**How Content Marketers Think AI Will Affect Careers**

The average US salary of content marketers is $112,000 per year, and 46% of writers and editors say generative AI will reduce their earning power, per a report from the Content Marketing Institute. The top uses of generative AI by content marketers are to brainstorm ideas, research keywords and headlines and write drafts, and while 48% want to upskill in new tech, just 22% want to improve writing and editing skills, down from 40% in 2022.

***Content Marketing Institute 8/16/23***

[*https://contentmarketinginstitute.com/articles/content-marketing-salary-outlook*](https://contentmarketinginstitute.com/articles/content-marketing-salary-outlook)

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