Springboard

Submission: Define your Value Proposition

FOR (target customer)

- Recent college graduate considering the digital marketing career path
- An entry-level digital marketer who is trying to understand if he/she is getting paid enough and how much he/she can potentially earn with experience

WHO (what's the opportunity?)

- Want to better understand digital marketing salaries
- Want to start a career in digital marketing

IS (what are we offering?)

- An easy-to-read guide that offers insight into digital marketing salaries, from entry-level to senior roles.
- A quick introduction to the digital marketing world that includes information on job openings, salaries, and a day in the life of a digital marketer.
- A clear and concise e-book for prospective and entry-level digital marketers to better understand the digital marketing field and the salary range.

THAT (differentiating benefit statement)

- In addition to providing salary information, the e-book also offers insight into a day in the life of a digital marketer, how the salary for digital marketers compares to that of similar fields, and popular cities for digital marketers.

BECAUSE (proof statement - why does this matter?)

- Professionals who have a better understanding of digital marketing and the salary range in the field are likely to earn more.
- Those who understand the salary range and the field better can make a better judgment as to whether this is the right field for them.

Craft your value proposition

Career choices just got easier with our "Guide to Digital Marketing Salaries". Learn more about the digital marketing salary, a day in the life of a digital marketer, popular cities with high demand for digital marketing professionals, and more! This easy-to-read guide gives you all the information you need to decide if digital marketing is the career path for you.