

DEMAND GENERATION

Salary Guide 2024



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Letter from the Editor



WES LIESER, VICE PRESIDENT,
DEMAND GENERATION & MARKETING TECHNOLOGY

When I became a dad, I remember someone telling me that you age five years in the first year of being a parent. Well, if that's true, then I feel like marketers have aged five years in the last year.

CAC has never been higher, retention has never been harder, and budgets are being cut. Can someone tell me what part of that last sentence is setting up marketers for success?

Not to mention there's more people "in market" looking for new opportunities right now compared to any other point in the ten years I've been doing this.

Which is why I think this is the most important Salary Guide we've ever put out. Salaries skyrocketed in 2021 and continued to rise in 2022. From what I've seen and heard, salaries haven't retreated to what they were pre-pandemic, but they have come down a bit compared to last year.

What's more interesting is what I hear from our candidates. Many individuals are re-prioritizing their family life and free time compared to being obsessed with work. An extremely high-performing VP-level marketing leader told me they don't want a role where they're the SPA—single point of accountability—shining light on the fact that many people just don't want the stress anymore.

If you're a jobseeker, here are my three biggest pieces of advice:

1. Have "your story" down pat. Having a polished story shows that you know where you are, how you got here, and what you're going to do next. Employers want to hire people who know that.
2. There's no secret sauce to finding your next opportunity. Many people have tips that will help you stand out, but once everyone knows the same tips, it no longer helps you stand out. Stay diligent—you might as well try them all.
3. Don't chase money. Position yourself where you're most passionate, and money will chase you.

Here's what I know about where marketing is going.

1. **Look your prospects and customers in the eyes:** In March 2020, when the world went online, so did all our marketing—so much in fact that we've become numb to it. From the conversations I've had with VPs and CMOs, the most impactful ROI on marketing spend right now is happening at in-person events. That could be large, national events where you know a lot of your customers are, or it could be at small, intimate events where you invite your ten top prospects and have them get to know you. With so many options, people want to do business with people they trust.
2. **Strengthen your partnerships:** Piggybacking on the point above, people want to do business with people they trust. If I need to hire a contractor to remodel my bathroom, the first thing I'm doing is sending out a group text to my 5–10 best friends to see if they know anyone. If that doesn't work, yeah, sure, I'll go to Google—but that's not where I start. Why would we treat business any differently?
3. **Communities are on the rise:** Essentially combining the previous two, communities are becoming a staple of where marketers go to connect and share knowledge. But it's not just marketers coming together. Some of the most successful SaaS companies are creating communities for their customers to share knowledge as well. One of the most successful examples of this is what Latané Conant (CRO of 6Sense) has done with the Friday morning "CMO Coffee Talks." It's a great way to connect with your customers and for your customers to connect with each other!

Business is always evolving, and since marketing is essentially an agent of growth, it's our responsibility to make sure we know where business is headed. We're the ones sounding the horn to get everyone else to join in.

Stay strong and we'll get through this together. Enjoy!

Sincerely,
Wes Lieser






Understanding Our Salary Guide

The 2024 Demand Generation Salary Guide is a comprehensive resource for compensation information, hiring trends and topics, and marketing industry insights.

This information is compiled from thousands of candidate profiles, hundreds of placements, and data from more than 10,000 contacts in our database.

Understanding the latest salary trends and hiring outlook is critical to your organization's ability to attract and retain the best talent. With it, you can boost your competitive advantage and better attract and retain top-tier marketers.

Here are a few things to note when using this resource.

-  The ranges are wide and do not account for "senior" and "associate" titles as well as any other variation of a title.
 - If someone has the title "Senior Director" or "Associate Director," their compensation is listed in the Director section.
 - A large part of our data set contains self-reported salaries. That said, we cross-reference those numbers with some of the largest comp analyst tools in the industry to ensure we're as accurate as possible.
-  Our salary guide does not factor in any bonuses or equity because there are simply too many variables to consider when trying to factor in bonuses, equity, stock, LTIP, etc.
-  We considered the top 10 percent and the bottom 10 percent of salaries for each position "outliers" and did not use them here.
-  We rounded the averages to the nearest \$1,000 for simplicity of reading.
-  We used "years of experience" as a guideline. No data was pulled from our database correlating years of experience to the title of a position.



Customer Lifecycle Marketing

Customer lifecycle marketing (CLM) is a strategy that tailors marketing efforts to the specific stages a customer progresses through during their relationship with a brand or product. From initial awareness to the final advocacy phase, it recognizes that customers’ needs, perceptions, and interactions with the brand evolve. By addressing these changes, businesses can offer more relevant communications, foster deeper engagements, and optimize their marketing efforts for each stage, enhancing customer retention and maximizing lifetime value.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$210K-\$275K
Director	7-12	\$162K-\$213K
Manager	5-7	\$112K-\$149K
Specialist	2-4	\$65K-\$84K

OVERVIEW OF POSITIONS

VP, CUSTOMER LIFECYCLE MARKETING

The VP, Customer Lifecycle Marketing is responsible for overseeing and refining the entire customer journey, ensuring that marketing strategies are effectively tailored to each stage of the customer’s relationship with the brand. This role requires a deep understanding of customer behaviors, needs, and touchpoints to drive engagement, loyalty, and revenue growth. The VP will collaborate cross-functionally, leverage data analytics, and employ innovative marketing tactics to enhance customer retention and maximize lifetime value.

DIRECTOR, CUSTOMER LIFECYCLE MARKETING

The Director of Customer Lifecycle Marketing plays a pivotal role in strategizing and executing campaigns tailored to each stage of the customer’s journey with the brand. With a keen understanding of customer behaviors and touchpoints, this role focuses on driving sustained engagement, enhancing customer loyalty, and bolstering revenue. Collaborating closely with various teams, the Director harnesses data insights and the latest marketing practices to refine the customer experience and ensure consistent growth in customer retention and lifetime value.

MANAGER, CUSTOMER LIFECYCLE MARKETING

The Manager, Customer Lifecycle Marketing is responsible for designing and executing targeted marketing campaigns that engage customers at every stage of their journey with our brand. Leveraging data-driven insights, this role collaboratively works to enhance touchpoints, drive retention, and increase customer lifetime value. The Manager ensures that strategies are aligned with brand objectives to maximize opportunities for growth and building lasting relationships with our audience.

SPECIALIST, CUSTOMER LIFECYCLE MARKETING

The Customer Lifecycle Specialist plays a pivotal role in implementing and optimizing campaigns that engage customers throughout their journey with our brand. Utilizing a blend of analytical skills and creative thinking, this individual collaborates with cross-functional teams to enhance customer touchpoints, contributing directly to retention and loyalty efforts. The Specialist ensures that all campaign deliverables are executed timely and resonate effectively with the target audience to support the overarching brand and business goals.



Digital Marketing

Digital marketing refers to the use of online platforms, channels, and tools to promote and advertise products, services, or brands to a target audience. It encompasses a wide range of activities including search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, content marketing, email marketing, and online affiliate marketing. By leveraging technology, data analytics, and the internet’s reach, digital marketing offers businesses the ability to engage with their customers in real-time, measure campaign performance with precision, and adjust strategies instantaneously to optimize results.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$198K-\$275K
Director	7-12	\$157K-\$202K
Manager	5-7	\$102K-\$135K
Specialist	2-4	\$65K-\$82K

OVERVIEW OF POSITIONS

VP OF DIGITAL MARKETING

The VP of Digital Marketing is responsible for overseeing and guiding the entire digital marketing department, setting strategic goals and ensuring their alignment with the company’s overall objectives. With a deep understanding of digital trends, technologies, and analytics, this role crafts visionary plans for online growth, collaborates with senior leadership, and ensures efficient execution by the team to drive brand recognition, revenue, and market share in the digital space.

DIRECTOR OF DIGITAL MARKETING

The Director of Digital Marketing leads the development and implementation of innovative online marketing strategies. Drawing on expertise in areas like SEO, PPC, content, and social media, this role coordinates with different teams to optimize online presence, campaigns, and conversions, all while ensuring alignment with the company’s broader marketing and business goals.

DIGITAL MARKETING MANAGER

Digital Marketing Managers design, implement, and monitor digital campaigns across various channels, ensuring consistency and effectiveness. By leveraging data analytics and insights, they adjust campaigns for optimal performance, manage budgets, and collaborate with cross-functional teams to ensure the brand message resonates and drives desired outcomes.

DIGITAL MARKETING SPECIALIST

A Digital Marketing Specialist will focus on executing digital strategies and campaigns across platforms such as social media, email, and web. Armed with strong analytical skills, they monitor and report on campaign performance, suggesting tweaks for improvement, and assist in content creation, SEO efforts, and ad placements to ensure maximum online visibility and engagement.



Product Marketing

Product marketing is a specialized branch of marketing that focuses on promoting and driving demand for a company’s products. It bridges the gap between product development and sales by understanding both customer needs and market dynamics. Through research, positioning, and messaging, product marketers aim to communicate a product’s value proposition clearly to the target audience, ensuring that the product resonates with potential users and stands out in the market.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$194K-\$242K
Director	7-12	\$162K-\$198K
Manager	5-7	\$95K-\$137K
Specialist	2-4	\$72K-\$91K

OVERVIEW OF POSITIONS

VP, PRODUCT MARKETING

The VP of Product Marketing holds overarching responsibility for directing and strategizing the promotion of the company’s product portfolio. With a deep understanding of market trends, customer behavior, and competitive landscapes, they formulate strategic plans, work closely with senior leadership, and ensure that product positioning, messaging, and launches resonate with target audiences and achieve business goals.

DIRECTOR, PRODUCT MARKETING

The Director of Product Marketing leads the development and execution of go-to-market strategies for the company’s products. Collaborating closely with product managers, sales, and other marketing teams, they oversee product launches, craft compelling messaging, and ensure the product’s unique selling propositions are effectively communicated to the intended market segments.

MANAGER, PRODUCT MARKETING

Product Marketing Managers are instrumental in driving the demand and usage of products by crafting compelling narratives around their benefits and features. Leveraging market insights, they create and execute product launch plans, sales enablement tools, and marketing collateral, ensuring that products resonate with their target audience and achieve set milestones.

PRODUCT MARKETING SPECIALIST

The Product Marketing Specialist assists in positioning and promoting the company’s products to the right audience. They support product launches, create marketing materials, gather customer feedback, and monitor market trends, ensuring the consistent and effective communication of product value to potential users.



Field Marketing and Event Marketing

Field marketing refers to the practice of strategically deploying in-person campaigns or events to promote products or services directly to customers in specific, often local, markets. It focuses on leveraging localized strategies, events, and interactions to drive brand awareness, lead generation, and sales. This hands-on approach allows companies to tailor their marketing efforts to specific demographics, regions, or events, fostering a direct connection between the brand and its target audience.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Director	7-12	\$145K-\$175K
Manager	5-7	\$95K-\$135K
Specialist	2-4	\$62K-\$80K

OVERVIEW OF POSITIONS

FIELD MARKETING DIRECTOR

The Field Marketing Director leads the overall strategy and execution of field marketing initiatives. They are responsible for aligning local campaigns with overarching marketing goals, analyzing market trends and customer behavior in targeted regions, and managing resources to maximize ROI. Their leadership ensures that field marketing efforts seamlessly integrate with broader company objectives and drive tangible business outcomes in localized markets.

FIELD MARKETING MANAGER

Field Marketing Managers are responsible for planning, coordinating, and executing localized marketing campaigns and events that resonate with specific target audiences. By collaborating with sales teams, they design and implement initiatives that drive brand engagement, lead generation, and sales conversions in designated regions or at specific events. Their role involves monitoring campaign performance, gathering feedback, and adjusting strategies as needed to optimize results.

MEETING AND EVENT SPECIALIST:

The Meeting and Event Specialist orchestrates the logistical aspects of company-sponsored events and meetings. Their role includes venue selection, vendor coordination, budget management, and attendee experience optimization. By ensuring the smooth execution of events, they play a pivotal role in supporting field marketing objectives and enhancing brand-customer interactions.



Content Strategy and Content Marketing

Content marketing is a strategic marketing approach centered on creating, publishing, and distributing valuable, consistent, and relevant content to attract and retain a targeted audience. The ultimate goal is to drive profitable customer actions by building trust and authority. Rather than directly promoting a brand, content marketing focuses on providing information, entertainment, or inspiration to build a relationship with potential and existing customers.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Director	7-12	\$140K-\$175K
Manager	5-7	\$109K-\$132K
Specialist	2-4	\$70K-\$96K

OVERVIEW OF POSITIONS

DIRECTOR OF CONTENT MARKETING

The Director of Content Marketing is responsible for defining and leading the company's content strategy across all platforms. They craft a cohesive narrative that aligns with brand objectives, oversees content production, distribution, and optimization. Their leadership ensures that the content resonates with target audiences, builds brand authority, and drives measurable business outcomes.

CONTENT MARKETING MANAGER

Content Marketing Managers play a pivotal role in planning, creating, and executing content campaigns tailored to specific audience segments. They collaborate with various teams to ensure content aligns with broader marketing strategies, manage the editorial calendar, and monitor content performance metrics. Their focus is on producing high-quality content that effectively engages, educates, and converts the target audience.

CONTENT SPECIALIST/CONTENT STRATEGIST

The Content Specialist/Strategist delves deep into understanding the audience's needs, preferences, and behaviors to craft content that resonates. They are responsible for researching, creating, and refining content topics, ensuring consistency in tone and style, and optimizing content for search and user experience. Their expertise shapes the direction of content initiatives to ensure alignment with business goals and audience interests.

Demand Generation

Demand generation is a comprehensive marketing approach aimed at creating awareness and interest in a company's products or services. It encompasses a variety of marketing activities, from content creation to advertising campaigns, which are designed to nurture potential customers through the buying journey, ultimately driving them towards making a purchase decision.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$226K-\$271K
Director	7-12	\$156K-\$202K
Manager	5-7	\$84K-\$129K
Specialist	2-4	\$71K-\$89K

OVERVIEW OF ROLES

VP OF DEMAND GENERATION

The VP of Demand Generation oversees and drives the company's demand generation strategy, ensuring that marketing and sales efforts converge to generate sustainable sales-ready leads. They are responsible for aligning departmental goals with broader company objectives, optimizing the lead-to-customer conversion process, and leveraging data analytics to refine and scale successful tactics.

DIRECTOR OF DEMAND GENERATION

Directors of Demand Generation shape and execute strategies to drive market interest in the company's offerings. This role requires close collaboration with cross-functional teams, focusing on lead acquisition, nurturing strategies, and funnel optimization. By evaluating performance metrics, they ensure that demand generation efforts effectively translate into revenue growth.

DEMAND GENERATION MANAGER

Demand Generation Managers are instrumental in developing and executing targeted marketing campaigns that create interest in the brand's products or services. They employ a mix of inbound and outbound strategies, manage lead acquisition, and optimize lead nurturing processes. Their expertise ensures that campaigns resonate with potential customers, maximizing ROI.

DEMAND GENERATION SPECIALIST

The Demand Generation Specialist works on the front lines of campaign execution, implementing tactics to drive brand interest. Their responsibilities include setting up and monitoring digital ad campaigns, analyzing engagement metrics, and assisting in the development of lead nurturing paths. They collaborate closely with marketing and sales teams, ensuring that leads are effectively transitioned through the buying journey.



Marketing Operations

Marketing operations is a discipline within the broader field of marketing that focuses on streamlining processes, leveraging technology, and measuring the effectiveness of marketing campaigns. It combines technology management, data analysis, and strategic planning to improve the efficiency and outcomes of marketing efforts, ensuring that marketing activities are aligned with organizational goals and deliver a positive ROI.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$213K-\$276K
Director	7-12	\$153K-\$194K
Manager	5-7	\$99K-\$129K
Specialist	2-4	\$65K-\$90K

OVERVIEW OF ROLES

VP OF MARKETING OPERATIONS

The VP of Marketing Operations is responsible for overseeing the strategy, tools, and processes that drive the efficiency and effectiveness of the marketing department. They play a critical role in aligning marketing goals with company-wide objectives, ensuring technology stack optimization, and fostering a data-driven culture that measures and enhances campaign performance.

DIRECTOR OF MARKETING OPERATIONS

Directors of Marketing Operations will lead the tactical execution of marketing processes and technology strategies. They collaborate with cross-functional teams to ensure seamless integration of tools, streamline campaign deployment, and use data analytics to provide insights that guide marketing decisions, driving growth and efficiency.

MARKETING OPERATIONS MANAGER

Marketing Operations Managers play a pivotal role in managing and optimizing the systems and tools used in marketing campaigns. They ensure the smooth running of campaigns through technology platforms, manage databases, analyze campaign metrics, and implement processes to improve workflow efficiency and effectiveness.

MARKETING OPERATIONS SPECIALIST

The Marketing Operations Specialist supports the operational aspects of marketing campaigns, from tool integration to data management. They are adept at using marketing software, analyzing performance data to provide insights, and assisting in the optimization of processes to ensure the timely and efficient execution of marketing activities.

Meet The Team



**STEVE YAKESH, PRESIDENT,
DIRECT HIRE & EXECUTIVE
LEADERSHIP SEARCH**

As President, Direct Hire & Executive Search, Steve leads Versique's award-winning permanent placement division with more than 20 years of experience. Additionally, he guides strategy for Versique's twelve practice areas, including IT, HR, Finance & Accounting, Engineering & Operations, Sales, CPG, Digital Marketing, Executive Retained Search, Healthcare, Manufacturing, Family Owned and Demand Generation. His diverse background and wide breadth of expertise add considerable value to Versique's executive retained search team. Prior to Versique, Steve held numerous sales and marketing leadership roles and gained extensive experience inside both a global 50 and fortune 500 company.



**WES LIESER, VICE PRESIDENT,
DEMAND GENERATION AND
MARKETING TECHNOLOGY**

Wes Lieser is a seasoned Executive Recruiter with a focus on Demand Generation and Marketing Technology. Drawing from his prior experience in both sales and marketing, Wes understands the nuances of utilizing technology to boost sales and marketing outcomes. Wes's passion for Demand Generation and his dedication to industry networking have made him a trusted advisor for Versique's clients seeking to bolster their teams with top-tier talent.

About Versique

WE BELIEVE PEOPLE ARE THE ULTIMATE BUSINESS ADVANTAGE.

Versique is a high-performance recruiting firm that specializes in interim solutions, direct hire, and executive leadership search. Our team of experienced professionals and seasoned leaders across various areas of expertise and industries have been in your shoes. We can quickly assess your whole people picture and identify the elements that will take your business to the next level.

The Versique brand represents a powerful combination of “versatile” and “unique” as it hints at the concept of “search” in its pronunciation: ver-seek.

OUR AREAS OF EXPERTISE:

-  Human Resources
-  Demand Generation & Marketing
-  Engineering & Operations
-  Finance & Accounting
-  Information Technology

BROAD INDUSTRIES WE SERVE:

-  Healthcare Leadership
-  Consumer Packaged Goods
-  Private Equity
-  Banking & Financial Services
-  Manufacturing & Industrial
-  Family-Owned

Versique is a high-performance recruiting firm that specializes in interim solutions, direct hire, and executive leadership search. Our team of experienced professionals and seasoned leaders across various areas of expertise and industries have been in your shoes. We quickly assess your whole people picture and identify key elements that will take your business or your career to the next level.


In 2023, Versique made the Inc. 5000 list of fastest growing private companies, along with the Minneapolis-St. Paul Business Journal's Fast 50 list. Additionally, in the last 4 years, Versique was recognized as a Star Tribune Top Workplace, and awarded a Best Place to Work in 2022 by the Minneapolis /St. Paul Business Journal, which speaks to the incredible culture we've fostered. We believe people are the ultimate business advantage. Let's find your people or your next career opportunity together and make the best possible.


Contact OUR DEMAND GENERATION RECRUITING TEAM

Give us a call today to find a new opportunity or start the search for top finance and accounting talent for your team.


Versique


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