What best describes the type of agency or business you represent? (choose one)

- Integrated Marketing Agency: 20%
- Advertising Agency: 20%
- Digital Marketing Agency: 29.1%
- Search Marketing Agency: 20%
- Public Relations Firm: 20%
- Design Agency: 29.1%
- Boutique/Specialty Agency: 34.5%
- Consulting Firm (multiple employees): 20%

55 responses

How many employees currently work at the agency or business you represent?

- Just one: 20%
- 2-20: 20%
- 21-50: 34.5%
- 51-100: 20%
- 101-250: 20%
- 251-500: 29.1%
- 501-1000: 20%
- 1001+: 20%

55 responses
How would you best describe the size market the business you represent is located within?

54 responses

- Mega Market (Top 10 DMA): 14.8%
- Large market (Top 50 DMA): 14.8%
- Challenger market (DMAs 51-100): 16.7%
- Medium Market (Markets with 50,000 people and up not in the top 100 DMAs): 38.9%
- Small Market (Markets with fewer than 50,000 people): 9.1%

What is the average monthly spend to your business from your clients? (How much revenue per client, per month on average?)

55 responses

- Less than $1,000: 16.4%
- $1,001-$5,000: 14.6%
- $5,001-$10,000: 12.7%
- $10,001-$25,000: 10.9%
- $25,001-$50,000: 9.1%
- $50,001 and up: 36.4%
What is your average or blended hourly rate for marketing services?

55 responses

- Less than $50 per hour: 27.3%
- $51 to $75 per hour: 12.7%
- $76 to $100 per hour: 14.5%
- $101 to $125 per hour: 18.2%
- $126 to $150 per hour: 12.7%
- $151 to $175 per hour: 10.9%
- $176 to $200 per hour: 45.5%
- More than $200 per hour: 10.9%

What approach best describes how your business approaches marketing software subscriptions? (Choose one)

55 responses

- We subscribe or purchase and bill clients for some level of prorated use: 45.5%
- We subscribe or purchase and factor software costs into our overall retail price: 18.2%
- We subscribe on behalf of each client and pass the entire cost to the client: 14.5%
- We subscribe on behalf of each client and pass the entire cost to the client: 14.5%
- The client subscribes to their own software and provides us with access: 10.9%
What types of marketing software does your business subscribe to (Check all that apply)
55 responses

- Email Marketing: 42 (76.4%)
- Marketing Automation: 34 (61.8%)
- Digital Asset Management: 28 (50.9%)
- Social Media Management/Publishing: 25 (45.5%)
- Web/Digital Analytics: 25 (45.5%)
- Search Engine Marketing: 20 (36.4%)
- Mobile/Text/App Management: 11 (20%)
- Video/Audio Production: 25 (45.5%)

What is the average monthly spend for your business on marketing software subscriptions or services?
54 responses

- Less than $100 per month: 27.8%
- $101-$500 per month: 22.2%
- $501-$1,000 per month: 29.6%
- $1,001-$5,000 per month: 11.1%
- More than $5,000 per month: 9.3%
What is your typical hourly rate for strategy development and planning work?

54 responses

- Less than $50 per hour: 14.8%
- $51 to $75 per hour: 13%
- $76 to $100 per hour: 13%
- $101 to $125 per hour: 9.3%
- $126 to $150 per hour: 11.1%
- $151 to $175 per hour: 22.2%
- $176 to $200 per hour: 20.4%
- More than $200 per hour: 2%

Assume an established brand comes to you as a new client. They have retained you to be their digital/social... strategy or planning project consumes?

53 responses

- 1-20 hours: 47.2%
- 21-50 hours: 17%
- 51-100 hours: 11.3%
- 101-250 hours: 11.3%
- More than 250 hours: 20.8%
What is your typical hourly rate for account management work?
54 responses

- Less than $50 per hour: 25.9%
- $51 to $75 per hour: 14.8%
- $76 to $100 per hour: 13%
- $101 to $125 per hour: 20.4%
- $126 to $150 per hour: 16.7%
- $151 to $175 per hour: 16.7%
- $176 to $200 per hour: 13.2%
- More than $200 per hour: 11.3%

Under the same new client conditions, how many hours would you estimate you typically budget for account management during the year?
53 responses

- 1-20 hours: 18.9%
- 21-50 hours: 20.8%
- 51-100 hours: 35.8%
- 101-250 hours: 11.3%
- More than 250 hours: 13.2%
What is your typical hourly rate for paid media strategy and planning?
53 responses

- Less than $50 per hour: 28.3%
- $51 to $75 per hour: 9.4%
- $76 to $100 per hour: 18.9%
- $101 to $125 per hour: 22.6%
- $126 to $150 per hour: 11.5%
- $151 to $175 per hour: 9.6%
- $176 to $200 per hour: 3.6%
- More than $200 per hour: 3.6%

Under the same new client conditions, how many hours would you estimate you typically budget for paid media strategy and planning during the year?
52 responses

- 1-20 hours: 36.5%
- 21-50 hours: 9.6%
- 51-100 hours: 9.6%
- 101-250 hours: 11.5%
- More than 250 hours: 32.7%
What is your typical hourly rate for paid media management/implementation?
53 responses

- 32.1% Less than $50 per hour
- 17% $51 to $75 per hour
- 15.1% $76 to $100 per hour
- 18.9% $101 to $125 per hour
- 17% $126 to $150 per hour
- 15.1% $151 to $175 per hour
- 9.6% $176 to $200 per hour
- 30.8% More than $200 per hour

Under the same new client conditions, how many hours would you estimate you typically budget for paid media management/implementation during the year?
52 responses

- 30.8% 1-20 hours
- 11.5% 21-50 hours
- 9.6% 51-100 hours
- 17.3% 101-250 hours
- 30.8% More than 250 hours
What is your typical hourly rate for creative direction?
53 responses

Under the same new client conditions, how many hours would you estimate you typically budget for creative direction during the year?
51 responses
What is your typical hourly rate for creative execution (design, copywriting, art production)?
53 responses

Under the same new client conditions, how many hours would you estimate you typically budget for creative execution during the year?
52 responses
What is your typical hourly rate for social media management/community management?
50 responses

Under the same new client conditions, how many hours would you estimate you typically budget for social media/community management during the year?
49 responses
What is your typical hourly rate for search engine marketing management (SEO/SEM)?
50 responses

Under the same new client conditions, how many hours would you estimate you typically budget for search engin...anagement (SEO/SEM) during the year?
50 responses
What is your typical hourly rate for website or application development?

49 responses

NEW ASSUMPTION: Assuming now that a new client came to you with a website build project (design, develop, ...ation development for a client project?)

47 responses
What is your typical hourly rate for speciality digital services (marketing automation, email marketing, data analysis, etc.)?
49 responses

What would you estimate you typically budget over the course of a typical, single client engagement for a one-year ..., for these speciality digital services?
48 responses