**How Much Are Digital Marketers Earning?**

Digital marketers average an annual salary of $53,600 globally this year and $86,900 in the US, which was driven by a small percentage of extremely high salaries, per an NP Digital report. In the US, women comprise a higher percentage of the digital marketing workforce, but men have higher wages and hold more senior titles, NP Digital found. Also, higher salaries were found among strategic, upper management and other "growth" roles, while those in ecommerce, social media and copywriter were in the lower salary range.

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[*https://www.mediapost.com/publications/article/391715/digital-marketing-salaries-in-us-average-869k.html*](https://www.mediapost.com/publications/article/391715/digital-marketing-salaries-in-us-average-869k.html)

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[*https://mydmi.imgix.net/v3blog/7-Ways-to-Become-the-Best-Digital-Marketer\_blog.jpg?crop=edges&fit=crop&fm=jpg&h=1260&ixlib=php-3.3.1&q=40&w=2400&s=eac6d704d327036a5b531f68caa1655e*](https://mydmi.imgix.net/v3blog/7-Ways-to-Become-the-Best-Digital-Marketer_blog.jpg?crop=edges&fit=crop&fm=jpg&h=1260&ixlib=php-3.3.1&q=40&w=2400&s=eac6d704d327036a5b531f68caa1655e)