

# Digital Salary Benchmarking Report

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Oscar Associates  
UK

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Digital



# Current Market Analysis

Recent years have seen a significant shift in the way companies approach their marketing. Stepping away from traditional marketing such as OOH and newsletters, digital channels such as social media and paid advertising are now the dominant platforms due to increased reach and measurable results. The rise in social media influence means apps such as Facebook, X and LinkedIn have become crucial for both B2B and B2C marketing.

From chatbots to automated emails, marketers are also adapting to the ever-changing tech landscape, incorporating AI to optimise campaign efficiency and improve processes.

Businesses will likely be increasing their reliance on integrated marketing strategies, where traditional and digital marketing efforts combine. Consumer-centric approaches focusing on experience and engagement will define the future of marketing, with companies increasingly delivering personalised experience to their audiences.



# Salary Guide

Job Title	Senior Exec	Manager	Head Of
Paid Media	£32,000 - £45,000	£45,000 - £55,000	£55,000 - £70,000
SEO	£35,000 - £45,000	£45,000 - £55,000	£55,000 - £65,000
Social Media	£30,000 - £35,000	£35,000 - £40,000	£40,000 - £50,000
CRM	£30,000 - £36,000	£36,000 - £45,000	£45,000 - £60,000
Digital Marketing	£32,000 - £40,000	£40,000 - £50,000	£50,000 - £70,000

\* London - add 10% \*