

# WHY CONTENT STRATEGISTS ARE KINGS & CONTENT IS QUEEN

WHY YOUR COMPANY SHOULD BE TAKING ADVANTAGE

## THE POWER OF CONTENT

CONTENT MARKETING ACCUMULATES **300%** MORE LEADS PER DOLLAR.



CONTENT MARKETING COSTS **41% LESS** THAN PAID SEARCH FOR BUSINESSES MAKING > \$1 BILLION.



COST PER LEAD **DROPS 80%** IN THE FIRST 5 MONTHS OF A PROFESSIONAL IMPLEMENTING CONTENT STRATEGY.



# CONTENT STRATEGIST: A CAREER PROFILE

**A CONTENT STRATEGIST UNDERSTANDS** BUSINESS GOALS, AND COLLABORATES WITH STAKEHOLDERS IN **ALL MARKETING CHANNELS**, SUCH AS BRAND, MOBILE AND WEB, SALES COLLATERAL, EMAIL, BLOG, SEO/SEM, SOCIAL, BROADCAST AND VIDEO.



## OVERALL AVERAGE ANNUAL SALARY FOR A CONTENT STRATEGIST:

**MID-LEVEL (3-5 YEARS):**  
**\$55-65/YR**



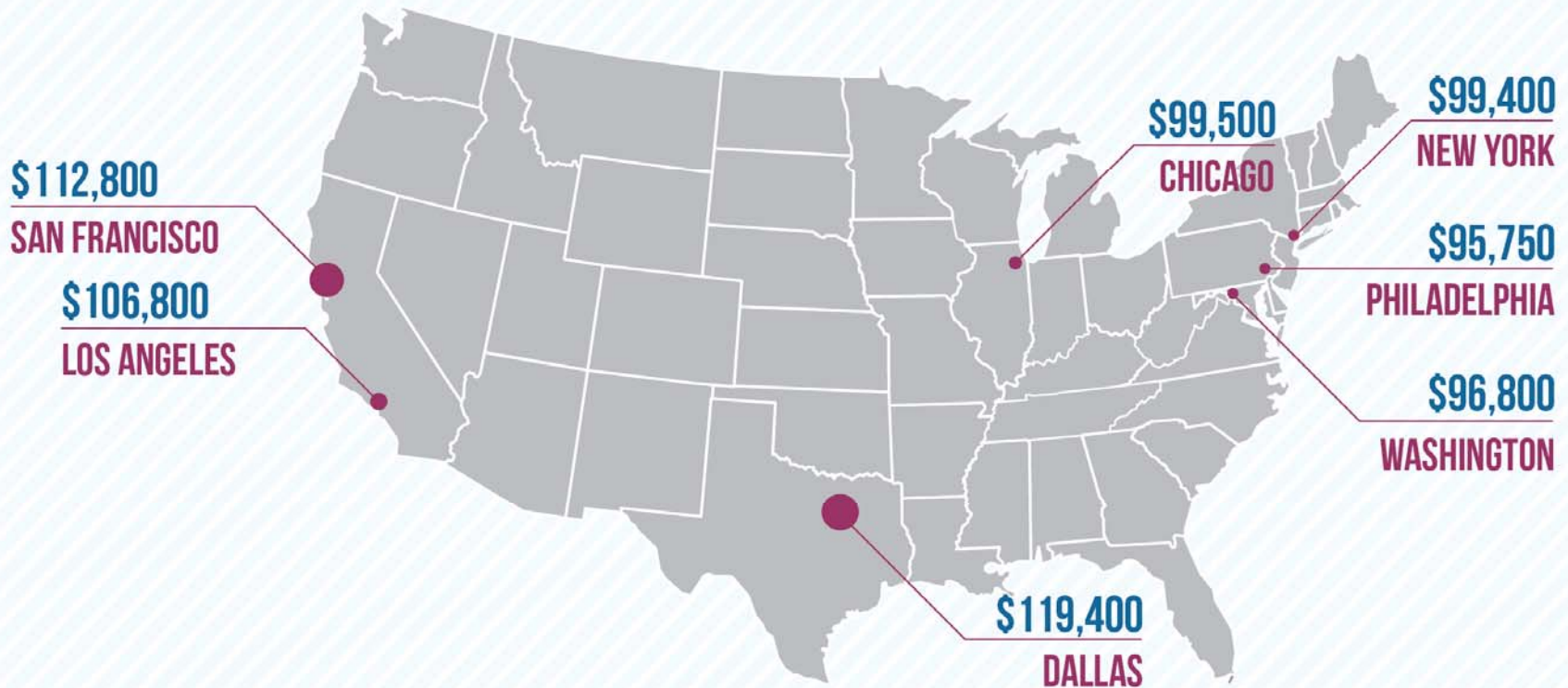
**SENIOR LEVEL (6-10 YEARS):**  
**\$95- 105/YR**



**EXECUTIVE LEVEL (16+ YEARS):**  
**\$120+ /YR**



# ANNUAL AVERAGE SALARIES IN METRO AREAS FOR CONTENT STRATEGISTS:



CONSIDER HIRING A CONTENT STRATEGIST TO BOOST YOUR MARKETING TEAM IN 2013.

**profiles**<sup>®</sup>

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Sources:  
Content Marketing Institute  
B2B Marketing Insider  
Smashing Magazine  
Huffington Post  
Forbes  
Kapost