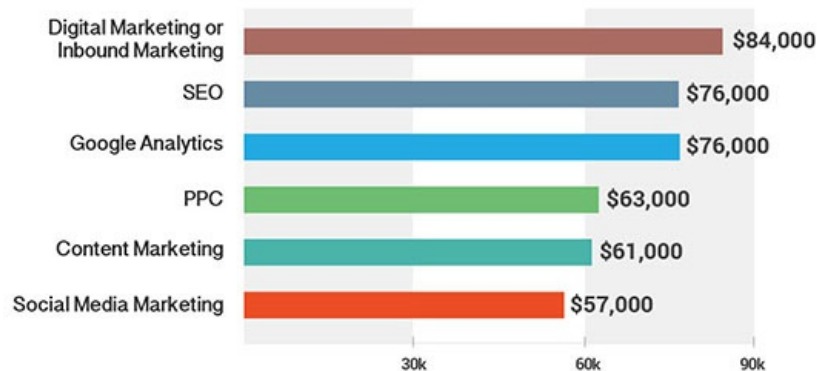


Source: Indeed.com, June 2015  
Research by Fractl and Moz

Job titles containing "SEO" had an average salary of \$102,000. Meanwhile, job titles containing "social media marketing" had an average salary of \$51,000. Considering such a large percentage of the job listings we analyzed contained "social media" keywords, there is a much larger pool of jobs; therefore, a lot of entry level social media jobs or internships are probably bringing down the average salary.

Job titles containing "Google Analytics" had the second-highest average salary at \$82,000, but this should be taken with a grain of salt considering "Google Analytics" will rarely appear as part of a job title. The chart below, which shows average salaries for jobs containing keywords anywhere in the listing as opposed to only in the title, gives a more accurate idea of how much "Google Analytics" job roles earn on average.

### NATIONAL SALARY AVERAGES BASED ON JOB LISTING KEYWORDS



Source: Indeed.com, June 2015  
Research by Fractl and Moz

Looking at the average salaries based on keywords that appeared anywhere within the job listing (job title, job description, etc.) shows a slightly different picture. Based on this, jobs containing "digital marketing" or "inbound marketing" had the highest average salary of \$84,000. "SEO" and "Google Analytics" are tied for second with \$76,000 as the average salary.

"Social media marketing" takes the bottom spot with an average salary of \$57,000. However, notice that there is a higher average salary for jobs that contain "social media" within the job listing as opposed to jobs that contain "social media" within the title. This

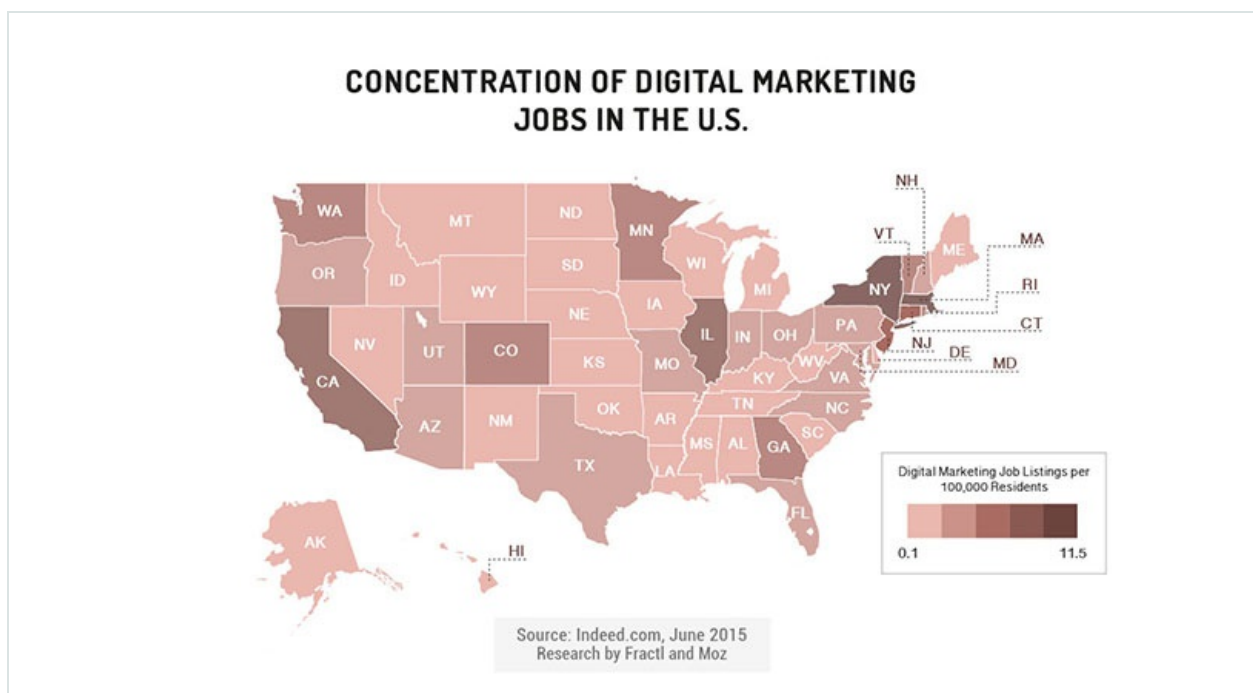
suggests that social media skills may be more valuable when combined with other responsibilities and skills, whereas a strictly social media job, such as Social Media Manager or Social Media Specialist, does not earn as much.

## Massachusetts, New York, and California have the most career opportunities for inbound marketers

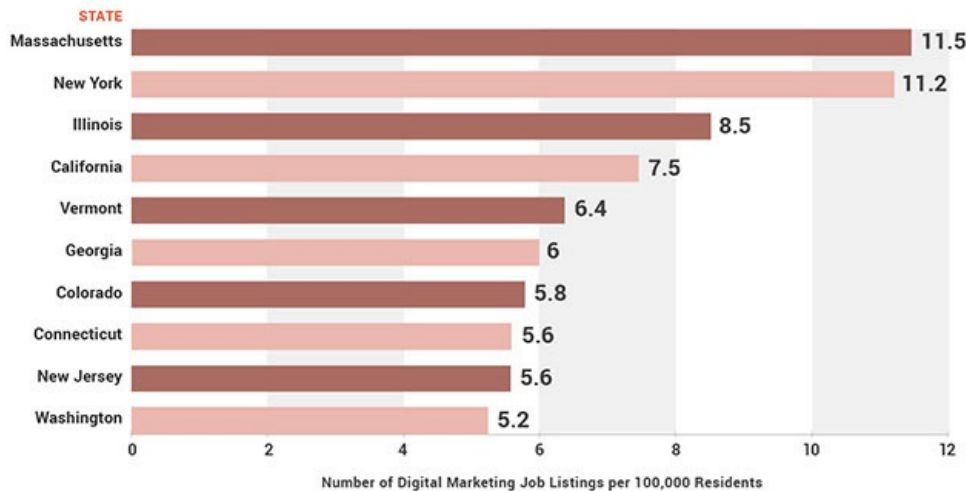
Looking for a new job? Maybe it's time to pack your bags for Boston.

Massachusetts led the U.S. with the most jobs per capita for digital marketing, content marketing, SEO, and Google Analytics. New York took the top spot for social media jobs per capita, while Utah had the highest concentration of PPC jobs. California ranked in the top three for digital marketing, content marketing, social media, and Google Analytics. Illinois appeared in the top 10 for every term and usually ranked within the top five. Most of the states with the highest job concentrations are in the Northeast, West, and East Coast, with a few exceptions such as Illinois and Minnesota.

But you don't necessarily have to move to a new state to increase the odds of landing an inbound marketing job. Some unexpected states also made the cut, with Connecticut and Vermont ranking within the top 10 for several keywords.



## TOP 10 STATES WITH THE MOST DIGITAL MARKETING JOBS PER CAPITA

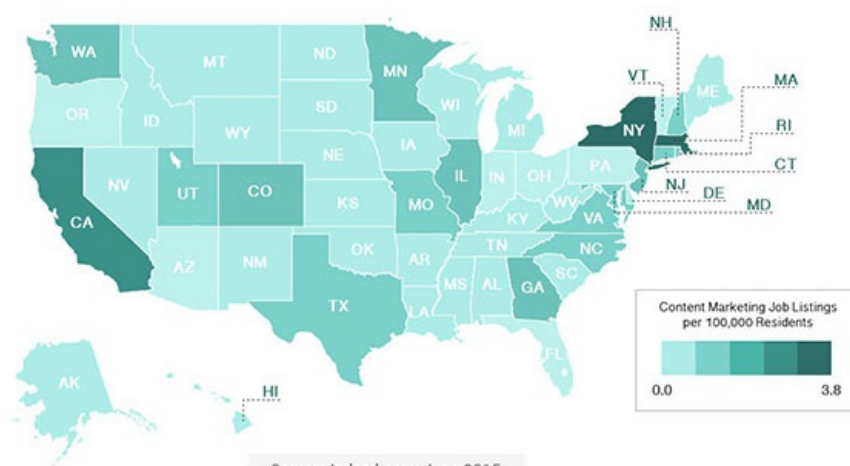


Source: Indeed.com, June 2015  
Research by Fractl and Moz

Job listings containing "digital marketing" or "inbound marketing" were most prevalent in Massachusetts, New York, Illinois, and California, which is most likely due to these states being home to major cities where marketing agencies and large brands are headquartered or have a presence. You will notice these four states make an appearance in the top 10 for every other search query and usually rank close to the top of the list.

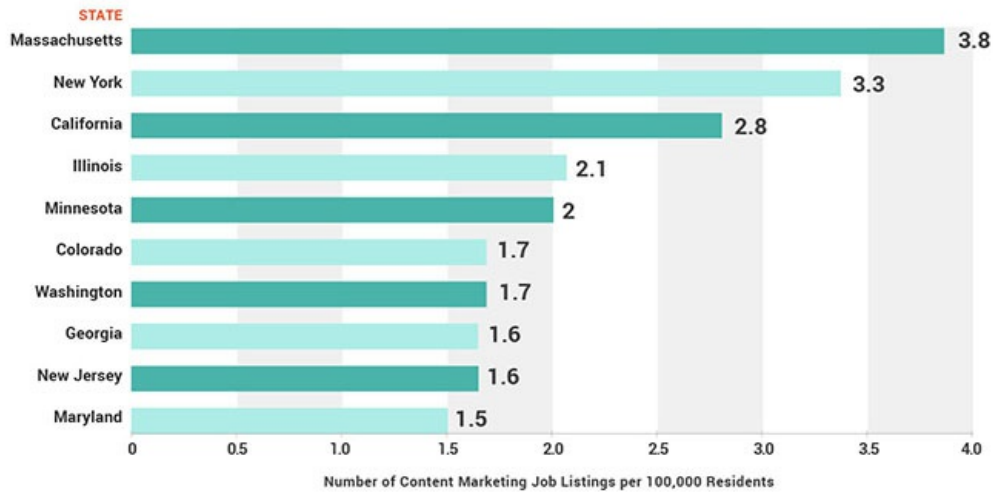
More surprising to find in the top 10 were smaller states such as Connecticut and Vermont. Many major organizations are [headquartered in Connecticut](#), which may be driving the state's need for digital marketing talent. Vermont's [high-tech industry growth](#) may explain its high concentration of digital marketing jobs.

## CONCENTRATION OF CONTENT MARKETING JOBS IN THE U.S.



Source: Indeed.com, June 2015  
Research by Fractl and Moz

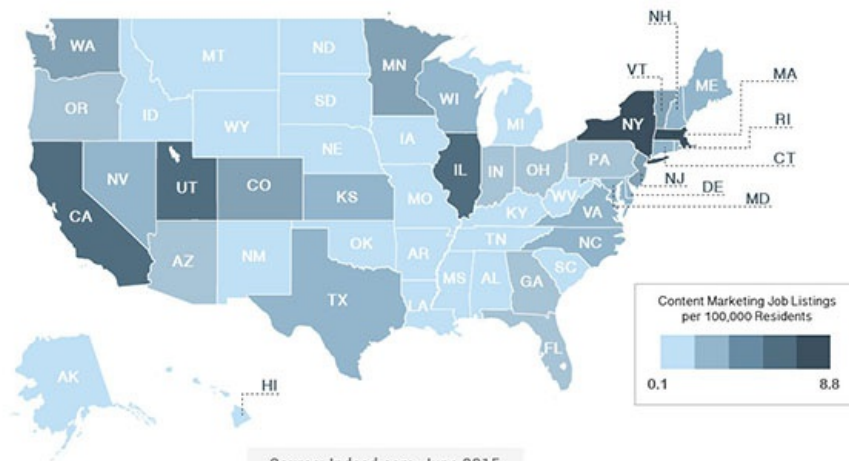
## TOP 10 STATES WITH THE MOST CONTENT MARKETING JOBS PER CAPITA



Source: Indeed.com, June 2015  
Research by Fractl and Moz

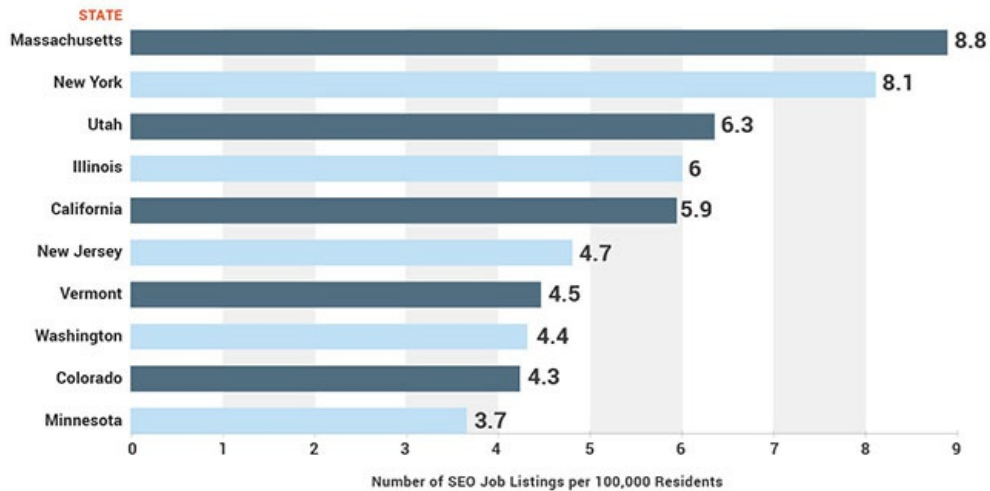
Although content marketing jobs are growing, there are still a low volume overall of available jobs, as shown by the low jobs per capita compared to most of the other search queries. With more than three jobs per capita, Massachusetts and New York topped the list for the highest concentration of job listings containing "content marketing" or "content strategy." California and Illinois rank in third and fourth with 2.8 and 2.1 jobs per capita respectively.

## CONCENTRATION OF SEO JOBS IN THE U.S.



Source: Indeed.com, June 2015  
Research by Fractl and Moz

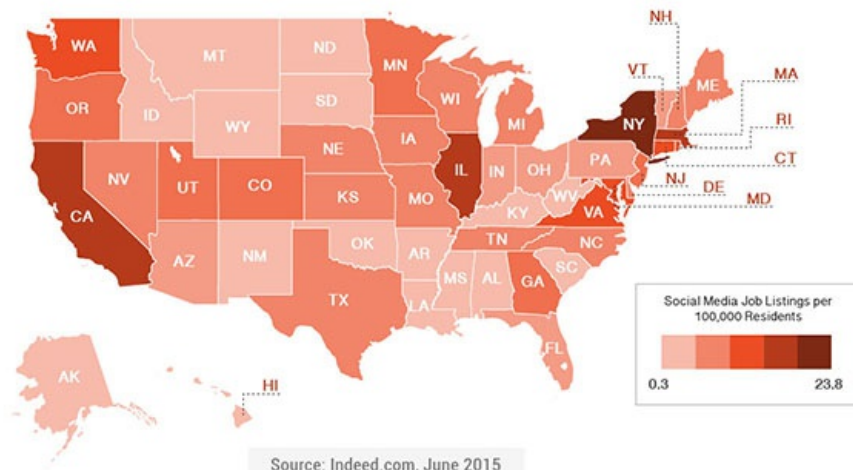
## TOP 10 STATES WITH THE MOST SEO JOBS PER CAPITA



Source: Indeed.com, June 2015  
Research by Fractl and Moz

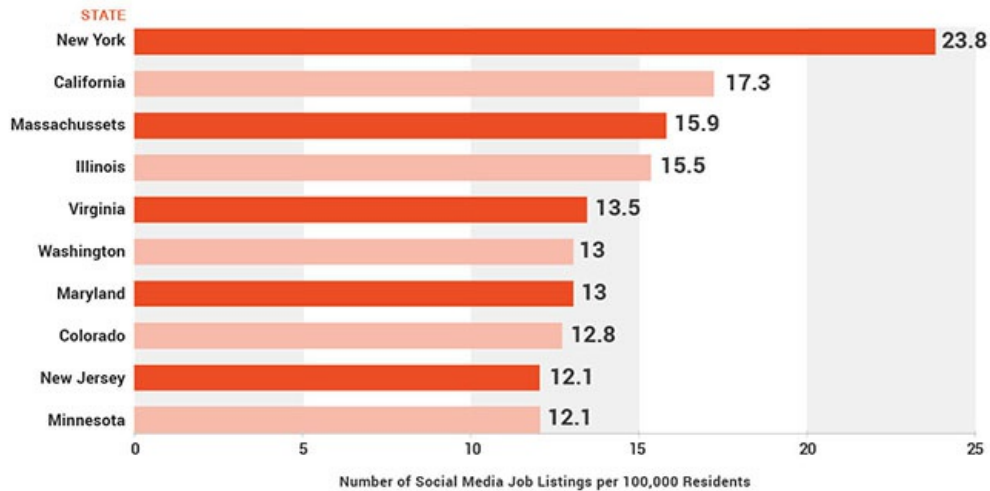
Again, Massachusetts and New York took the top spots, each with more than eight SEO jobs per capita. Utah took third place for the highest concentration of SEO jobs. Surprised to see Utah rank in the top 10? Its inclusion on this list and others may be due to its booming [tech startup scene](#), which has earned the metropolitan areas of Salt Lake City, Provo, and Park City the nickname Silicon Slopes.

## CONCENTRATION OF SOCIAL MEDIA JOBS IN THE U.S.



Source: Indeed.com, June 2015  
Research by Fractl and Moz

## TOP 10 STATES WITH THE MOST SOCIAL MEDIA JOBS PER CAPITA

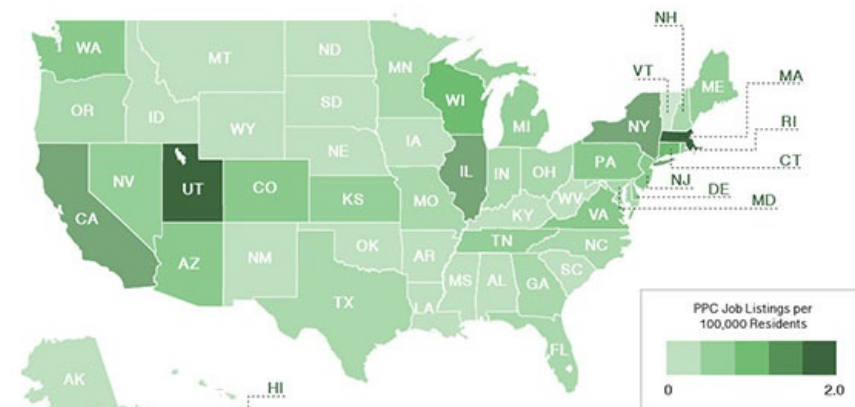


Source: Indeed.com, June 2015  
Research by Fractl and Moz

Compared to the other keywords, "social media" sees a much higher concentration of jobs. New York dominates the rankings with nearly 24 social media jobs per capita. The other top contenders of California, Massachusetts, and Illinois all have more than 15 social media jobs per capita.

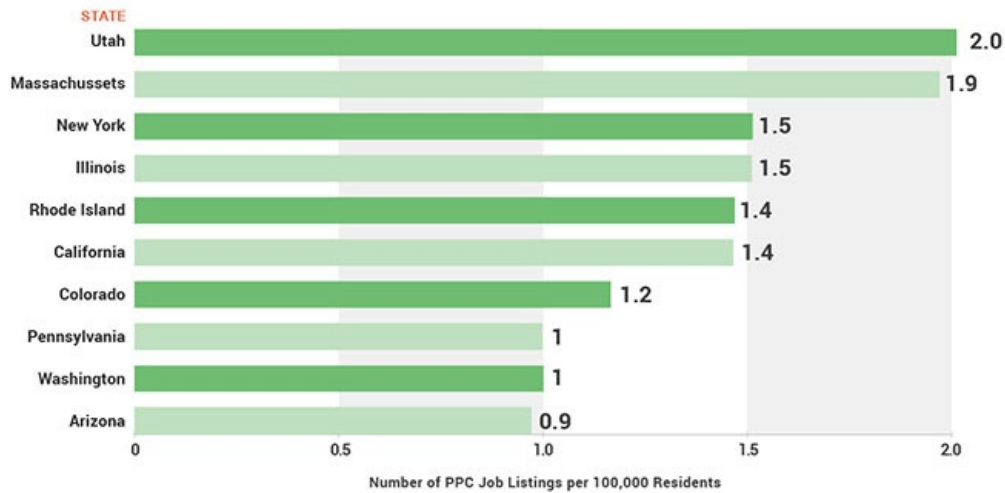
The numbers at the bottom of this list can give you an idea of how prevalent social media jobs were compared to any other keyword we analyzed. Minnesota's 12.1 jobs per capita, the lowest ranking state in the top 10 for social media, trumps even the highest ranking state for any other keyword (11.5 digital marketing jobs per capita in Massachusetts).

## CONCENTRATION OF PPC JOBS IN THE U.S.



Source: Indeed.com, June 2015  
Research by Fractl and Moz

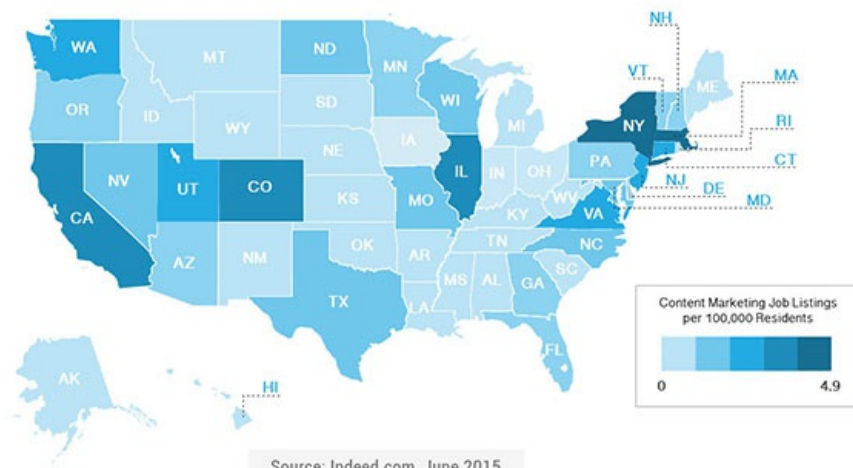
## TOP 10 STATES WITH THE MOST PPC JOBS PER CAPITA



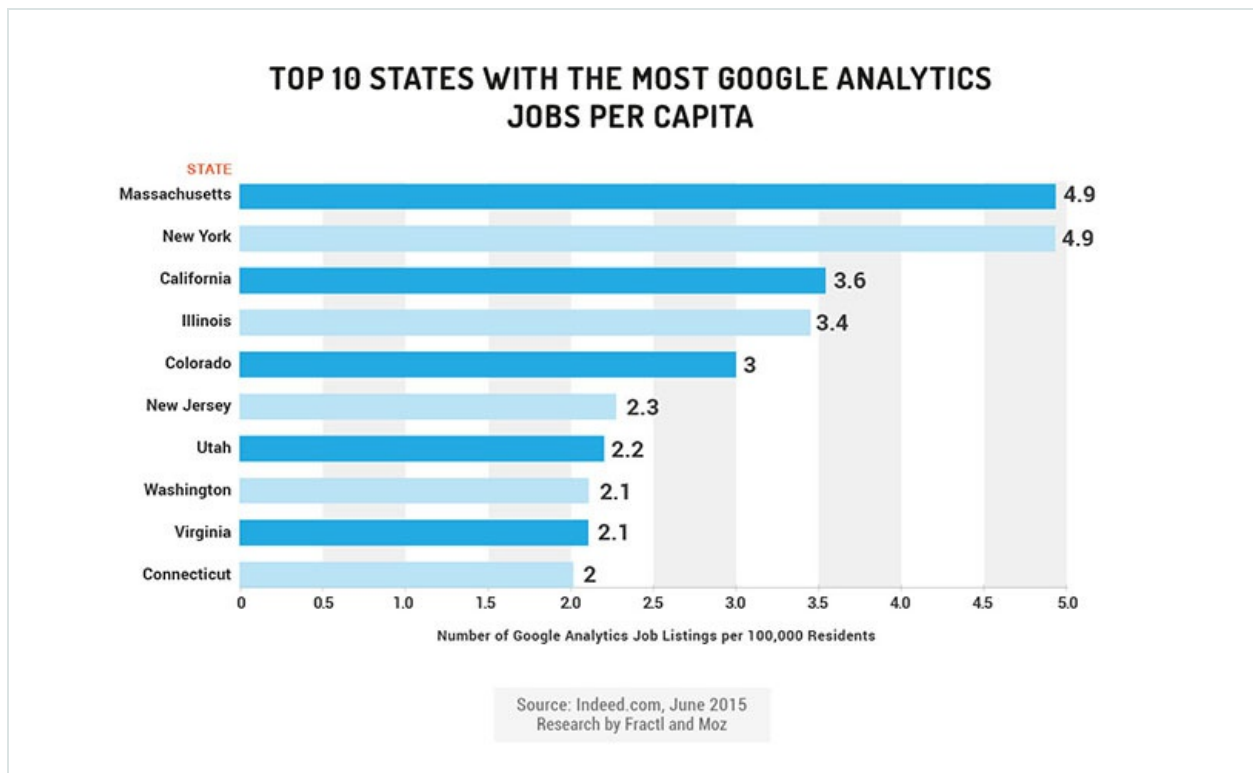
Source: Indeed.com, June 2015  
Research by Fractl and Moz

Due to its low overall number of available jobs, "PPC" sees the lowest jobs per capita out of all the search queries. Utah has the highest concentration of jobs with just two PPC jobs per 100,000 residents. It is also the only state in the top 10 to crack two jobs per capita.

## CONCENTRATION OF GOOGLE ANALYTICS JOBS IN THE U.S.



Source: Indeed.com, June 2015  
Research by Fractl and Moz



Regionally, the Northeast and West dominate the rankings, with the exception of Illinois. Massachusetts and New York are tied for the most Google Analytics job postings, each with nearly five jobs per capita. At more than three jobs per 100,000 residents, California, Illinois, and Colorado round out the top five.

Overall, our findings indicate that none of the marketing disciplines we analyzed are dying career choices, but there is a need to become more than a one-trick pony—or else you'll risk getting passed up for job opportunities. As the marketing industry evolves, there is a greater need for marketers who "wear many hats" and have competencies across different marketing disciplines. Marketers who develop diverse skill sets can gain a competitive advantage in the job market and achieve greater career growth.

**About KelseyLibert** — Kelsey Libert is a Marketing VP and partner at Frac.tl. She is a content marketing and influencer marketing speaker, and she contributes to the *Harvard Business Review*, *Inc.*, *Marketing Land*, *Buffer*, and *HubSpot*. Connect with her via [LinkedIn](#), [Twitter](#), or [Kelsey@frac.tl](mailto:Kelsey@frac.tl).

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 33  66



## Comments 66

Please keep your comments TAGFEE by following the [community etiquette](#).

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**David Prochaska**

a year ago

Even though I have plenty of work ahead of me, I still look to see what's out there on the job market, and I've noticed a lot more "general" job descriptions. What I mean is employers are starting to expect potential employees to know WAY more than they use to.

It's good to know I have skills that get paid the most - I'm still not seeing that \$102,000 salary though ;).

I think we're all in a wonderful industry that has plenty of room for growth and innovation. I was surprised to see Utah making the leaps and strides it has in digital marketing. Nashville, TN really didn't make the cut for any of the top 10 lists, but we've been making great strides in digital marketing. You'll see Nashville making the list over the next couple of years :).



9



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Reply



**Kelsey Libert**

a year ago

Hi David, thanks for sharing your thoughts!

The data definitely points to higher expectations from employers. This may also explain why recruiters report a skills gap -- they are looking for candidates who are rare or impossible to come across (I've been told these candidates are called "purple squirrels" among recruiters). We may actually see job descriptions start focusing less on technical skills in the coming years if this continues to be a big issue for recruiters. If they can't fill the roles, something will have to give.

We were pretty surprised to see states like Utah, Vermont and Connecticut appearing in the top 10 lists. I'm sure in a few years this would look very different!



3



0



Reply



**Scott Cowley**

a year ago

Spot on regarding the changing expectations and skills gaps overall. I'm particularly interested to see whether this is impacting the expectations for entry-level employees, since we're trying to bridge the gap as much as possible in the kind of curriculum we create within the university marketing department. This will be really useful data for a presentation I'll be giving to digital marketing professors next month.



3



0



Reply



**Kelsey Libert**

a year ago

Any chance you'll be making that presentation public, Scott? I'm very curious about how marketing programs at universities are evolving to keep up.



2



0



Reply

**Gianluca Fiorelli**

a year ago

ASSOCIATE

Well... from what I read in the post, the idea I had a couple of years ago to move from "generic" SEO consultant to Strategic SEO and Digital Marketing Consultant was quite right :-D



8



0



Reply

**Kelsey Libert**

a year ago

Your psychic powers are impressive, Gianluca! :)



2



0



Reply

**Ikkie**

a year ago

I dont think SEO is dying though its coming up under many other titles. Businesses are expecting Digital marketer to perform SEO related task. Its may be the label is dying not the job :) :P



6



0



Reply

**Peter Nikolow**

a year ago

And this is only beginning.

I believe that after 5 or 10 years situation will become much complicated than now because few more job titles will be invented.

Meanwhile SEO is dying... PPC is dying... SMM is dying... yeah rite!



5



0



Reply

**Cedric Markwatson**

a year ago

I do agree with your statement that after few years situation will become much complicated but as per my point of view, SEO, PPC, SMM is not dying, but it is coming on the right track gradually that will help to enhance our business rapidly.



1



1



Reply





**Kelsey Libert**

a year ago

Cedric, I absolutely agree none of these skills are dying! But there is definitely an expectation for more marketers to have these skills as part of a broader skill set, and not just stand alone skills. To be successful at marketing it's becoming more and more important to understand how all of these areas work together.

That being said, my hunch is that larger organizations will continue to hire specialists. Medium and small-sized businesses with smaller hiring budgets are going to look for well-rounded marketers with top level skills in several areas so they can get more bang for their buck.



2



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Reply



**Joe Robison**

a year ago

Wow this is an awesome and impressive heap of data. I've been fascinated by the idea of the T-Shaped marketer that Rand and the Distilled team have talked about in the past. Would love to see more Whiteboard Fridays and posts about this, as I think a lot of people are confused as to whether to present ourselves as specialists with overlapping skills, or generalist T-shaped marketers with a handful of deep specialties as well.



4



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Reply



**Kelsey Libert**

a year ago

Thanks, Joe! I agree, I would love to hear Rand's thoughts on how marketers should be positioning themselves.



2



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Reply



**Rey Villar**

a year ago

I think it depends on your career situation. Unless you're in an agency or specifically ecommerce company, the higher up you go, the more you're expected to know of all the digital marketing channels. I'm a big believer in having multiple specialties, so I encourage colleagues to always seek out opportunities to dive into various specializations (including PPC, email, search, affiliate, content, UX and CRO).



2



0



Reply



**Kelsey Libert**

a year ago

Great advice, Rey



2



0



Reply



**Kirsty Hannam**

a year ago

This landed just as I'm looking at jobs in the industry, so that was nicely timed! Many jobs here in the UK seem to expect a wide range of skills

& knowledge. I used to think that having various interests & skills worked against me, and that I should try harder to specialise, but maybe I'm better placed than I thought. Hope so.

I would also say that specialist recruiters here seem to place fairly reasonable ads (as you might expect perhaps). Some general recruitment agencies do seem a bit muddled about what they expect staff to do - like they're not entirely sure what they're looking for, or what is a reasonable expectation (particularly tied to the salary offered).

Interesting study - helpful to know where things are headed.



4



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Reply



**Kelsey Libert**

a year ago

Hi Kirsty, glad this is good timing for you. I do think in today's landscape you're better off for having varied skills. Let's hope your job hunt proves me right! And it's interesting what you mentioned re: specialist recruiters vs. general recruiters.



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Reply



**Andreas Becker**

a year ago

OMG my Job is dying... Time to search a new title for the old stuff =)

<https://moz.com/blog/why-we-cant-just-be-seos-anym...>

more and more true



3



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Reply



**Kelsey Libert**

a year ago

"If there's anything that SEOs can be assured of, it's that things will change tomorrow, that things will change next week. No one is better prepared to handle change than we are." <-- Rand hit the nail on the head here!



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Reply



**APD-Sydney**

a year ago

Thanks for doing this analysis, that's a lot of insight from an impressive data set. I'm personally quite surprised to see such a low share of jobs for PPC - I guess perhaps it's a much more streamlined industry now and mainly handled by the agencies.

SEO and content I can definitely understand, I am definitely finding that it's more important now for as many people in a company to know about SEO as possible - it makes life a lot easier, especially when there's so many people producing content.

I think it's a shame that people need to become more T shaped, as I've worked and continue to work with pure specialists in most facets of digital marketing and their specialism really adds a great layer of experience. That being said I can understand why businesses want to get the most bang for their buck.



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Reply



**Kelsey Libert**

a year ago

You brought up a great point. I would love to see a similar study that looks at the demand/growth for hiring agencies with these skill sets. A lot of employers may choose the agency route after realizing how difficult it is to retain or hire top in-house talent for some of these skills.



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Reply



**Peter Coughlin**

a year ago

Fascinating read Kelsey, thank you for putting that together. I'd also love to see world-wide stats for this..



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Reply



**Kelsey Libert**

a year ago

Thanks, Peter! I agree the worldwide stats would be interesting to see. Perhaps we'll do a global study on this in the future. :)



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Reply



**Sadaf Ajmal Ph.D.**

a year ago

Coming from the past, working in the present and then looking into the future... I saw companies blindly hiring people, who know little bit of SEO and PPC, handing over their businesses to them and then expecting their sales to touch skies... and I also saw them falling on the grounds too when their competitors used some updated strategy and leave them far behind.

SEO, PPC, and Google Analytics job growth has slowed down because more and more people are now realizing that they can use the **crowd psychology** to get leads and increase sales using social media and other **strategies especially targeted to their business**.

In recent past I moved 3 of my clients from SEO to social media marketing, establishing their brand on the social media platforms and then used little psychology to drive the social traffic towards their website.

And, the results were amazing... first month was slow but from second month their traffic started increasing and in third month they had double sales comparing to the last days of SEO and from that point until now graph is still up.

Sometimes I jokingly says to my clients... **well, all good things (including your business) must come to an end... but until then ride on the new wave of profits with me :p**

Thanks for sharing this research; it will help people see where the things are heading...



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Reply



**Kelsey Libert**

a year ago

Thanks for sharing your experience, Sadaf! Staying ahead of the curve by experimenting with new tactics will always be vital for marketing success and outperforming competitors, especially in today's landscape.

KelseyLibert edited a year ago



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Reply

**Connor.Rickett**

a year ago

Why is it that every time there's a slight change in the toolbox for marketing, we act like it's an entirely new job? Sure, you're going to need to pick up a few new skills, that's how the world works, but the essence of marketing hasn't changed since the first guy figured out that he sold more mammoth pelts when he stood on a rock in a crowded place and yelled about how awesome mammoth pelts were.

Connor.Rickett edited a year ago



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Reply

**Ashwin Konat**

a year ago

Great post Kelsey.... Cheers...

It is good to see that more talents are targeting this industry. This ensures us that there is a great scope of innovations and developments. Hope this numbers and statistics tends to improve more in the coming future as well.



3



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Reply

**Shubham Tiwari**

a year ago

Kelsey, your post make me feel wow..Very in-depth and important information for our kind of marketers.

I remember that in 2006 to 2010, people asking in interviews that "How many article submission can you do, or how many forum comments, social bookmarking, etc can you do, so who does maximum, got selected.

Now the situation is according to data, 70% of almost same companies asking, can you do PPC, SEO, SEM, SMO, SMM, etc? So, we can major from this how demand has been changed for internet marketers. In each field, people need only all rounder, doesn't matter if you are expert in single field, someone who is all rounder, will take your place.

I believe - "SEO is the race of without finishing line, no one can win, no one can be expert "

Keep sharing such data, thanks :)

shubham010 edited a year ago



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Reply

**Paige Ford**

a year ago

Fantastic post! Can't wait to see the data on ASO in a few years.



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Reply

**Salman Sharif**



a year ago

Would love to show this post to my Boss, Digital marketing is slowly growing here in Pakistan but the salary scale is not as good as it is supposed to be.



2



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Reply



**Karol Voltemar**

a year ago

Great post and good to know how it works on US markets also.



2



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Reply



**NareshA**

a year ago

Great post. This inbound marketing statistics are incredible! Thanks for sharing with us.



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Reply



**aloubier**

a year ago

So true - we've actually been looking to hire a growth marketing specialist to join us at Mailbird - exciting times since content marketing and inbound traffic has been great for the acquisition side of our business. Also since Mailbird is for Windows/PC users, with the launch of Windows 10 last week there is a ton of inbound traffic opportunities. So if anyone here know o a technical marketing specialist to take on the big addressable Windows market of email/communication/productivity seekers apply at <http://liv.it/career/#op-66670-vice-president-of-growth->



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Reply



**Eugenio Tommasi (SEO)**

a year ago

Hi Kelsey, it seems like data is not reflecting other sources data. Apparently, at least in SEO's jobs, analysts are the ones which are paid more and which are wanted more. At least more than link builders and copywriters seo. Less than SEO managers, which should be able to manage several projects and people. But anyway great job, and thanks for sharing your data!



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Reply



**workathomemom\_amytxox**

a year ago

Great Article!! Thanks! (admin of [www.paidtoclickeasy.com](http://www.paidtoclickeasy.com))



2



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Reply



**Ronell Smith**

a year ago

ASSOCIATE

Kelsey,

The first thing I think of when reading this post is what a great resource for alerting people of the keywords they should be using to search for jobs (e.g., LinkedIn profiles). Also, I really enjoy how you point out the plethora of opportunities in the space, but there are not enough people to take advantage of those opportunities.

Another kick-butt post, Kelsey.

RS



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Reply



**Kelsey Libert**

a year ago

Great point about using this info to improve job searches, Ronell. Interestingly, the unemployment rate for Marketing Managers (2.6%) is almost half of the national rate (5.3%) as of Q2 of this year. So, there really may be more opportunities than available candidates. It's a candidate's market for sure.



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Reply



**jhines**

a year ago

Man, I must be looking at the wrong places for an SEO job, haven't come across a salary close to \$100K. According to your data, I should be going to NY for SEO.



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Reply



**DanielWood**

a year ago

Great post. Did you analyse the UK market at all or just entirely US?



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Reply



**Kelsey Libert**

a year ago

Hi Daniel, thanks! We only looked at the U.S. market due to the available data.



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Reply



**Rey Villar**

a year ago



Wow. Great article. I'd like to add that one skills area that will probably emerge to take its place in the digital marketing pantheon will probably be digital marketing technology. As marketers become more dependent on more powerful digital marketing tools -- including HubSpot, Marketo, Eloqua, Adobe Analytics, Salesforce, Microsoft Dynamics, etc. -- we'll need digital marketers to be well versed in how these tools work (not just how to use them). Yes, this is often passed off to IT or web developers, but future digital marketers will need to understand how the data they're viewing and analyzing are put together and selected.



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Reply



**Kelsey Libert**

a year ago

Absolutely agree, Rey! I do see this shifting already, but I also think the mindset in many marketing departments is that the technical aspects are still someone else's job (or the vendor's job). I predict these technical skills will be necessary for just about any marketing role in the next 5 years.



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Reply



**Umar Khan**

a year ago

Kelsey,

I've always been a fan of your insightful studies and this one multiplied the respect. All I wanted to say, thanks for making us feel that, our future is really bright :)



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Reply



**Kelsey Libert**

a year ago

Thank you, Umar! Definitely a good time to be a marketer. :)



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Reply



**Atul Chaudhary**

a year ago

Hi Kelsey,

Suddenly I have started loving my job. :) Seriously speaking many thanks for putting such efforts to dwell such mind boggling stats. I hope your article will make many freshers take internet marketing as a good career option.



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Reply



**Tom Binga**

a year ago



I live in the Buffalo-Niagara Falls, NY area and I don't see those numbers at all. This makes me believe that a lot of weight was put towards NYC area jobs.

Kelsey, can you confirm how many of those jobs were in the NYC area compared to the rest of NY state?



**Kelsey Libert**

a year ago

Hi Tom, the salary data is definitely on the high side due to the large number of jobs in NYC and California. You can play around with Indeed's salary estimator to see more accurate numbers in your area: <http://www.indeed.com/salary/Estimator.html> (Looks like \$52K for content marketing jobs in Buffalo)

Another good source for digital marketing salaries is The Creative Group's salary guide (someone referenced this in an earlier comment, too). However, I also find those numbers are high -- you will notice their salaries in the report are much higher than Indeed's estimates. They do provide low, median, and high salary figures.



**Patrick\_at\_Nebraska\_Medicine**

a year ago

Thanks for the great post Kelsey,

For anyone reading this post, an excellent resource for figuring out what salaries in the digital space are going for is:  
<http://www.roberthalf.com/creativegroup/creative-industry-salary-information>



**Kelsey Libert**

a year ago

Love the salary reports from TCG. Thanks for mentioning it, Patrick. :)



**Dubs**

a year ago

One thing is certain... Digital Marketing is here to stay!



**Kurt Henninger**

a year ago

I honestly think it's a huge advantage to have a diversified skill set in Digital Marketing.

Case in point, I often come across "content marketers" who refuse to pay just a little bit of \$\$ in Paid ads to get their content quickly in front of the right audience. At the same time, PPC marketers who fail to see how their efforts can complement other channels.

With at least exposure to various channels I've found you can learn how to leverage them all at the same time to reach whatever KPI you are trying to achieve with Digital.

Don't even get us started with University education on these subjects.....too hard for formal institutions to keep up on the subject of Digital IMO. We find that most recent marketing graduates have virtually zero practical idea on how to strategize, plan, or execute digital marketing.

 1  0  Reply



**Anver**

9 months ago

its great blog post thank you for sharing

 1  0  Reply



**Alberto López**

9 months ago

It is a good article , thanks for sharing .

 1  0  Reply



**LazoCaprichoso**

10 months ago

A great article which inspires me to follow working!

 2  1  Reply



**Jitender Kumar**

a year ago

Great Data, I hope you have to check Indian Data Also, It's Increasing much more in last two years as compare to other counties.

 1  0  Reply



**Todd Maxwell**

a year ago

Thanks Kelsey for an interesting read! I personally think that the reason hiring managers in any industry, including this one, are having so much difficulty finding candidates is because workers are trying to prevent employers from squeezing every last bit of their energy out of

them for less money. What do I mean by the above statement? Job seekers know that the phrase "broad mix of skills" in an employment advertisement often indicates that a company is consolidating two or more positions into one. Many employers excuse consolidations away by claiming that technology makes it easy for one person to do what it took several people to do in the past. Yet, studies have shown that employers are using the excuse of "efficiency" when hiring to cut corners, lower expenses and acquire cheap labor. A salary for a post-consolidation position is often less than the separate individual salaries of the consolidated positions.

 2  1  Reply



**Metehan Yesilyurt**

a year ago

Great post. I was thinking that i would like to work at the USA a while. Absolutely i'll add this post to my bookmarks.

So what are your suggestions about right places? Where should i start?

 1  0  Reply



**Gaetano DiNardi**

a year ago

Amazing insights with a lot of great research! Great post as always

 1  0  Reply



**Kelsey Libert**

a year ago

Thanks, Gaetano... glad you enjoyed it!

 2  0  Reply



**hqlink**

a year ago

Really Great Post, Thanks

 1  0  Reply



**SEO Consultant**

a year ago

Very interesting insight; definitely looking forward to what the future holds for us SEO-ers.

 1  0  Reply





**Eric Van Buskirk**

a year ago

Awesome! I worked for a large dotcom in 2000, and the term "content \*anything\*" was so small for companies.

In 2015 and 2016, I think the overlap with SEO and content jobs-- when they involve a company's website content-- will overlap further w/ the growth of semantic, topic relatedness as a GOOG ranking signal. Great stuff. Thanks.



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Reply



**cosmichq**

a year ago

Really a informative article Thanks for Sharing i have learnt many new things from this blog



1



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Reply



**Zafer yıldız**

a year ago

Thanks, good post.



2



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Reply



**jamalaamir**

a year ago

Very Informative Contribution... Thanks :)



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Reply



**ShowerThinking**

11 months ago

Hi Kelsey,

Thanks for sharing this post.



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Reply



**sattarmalik**

a year ago

It was really great blog post



1



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Reply

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