

Versique



2017

Demand Generation Salary Guide

Your guide to Demand Generation industry insights, salary ranges, more!





If you haven't downloaded the 2016 Demand Generation Salary Guide, please do by clicking [here](#). That said, this isn't the same content with different graphics. The marketing landscape is changing almost daily, and relevant content is at the heart of any marketing initiative.

Introduction

One of today's most in-demand skill sets is understanding how to leverage both technology and data in order to improve the relationship between sales and marketing.

While there are many variables that factor into the compensation equation (bonus, stock, benefits, etc.), this salary guide will give you, as an employer, an idea of how to position your organization to attract the best revenue-producing marketers. If you're a job seeker, it will give you the insight necessary to make the most of your next career opportunity.

About the Author

Wes Lieser oversees the Demand Generation recruiting practice at Versique, a Minneapolis-based executive search and consulting firm.

He's personally profiled thousands of candidates across the country, and has built a team that focuses on specific geographic regions. His group has partnered with companies in the Bay Area, Los Angeles, Denver, Phoenix, Seattle, Austin, New York, New Jersey, Washington D.C., and Boston.



[Learn More](#)

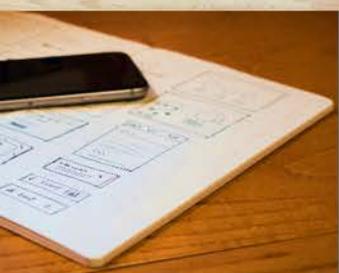


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A Demand Gen professional is well-versed in how to acquire, nurture, convert, and retain customers. Furthermore, they have an understanding of the overall lead management process.

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Understanding Your Salary Guide

There are 3 main purposes for this salary guide:

1. Ensure your pay is competitive to your counterparts in the industry
2. Get a better understanding of how other companies are compensating their marketers in order to gain a competitive advantage
3. Understand industry trends/issues around Demand Generation hiring

How Salaries are Compiled:

The salary ranges in this guide are calculated by using salary data Versique has compiled only from the last 24 months. This was done by using both the salary requirements for positions we've recruited on for clients, combined with candidates profiled in the same 24 month time-period

Two things to consider when reviewing salary information:

1. Salaries don't take bonuses and/or equity into consideration
2. Salaries are self-reported

Why is this Guide Important?

Understanding the latest salary trends and hiring outlook is critical to your organization's ability to attract and retain the best talent. With this salary guide, you will boost your competitive advantage and attract the best talent in the Demand Generation market.



Salary Guide Overview

In this guide you'll find:

- The latest salary data & hiring tips for Demand Generation positions
- Hiring issues related to Demand Generation
- Industry Overview

If you downloaded this salary guide, it's likely that at some point you read, seen, or even written an article with the title, "Cold Calling is Dead", or something similar. Whether or not you agree with that statement, it's hard to argue that prospects have less time (even if it's perceived time), and more resources than ever before. Even if your prospect does have an extra 30 minutes, why would they spend it talking to you when they could simply do research on their own time and come to you with 5-10 targeted questions?

Selling is about educating your prospects and providing a solution for their need. This is the same process that's been used for hundreds of years. The only difference is that the world has gone digital. As a consumer, information is literally in the palm of your hand.

In the digital world we currently live in, Demand Generation is the practice of knowing how to acquire leads, providing them the content they want (not what you think they need), and helping them make an educated decision. This isn't reinventing the wheel of the traditional sales & marketing model....it's simply changing the vehicle that the wheel goes on.



Hiring Challenges

Let's be honest, an entire e-book could be dedicated to hiring challenges. However, the following examples highlight a few situations that often affect both individuals and companies.

1. **Companies not ready for Demand Generation**
2. **Not backfilling fast enough**
3. **Too long of a hiring process**

1. Companies Not Ready for Demand Generation

If this has ever happened to you, there's likely a big smile on your face. The CEO recently went to a conference or trade show where they heard about Demand Gen, or a sales rep from (insert any MarTech company here) contacted them and told them they'd be able to generate 10X growth with their product. The obvious answer is to hire a Director or VP of Demand Gen to build the demand generation machine from the ground up, right?

Well, it's not always that easy.

This isn't trying to scare anyone away from working with a startup. Versique works with several startups and SMB's. Just make sure you understand the level of executive buy-in before accepting a position. No one wants to take a position where they're tasked with "building the machine from scratch", but then have to fight tooth and nail to get budget or headcount approval in a couple of months. Building the machine is a process that takes time and money. If leadership is looking for instant gratification tell them to hire a SEM expert.



Hiring Challenges

2. Not Backfilling Fast Enough

There's been countless studies done which confirm a manager's biggest fear is losing great people. That said, it's bound to happen. Whether someone leaves due to wanting increase in responsibilities, title, pay, or maybe they just moved across the city....attrition is going to happen. Every person Versique profiles gets asked why they're open to hearing about new opportunities. We've found that nothing starts the domino effect of losing an entire team like not backfilling positions fast enough.

Here are just a few examples:

- "I'm looking because my boss left about a month ago, and I'm basically doing all of their work. My executive leader has said they're going to fill the position, but I've proven I can handle the work and they won't even give me a salary increase."
- "Our MA expert left a couple of months ago, and now I'm building all of the campaigns and handling the reporting in addition to my normal responsibilities. I don't mind doing some marketing automation work, but I don't want it to be my whole job. This just isn't the role I signed up for."

3. Too Long of a Hiring Process

This is more applicable for larger companies, but the general principal remains constant. Versique's general rule of thumb is that once candidates make up their mind about changing companies, they have a shelf-life of about 6 weeks. Of course this is going to depend on the level of position...higher positions a usually take little longer (and there are less of them) and more junior positions could be even less.



Hiring Challenges

3. Too Long of a Hiring Process Cont..

Hiring managers have shared with us that they might not interview candidates until 2-3 weeks after the candidate has actually applied. They finally interview the candidate (whom they fall in love with), only to have the candidate pull out of process because they've already received an offer from another company.

If your HR team is putting a job posting out to "let it marinate" for a couple of weeks and then send you the best applicants out of the bunch....plan on missing out on the best candidates.

Salary Bonuses – An Overview:

You should notice rather quickly that compensation range for startups and SMB's is wider than it is for enterprise companies. This is obviously based on the fact that smaller organizations don't have as strict of rules around base salary & bonuses. Likewise, most enterprise and larger companies have grade levels attached to positions, which also determines a more structured compensation range.

More and more companies are starting to structure bonuses for Demand Generation positions almost like sales positions. We've negotiated bonuses as high as 60% of base salary (there were accelerators in place) based on exceeding KPI's. 60% is definitely abnormal, but it's an example of a trend which shows companies emphasize the impact on revenue demand generation can have.



Making Sense of Salary Trends

A few things to point out when reviewing the salaries in this guide.

1. Salaries are rounded to the nearest thousand dollars...Yes, it skews the actual numbers slightly, but it makes it much easier to read and you should still get the point.
2. Last year there were two guides (San Francisco and the rest of the US), but it caused quite a bit of confusion so we've compiled all of the data into one guide.
3. The widest range of salaries is located in the startup space. As stated earlier in the guide, this is because bonuses and equity are generally factored into the salary equation more significantly in the startup space than in any other type of organization. Our salary guide does not factor in any bonuses or equity.
4. The manager level has a wide salary range as well. We find that manager titles are typically the most variable and overused. This means the salary ranges take into account those people that have "manager titles," but may not necessarily be managers. Another contributing factor is that those with a "Senior Manager" title are also considered in this category.



Demand Generation Salaries & Role Descriptions

The role summaries that follow are designed to help you target the right skillset/candidate, as opposed to explain what the role actually does.

VP of Demand Generation

Title	Years Experience	Salary Range		
		Startup	SMB	Enterprise
Vice President	12+	\$170,000 - \$215,000	\$174,000 - \$223,000	\$228,000 - \$253,000

Most commonly, the Vice President of Demand Generation is reserved for enterprise companies. Typically in smaller companies the responsibilities of the VP of Demand Gen fall under the VP of Marketing, sometimes the CMO. The VP of Demand Gen leads the overall strategy and direction of 5+ marketers and is directly tied to pipeline and/or revenue growth and aligning marketing with sales. Inside sales (SDR's) report to this role in most instances.

Director of Demand Generation

Title	Years Experience	Salary Range		
		Startup	SMB	Enterprise
Director	7-10	\$123,000 - \$181,000	\$135,000 - \$184,000	\$157,000 - \$192,000

Considered the most in-demand position in Demand Generation due to the wide range of technical and strategic expertise needed. Companies typically target the 50/50 player/coach...someone that can lead strategy as well as a team of 1-4 marketers, but also has the ability to roll up their sleeves and do the work.

“The biggest issue we find when companies hire this position (especially startups), is that the skillset of the person they hire doesn’t align with what they need. There are a lot of people that understand Demand Gen & Lead Nurturing from a strategic perspective, but don’t necessarily want to be pulling the levers.”



Demand Generation Salaries & Role Descriptions Cont..

Demand Generation Manager

Title	Years Experience	Salary Range		
		Startup	SMB	Enterprise
Manager	3 - 6	\$72,000 – \$118,000	\$78,000 - \$124,000	\$86,000 - \$127,000

The question you need to ask yourself when hiring a Demand Generation Manager is whether or not this is a top of funnel, lead nurturing, or full-funnel position. The biggest mistake we see companies make with this role is by making it too broad. Yes, it's important to wear many hats, but employees also need a general direction in order to measure goals and feel accomplishment. The title Demand Generation Manager is extremely overused, while at the same time the scope of responsibilities remains too broad.

Demand Generation Specialist

Title	Years Experience	Salary Range		
		Startup	SMB	Enterprise
Specialist	1 – 3	\$62,000 - \$76,000	\$65,000 - \$79,000	\$69,000 - \$82,000

The responsibilities of this role can be tricky, and it varies from each company, here's why. Typically what happens is that a company will hire a junior employee to do everything that the Demand Generation Manager doesn't like to do. Often times this is pulling all of the reports in the CRM and MAP, while also doing website updates (HTML & CSS), building emails, landing pages, etc.

“Sometimes it's best to hire the candidate with the highest upside, and not necessarily the one who has the best immediate skills. You might be sacrificing a little productivity at the start, but you're likely to retain the employee longer.”



Marketing Operations Salaries & Role Descriptions

Marketing Operations is about managing the day-to-day sales funnel and automation infrastructure to make sure that the lead management process runs efficiently. These positions are very involved with Marketing Automation and work very closely with both IT and sales to develop reporting and analytics that ensure that KPI's are being met.

Director of Marketing Operations

Title	Years Experience	Salary Range		
		Startup	SMB	Enterprise
Director	7-10+	\$115,000 - \$162,000	\$121,000 - \$166,000	\$140,000 - \$171,000

This role is responsible for leading the overall strategy and execution of the company's lead roadmap and lead process to optimize funnel performance and shorten the sales cycle. They're also continuously performing maintenance checks of existing campaigns and programs while in charge of improving database cleanliness and overall business performance.

Marketing Operations Manager

Title	Years Experience	Salary Range		
		Startup	SMB	Enterprise
Manager	4 - 6	\$75,000 - \$121,000	\$78,000 - \$129,000	\$85,000 - \$135,000

This position is extremely hands-on and technical. It requires the use of both Marketing Automation and CRM systems. The person in this role would manage the database and design workflows in the MAP to increase the flow of qualified leads over to sales.

Marketing Operations Specialist

Title	Years Experience	Salary Range		
		Startup	SMB	Enterprise
Specialist	1 - 3	\$57,000 - \$75,000	\$61,000 - \$85,000	\$63,000 - \$88,000

This position typically requires 1-2 years of hands-on experience using MAP and CRM. The person in this role manages the day-to-day operations for lead scoring, database segmentation, and campaign execution. This individual has a general understanding of the marketing infrastructure, but generally serves as more of a system administrator.

About Versique

Versique is one of the largest talent acquisition firms in the Midwest, and specializes in both consulting and permanent placement. The firm's team has more than 350 years of combined experience.

The recruiting and consulting team specializes in the following practice areas:

- **Information Technology**
- **Human Resources**
- **Engineering/Operations**
- **Marketing**
- **Finance/Accounting**
- **Sales**
- **CPG (consumer packaged goods),**
- **Executive Retained Search.**

Versique also has an internal digital marketing agency, [Parga](#), that specializes in helping clients grow their business through digital marketing. Using a mix of inbound marketing, content marketing and marketing automation, to attract and convert leads.

Versique has filled thousands of positions and its network of connections is one of the strongest in the industry. We create amazing connections.

Talent & Job Search Resources

Contact Our Demand Generation Recruiting Team

Call today to find a new opportunity for yourself or to start the search for top demand generation marketing talent to add to your team!

952.935.2000 | Email Us



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