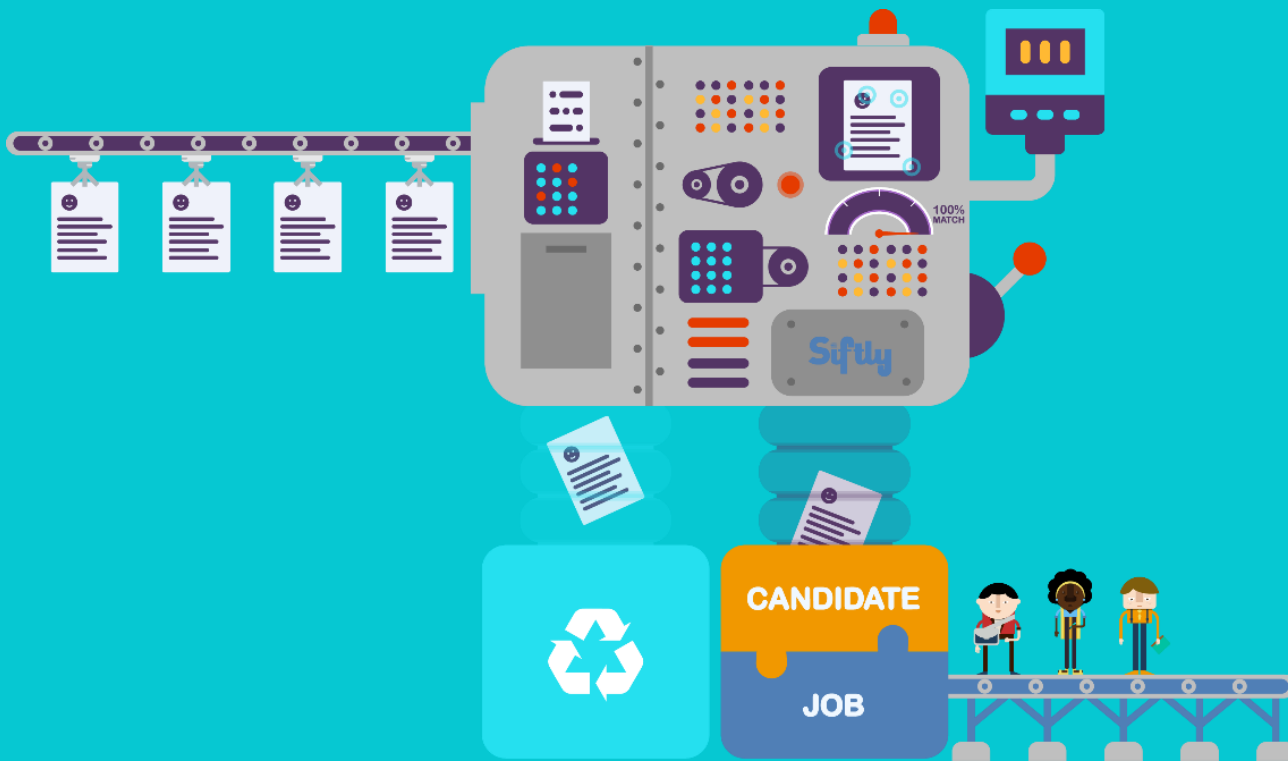


2018 STRATEGY SALARY REPORT

Published September 15, 2018



THE FIRST JOB-MATCHING SITE FOR THE CREATIVE INDUSTRY



SIFTLY is committed to adding value to the agency world. To achieve that goal, we published our first [Media Salary Report](#) last year.

Now, we're publishing a dedicated salary report for Strategists, Planners & Analysts.

Whether you are a full-time candidate, a freelancer, a recruiter or a hiring manager, this report will empower you for your next compensation negotiation.

TEAM SIFTLY

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Intro

Who
Participated

Full-Time
Findings

Freelance
Findings

More
Facts & Stats



WHO PARTICIPATED?

1608 STRATEGIC MINDS

from the U.S. completed the survey
(1,244 Full-Timers & 364 Freelancers)



ROLES

Analysts
Brand Consultants
Comms / Media Planners
Content Strategists
CRM Strategists
Design Strategists
Digital Strategists
Event / Experiential Strategists
Innovation Strategists
PR Strategists
Research Consultants
Retail Strategists
Social Strategists
Strategic Planners
UX Strategists

WHAT DESCRIBES YOUR ROLE BEST?



59%

STRATEGIC PLANNERS



9%

DIGITAL STRATEGISTS



7%

BRAND CONSULTANTS



6%

COMMS STRATEGISTS



5%

RESEARCH CONSULTANTS



3%

SOCIAL STRATEGISTS



2%

INNOVATION STRATEGISTS



2%

CONTENT STRATEGISTS



2%

ANALYSTS



2%

DESIGN STRATEGISTS



UX STRATEGISTS



EVENT STRATEGISTS

3%

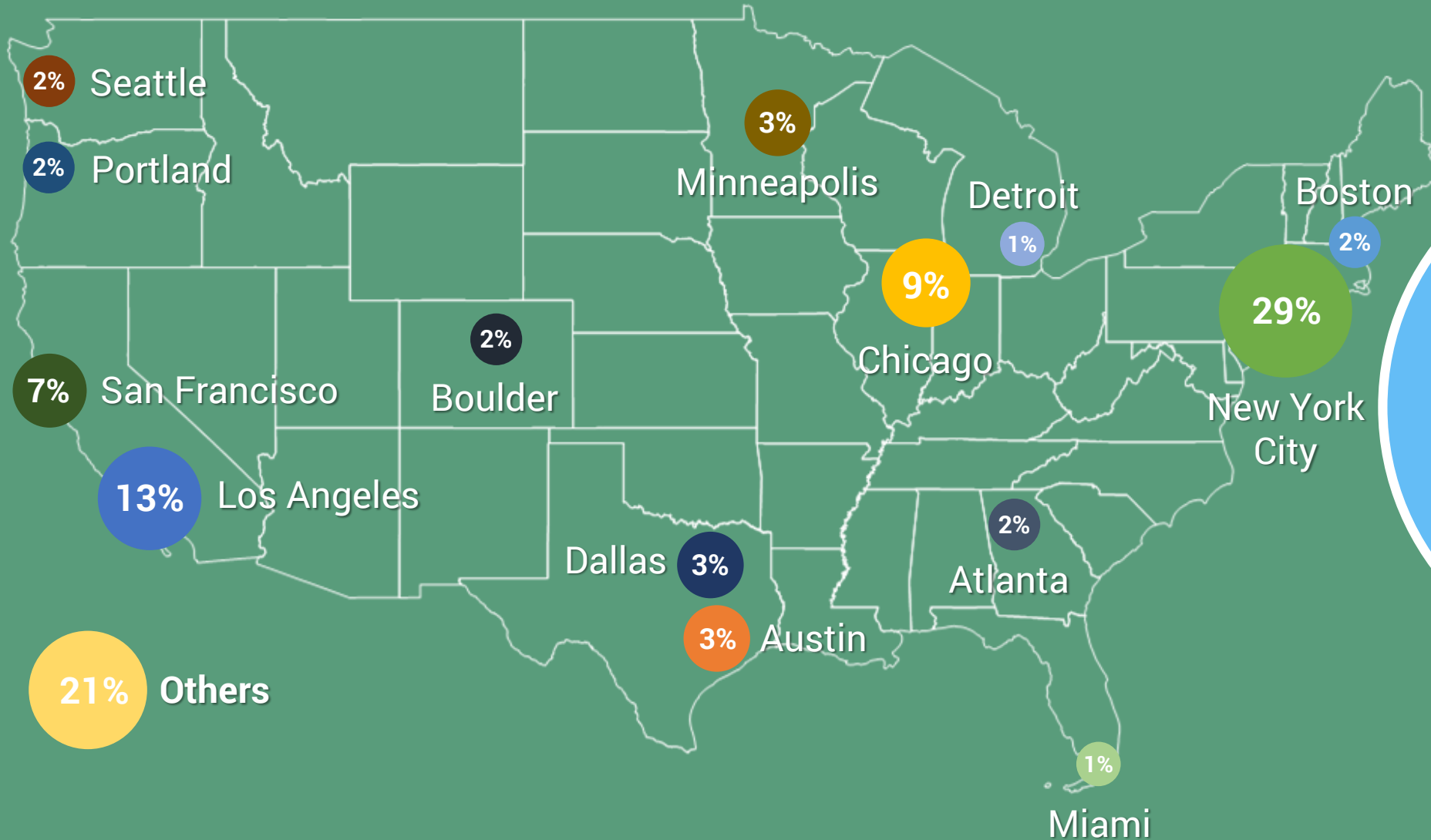


PR STRATEGISTS



CRM STRATEGISTS

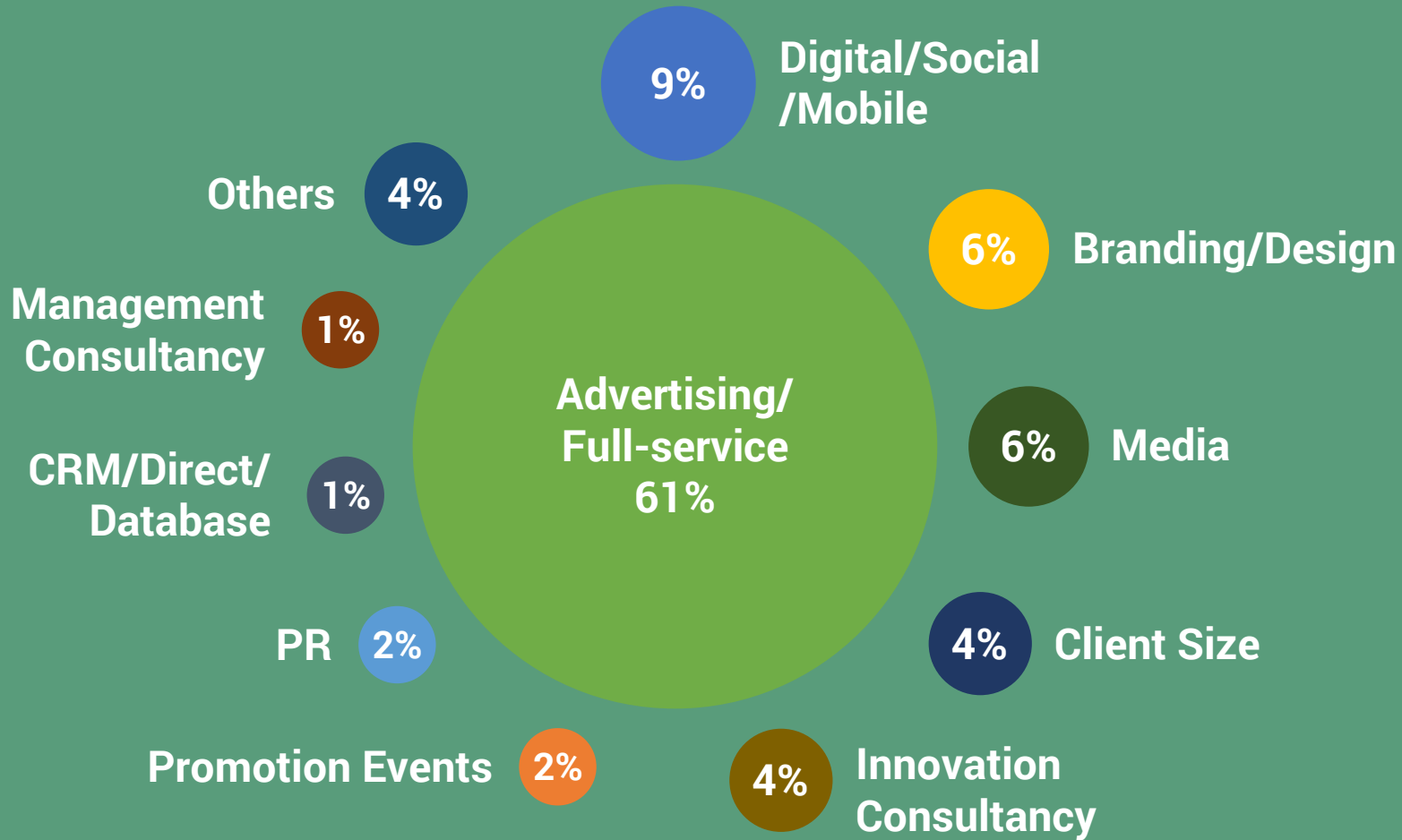
PARTICIPANTS BY LOCATION



Observation

Almost 1/3 of strategic talent resides in the Big Apple with 1 out of 2 living in the top 3 markets.

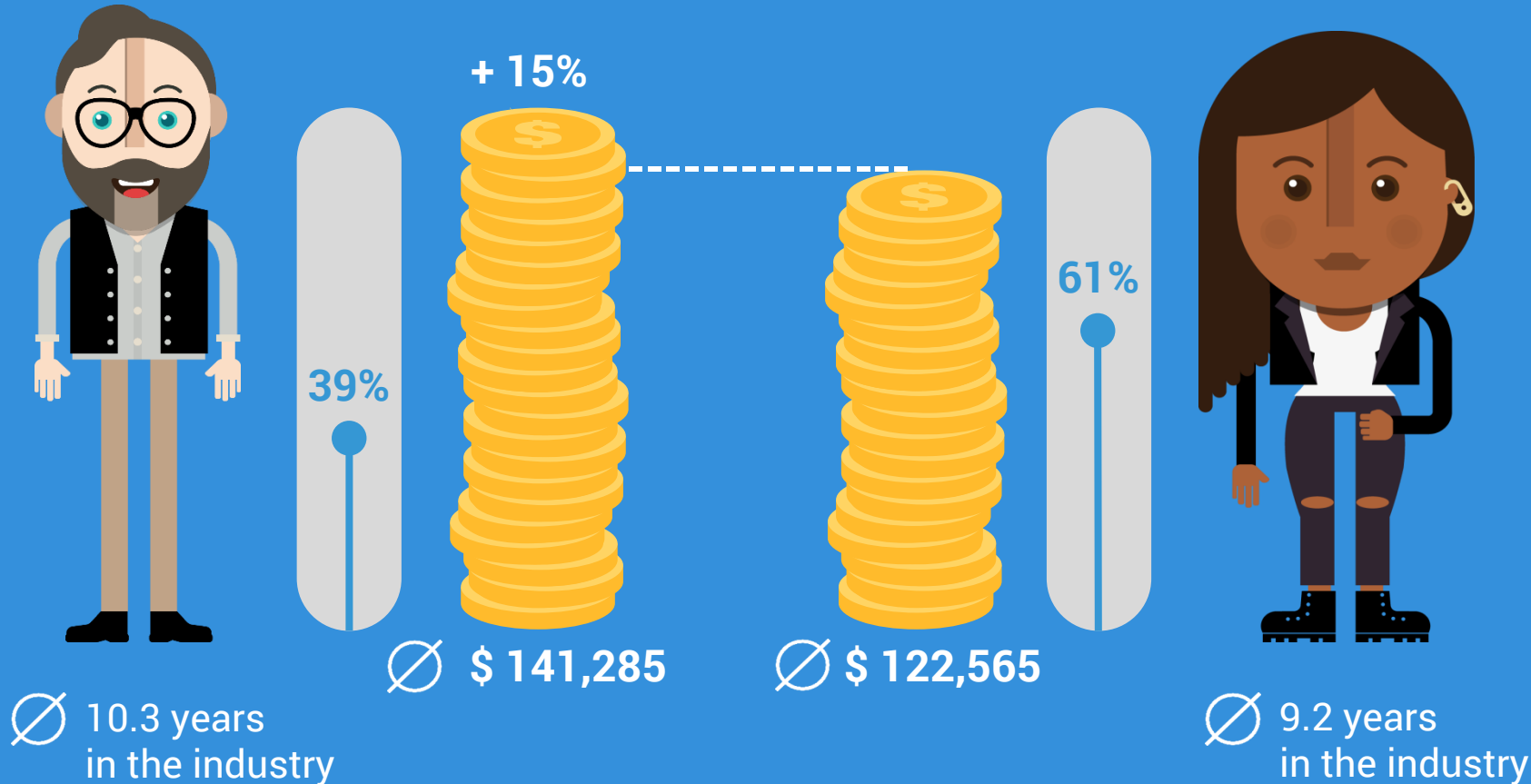
PARTICIPANTS BY COMPANY TYPE



Observation

Most job opportunities are still in full-service agencies, with digital agencies being seemingly underrepresented.

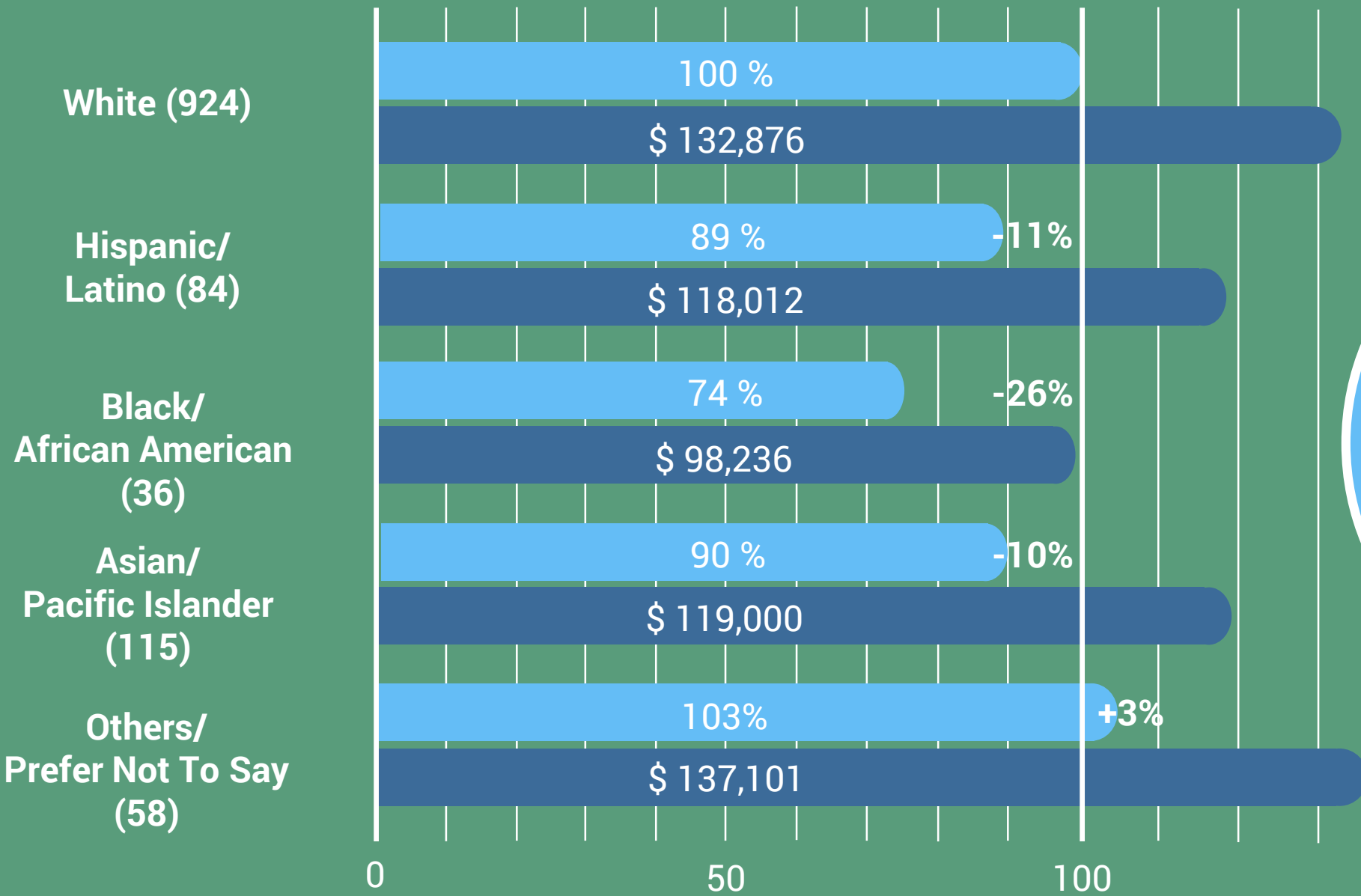
MEN MAKE 15% MORE THAN WOMEN WOMEN MAKE UP THE MAJORITY OF STRATEGISTS



Observation

While it is engrouaging to see a majority of women in Strategy, it is disheartening to see that a gender gap still exists.

SALARY BY ETHNICITY



Observation

While the sample size for African American Strategists is not statistically robust, these numbers speak to possible ethnic bias.

SALARY BY COMPANY TYPE

Client Side	\$148,282	+14%
Media	\$140,482	+8%
Others	\$132,390	+2%
Average	\$129,865	
Advertising/Full Service	\$128,917	-1%
Innovation Consultancy	\$126,040	-3%
Branding/Design	\$124,310	-4%
Digital/Social/Mobile	\$122,950	-5%

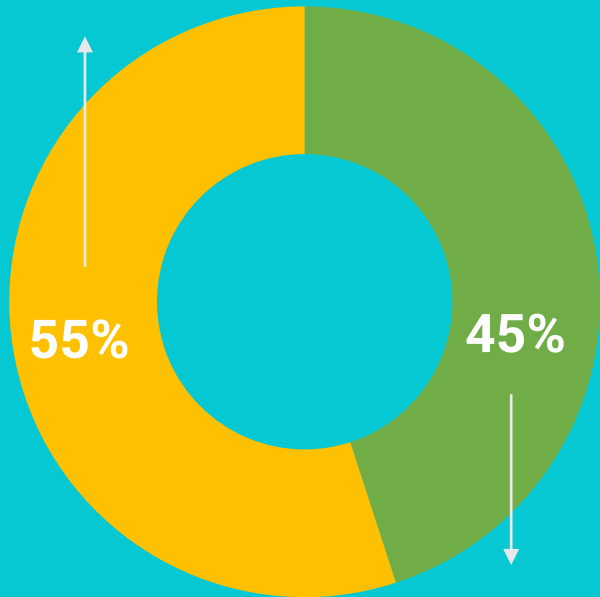
Observation

Besides client side and media agencies paying higher wages, no significant gaps / surprises by agency type (considering margin of error).



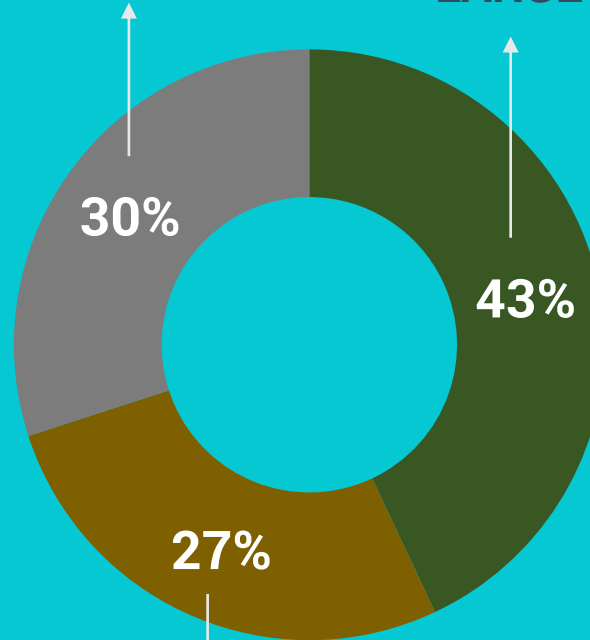
THE FIRST JOB MATCHING SITE FOR THE CREATIVE INDUSTRY

HOLDING



INDEPENDENT

SMALL



MIDSIZE

LARGE

Observation

Almost 1/2 of the industry brain trust works at independent shops with smaller shops having fewer strategists.

■ Small = Up to 100 employees

■ Midsize = Between 100 – 300 employees

■ Large = Over 300 employees

SALARIES BY OWNERSHIP

Holding

\$ 135, 540

Independent

\$ 123, 067

-9 %

0

50k

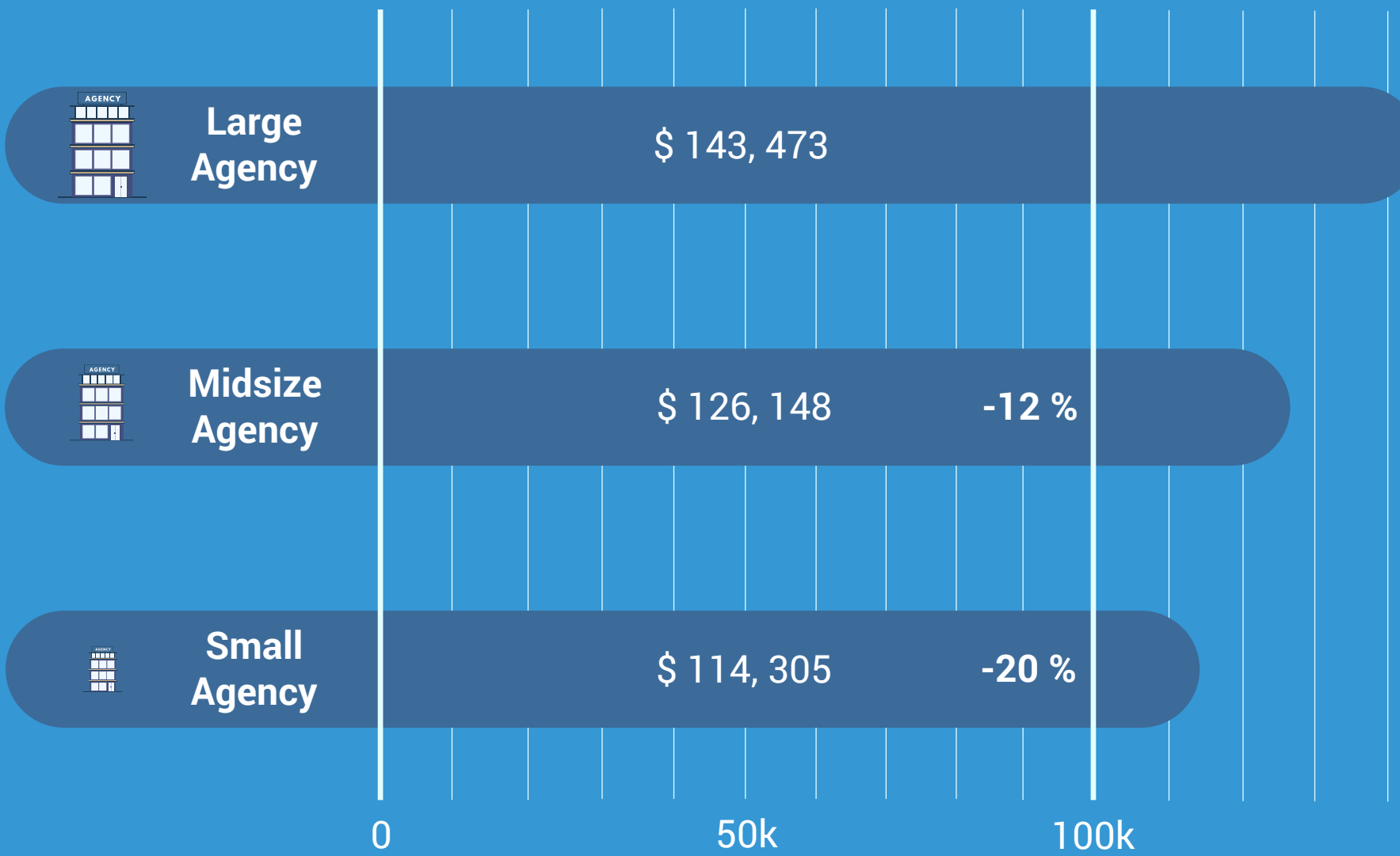
100k

Observation

Holding companies pay better for strategic thinking than what independent shops can afford.



SALARIES BY AGENCY SIZE



Observation

Larger agencies pay best, with midsize agencies paying 12% less and small agencies paying 20% less.



SALARIES BY TOP MARKETS

San Francisco

\$154,629

+19%

New York City

\$147,115

+13%

Los Angeles

\$138,995

+7%

National

\$129,865

Chicago

\$127,822

-1%

Others

\$111,343

-6%

Observation

Difference in cost of living is reflected in salaries with a gap of 25% points between the most expensive market (SF) and rest of the USA.



0

50k

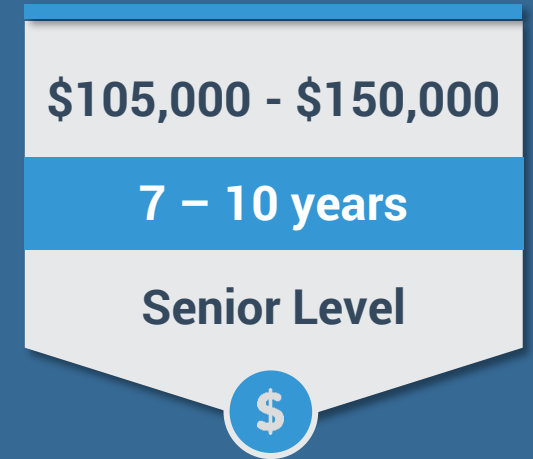
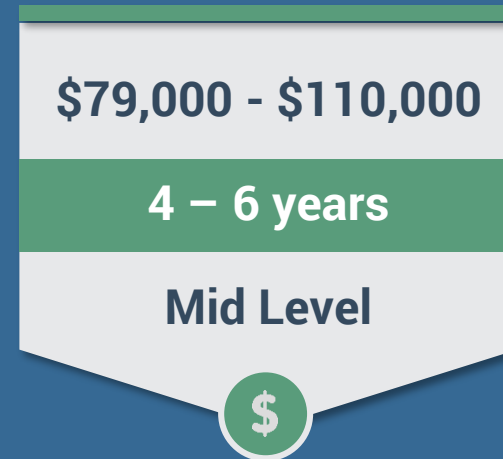
100k

150k

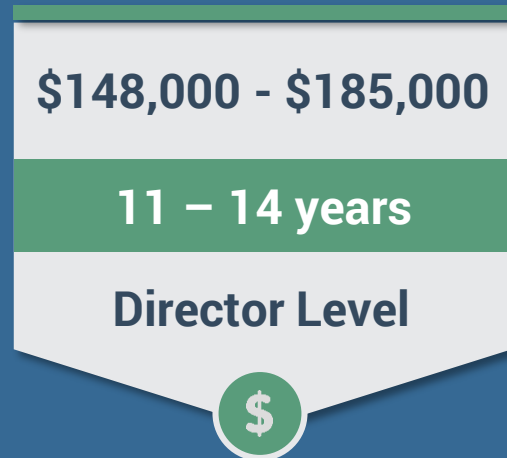
AVERAGE BASE SALARY BY ROLES



BRAND CONSULTANTS



COMMS STRATEGISTS



STRATEGIC PLANNERS

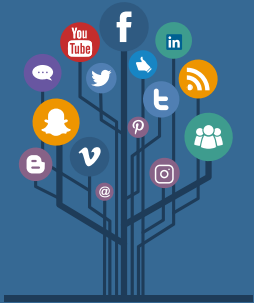
AVERAGE BASE SALARY BY ROLES



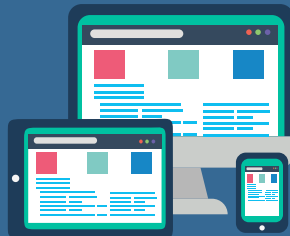
CONTENT STRATEGISTS



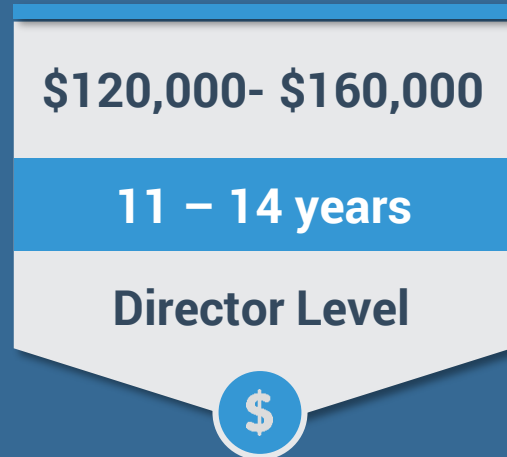
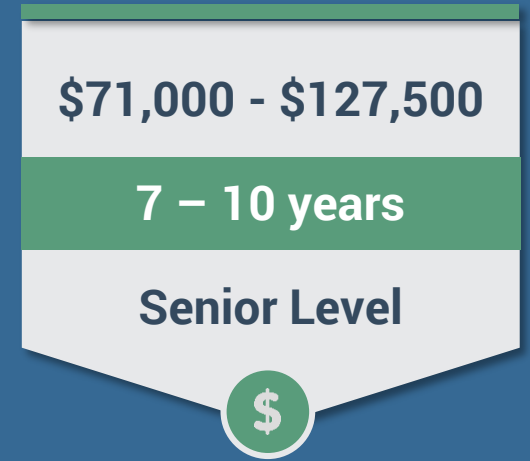
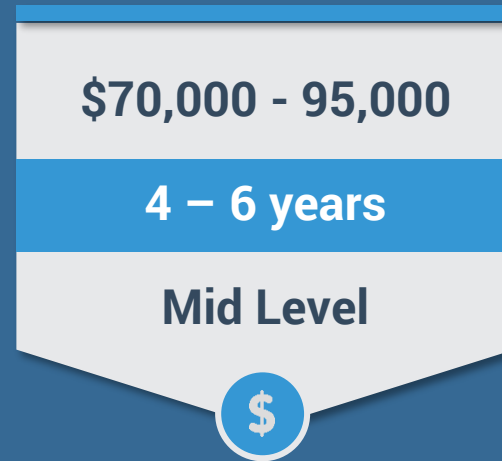
DIGITAL STRATEGISTS



SOCIAL STRATEGISTS



UX STRATEGISTS



AVERAGE BASE SALARY BY ROLES



ANALYSTS



CRM STRATEGISTS

\$50,000 - \$80,000

1 – 3 years

Junior Level



DESIGN STRATEGISTS



EVENT STRATEGISTS

\$75,000 - \$122,000

4 – 6 years

Mid Level



\$95,000 - \$131,000

7 – 10 years

Senior Level



INNOVATION STRATEGISTS



PR STRATEGISTS

\$130,000 - \$165,000

11 – 14 years

Director Level



\$137,500 - \$211,500

15 – 18 years

VP/Group Director



\$120,000 - \$210,000+

19 – 20+ years

**EVP/SVP/
Department Head**

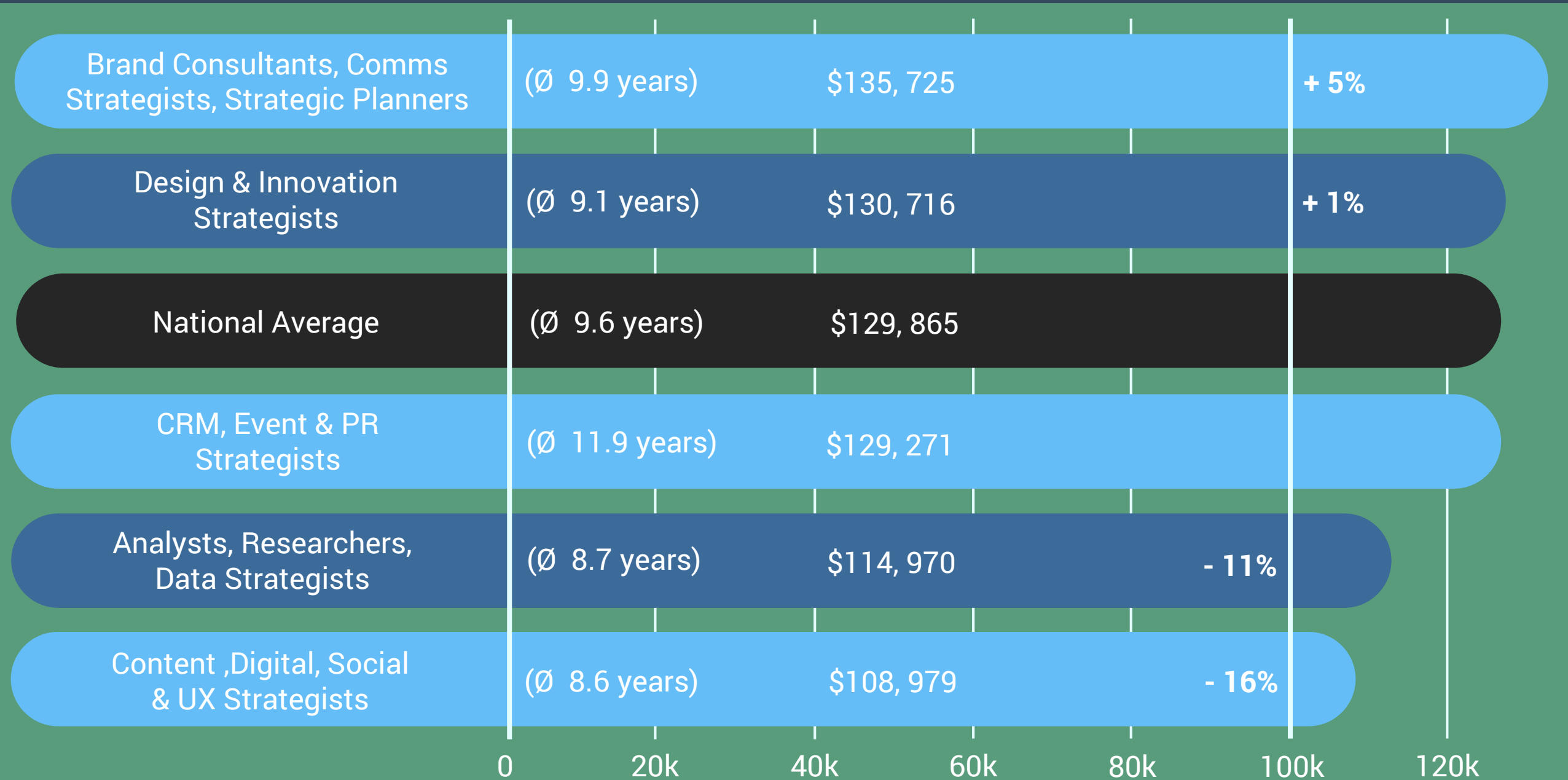


RESEARCH CONSULTANTS

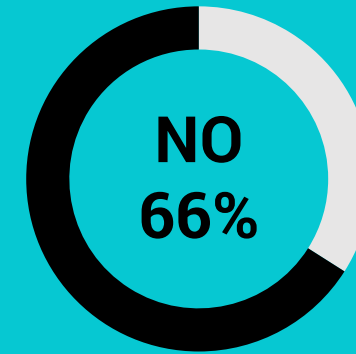
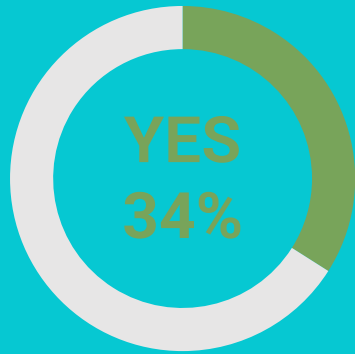


RETAIL STRATEGISTS

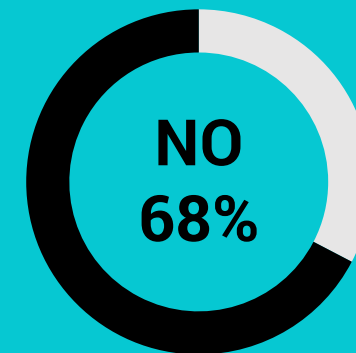
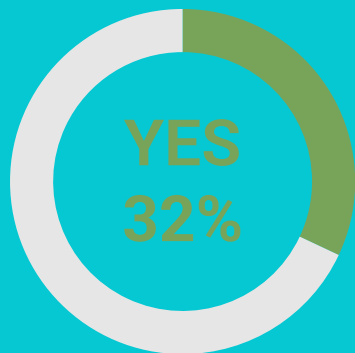
AVERAGE SALARY BY ROLE



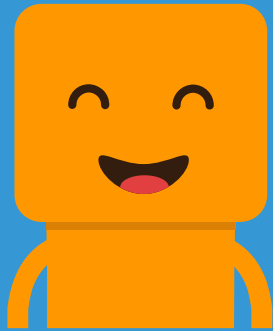
HAVE YOU STARTED YOUR CURRENT JOB LESS THAN LAST 12 MONTHS AGO?



HAVE YOU EVER BEEN LAID OFF?

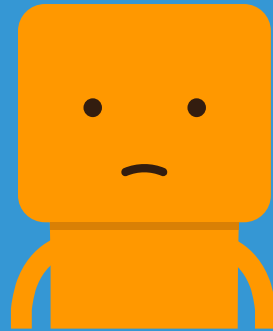


JOB HAPPINESS



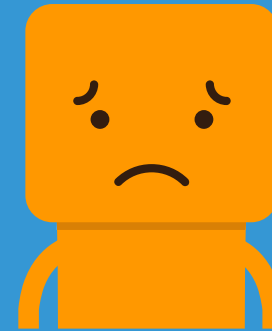
43%

Love It



39%

I'm Indifferent



14%

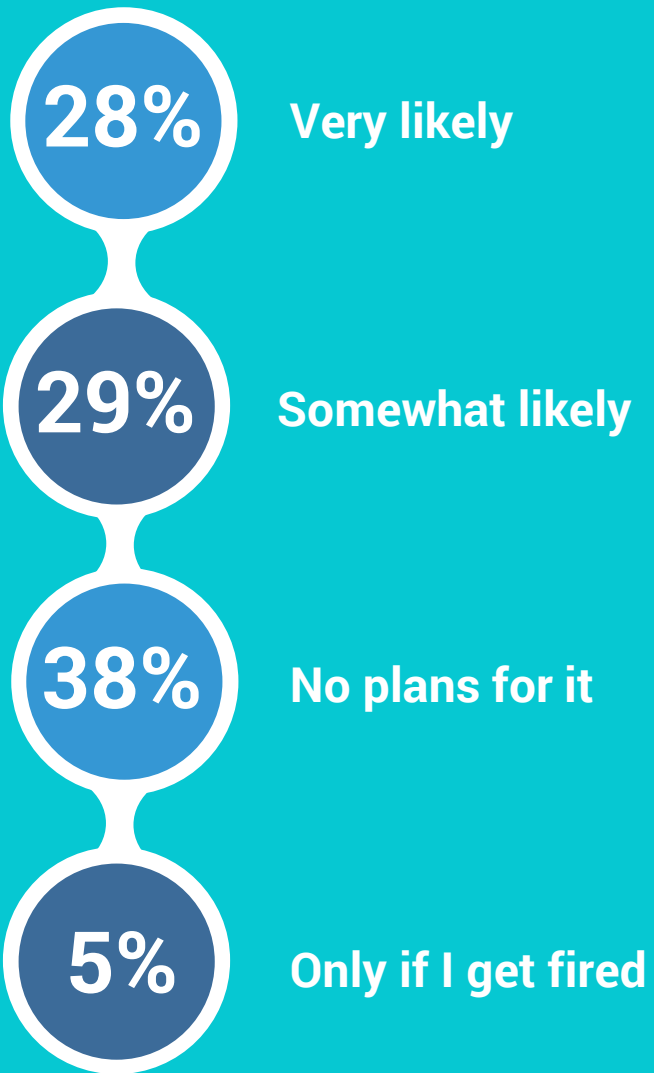
Don't Like It



4%

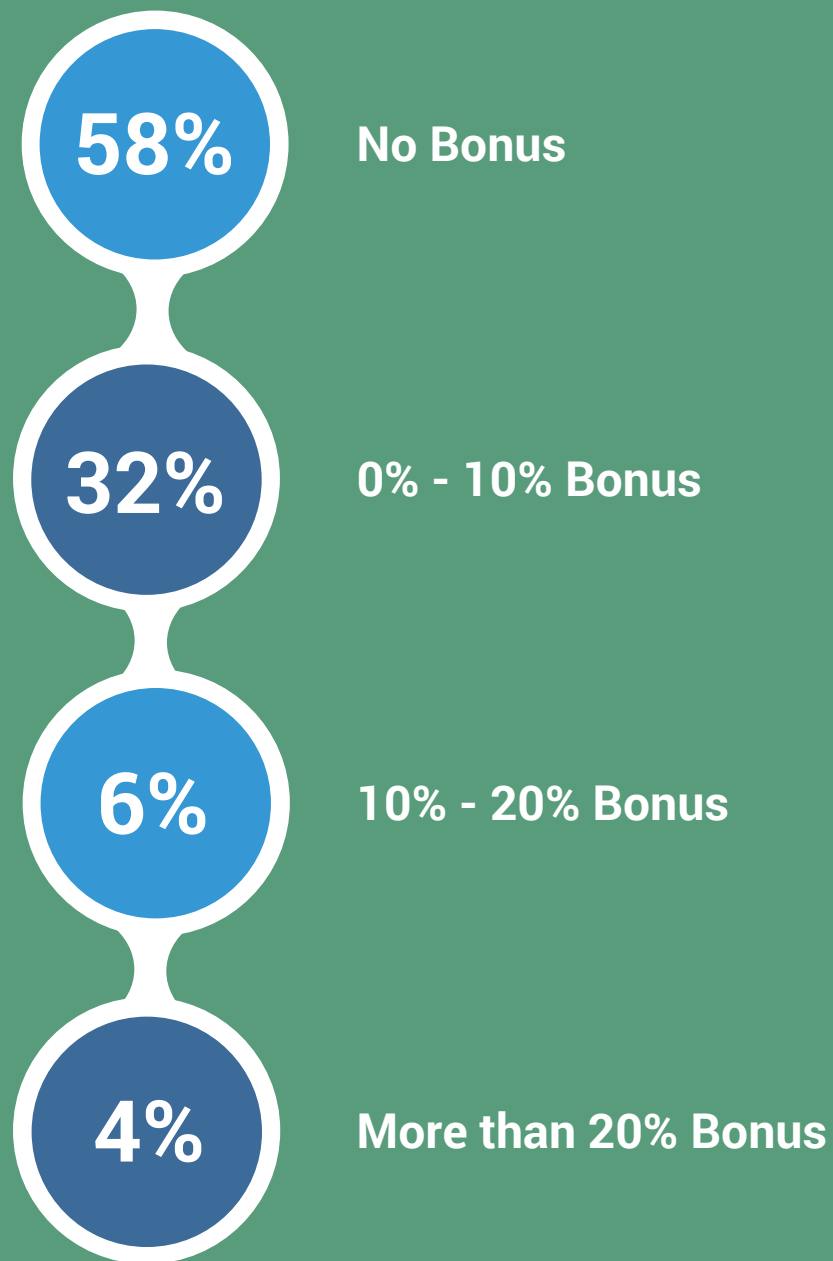
Hate It

ANTICIPATE A JOB CHANGE IN THE NEXT 12 MONTHS



Observation

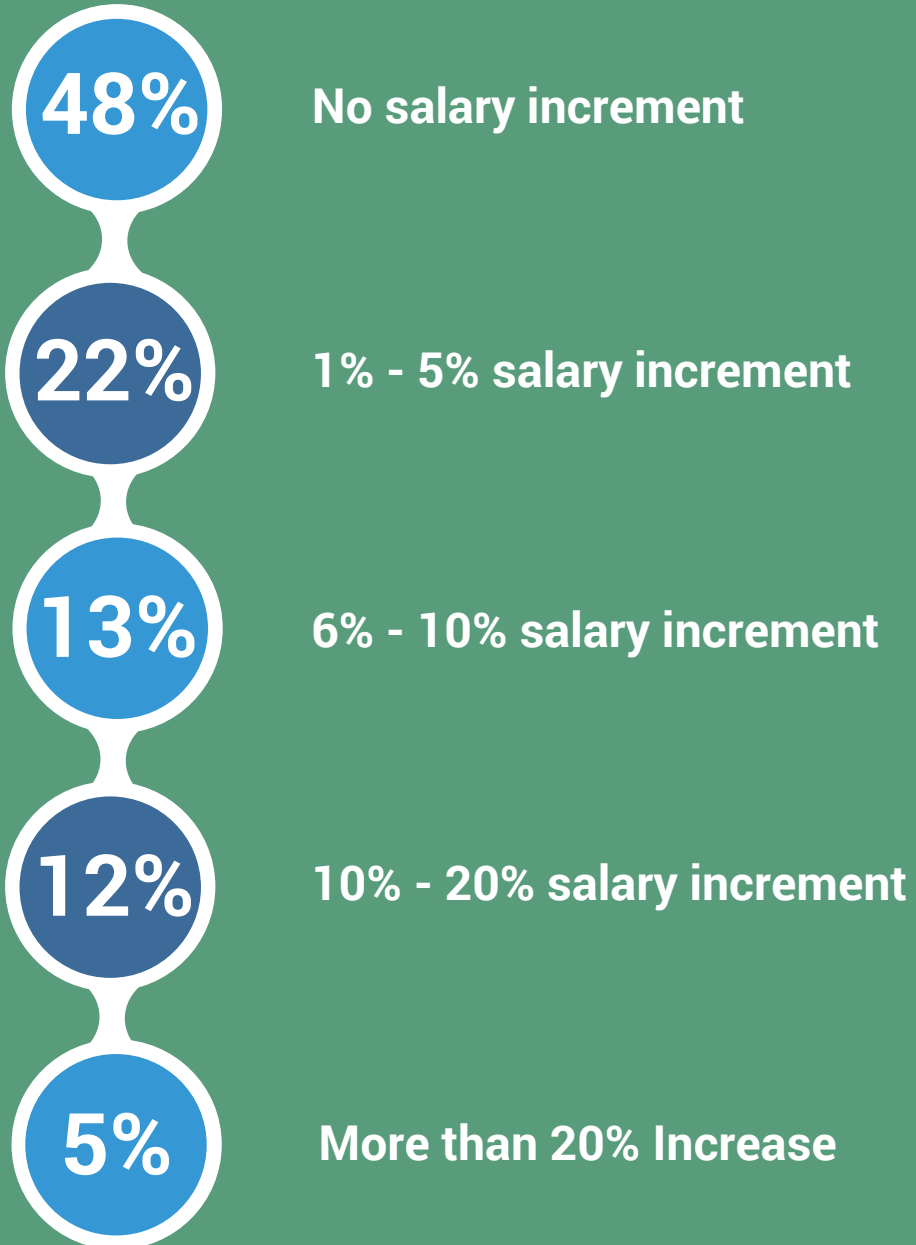
1/3 are open to new opportunities and another 1/3 are open-minded.
Less than 1/2 are content.



Observation

6 out of 10 haven't received any bonus in the last round. Those who got a bonus received a modest amount.

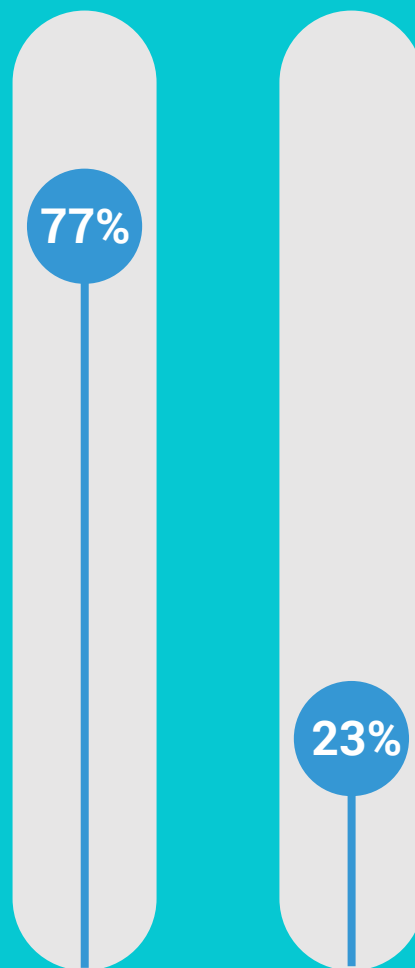
SALARY INCREASES



Observation

Only 1/2 were getting an annual salary increase. With 1 out of 5 just getting enough to keep up with inflation. Only 1 out of 3 received any significant increase.

FULL-TIME STILL DOMINATES OVER FREELANCE



HOURLY FREELANCE RATES

FREELANCE



\$35 - \$50

1 - 3 years

Junior Level

\$

\$50 - \$100

4 - 6 years

Mid Level

\$

\$100 - \$150

7 - 10 years

Senior Level

\$

\$100 - \$175

11 - 14 years

Director Level

\$

\$110 - \$200

15 - 19 years

VP/Group Director

\$

\$125 - \$220+

20+ years

**EVP/SVP/
Department Head**

\$

DAILY FREELANCE RATES

FREELANCE



\$280 - \$425

1 - 3 years

Junior Level

\$

\$350 - \$800

4 - 6 years

Mid Level

\$

\$700 - \$1,200

7 - 10 years

Senior Level

\$

\$800 - \$1,400

11 - 14 years

Director Level

\$

\$825 - \$1,500

15 - 19 years

VP/Group Director

\$

\$1,000 - \$1,600+

20+ years

**EVP/SVP/
Department Head)**

\$

MONTLY FREELANCE RATES

FREELANCE



\$4,000 - \$6,000

1 - 3 years

Junior Level

\$

\$5,000 - \$15,000

4 - 6 years

Mid Level

\$

\$10,000 - \$20,000

7 - 10 years

Senior Level

\$

\$12,000 - \$24,000

11 - 14 years

Director Level

\$

\$13,500 - \$25,000

15 - 19 years

VP/Group Director

\$

\$15,000 - \$26,000+

20+ years

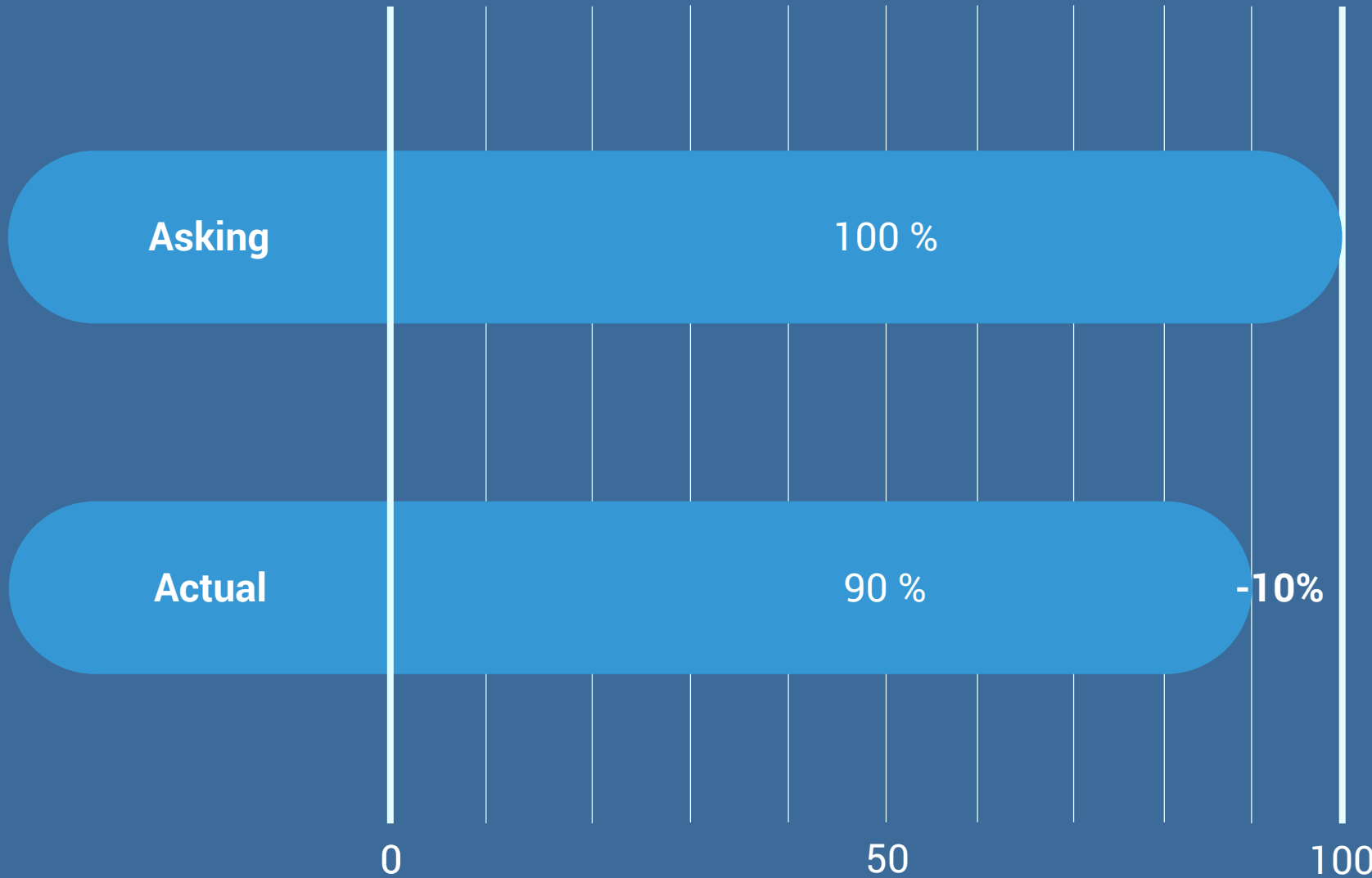
**EVP/SVP/
Department Head**

\$

AVERAGE FREELANCE RATE

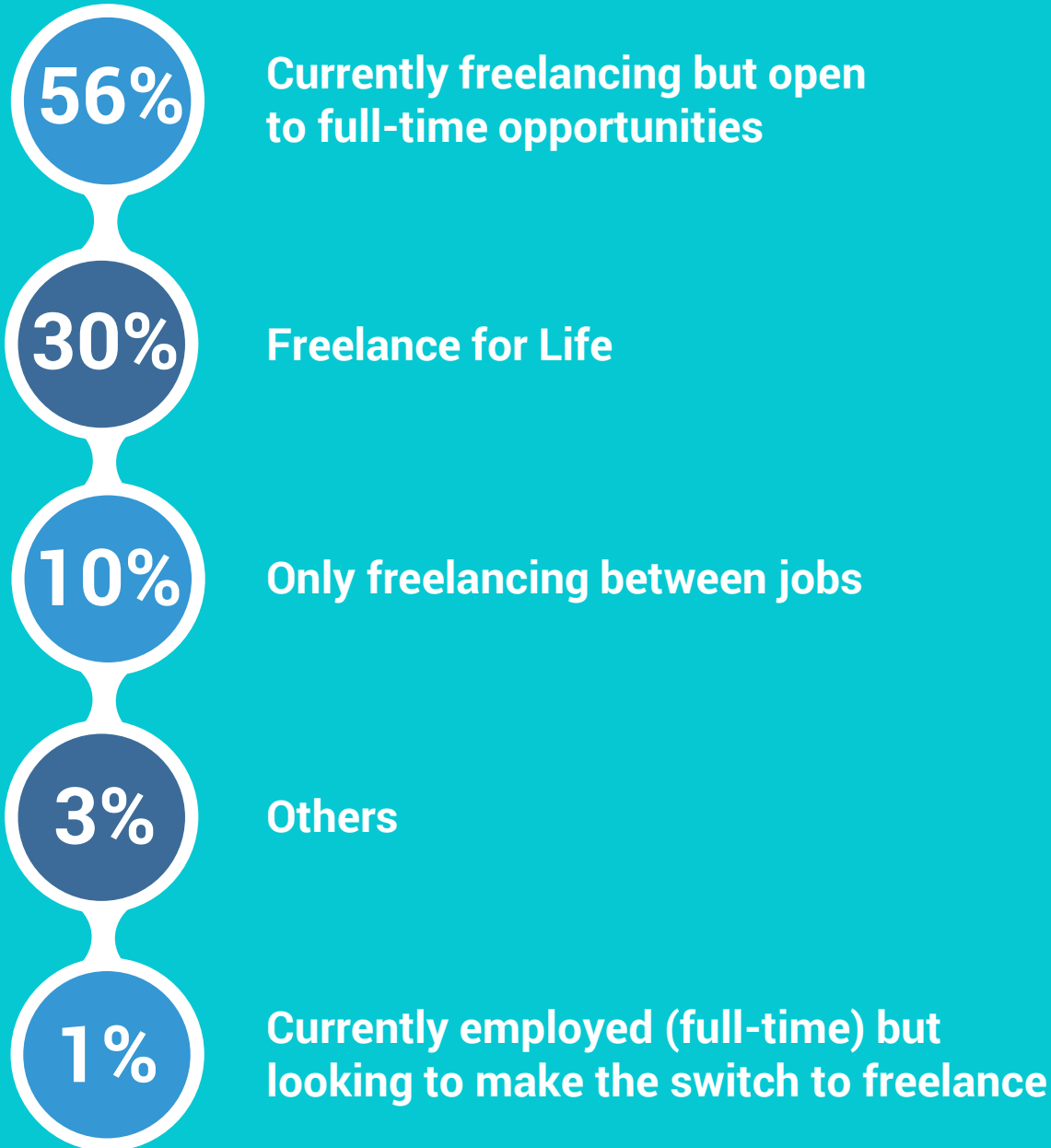


ASKING VS. ACTUAL FREELANCE RATE



Observation

Rate card is 10% higher than what Freelancers get hired for.



Observation

1 out of 3 plan to be permanently part of the freelance nation. Over 1/2 would consider a full-time job for the right opportunity.

IS STRATEGY A THRIVING OR DYING DISCIPLINE?



Thriving
61 %



Dying
7 %



Same
32 %

WILL THERE BE MORE OR FEWER JOBS IN STRATEGY?



More
52 %



Fewer
18 %



Same
30 %

DO YOU SEE YOURSELF WORKING IN STRATEGY IN 3 YEARS?



70 %



6 %



24 %

POPULAR ONLINE COMMUNITIES & SOURCES



01 [Sweathead Podcast with Mark Pollard](#) available on [iTunes](#) and [Anchor FM](#)

02 [Julian Cole's fortnightly Planning Dirty newsletter](#)

03 [Rosie & Faris' Strands of Genius](#) weekly email newsletter

04 [Account Planning Group](#) on Facebook with over 5k members

05 [Account Planners Group](#) on LinkedIn with almost 8k members

06 [Fishbowl](#) Professional Network APP

07 [APG](#) non-profit membership organization for Planners & Strategists

08 [Jobs in Strategic Planning](#) LinkedIn group with almost 10k members

09 [Jobs in Strategy & Planning](#) Facebook group

10 [Kim Mackenzie's Ladies Who Strategize](#) Slack Group

FAVORITE CONFERENCES



- 01 [SXSW Conference](#): celebrating the convergence of the interactive, film and music industry
- 02 [4A's StratFest](#): annual gathering of thought leaders and home of the [Jay Chiat Awards](#)
- 03 [CES](#): the world's gathering place for all those who thrive on the business of consumer tech
- 04 [3% Conference](#): championing creative female talent and leadership
- 05 [Cannes Lions](#): International Festival of Creativity
- 06 [PSFK](#): next event is on Future of Retail
- 07 [E3](#): expo to see and experience the future of video games
- 08 [ADVERTISING WEEK](#): with events in NYC, London, Tokyo, Mexico and Sydney
- 09 [ANA Masters of Marketing Conference](#): industry leaders sharing their remarkable stories
- 10 [Digital Summit](#): a national series of digital marketing conferences produced by TechMedia

ADVERTISING BREAK



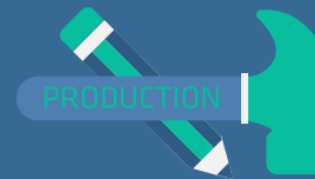
We're stoked to be sifting for job opportunities in all key departments.

And grateful for our 20,000+ members of our SIFLTY community and 2,000+ free agents on our freelance spin-off SIFTLYnow.

80% of our users have already been matched to a job based on their professional prowess and preferences.

We work with 600+ agencies, have 1,300+ recruiters registered with over 2,300+ job searches and counting.

Find work without doing any.



WATCH HOW TO FIND WORK WITHOUT DOING ANY



A SELECTION OF OUR STRATEGY CLIENTS



#

180LA
215 McCann
22Squared
360i

A

A Hundred Years
Acento
Advantage
Agency Within
AKQA
Allen & Gerritsen
Archer Malmo
Amsira
ARC
Area23
Arnold
Ateention
Ayzenberg
Attention Global
Authentic

B

Badger & Winters
Bailey Lauerman
BarrettSF
Barrie D'Rozario D'Lorenzo
BBDO
BCG Digital Ventures
BD'D
BEAM
Bear In The Hall
Beeby Clark+Meyler

C

CallisonRTKL
Camp+King
Canvas
Carat
Carmichael Lynch
Chameleon Collective
Carrot Creative
Code & Theory
Castells
Catapult
Catch NY
Chan Zuckerberg Initiative
Citizen Relations
Clarity Solution Group
CNC Search
clevermethod
Codeword
Colle McVoy
Collider
COLLINS
Commonwealth//McCann
Conill
Consumer Dynamics
Contend
Content
CultHealth

D

Berlin Cameron
Blitz Agency
BLKBX
Blue Chip Marketing Worldwide
Bravo
Breakaway
BSSP
Burson-Marsteller

E

David & Goliath
DDB Chicago
Deep Focus
D&G
Dentsu Aegis Network
Deutsch
dieste
DigitasLDI
DiMassimo Goldstein
Discovery USA
Doe-Anderson
Direct Agents
Designory
DNA
Doner
DraftKings
Dudnyk

F

Ebco Trends
Edelman
Egg Strategy
Electus Digital
Eleven
Epsilon
Essence Digital
EXOS
FCB
FCB Health
Figliulo & Partners
Fitzgerald+CO

G

Frank Collective
Freeman+Leonard
Frequency540
Frog Design
Fuse Project
Fusion Hill

H

Geometry Global
George P Johnson
Grow
Giant Spoon
Goodby Silverstein
Great Jakes
Greenberg Strategy
Grey
GSD&M
GTB Agency
Gyro

I

Hanson Dodge
Harmonica
Havas
Haworth
HCB Health
Heat
Hello Design
HelloWorld
HLK
Horizon
House Of Brand Group
Hudson Rouge

J

J. Walter Thompson
Jack Morton
Javelin Marketing Group
John McNeil Studio
JUICE
JWALK

K

Kastner & Partners
Ketchum
kglobal
KBS

L

Leo Burnett
LIFT Agency
Liquid Agency

M

M&C Saatchi
Made
Made Movement
Madwell
Manifest
MARC
Marcus Thomas
Marina Maher
maslansky + partners McCann
Maxus
McCann Torre Lazur
McGarrah Jessee
Mcgarrybowen
MEC
Mekanism
Meta Design
Milk Agency
Mindshare
Missress
MMGY
Momentum
Mondo Robot
Monigle
Moxie
Moxie Sozo
MRM/McCann
MullenLowe

N

Natrel
Natrel Communications
New Honor Society
NHP Talent Group
NULL

O

Octagon
O'Keefe Reinhard & Paul
Olive & Company
OLIVER

P

PACE
PACO Collective
PATH
People Ideas & Culture
Pereira & O'Dell
Phear Creative
Pixacore
Phenomenon
POP
Positive
POSSIBLE
Protein
Proverb Agency
PSFK
Publicis Hawkeye
Publicis New

R

R&R Partners
Rauxa
Red Antler
Red Scout
Rest Of The World
Revive Health
Revolution Digital
Roar
RPA

S

Saatchi & Saatchi
Sachs Insights
SapientNitro
Sagon-Phior
Sanders\\Wingo
Santy
SapientRazorfish
Shareability
Sid Lee
Siegel & Gale
Smarty Social Media
Socialyse
Soulsight
Space150
Sparks & Honey
Special Group NZ
SRW
Sterling-Rice Group
Sullivan Higdon & Sink
SWIFT

T

T3
TAXI
Taylor Global
Team ONE
TracyLocke
The Ebco
The Escape Pod
The Integer Group
The Linus Group
The Marketing Arm
The Martin Agency

V

Vaudeville Ventures VaynerMedia
Velir Studios
Venables Bell & Partners
Viseum
VisionPoint
VITRO
VML
VSA

W

WE
Williams Lea Tag
Wolf & Wilhelmine
WP BrandStudio,
Wolff Olins
WONGDOODY
Wunderman

Y

Y Media Labs
Y&R

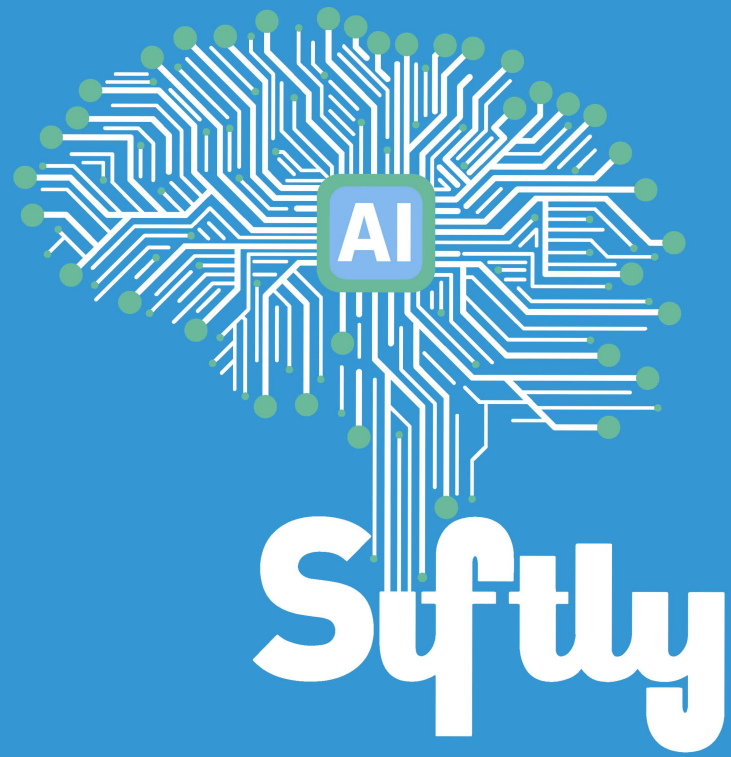
Z

ZETA Global
Zimmerman
ZS Associates

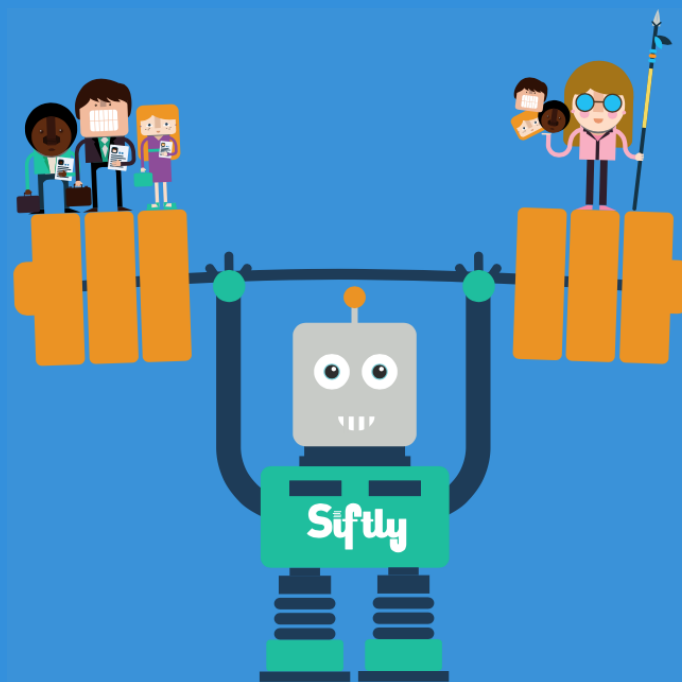
The Richards Group
The Tombras Group
theAudience
TPN
Translation
Truth Collective

FOLLOW US

Siftly



LET US DO THE HEAVY SIFTING



FIND A JOB

POST A JOB