

BMA CareerLink Study--2006

Summary of Findings

BMA Business Marketing
Association
Colorado
Chapter of the Year : 1991-2001, 2004-2005

Executive Summary

- Participants' businesses are diverse, although majority work for client side B2B or marketing/advertising agencies
- Local offices are usually smaller to mid-size. Total co. sizes reflect mixture of small, medium or large organizations
 - Revenues suggest participants work for mostly small or medium-sized companies

Executive Summary (cont'd)

- Availability of benefits varies widely
 - Medical & dental are very common; life insurance, 401k w/match also are popular
- Telecommuting has become part of the work environment although it does not represent a large proportion of work time
- Participants work in variety of marketing roles, although many are involved in strategy or implementation



Executive Summary (cont'd)

- Marketing is usually not a part-time effort
- Front Range marketers are seasoned—many have been at it for a long time
- Marketing careers involve movement, adapting to change
 - Most respondents don't have long tenures w/present co.
- Education matters—nearly everyone completed college



Methodology

- E-mails sent to members of BMA Colorado
- Announcements sent to *Advertising and Marketing Review*, American Marketing Association, attendees at 12/05 Daniels College of Business Blogging seminar, and other organizations
- Interviews completed between December 6, 2005 and February 17, 2006



Methodology (cont'd)

- 288 people responded--69% were women and 31% were men
 - Men--senior mgmt (32%), middle mgmt (29%), professional staff (17%), account exec/coord (11%), other (10%)
 - Women—senior mgmt (10%), middle mgmt (53%), professional staff (15%), account exec/coord (13%), other (10%)

Methodology (cont'd)

- Survey created by BMA Colorado steering committee, tabulations and analysis by Aspen Media & Market Research



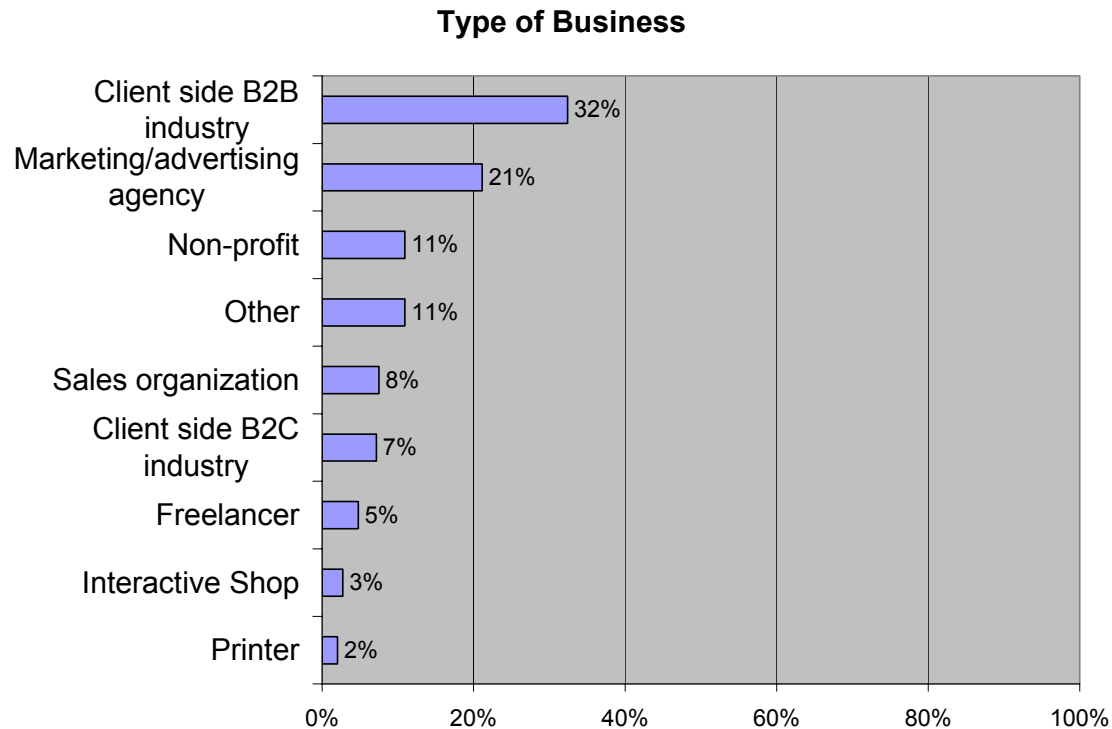
BMA Colorado CareerLink Study--
February 2006

Survey Objectives

Develop an understanding of Front Range marketers by focusing on:

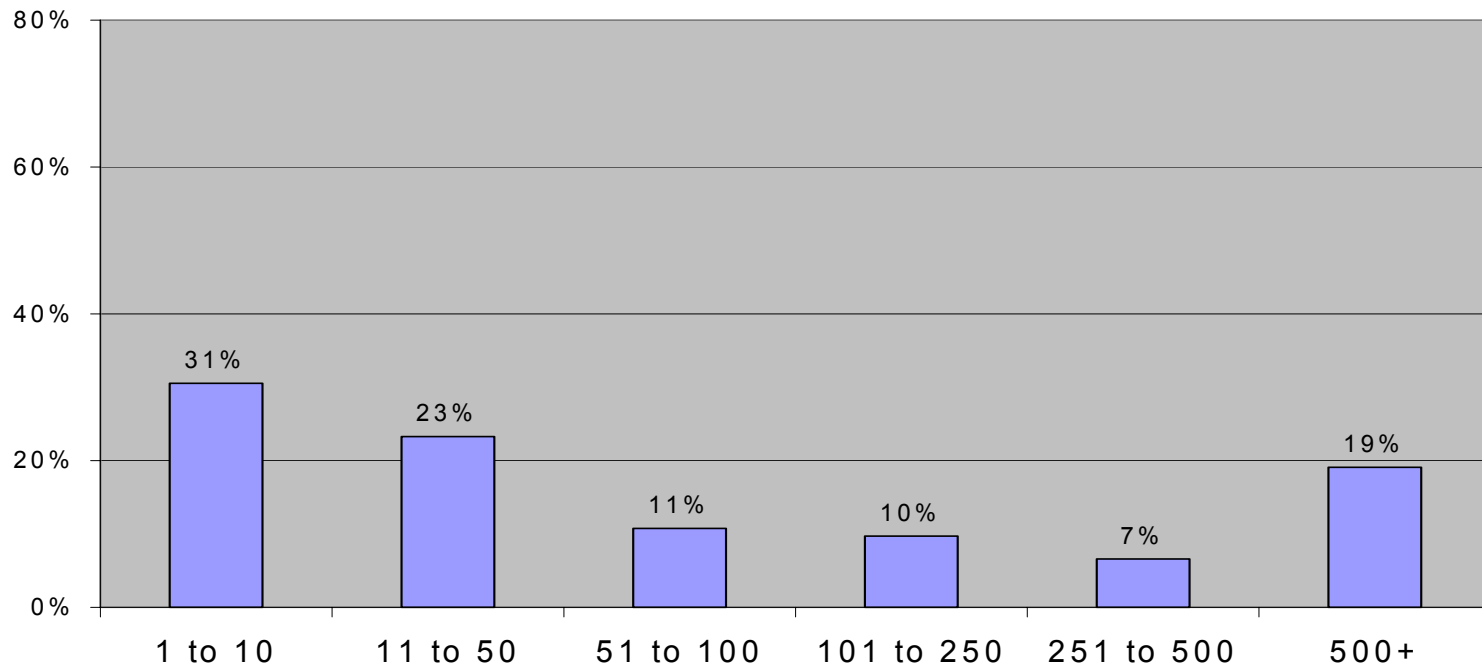
- **Company profiles**
- Job functions and responsibilities
- Compensation and benefits
- Experience and education

Majority work for client side B2B or ad agencies—diverse otherwise.



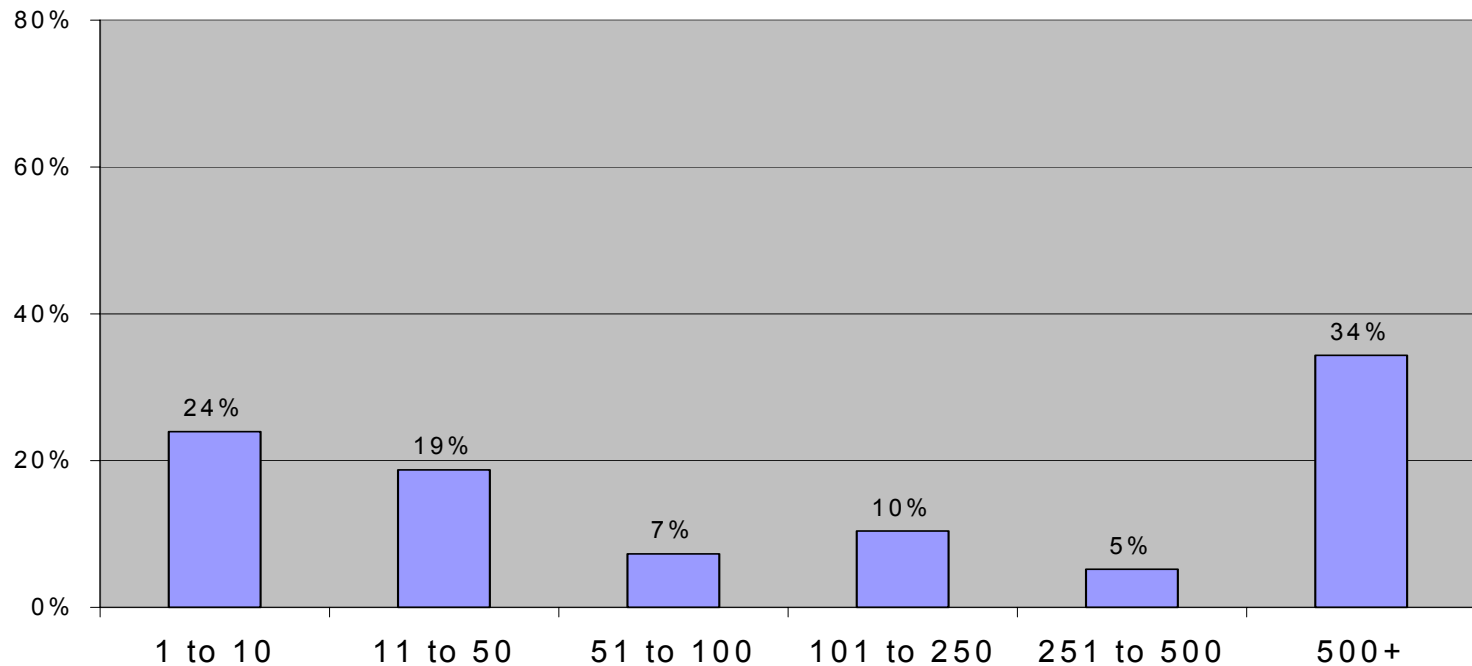
Local office environments are usually smaller to mid-size in terms of employees.

Employees--This Location



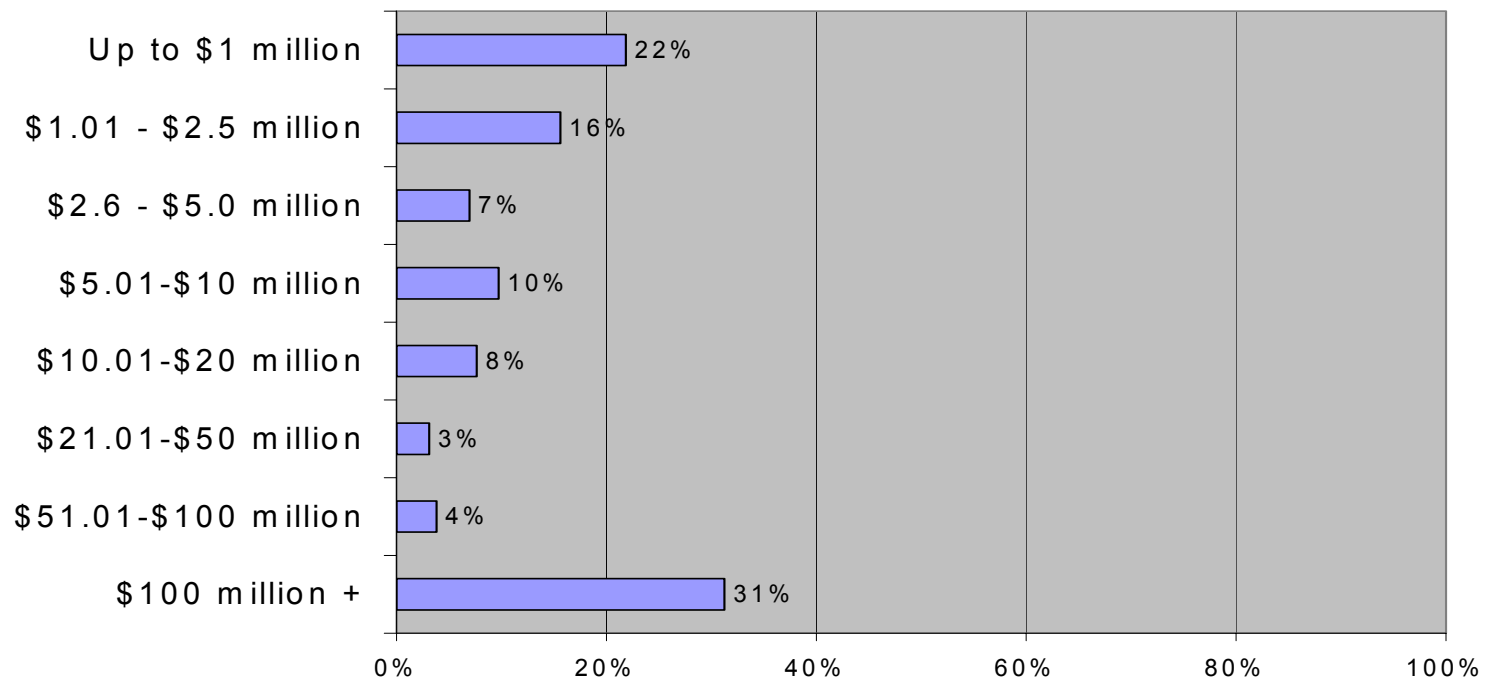
Company sizes vary widely—mixture of small, medium & large companies.

Employees--All Locations



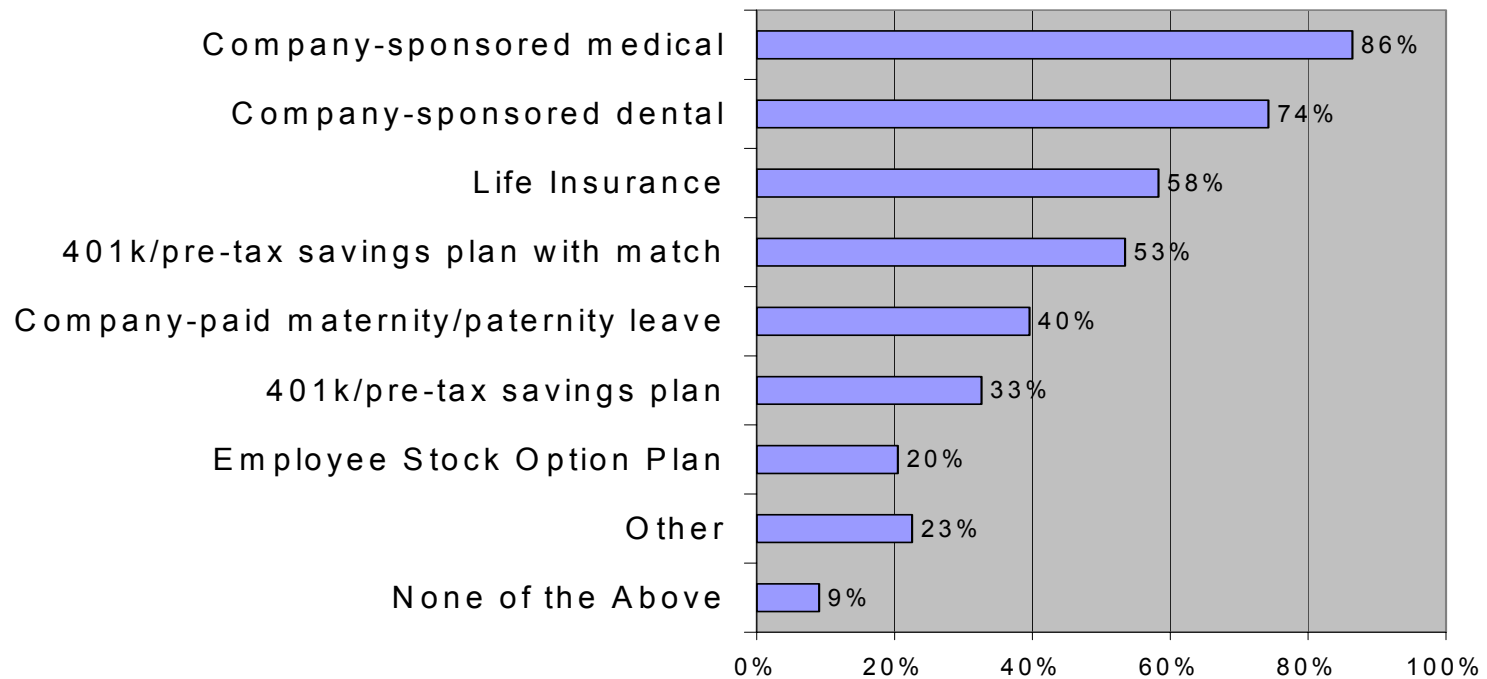
Revenues of companies reflect many small or mid-size organizations.

Total Revenue of Employer--2005



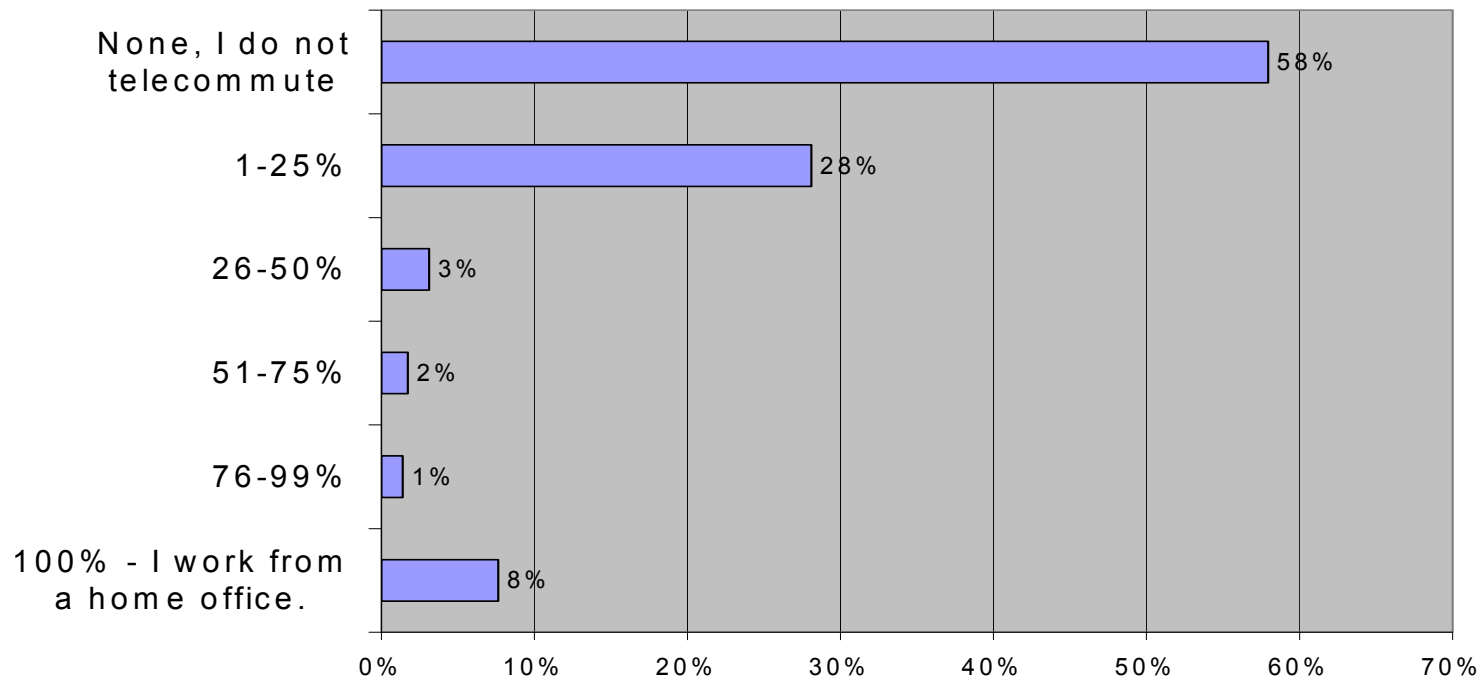
Benefits vary widely. medical & dental are very common. Insurance, 401k also popular.

Availability of Employee Benefits



Telecommuting is common, although it doesn't account for majority of work time.

Telecommuting at the Workplace



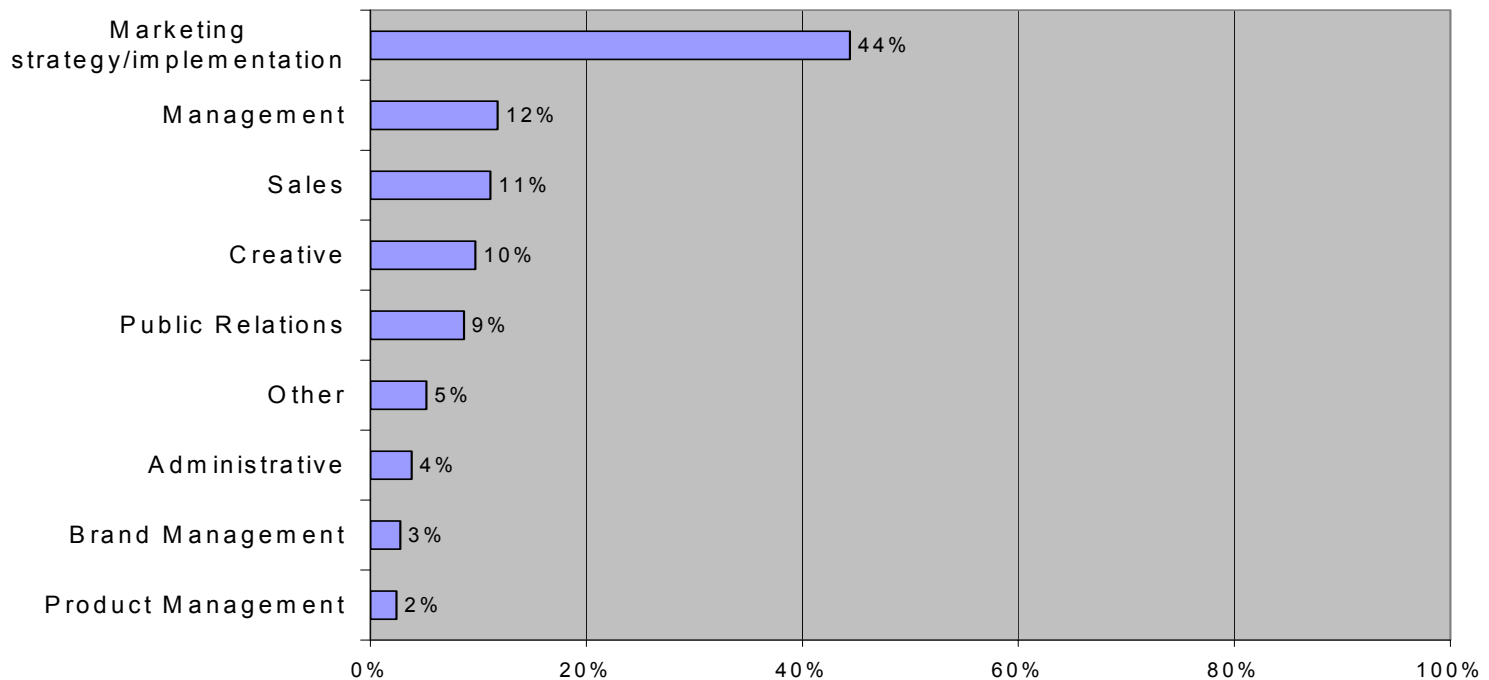
Survey Objectives

- Company profiles
- **Job functions and responsibilities**
- Compensation and benefits
- Experience and education



Participants work in variety of areas-- strategy/implementation is most common.

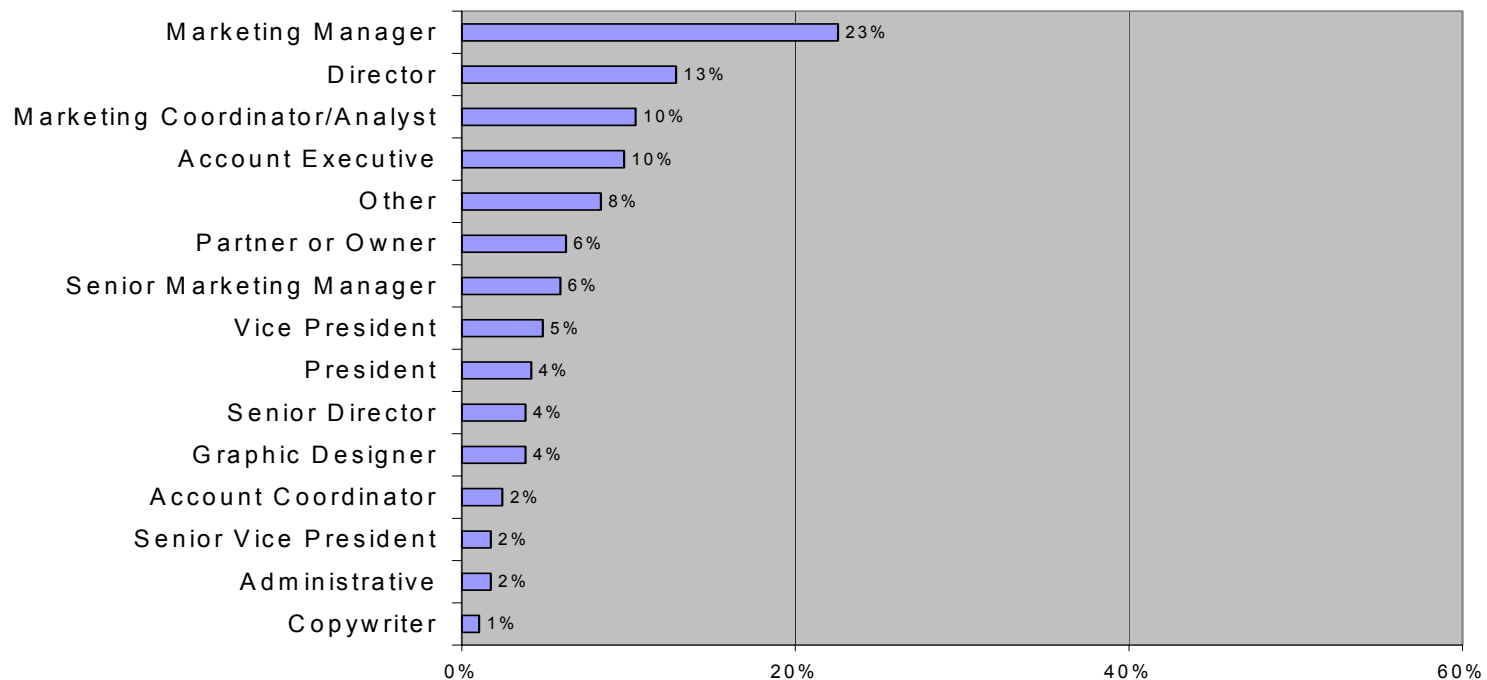
Functional Role of Participants



BMA Colorado CareerLink Study--
February 2006

About half are middle mgmt; about a sixth are either senior mgmt or professional staff.

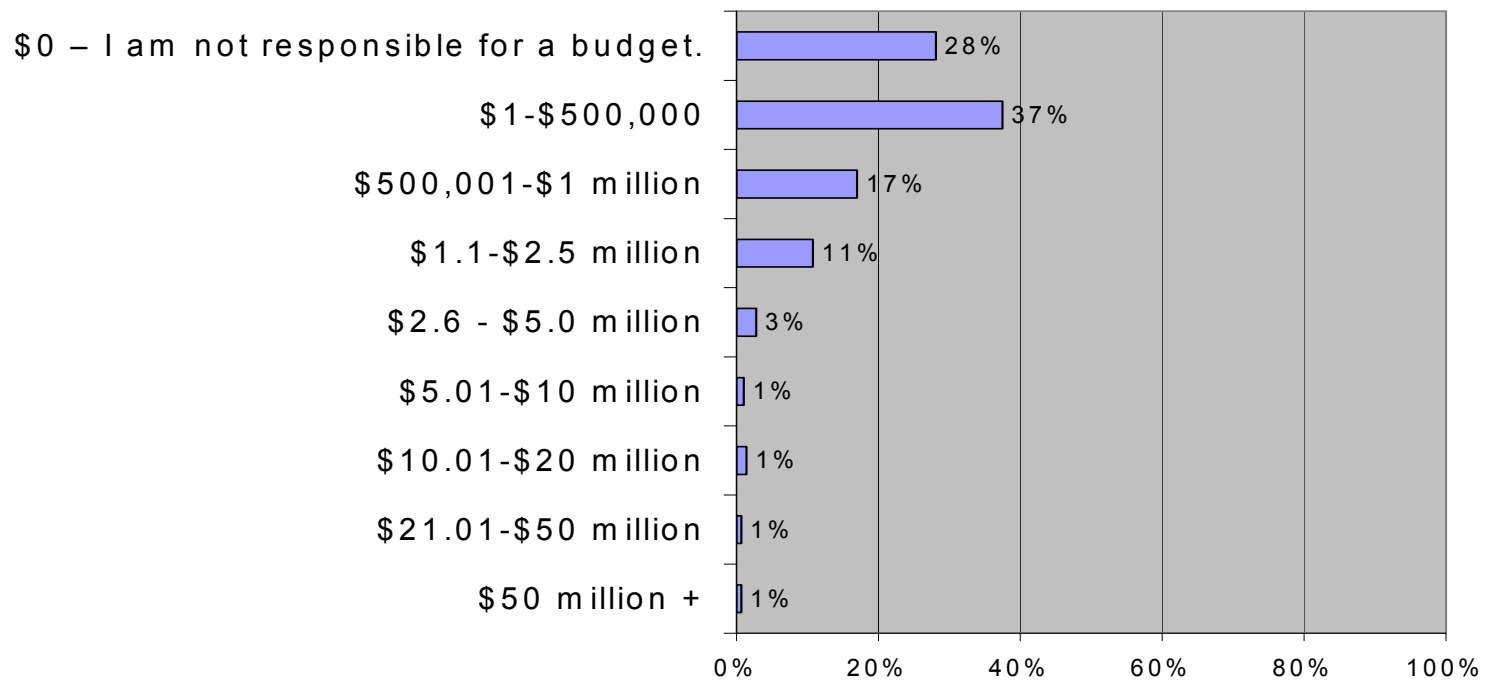
Participants' Title/Position



BMA Colorado CareerLink Study--
February 2006

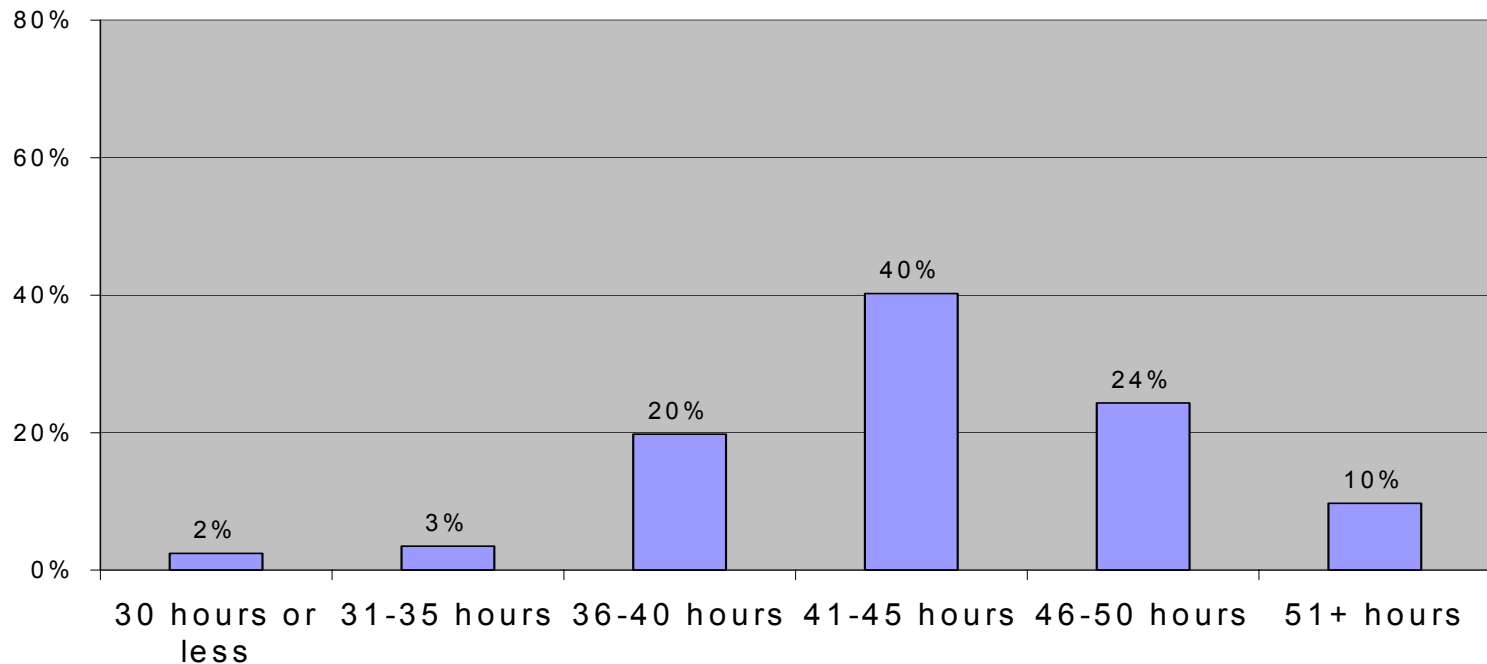
Budget responsibility is very common, usually \leq \$500k or \leq \$1m.

Budget Responsibility--2005



Marketers work hard, usually not a part-time effort—1/3 work 46+ hours.

Average Number of Hours in Workweek



Survey Objectives

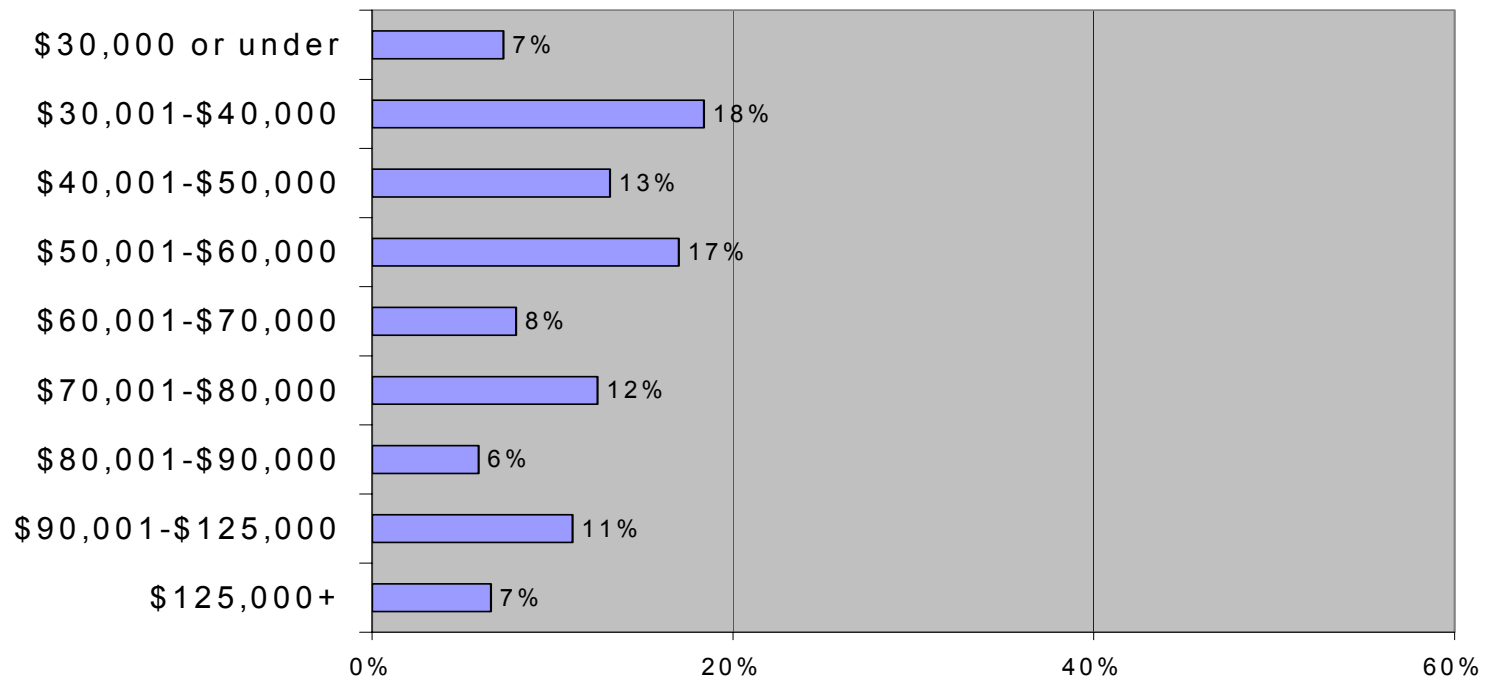
- Company profiles
- Job functions and responsibilities
- **Compensation and benefits**
- Experience and education



BMA Colorado CareerLink Study--
February 2006

In aggregate, marketers' base salaries are diverse.

2005 Base Salary



Breakouts of salaries for four positions (small sample sizes!).

'05 Base Salary	Account Executive	Mktng Coord Or Analyst	Marketing Manager	Director
≤ \$30K	14%	7%	6%	0%
\$30.1K-\$40K	25	40	20	11
\$40.1K-\$50K	11	30	14	5
\$50.1K-\$60K	32	13	28	14
\$60.1K-\$70K	7	3	14	11
\$70.1K-\$80K	7	3	14	24
\$80.1K-\$90K	4	3	2	16
\$90.1K+	0	0	3	19
(n=)	(28)	(30)	(65)	(37)

Breakouts of salaries for different management levels (small sample sizes*).

'05 Base Salary	Professional Staff	Middle Management	Senior Management
≤ \$30K	7%	3%	2%
\$30.1K-\$40K	36	15	6
\$40.1K-\$50K	27	9	8
\$50.1K-\$60K	18	19	10
\$60.1K-\$70K	2	12	4
\$70.1K-\$80K	2	18	16
\$80.1K-\$90K	2	8	8
\$90.1K+	5	19	45
(n=)	(44*)	(130)	(49*)



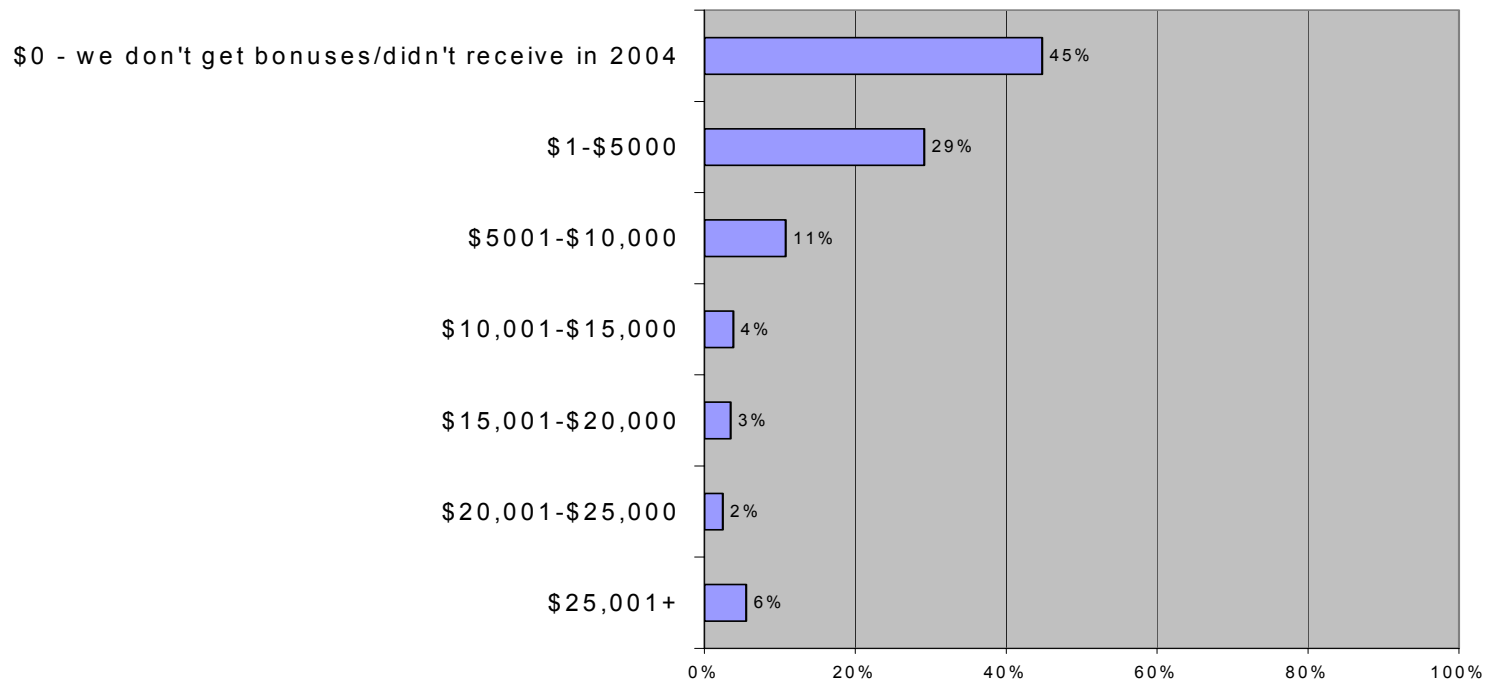
ASPEN
MEDIA AND
MARKET
RESEARCH

BMA Business Marketing
Association
Colorado
Chapter of the Year : 1991-2001, 2004-2005

BMA Colorado CareerLink Study--
February 2006

Annual bonus is common—about half receive it, usually \leq \$5k or \leq \$10k.

Annual Bonus



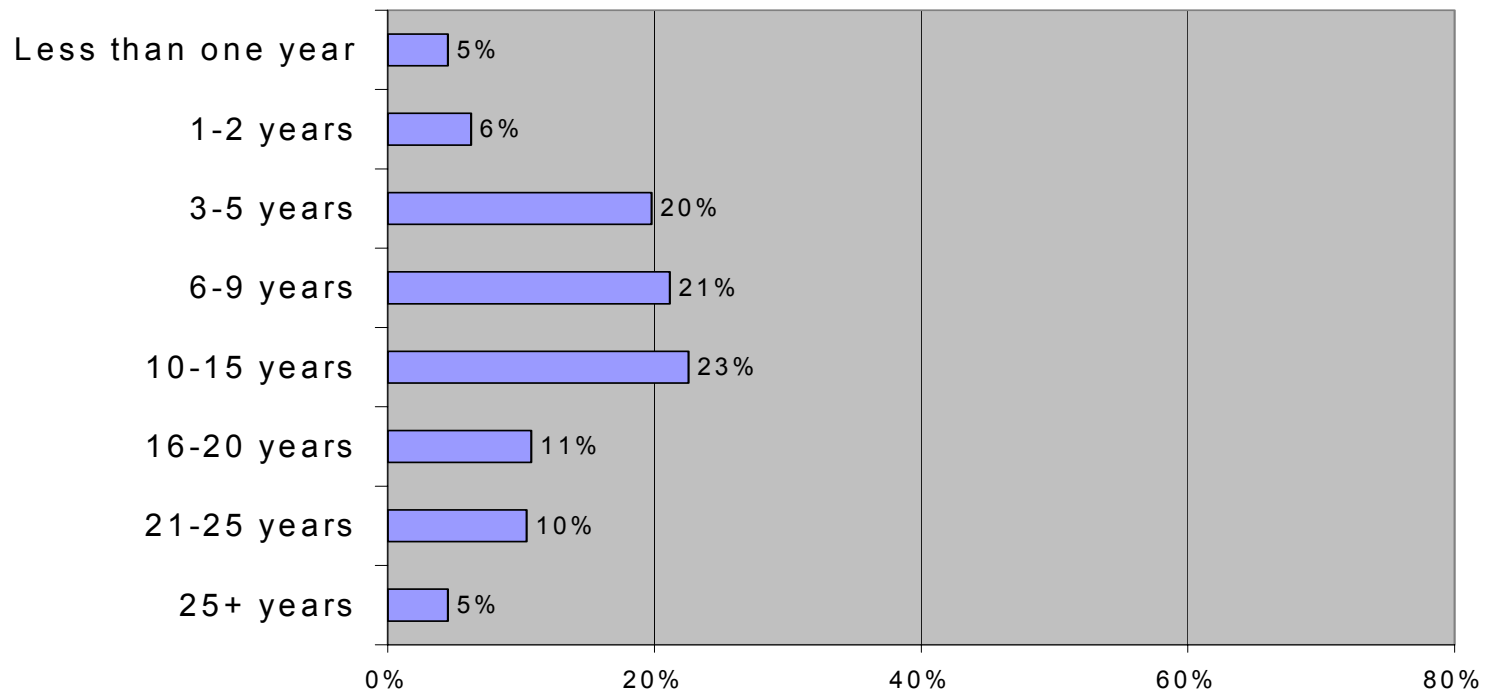
Survey Objectives

- Company profiles
- Job functions and responsibilities
- Compensation and benefits
- **Experience and education**

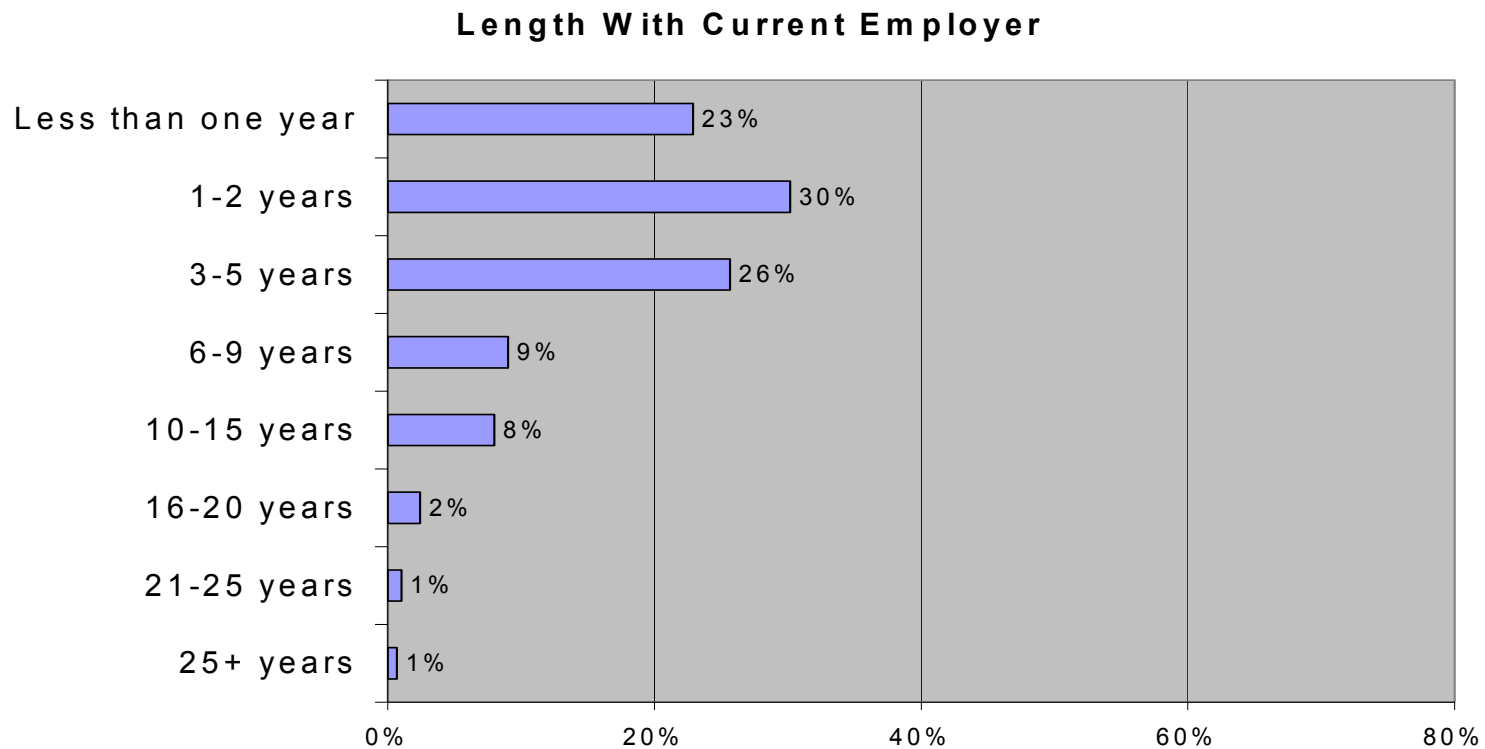


Many participants have considerable mktng experience—about half for 10+ years.

Length of Marketing Experience

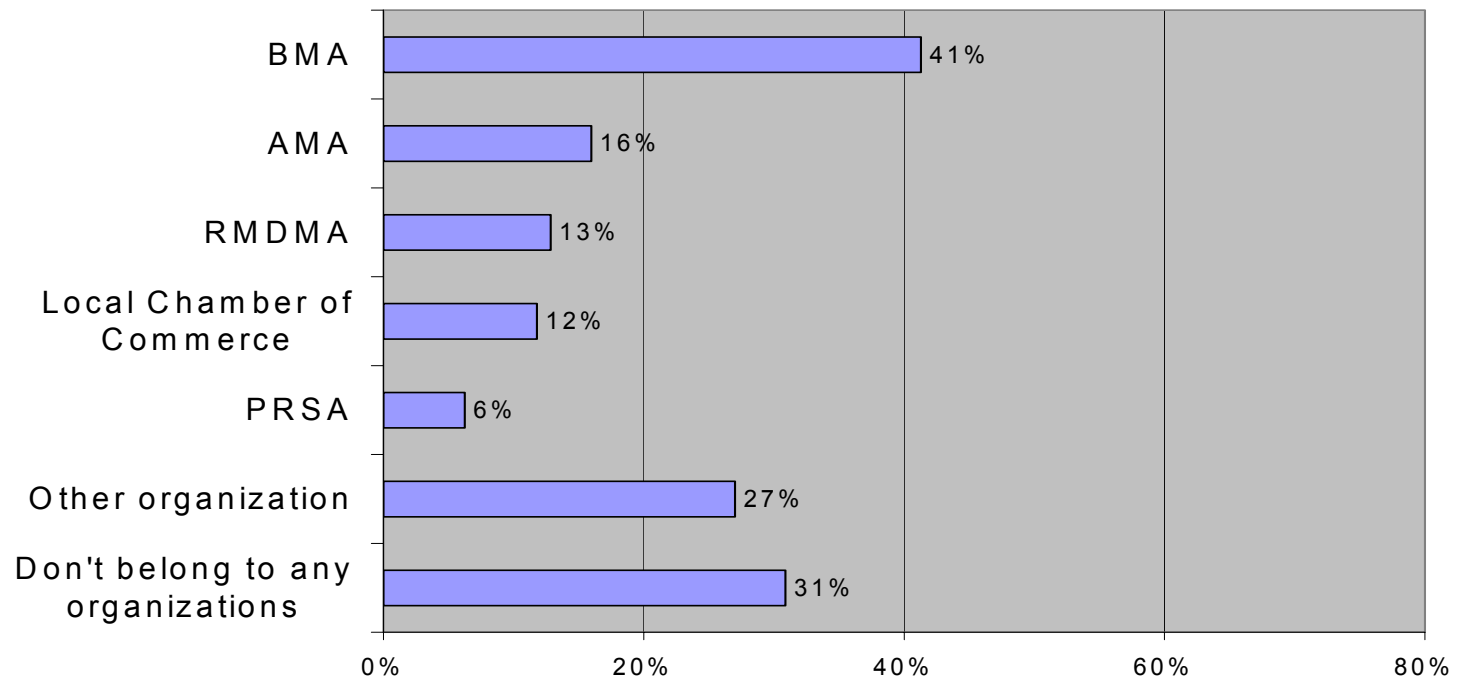


Marketing careers aren't static—most don't have long tenure w/current employer.



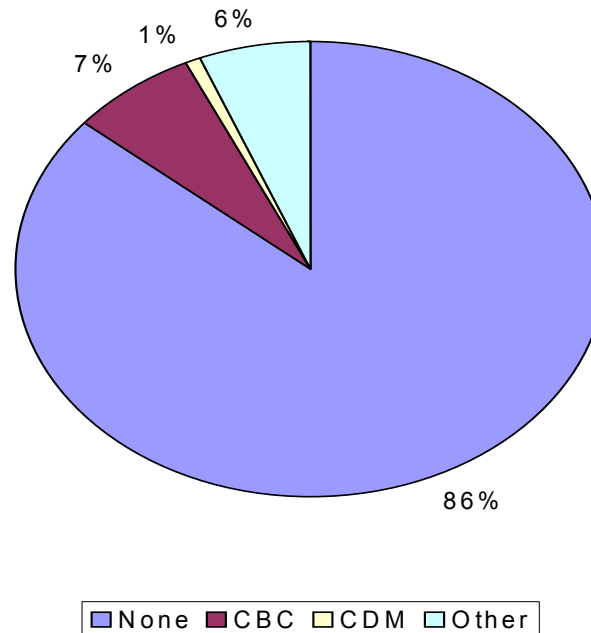
BMA members were most active participants in this study.

Membership in Organizations



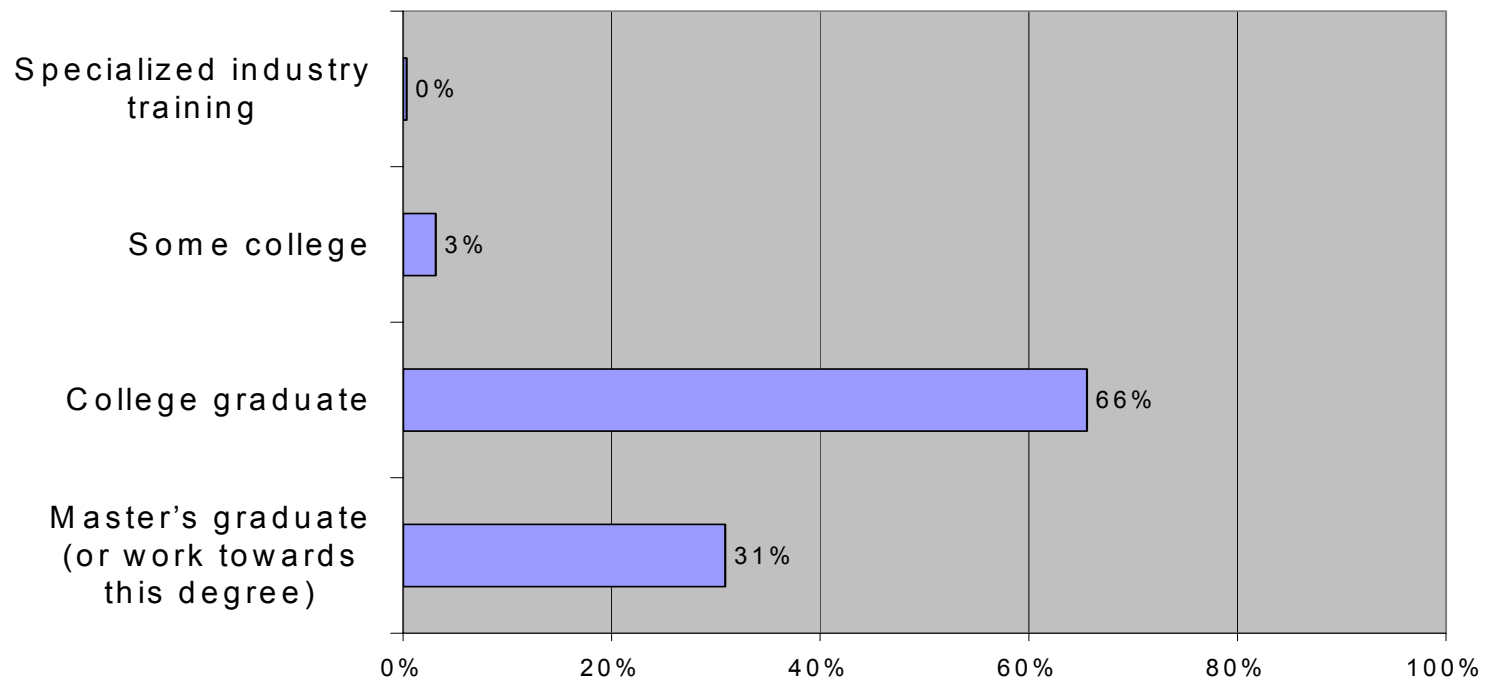
Very few marketers hold any professional certifications.

Incidence of Professional Certifications



Education matters—almost everyone completed college.

Highest Formal Education



For more information about this study:

- Marilee Yorchak, Executive Director, BMA Colorado
 - marilee@bmacolorado.org
 - 303.607.9957
- Dan Hoffman, Senior Director of Research, Aspen Media & Market Research
 - dhaspen2@aol.com
 - 303.744.0440

