



20

Annual
Bulletin



LOS ANGELES

LET'S TALK MARCOM

FOR THE BENEFIT OF OUR REGION





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Introduction

Los Angeles is a vibrant, diverse, and resilient place. Our county is home to some of the world's most innovative and creative talent. Our residents are exposed to culture, entertainment, and opportunities to thrive through entrepreneurship, education, training and community support. Yet, as our region continues to recover from a global pandemic, it also continues to face persistent challenges.

Brand LA's 2022 Annual Bulletin highlights an industry that fosters human capabilities that can transform communities through storytelling, and the importance of developing transferrable skills that can propel personal and professional development. The publication is a brief snapshot of the deeper conversations we ought to have as leaders about collective accountability for the sustainable grow of Los Angeles.

Our evolving ecosystem requires more cross-functional collaborations and meaningful conversations to tackle the disadvantages created by the digital divide, and the inequities that often leave behind underrepresented Angelenos. Small businesses are lacking the strategic and tactical MarCom knowledge that can help them survive and thrive in a competitive landscape. It's our responsibility to have more programs in place to facilitate the skills and tools that are necessary to lift local enterprises and foreign companies that find in Los Angeles a home for green tech, much-needed services, and more job opportunities.

We believe that fostering talent that makes decisions about public-facing content, how to promote products and services, how to influence corporate social responsibility and community engagement, as well as contributing to business success, is more important than ever. Examining the making of great communicators, marketers, creative professionals and the dynamics of MarCom at large, allows us to frame the perception of the industry from the angle of making an impact that we can collectively measure, as a region.

Let's support leadership, creative thinking and doing, by elevating our collective, regional communications skills and infrastructure for the benefit of the place we all call home, Los Angeles.



The past year saw a 374% growth in marketing jobs, with 1.3 million marketing jobs posted to LinkedIn.





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The State of Regional Marketing Infrastructure



66% of small businesses surveyed in L.A. County **depend on Marketing to grow.**



80% of small businesses surveyed in L.A. County **consider Advertising important.**



Only 16% of small businesses surveyed in L.A. County **have (allocated) budget for Marketing/Ads.**

80% of Brand LA's in-person survey respondents across eight (8) economic sectors were business owners, founders and C-level executives. While 60% of the small business surveyed consider Marketing important and 84% said they have time for Marketing (learning and/or KPI implementation), only 56% have a presence on social media, and only 16% have budget for Marketing and/or Advertising activities.

TREND ANALYSIS

FDI: Foreign companies, and above all small startups, need regional Marketing support to grow in L.A., according to **76% of the founders** whom we interviewed.

CBOs: smaller organizations consistently seek Marketing support for strategy and MarTech solutions. So far during this fiscal year, Brand LA has delivered **over 100 hours of Consulting.**

a **LEAN** approach to Marketing

smaller teams and MORE to do

higher ROI expectations

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The Economic Implications of Neglecting Marketing

In 2021 Los Angeles was listed as the U.S. city with the most business closures since the start of the pandemic

Marketing Communications and storytelling are key for customer acquisition and retention, which impacts a company's bottom line in sectors that support our region's underrepresented communities.

Understandably, the local organizations and government departments supporting regional economic development are offering programs for small businesses primarily focusing on the financial survival.

While financial literacy is paramount, **marketing literacy** is equally important and beneficial. Especially, for smaller businesses, even amid the challenges of the regional digital divide, and the pandemic-induced push for digital presence and Marketing. Most of our region's small businesses couldn't assimilate digital transformation due to the nature of the person-to-person services they provide, which contributed to Los Angeles seeing more than 15K small business close in 2021.

Our region needs a more cohesive approach to supporting emerging enterprises with a more robust MarCom infrastructure; through knowledge and resources. Also facilitating critical MarCom tools for sustainability and resilience. This, will yield more equitable opportunities for innovative, critical thinking that can support economic growth, workforce retraining and development.

Community
Collaboration
Conversations
Communication

Our survey revealed that smaller businesses and micro-enterprises have limited knowledge about strategic and tactical Marketing, which they need for business growth.



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Top 10 Marketing Needs in Southern California

skills

jobs

location

The majority of employers in L.A. County are mostly looking for mid-senior and associate level marketing professionals to work on-site, full-time.

1. On-Site

2. Remote

3. Hybrid

Based on May 2022 Marketing job posts on LinkedIn, Indeed and Glassdoor.

What this means

A need for tactical Marketing. Doers, not just thinkers, who can manage multiple Marketing KPIs.

Creative, strategic thinkers, who can deliver in-house and/or outsourced projects.

Social media
Graphic Designer
Writer / Editor
Public Relations
Web Developer
Marketing Director

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The State of MarCom Education in Los Angeles County

Growing NUMBER
of Marketing
courses

Higher level of
Marketing courses'
SPECIALIZATION

More
Instruction
METHODS

What you can expect to pay on average for a degree in Marketing near Los Angeles.

\$40,486
/year

4-Year Nonprofit

Marketing Degree Programs

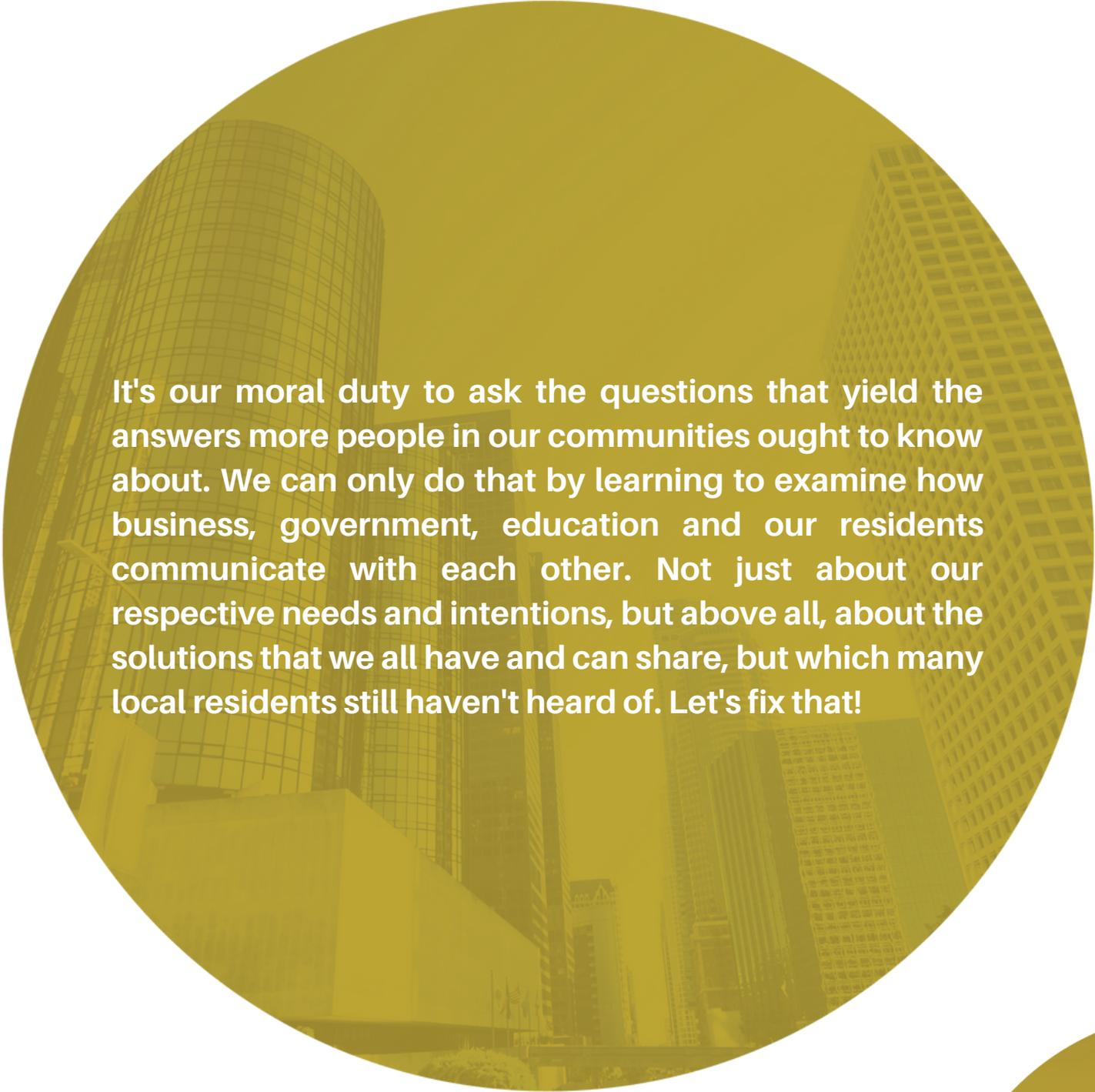
\$32,732
/year

4-Year For-profit

- Remote
- Online
- Hybrid (Remote)
- Hybrid (Flexible)
- Hybrid (In-Person)
- In-Person
- Independent
- Study/Internship
- Self-Study
- Information Session

FLEXIBILITY

Completions for **degrees** in Marketing in Los Angeles have been declining at institutions over the past 5 years. In 2020, students completed 234 marketing-related degree programs that were offered by colleges and universities near Los Angeles. That was a decrease of 10% from completions reported in 2016.



It's our moral duty to ask the questions that yield the answers more people in our communities ought to know about. We can only do that by learning to examine how business, government, education and our residents communicate with each other. Not just about our respective needs and intentions, but above all, about the solutions that we all have and can share, but which many local residents still haven't heard of. Let's fix that!



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Matchmaking: Marketing Skills and Occupations

**Social Media Marketing
Marketing Strategist
Marketing Manager
Online Specialist
Product Marketing Manager**

**Most in-demand
Marketing occupations
in North America**

**Merchandising
Event Marketing
Digital Marketing
Social Media Marketing
Property Management**

**Top Marketing
Skills In-Demand
in North America**

**121%
growth in
remote jobs
in North
America**

**Worldwide,
Digital Marketing
is the most in-demand skill.**

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Marketing Communications - Equity Diversity & Inclusion

hiring

KPIs

training

The diversity, equity, and inclusion (DEI) strategy involves cross-collaborative efforts between departments and it includes staff from **branding and marketing teams**.

According to Deloitte Insights **high-growth brands** (defined as those with annual revenue growth of 10% or more) are more frequently establishing key performance metrics for diversity, equity, and inclusion (DEI) objectives than their lower-growth competitors.

Chief Marketing Officers are often the first line to the customer.

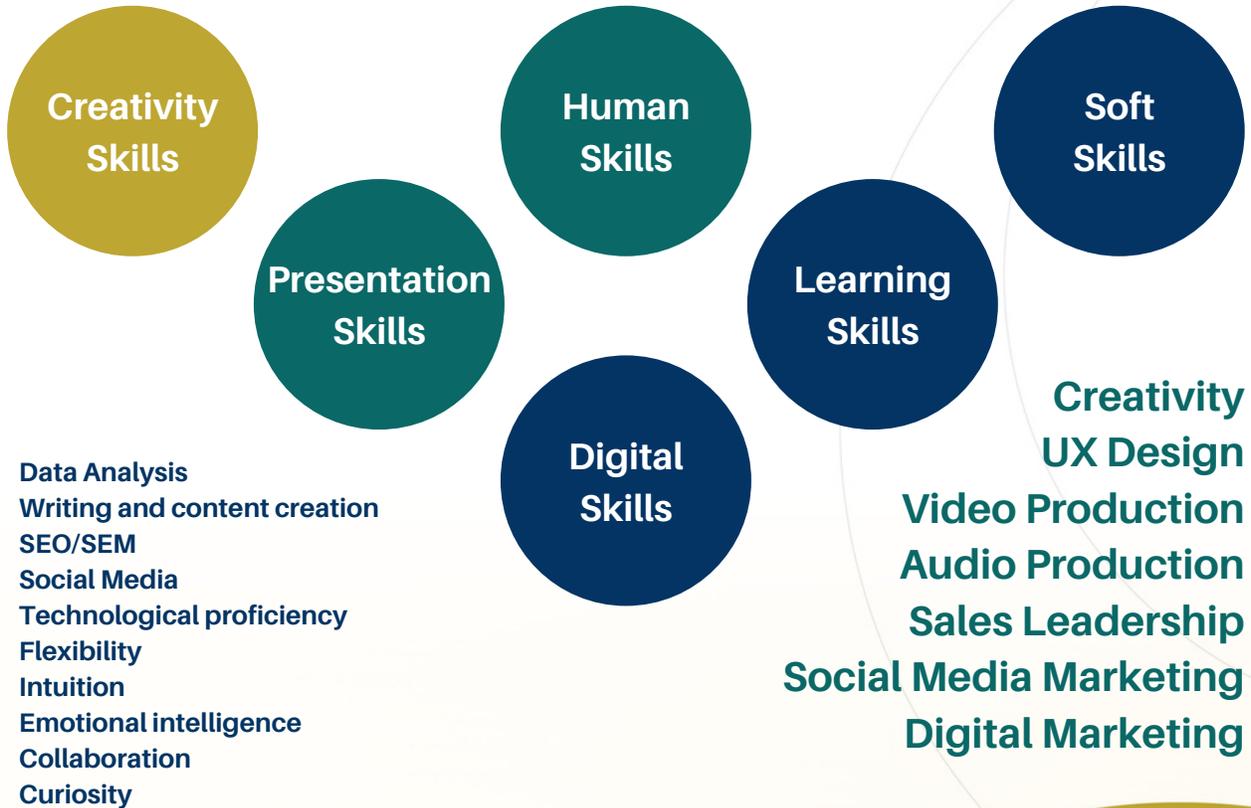
57% of consumers are more loyal to brands that commit to addressing social inequities in their actions.

The Marketing function is increasingly focusing on more inclusive advertising.



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Top MarCom Skills for Effective Hiring



To stay relevant, Marketing scholars predict that marketers need to learn and focus on skills and capabilities that AI can't replicate — understanding, motivating, and interacting with human beings.



Modern society, technological advances, economic fluctuations, and our region's desirability factor in the business model of the market leaders and brands we learn to embrace through product marketing and advertising; the community-based organizations we create and support through public-benefit campaigns, and the small businesses we try to sustain, through local government and federal programs.

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Cross-Industry Challenges for Marketers

Recruiting talent
Maintaining a sufficient budget
Generating leads
Finding the right tools
Being risk-averse
Moving into new markets
Retaining customers
Retaining and training staff
Choosing effective tactics
Facing increased competition

10 Common Marketing Challenges

ANTICIPATE

Top Global Marketing Challenges of 2022

- Training Marketing Teams
- Generating Traffic and Leads
- Demonstrating ROI of Marketing Activities
- Justifying Your Budget
- Managing Your Website
- Reaching Global Audiences
- Hiring Top Talent

Challenges
Present
Opportunities



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The State of Marketing Salaries in Los Angeles County

- \$72,649 Brand Marketing Manager
- \$55,035 Marketing Coordinator
- \$60,781 Marketing Specialist
- \$124,054 Communication Director (Corporate)
- \$111,907 Marketing Research Director
- \$106,871 Marketing Director
- \$121,862 MarComm Manager
- \$102,588 Director of Email Marketing
- \$97,035 Marketing Manager
- \$60,351 Marketing Coordinator
- \$63,000 PR Specialist
- \$64,667 Event Planner
- \$68,750 SEO Specialist
- \$68,948 Marketing Associate
- \$74,667 Community Manager
- \$78,885 Social Media Manager
- \$83,119 SEO Manager
- \$85,604 Content Marketing Manager
- \$92,179 Digital Marketing Manager

- \$93,744 Marketing Operations Manager
- \$97,035 Marketing Manager
- \$97,045 Email Marketing Manager
- \$119,953 Brand Manager
- \$122,688 Senior Marketing Manager
- \$124,333 Product Marketing Manager
- \$143,165 Senior Product Marketing Manager
- \$144,910 PR Manager
- \$148,612 Director of Marketing
- \$158,000 Director of Product Marketing
- \$199,857 Chief Marketing Officer (CMO)
- \$210,619 Vice President of Marketing
- \$153,084 Marketing Manager
- \$84,097 Marketing Manager - Entry Level
- \$195,604 Senior Marketing Manager (8+ yrs)
- \$173,249 Marketing Manager
- \$87,371 Marketing Research Analyst

L.A.
ANNUAL
AVERAGE

Marketers are accepting different positions based on salary and not seniority. North America reported just 30% of job changes included promotion with 46% considered lateral moves.

Of 2,230 online job posts only 153 employers were estimated to pay \$80K+ per year for a full-time Marketing, Design & Advertising Director position in Los Angeles County.

Only 3% of those are willing to pay \$80K+ to remote workers for the same positions.

1 The New York City Metropolitan area

LOS ANGELES ranked number 2 in the list of top U.S. Metropolitan areas to where MARKETERS are migrating.

3 The San Francisco Bay Area

4 Washington DC-Baltimore Area

5 Greater Phoenix Area



Our evolving ecosystem requires more cross-functional collaborations and meaningful conversations to tackle the disadvantages created by the digital divide, and the inequities that often leave behind underrepresented Angelenos.



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Outsourcing Marketing - Budget Data

Summary of what's changing in marketing budgets



- New product introductions (+8.8%)
- Customer experience spending (+8.6%)
- New service introductions (+5.3%)
- Traditional advertising spending (+2.9%)
- Digital marketing spending (+16.2%)
- Overall marketing spending (+13.6%)
- Brand building (+11.8%)
- Customer relationship management (+9.5%)

Approximately one third of marketers' digital marketing activities are performed by external parties.

Most marketers in for-profit U.S. companies do not use outside agencies for their social media activities.

57.1% of Marketing budget is spent on digital Marketing.



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Conclusion and Key Takeaways 1

We must pay close attention to the data and insights that influence the industry sectors that propel our regional economy. Evaluating global and local metrics can help us when creating benchmarks that inform, educate and create tangible value for our business ecosystem and our regional talent pool.

L.A.'s **small businesses** need more support with strategic and tactical Marketing communications, branding, effective storytelling, advertising, and PR. There's interest and willingness. They need access to Marketing tools and resources that can help them grow their infrastructure to promote their offerings better, despite budgetary limitations to fulfill Marketing and advertising KPIs to withstand growing competition. Being on social media is not enough. Small business owners often act as Marketing managers, without the necessary skills to bring their new and/or existing services to market with the confidence they need to succeed and attract the right customers, in a time when digital marketing is the most in-demand skill, worldwide.

Despite the programs available through local agencies and governments, **foreign companies** operating in Los Angeles, and above all small startups, often struggle with regional know-how to create and develop business and community partnerships. They land in L.A. with limited MarCom infrastructure and a reservations about using much-needed dollars for market research to validate their market-entry and secure marketshare.

Smaller **CBOs** with high responsibilities are often trapped in the trending lean approach to Marketing infrastructure, doing more with less talent, which often results in Marketing talent turnover and/or outsourcing projects at high, for-profit value, which in turn demands a budget allocation that skews KPIs.

There are myriad of options for Marketing **education** and training in our region. The number of courses is growing with the majority of them focusing on the development of digital literacy, creative and soft skills. Universities and community colleges are offering hundreds of MarCom courses, which residents of the 88 cities could access through various, flexible instruction methods at private and public educational institutions.

The average cost of Marketing education and training depends on the program or course length and instruction method. Degree program completions have been declining in the last five years, and there's an increase in shorter Marketing training to fulfill the ever growing, pandemic-induced focus on the digitization of businesses. There are specialized Marketing courses for almost every industry sector at our top education hubs and an array of courses for general subjects at community colleges in the Los Angeles region.



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Conclusion and Key Takeaways 2

When it comes to Marketing **jobs and salaries** in our region, the majority of Marketing and creative job posts indicate a need for mid-senior and associate level Marketing professionals to work on-site, full-time. Working remotely is offered as a second option, and willingness to hire hybrid barely catching up.

Los Angeles ranked in second place in North America as the Metropolitan area, to where marketers are prepared to migrate in search for better salaries (and weather, we assume).

It's important to note that of the 2230 Marketing jobs posted sample we researched, only 153 appeared in the search bracket that pertains to \$80K+ salary estimates for a Marketing Director position in the Los Angeles region. This correlates with the trend of employers' **lean approach to Marketing hiring**. Doing more with less, especially, in business sectors that have limited or zero budget for Marketing KPIs.

To stay relevant, Marketing scholars are predicting a future, in which the necessary **skills** to thrive are those that can't be replicated by artificial intelligence. Thus, prioritizing the combination of creative know-how for adaptability and growth: understanding, motivating, and interacting with human beings.

Last but not least, the times call for a more intentional approach to **Equity, Diversity and Inclusion**. Marketing teams are an integral part of these efforts. Bigger brands and organizations in the spotlight are more vocal about their DEI dynamics: hiring practices, employee training, internal communications, product marketing and advertising, experiential marketing, community outreach programs, and corporate social responsibility.

Our region is recovering as we still face persistent challenges that affect our residents, above all, in marginalized communities. We're all collectively responsible for the economic growth of Los Angeles, for achieving climate goals, and for elevating the personal and professional development of Angelenos.

In order to achieve results, we out to learn more about effective storytelling and share resources, in ways that resonate not just with what our respective organizations and sectors are planning and doing, but also with how our doings translate into tangible benefits for all residents, and the communities of Los Angeles County.

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Data Sources

AdAge Datacenter
Stats on U.S. Marketer Spending
Monthly Stats on U.S. Ad-Industry Employment until Q1 - 2022

American Marketing Association
Journal of Marketing Research
Journal of Public Policy and Marketing

Brand LA
2022 Online Survey
Target Audience: 100 Executives C-Suite, Directors, and Managers

2022 In-Person Survey
Target Audience: 250 small businesses in L.A

Primary Research - Interviews
Target Audience: 50 Founder/Owners & C-Level Executives in L.A.

Clutch
2022 Reviews - Los Angeles Firms

CMO Survey
The Highlights and Insights Report February 2022

Deloitte Insights
The Global Marketing Trends Executive Survey

Glassdoor Economic Research
2021 Data

Harvard Business Review
Data, Analyses and References

HubSpot
Survey of Marketing Professionals

Indeed.com & Indeed Hiring Lab
2021 - 2022 Data: Labor Market & Jobs

LinkedIn Internal Data 2020-2021
Target Audience: Global members in the Marketing function
LinkedIn Economic Graph 2021

Los Angeles County Economic Development Corporation (LAEDC)
Institute for Applied Economics

National Center for Education Statistics (NCES)
Colleges & Universities Offering Marketing Degrees

Statista
Statista Research Department Data

U.S. Bureau of Labor Statistics
Job Openings and Labor Turnover Summary

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**BrandLA.org
Research@BrandLA.org**

**501(c)3 Public Benefit Nonprofit
Los Angeles, CA**

@BrandLAOrg

