

# B2B Marketing Salary Benchmark Report

B ↔ B



AND NEGOTIATION GUIDE

2025

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“How much should I be making as a senior PMM?”

“What’s a good salary for a director level role?”

“Should I ask for equity or a cash bonus?”

We see these kinds of questions day in and day out in the Exit Five community – and for B2B marketers, there really hasn’t been a great single source of truth to get that information.

You have to rely on talking to friends in the industry in hushed tones, only getting half of the picture that likely looks nothing like your own situation.

That’s why we decided to try and do our part to shed light on what B2B Marketers are really earning in 2025. Our goal with this report is not just to share data, but to create a tool that helps you negotiate better pay, ensure fair compensation for your team, and get a clear picture of the market.



# Who We Surveyed

Geography of Respondents  
Marketing Functions of Respondents  
Title and Experience Levels of Respondents

## Who We Surveyed

Before we dig into all the juicy details, we wanted to share how we got and analyzed this data.

We opened a survey to our community of B2B marketers, and initially received 1,302 unique responses. We made the decision to only include respondents who are full-time in house B2B marketers – freelancers and fractionals have a much different compensation structure and could be their own report.

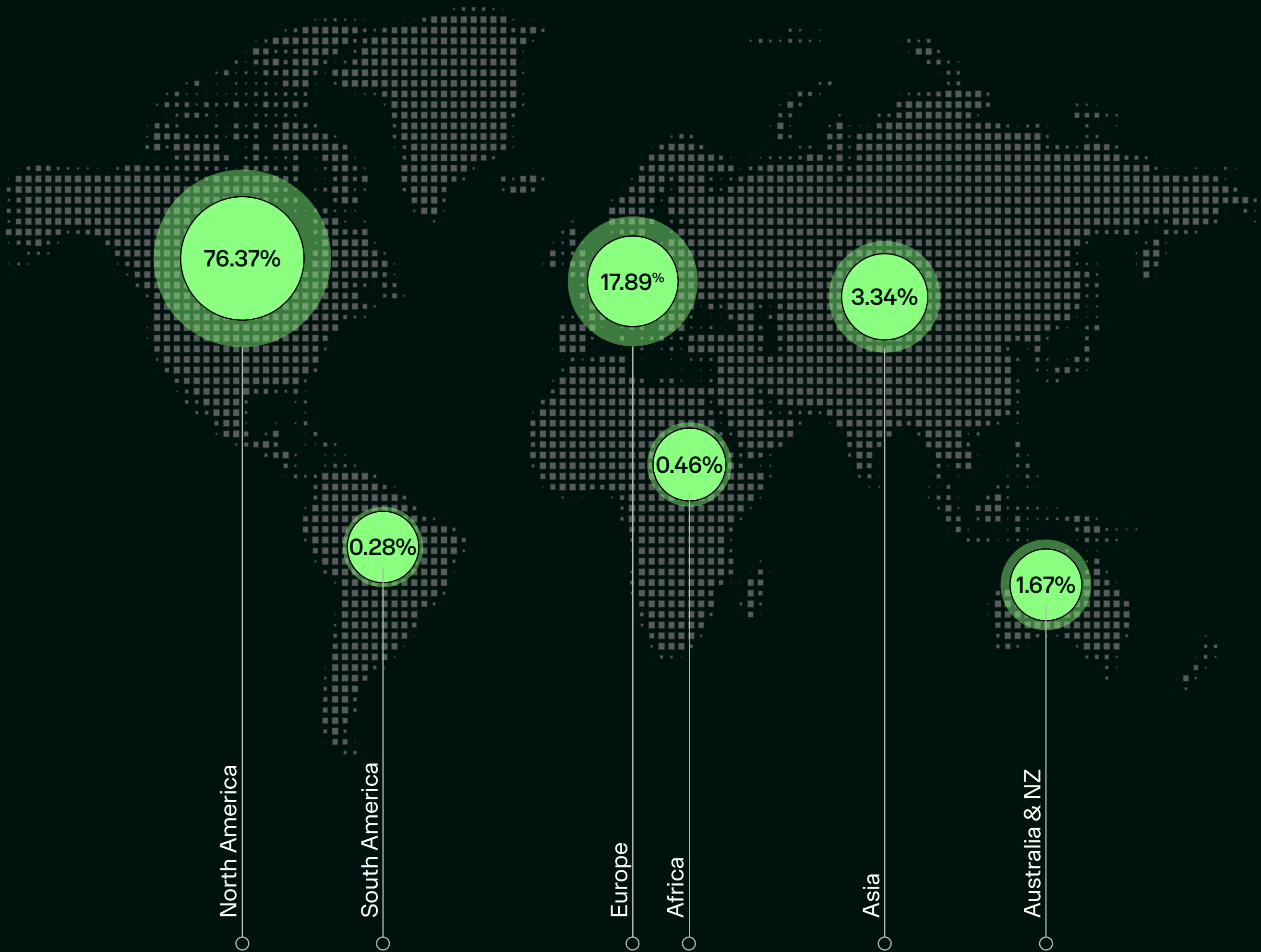
Then we cleaned the data to eliminate:

- Roles that weren't marketing related (like Sales and HR)
- Responses where key answers were unclear or incomplete
- Responses with salaries below \$20,000 or expressed hourly

That left us with **1,079** responses that we used as the basis of this benchmark report.

Who We Surveyed

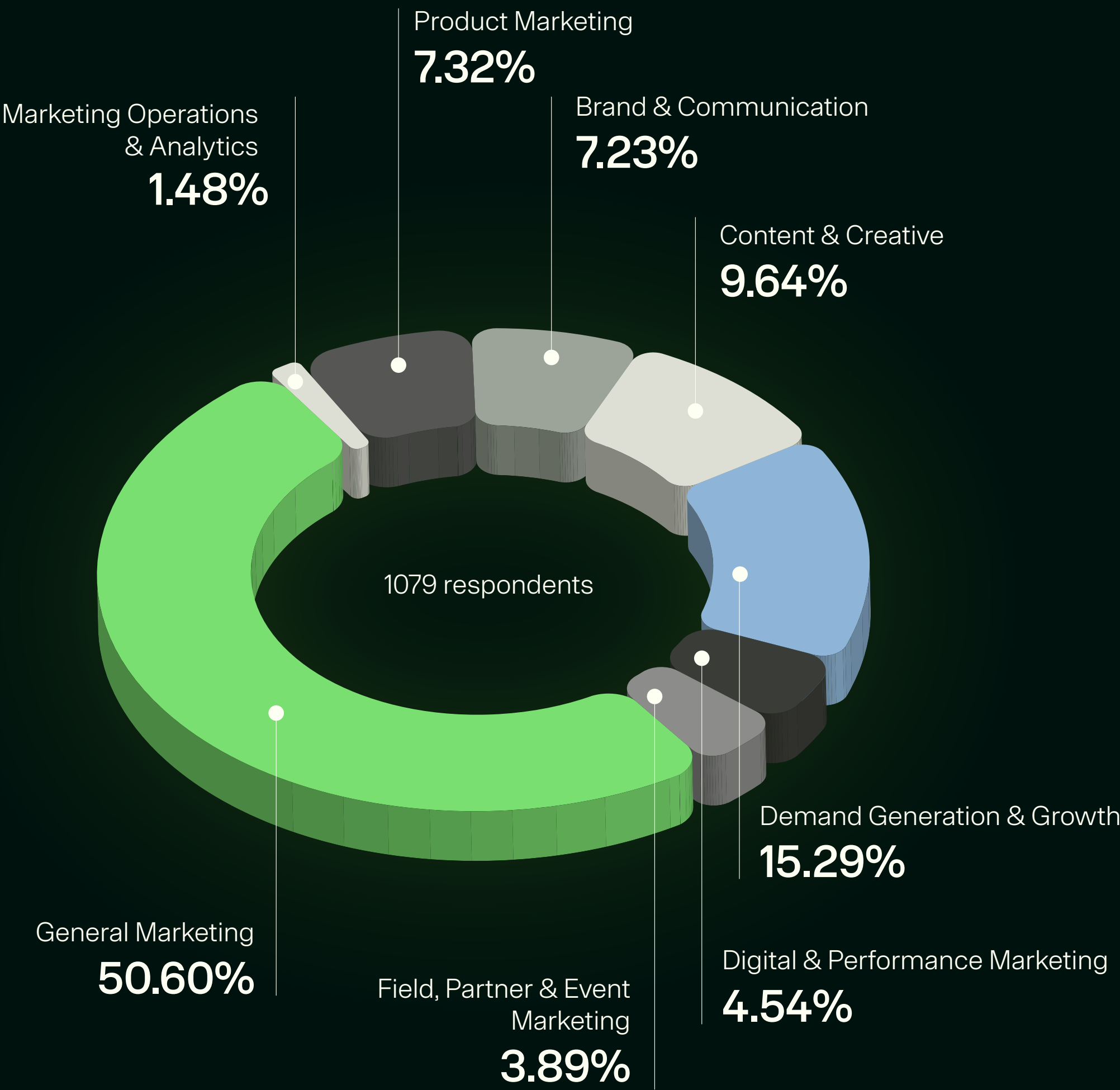
Geography of Respondents  
Marketing Functions of Respondents  
Title and Experience Levels of Respondents



Less than 1% of the sample was made up by Africa and South America and because the quantity was so much smaller, we weren't able to representatively include them as standalone continents.

Who We Surveyed

Geography of Respondents  
Marketing Functions of Respondents  
Title and Experience Levels of Respondents



Because of the way we designed the survey, we further broke down the huge range of titles and areas of marketing into these eight buckets.



Here's the types of roles we included in each bucket,  
and what we mean when we say "Marketing Function" throughout the rest of the report.

**General Marketing**

General Marketing  
Marketing Leadership  
CMOs

**Content & Creative**

Content Marketing  
Copywriting & Editorial  
Creative & Design  
Video & Multimedia

**Demand Generation & Growth**

Demand Generation  
Growth Marketing  
ABM  
Email Marketing  
Campaign Management  
Lifecycle Marketing  
Lead Generation

**Product Marketing**

Product Marketing  
Solutions Marketing  
Competitive Intelligence  
Product Strategy

**Digital & Performance  
Marketing**

Paid Media  
SEO  
Web & Conversion  
Digital Marketing

**Brand & Communications**

Brand Marketing  
PR & Communications  
Social Media Marketing  
Thought Leadership  
Community

**Field, Partner & Event Marketing**

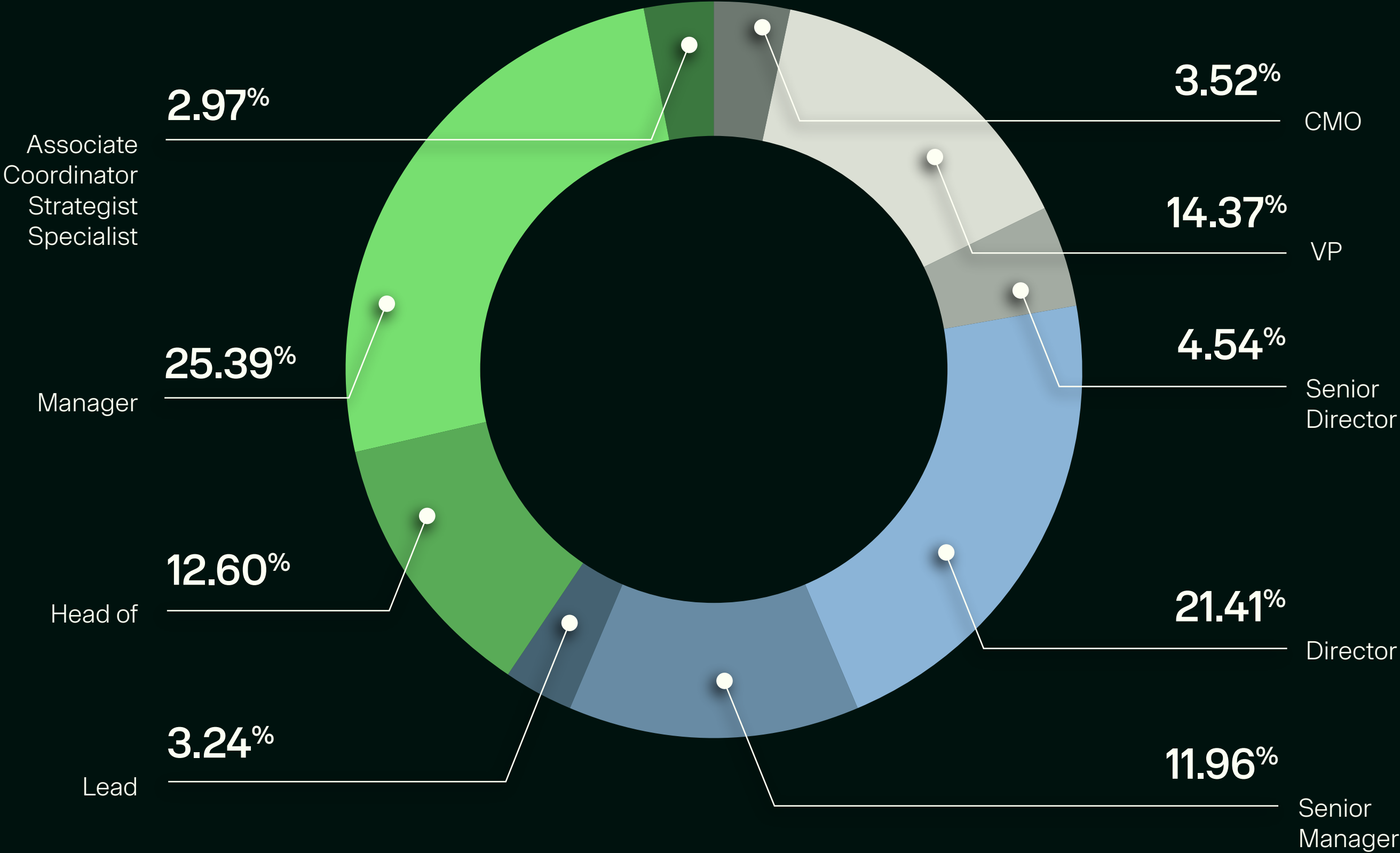
Field Marketing  
Event Marketing  
Partner & Channel Marketing  
Regional & Segment Marketing

**Marketing Operations  
& Analytics**

Marketing Operations  
Marketing Analytics  
Data & Insights  
Martech & Automation

Who We Surveyed

Geography of Respondents  
Marketing Functions of Respondents  
Title and Experience Levels of Respondents





# The Benchmarks: Average B2B Marketing Salaries by Title and Function

If you're going to save one page of this report, this is it.

We've broken down the average salary by title and marketing function, so you can have a benchmark to compare it to.

	Brand & Communication	Content & Creative	Demand Generation & Growth	Digital & Performance Marketing	Field, Partner & Event Marketing	General Marketing	Marketing operation & Analytics	Product Marketing
Manager	\$ 103,217	\$ 96,180	\$ 94,891	\$ 83,834	\$ 97,552	\$ 84,791	\$ 88,039	\$ 101,356
Senior Manager	\$ 111,494	\$ 104,996	\$ 131,742	\$ 118,943	\$ 135,485	\$ 115,138	\$ 60,890	\$ 143,007
Lead	-	\$ 77,552	\$ 86,875	\$ 62,500	\$ 72,111	\$ 87,654	\$ 108,000	\$ 143,200
Head of	\$ 95,571	\$ 159,250	\$ 168,233	\$ 95,227	\$ 133,333	\$ 131,625	\$ 119,000	\$ 234,000
Director	\$ 168,416	\$ 134,145	\$ 159,688	\$ 118,831	\$ 165,333	\$ 131,770	\$ 135,907	\$ 180,444
Senior Director	\$ 177,400	\$ 132,500	\$ 191,611	\$ 168,833	\$ 166,333	\$ 183,707	\$ 195,000	\$ 220,000
VP	\$ 194,867	-	\$ 229,200	\$ 194,400	\$ 175,000	\$ 186,146	-	\$ 211,909
CMO	-	-	-	-	-	\$ 217,214	-	-



# How Does Salary Vary Across Marketing Functions?

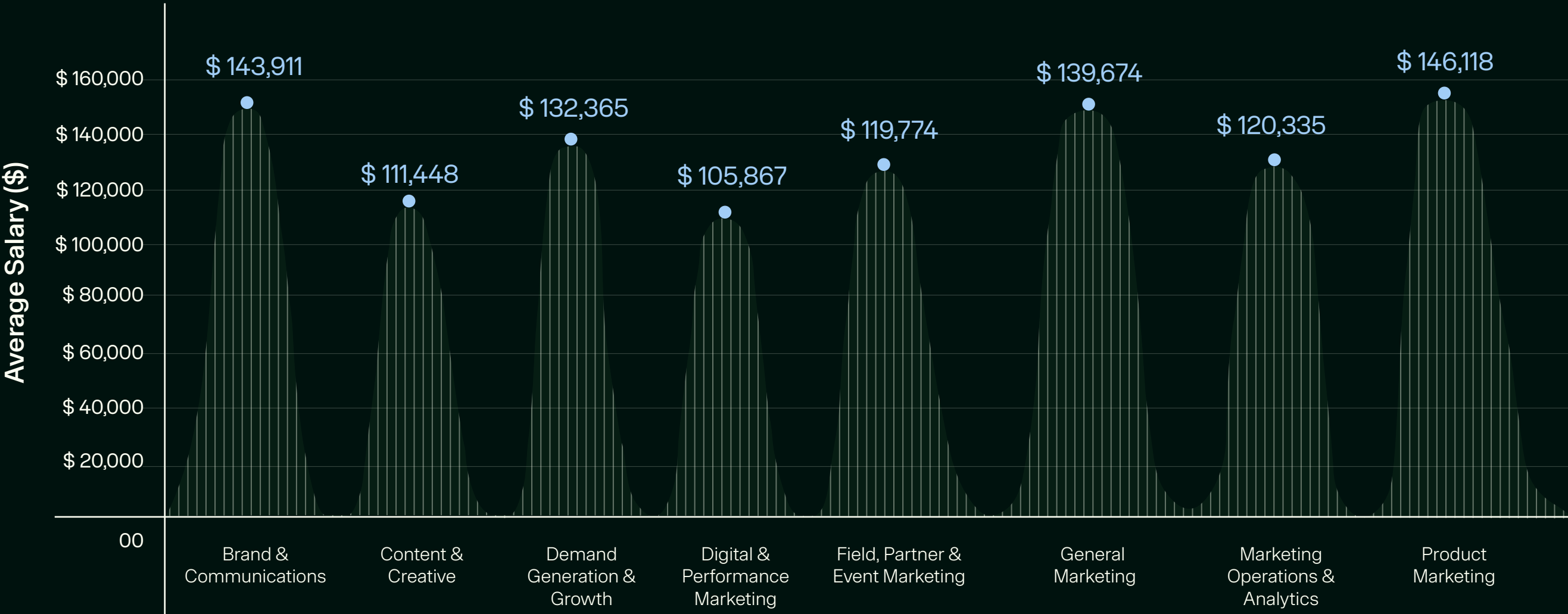


How Does Salary Vary Across Marketing Functions?

Product Marketing  
Brand and Communications

Product Marketing roles have the **highest average salary at \$146,118**. We know Product Marketers play a crucial role in connecting the dots between different parts of the organization – so it’s not surprising to see PM roles commanding higher pay.

Brand and Communications roles are a close second, with an average salary of \$143,911. But that comes with a caveat – these roles also had the widest salary range, with a difference of \$182,500 between the max and the median salary.



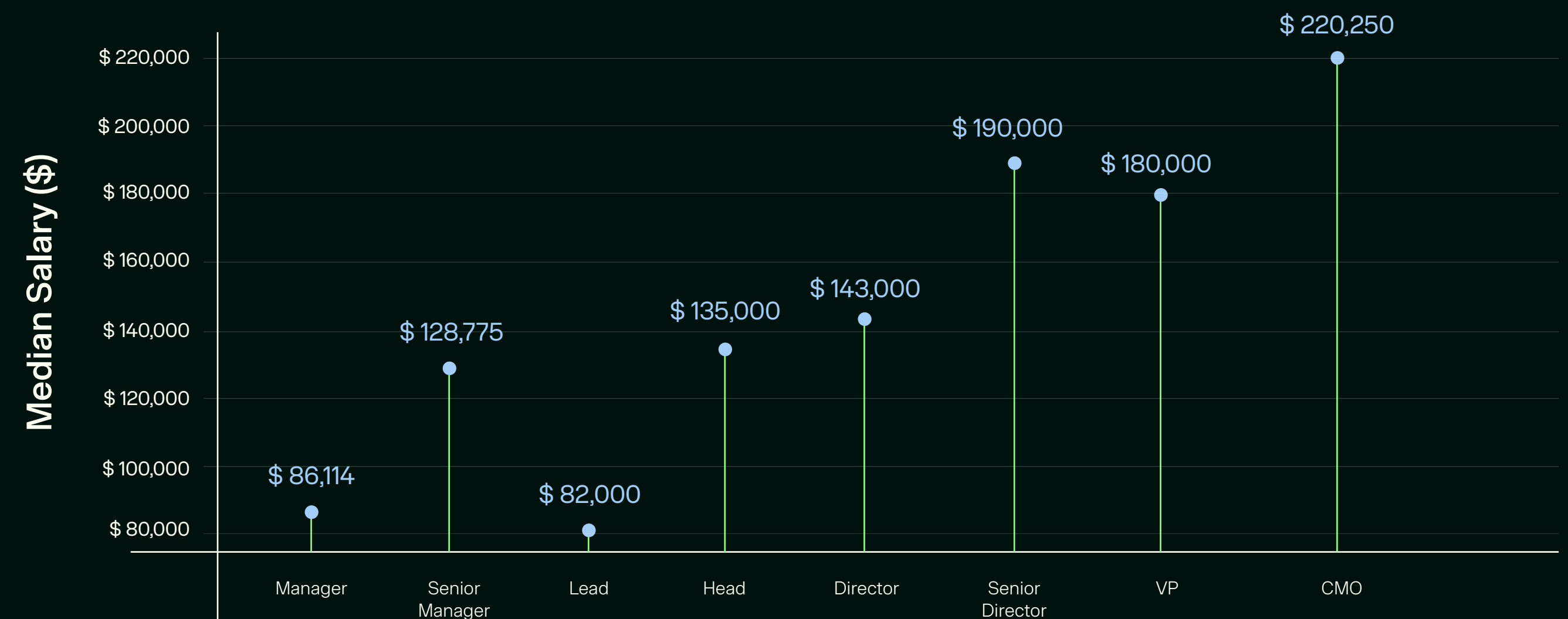
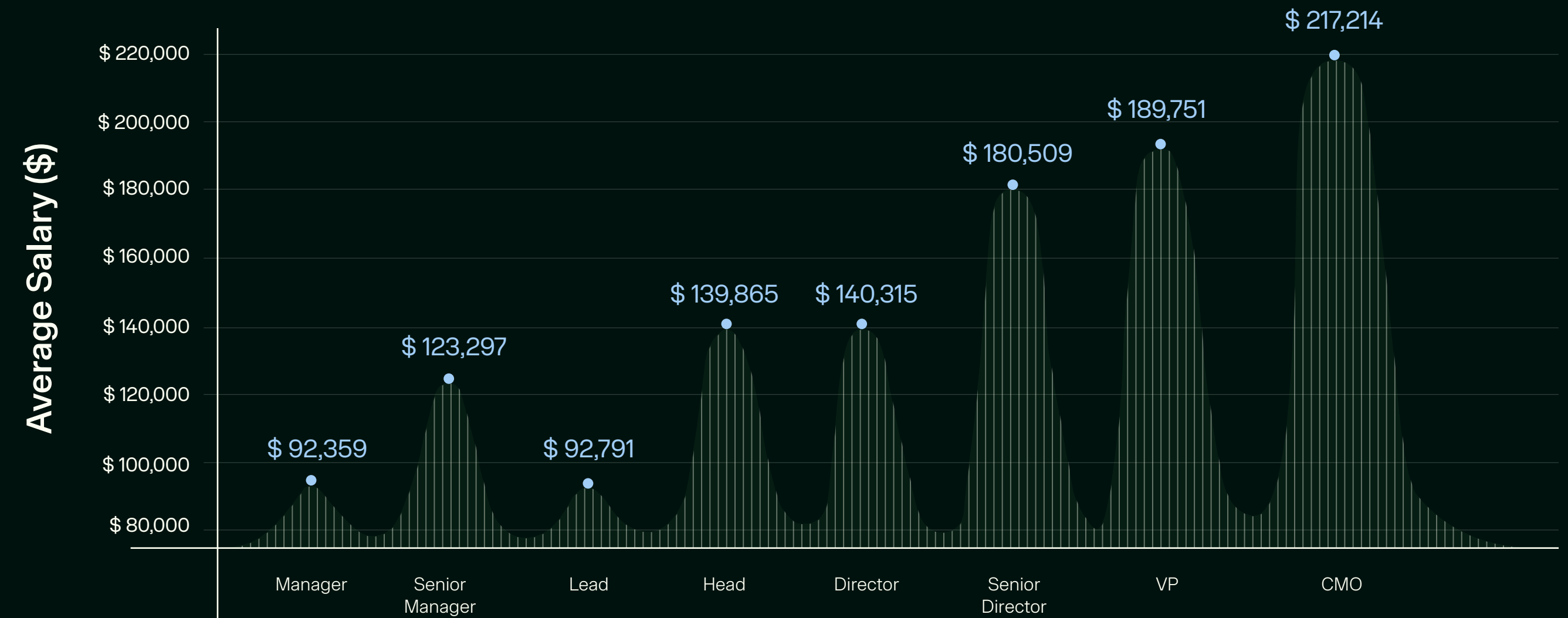


# How Much Do Titles Impact Salaries?

## How Much Do Titles Impact Salaries?

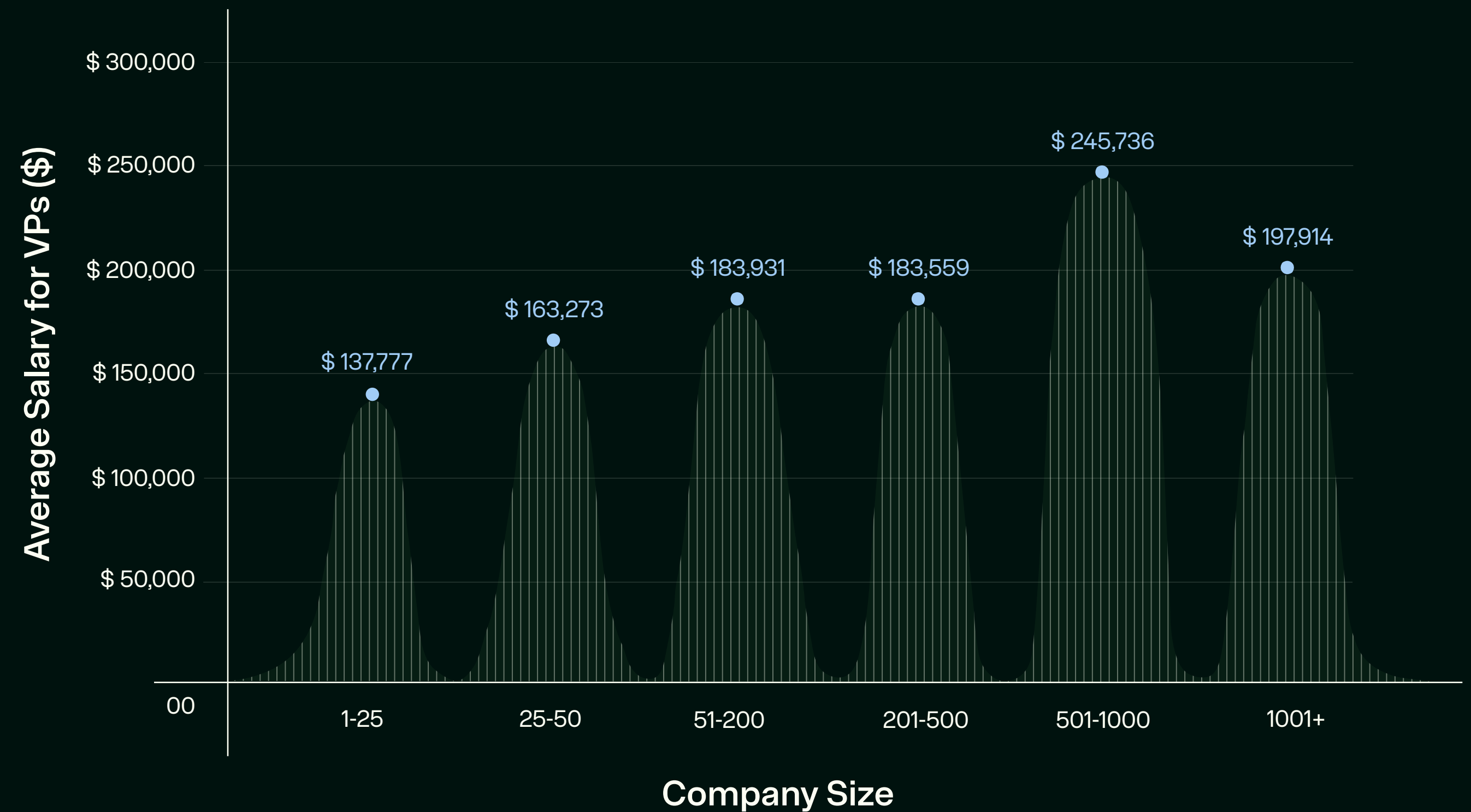
As expected, titles and experience matter quite a bit when it comes to B2B marketing salaries.

Salary increases align with promotions in titles, with the biggest increase coming when marketers made the jump from Manager to Senior Manager.  
(a 33.5% increase in average salary)



## How Much Do Titles Impact Salaries?

VP roles have the widest variation in pay where the gap between the median and max salary is \$205,000. VP roles have high earning potential, but compensation varies widely based on other company factors like size and stage of growth – but also how you negotiate your salary at that level.





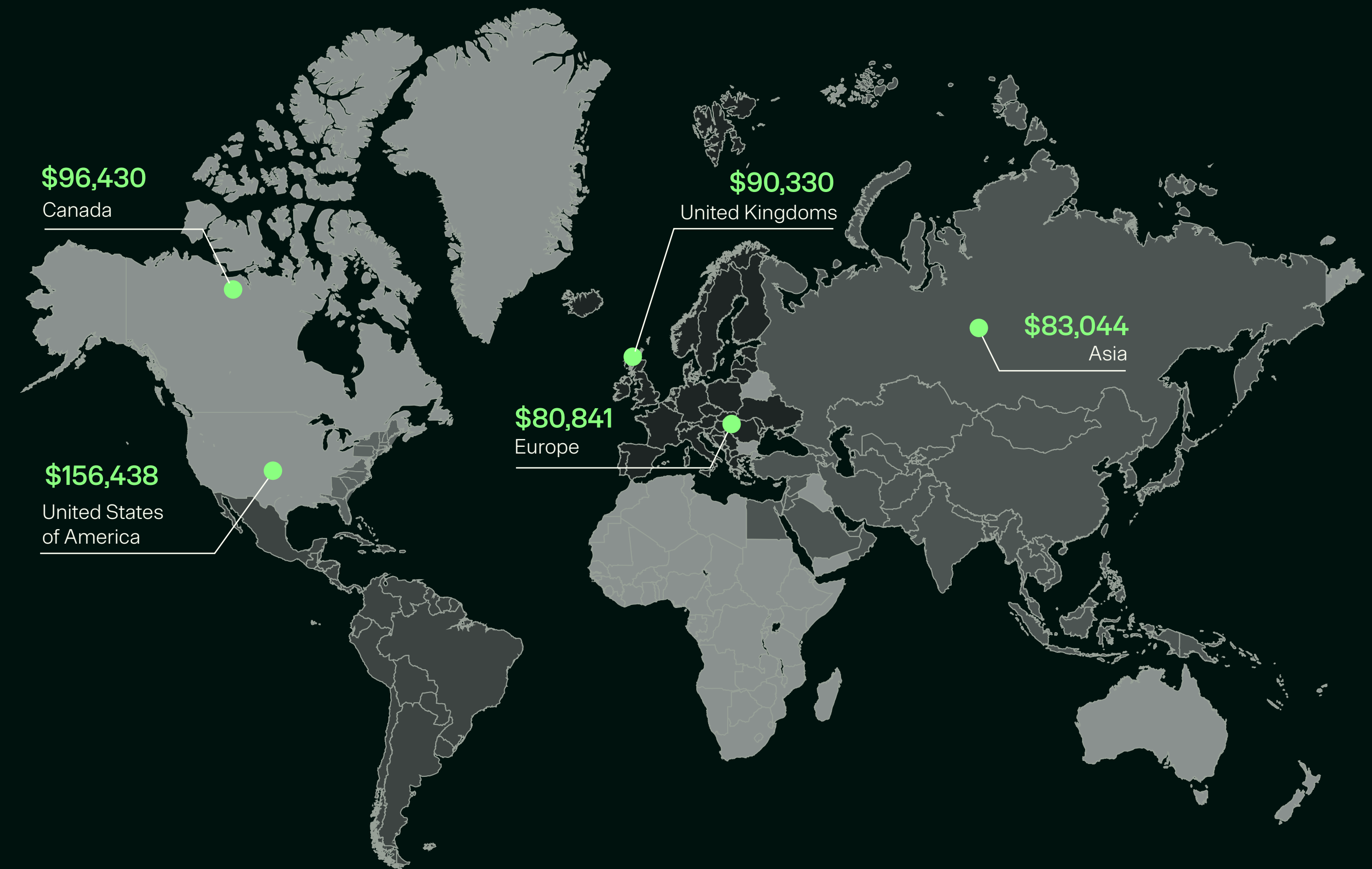
# How Does Where You Live Impact Your Salary?



## How Does Where You Live Impact Your Salary?

The United States, by far, topped the charts with both the highest average (\$156,438) and median (\$150,000) salary.

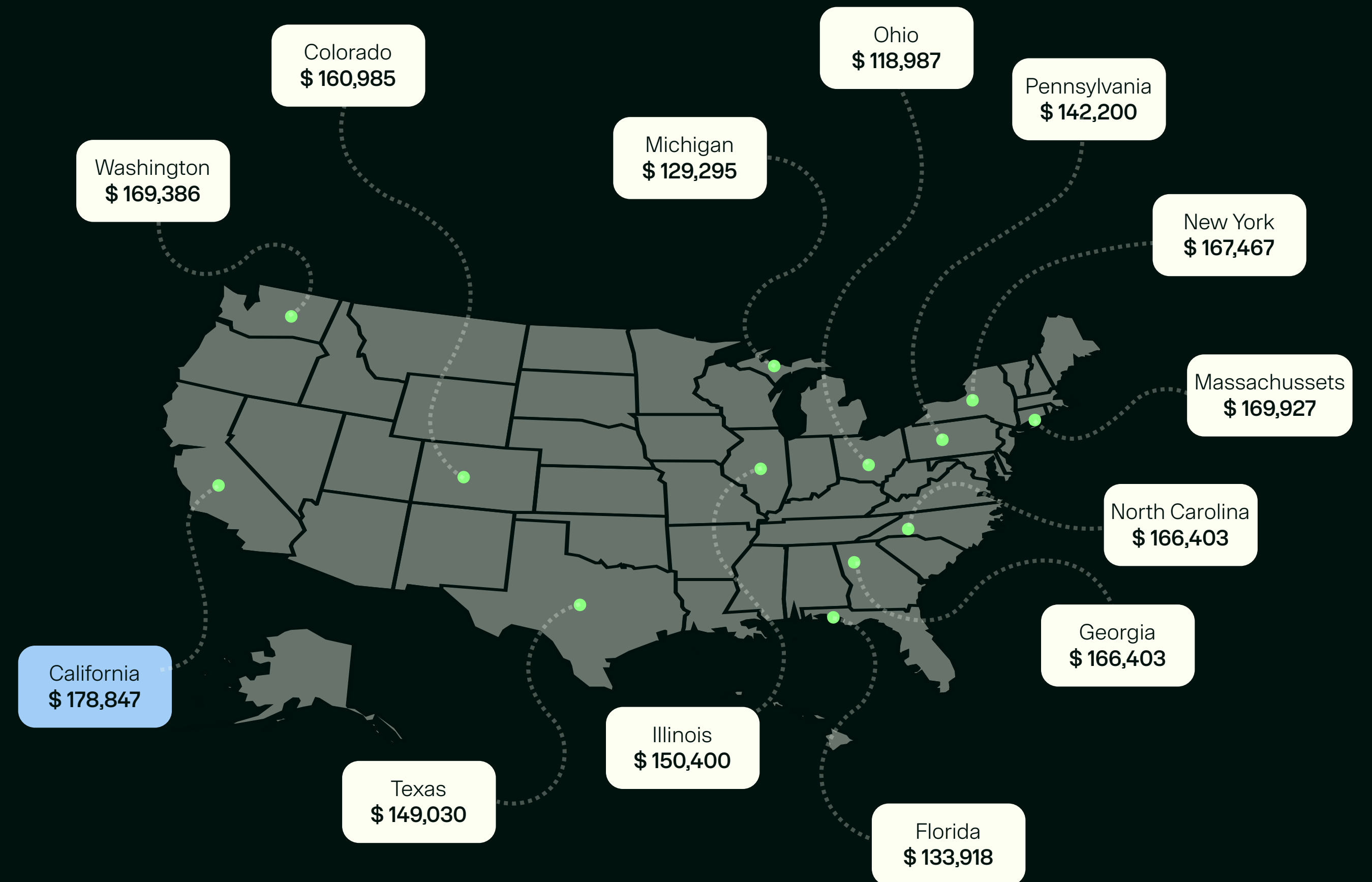
Canada was the next closest, with an average salary of \$96,430 – but still well below that of their North American counterpart.



## How Does Where You Live Impact Your Salary?

Where you are in the US matters – of the states that had enough survey responses for us to look at, California topped the charts with an average salary of \$178,847, followed by Massachusetts at \$169,927. Ohio had the lowest average salary of the states analyzed at \$118,977.

California also had the highest max salary out of the states for marketers, topping out at \$400,000 in cash based compensation alone, suggesting that CA is where the highest paid opportunities are right now.



Region-wise Salary (USA)



# How Does Company & Team Size Impact Salary?

Average Salary by Company Size

Average Salary by Marketing Team Size

Exit Five

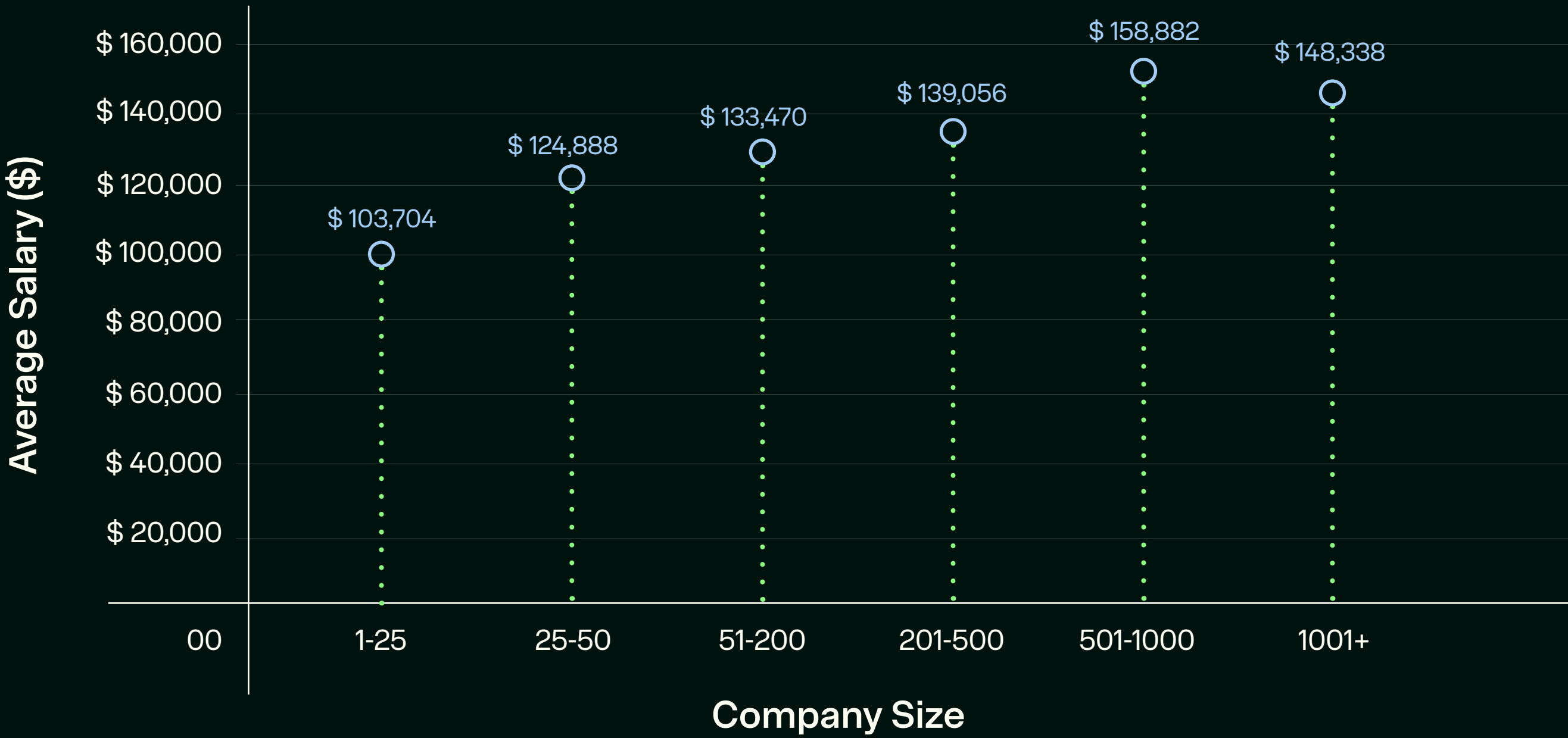
How Does Company & Team Size Impact Salary?

Average Salary by Company Size  
Average Salary by Marketing Team Size

Average compensation goes up in tandem with the employee count of the company, until it goes over 1,000 and then falls slightly.

Companies with 501-1,000 employees had the highest average salary at \$158,882, which then fell to \$148,337 for companies with 1,000+.

But don't write off the smaller companies with 25-50 employees – they offer surprisingly competitive salaries, averaging \$124,888, which isn't too far off from what mid-sized firms pay. Despite having fewer resources, they may offer higher salaries to attract top talent.





## How Does Company & Team Size Impact Salary?

### Average Salary by Company Size

### Average Salary by Marketing Team Size

When it comes to the size of marketing teams themselves, average salaries climb in tandem with team sizes. Marketing teams that have 10-20 people on them have the highest median salary, at \$150,000.

And while solo marketers aren't that far behind in terms of the average salary compared to a slightly larger team (2-5 marketers), their earning potential is significantly lower – with a max salary of \$225,000, compared to \$300,000 for teams of 2-5 marketers – a \$75,000 difference.

Marketers in mid-sized teams (10-20 marketers) have a higher median salary than those on larger teams (20+). This isn't entirely surprising – more junior roles may bring down the median, and senior roles might be more spread out in larger marketing orgs.



I am the only Marketer  
\$ 113,268



2-5 Team members  
\$ 125,292



5-10 Team members  
\$ 135,301



10-20 Team members  
\$ 150,425



20+ Team members  
\$ 153,610



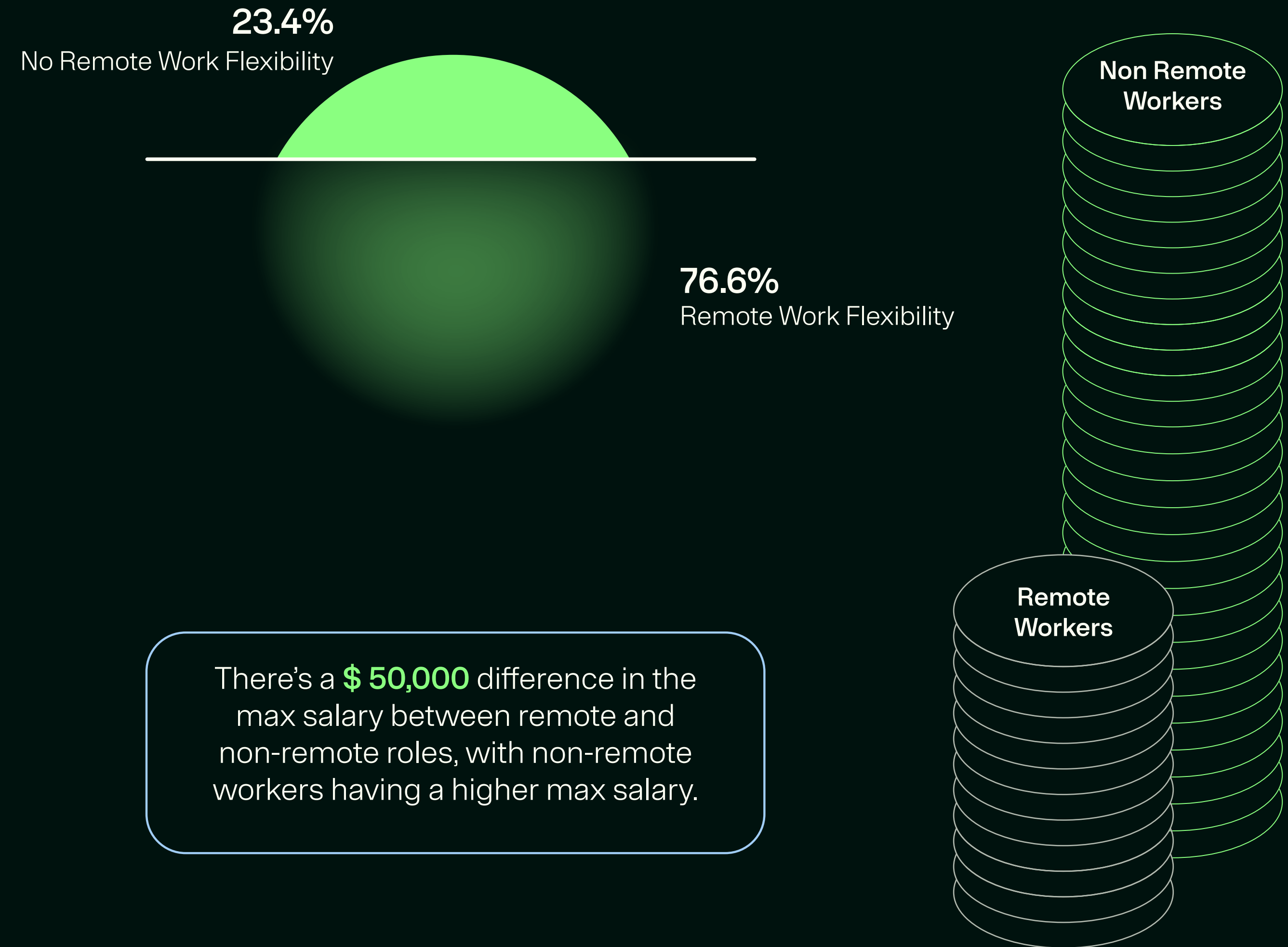


# What Perks and Benefits are Most Common?

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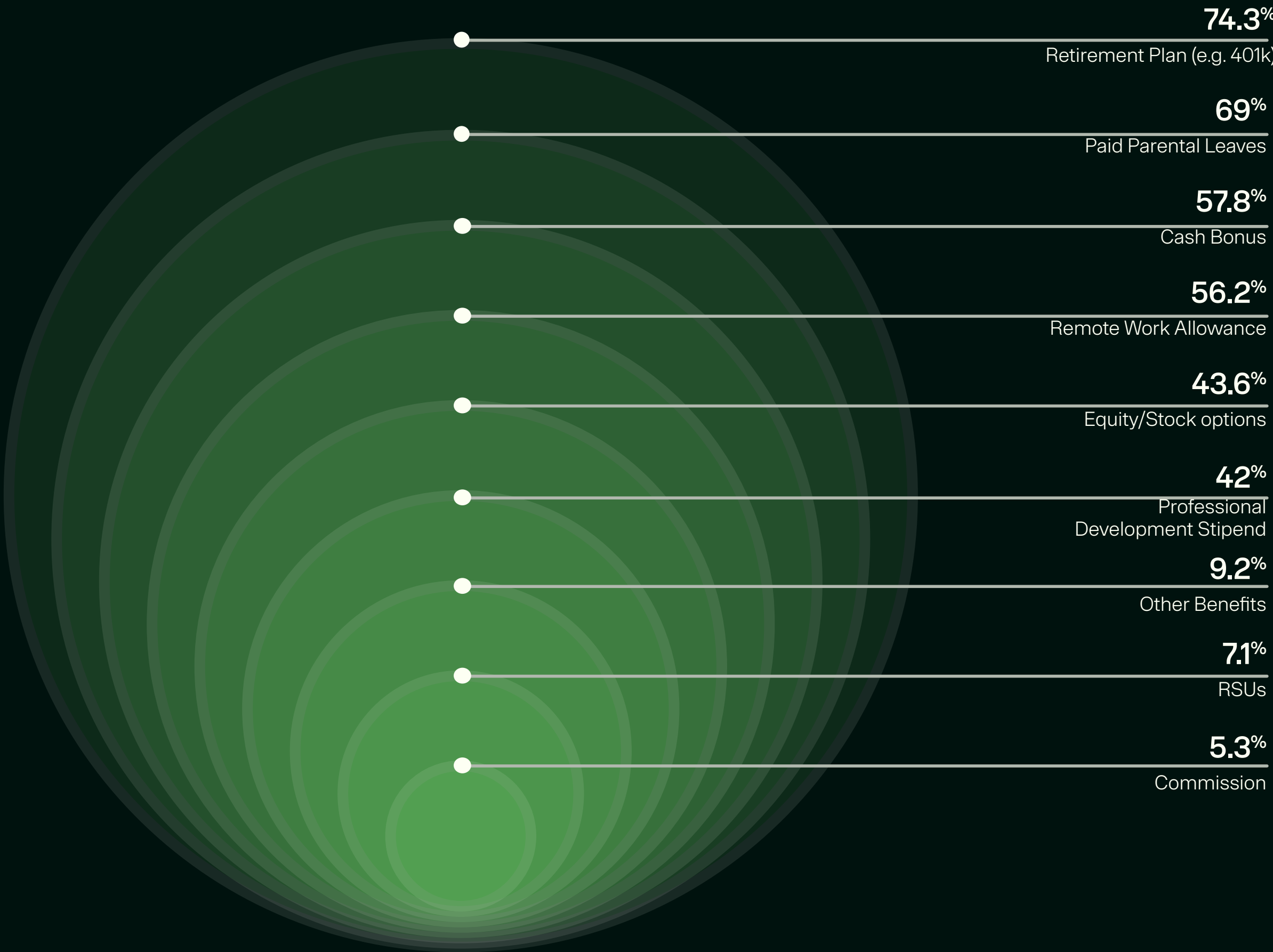
76.6% of the marketers we surveyed have remote work flexibility – in a post-Covid world, it's more the norm than the exception.

But returning to the office might have its benefits when it comes to your cash compensation potential.



What Perks and Benefits are Most Common?

The most common benefit outside of a base salary for marketers is a retirement plan, like a 401(K). 57.8% of respondents also received cash bonuses, and 43.6% have equity or stock options as part of their total pay package. If you don't currently have either of those, it's worth asking for when you're negotiating your next role.





# Are B2B Marketers Fulfilled in Their Roles?

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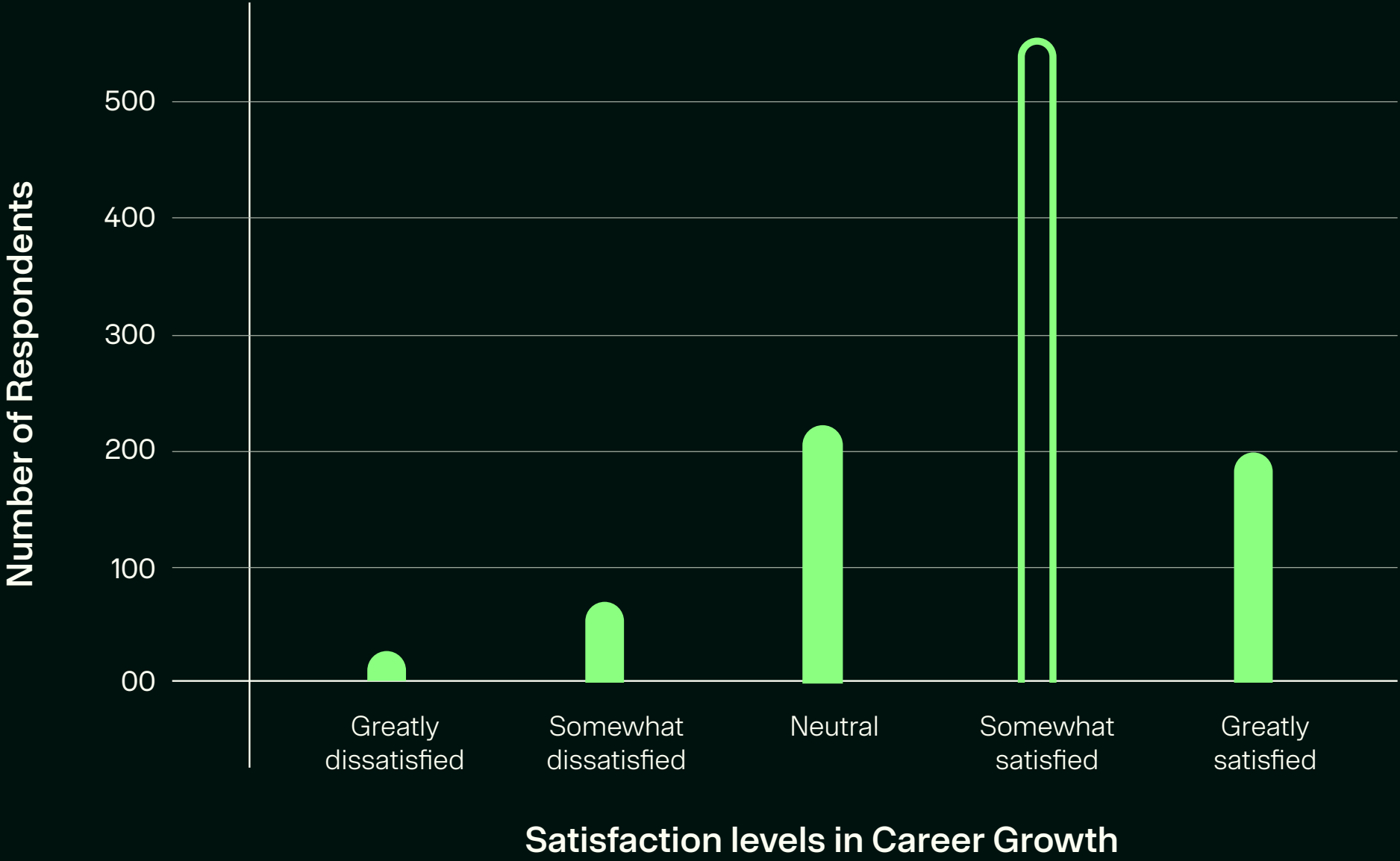
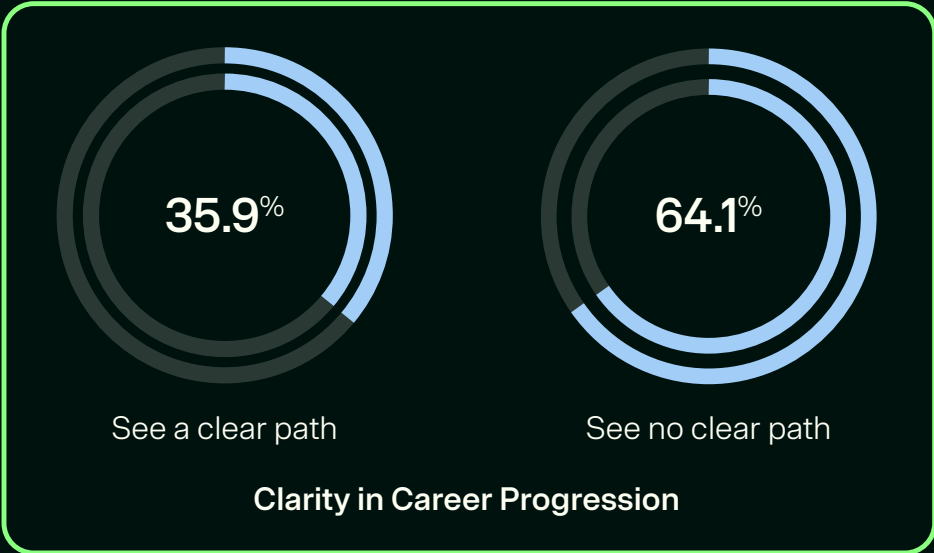
Satisfaction Levels in Career Growth  
Attrition Risk by Satisfaction Level  
Breakdown of Career Growth Perception  
By Role

We also asked a series of questions to understand how B2B marketers are feeling about their jobs right now.

- Are they supported?
- Is there a clear career path?
- Do they think they'll be in the same role in the next six months, or are they looking for something new?

The majority of marketers we surveyed (52% of respondents) said they were “Somewhat Satisfied” – meaning that while they aren’t totally unhappy, they also aren’t feeling completely fulfilled.

If you’re managing a marketing team, take heed – marketers who see clear career growth at their company have a higher satisfaction rate of about 13%. Unfortunately, most marketers we surveyed don’t have that clarity, with 64.1% saying they see no clear path for growing in their career at their current company.



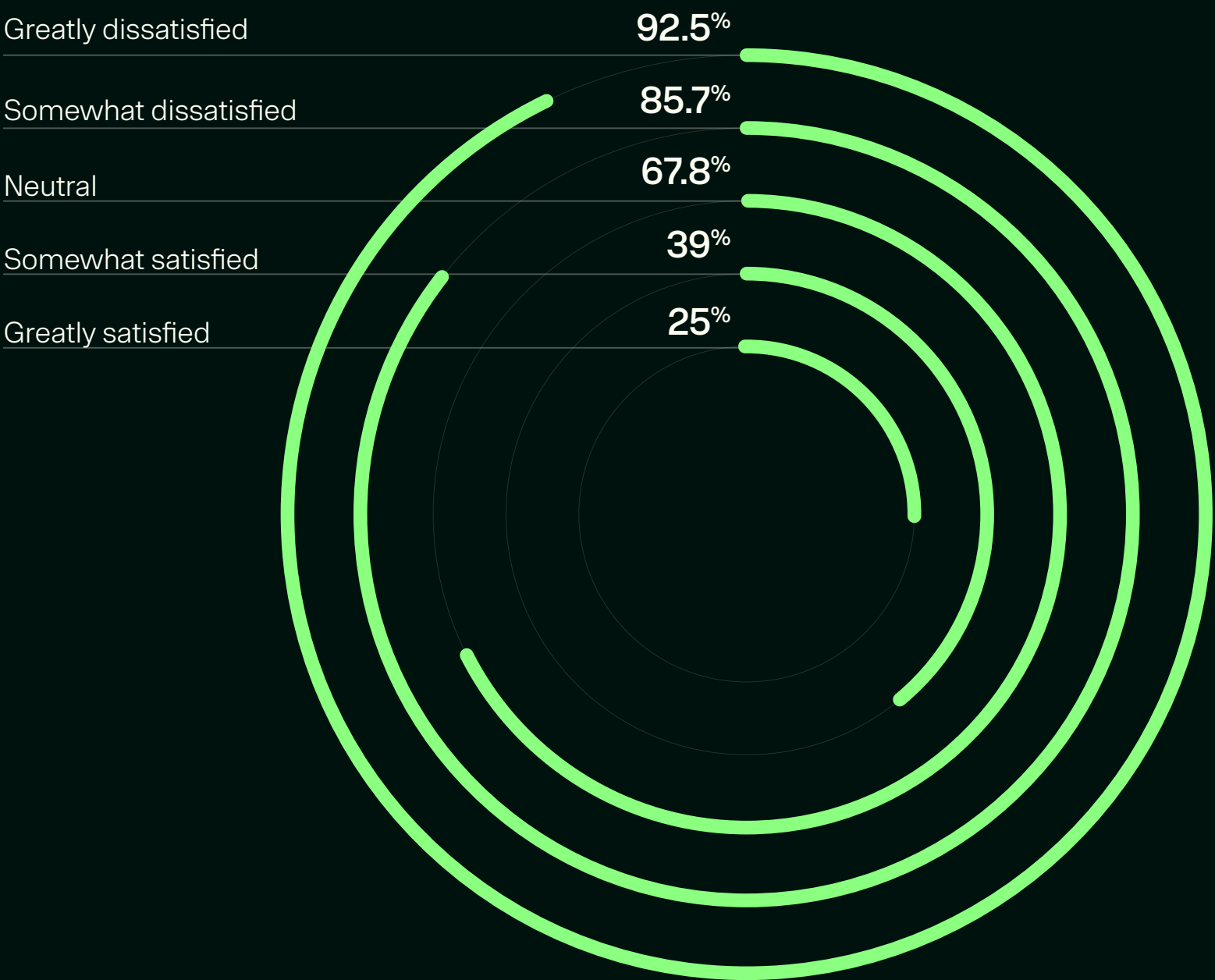
Are B2B Marketers Fulfilled in Their Roles?

Satisfaction Levels in Career Growth  
Attrition Risk by Satisfaction Level  
Breakdown of Career Growth Perception  
By Role

Unsurprisingly, 92.6% of marketers who indicated they were “Greatly Dissatisfied” with their roles are considering leaving within the next six months. This was pretty rare among respondents, with only 2.5% responding that way.

About half of the marketers we surveyed (54%) felt that their salary fairly reflected their role and responsibilities. Of those that didn’t feel that way, 61.7% reported that they’re considering leaving in the next six months.

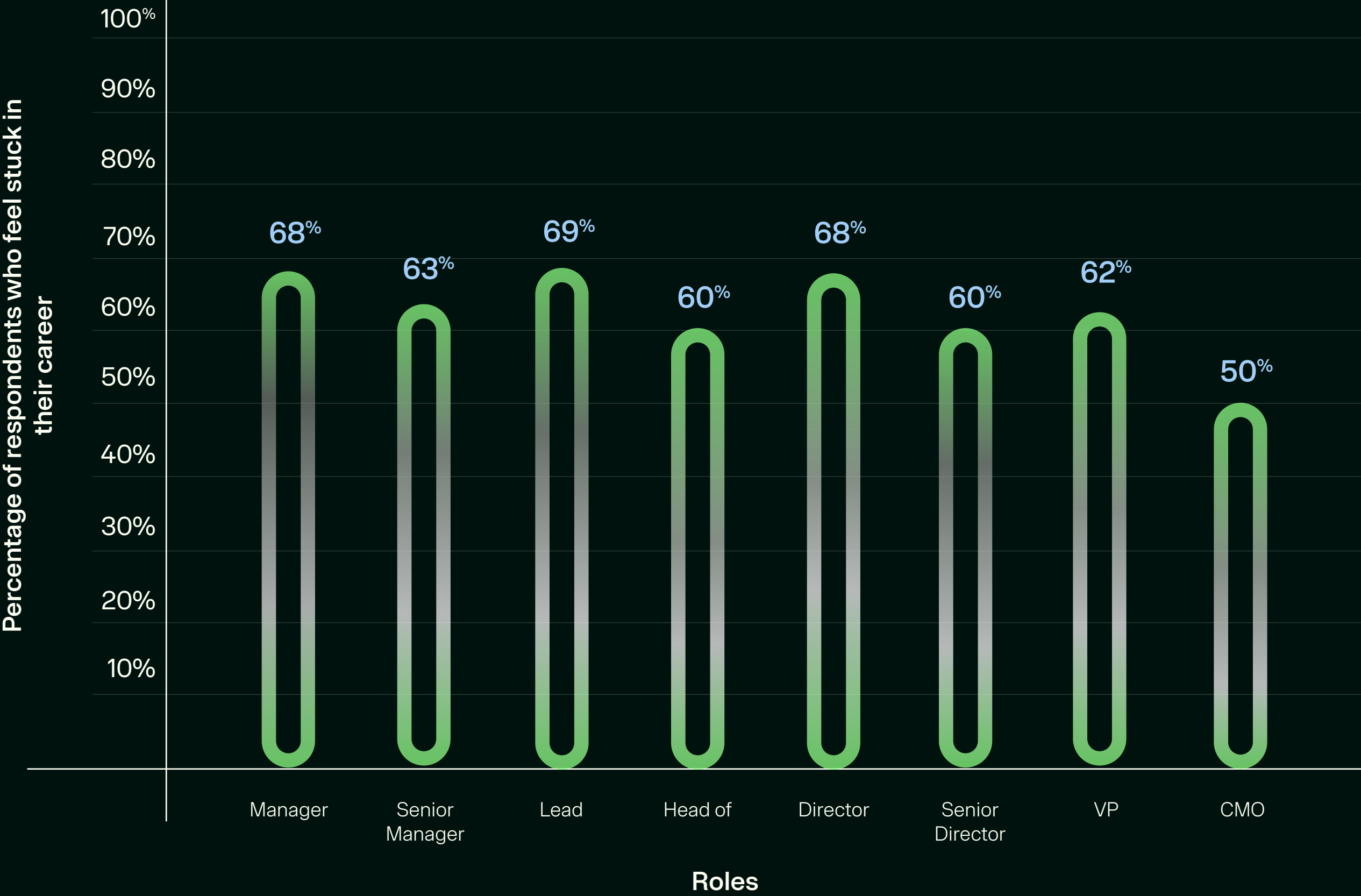
But even those marketers among the “Greatly Satisfied” aren’t necessarily planning on staying put – 25% of them are still considering leaving within six months.



Percentage of respondents considering a job change (broken down by satisfaction level)

Are B2B Marketers Fulfilled in Their Roles?

Satisfaction Levels in Career Growth  
Attrition Risk by Satisfaction Level  
Breakdown of Career Growth Perception  
By Role



Breakdown of Career Growth Perception By Role





# The Art of Salary Negotiation: A Guide for B2B Marketers

Understand Your Value  
Quick Win: Value Mapping Exercise

Exit Five

## The Art of Salary Negotiation: A Guide for B2B Marketers

Having data on salaries is a great starting point—but a key piece of the compensation puzzle is negotiation. So we also wanted this report to have advice for B2B marketers making their next move.

We turned to an expert for advice and interviewed Jacob Warwick. He's helped over 3,500 leaders (including many B2B marketers, and more than a few Exit Five members) negotiate for their next role and helped them secure over \$300 million in compensation gains. Plus, he brings a unique perspective – he was a former VP of Marketing before he turned Executive Career Strategist.

What makes Jacob's approach different is his focus on the psychology of negotiation and value creation, rather than just tactics. Featured in Forbes, Fast Company, and Inc., he's known for helping leaders not just land roles, but transform how they approach career decisions.

Before we dive into his insights on negotiation, it's worth noting that Jacob built his expertise from both sides of the table - he understands the marketing mindset because he lived it, having worked with Content Marketing Institute and served as a mentor with major marketing organizations.

It's worth noting that the strategies mentioned below are best case – not everything will apply to everyone directly depending on your personal situation and stage of your career. Our aim is to put together advice you can use in a way that makes sense for you.

## Understand Your Value

As marketers, we spend our days communicating value to customers. Yet when it comes to our own careers, we often struggle to apply those same principles. Most of us look at market benchmarks (like this report) to determine our value. But that's only part of the story.

Think about it: When you're selling a solution to customers, do you focus on market averages?  
No – you focus on the specific value you can deliver.  
The same principle applies here.

**"You don't get what you're worth,  
you get what you negotiate,"**

- Jacob Warwick



## Quick Win: Value Mapping Exercise

Take 30 minutes to map out your impact in concrete terms. This will give you the foundation for confident negotiation:

### 1. Revenue Influence:

- List specific campaigns and their pipeline impact
- Document customer acquisition costs and improvements
- Calculate your influence on deal acceleration
- Quantify marketing qualified lead (MQL) to sales qualified lead (SQL) conversion rates

### 2. Strategic Initiatives:

- Detail brand development projects and their outcomes
- Document market expansion efforts and results
- Outline digital transformation initiatives you've led
- Describe new market opportunities you've identified

### 3. Team Leadership:

- List process improvements and their impact
- Document team growth and development
- Quantify efficiency gains from your leadership
- Describe culture initiatives and their results

**Pro Tip:** For each achievement, note both the action and the business impact. For example: "Implemented ABM strategy that reduced sales cycle by 35% for enterprise accounts."



# Building Your Negotiation Foundation

Strategic Information Management  
Perfect Timing  
Position of Strength

Exit Five

## Building Your Negotiation Foundation

### Strategic Information Management

Perfect Timing

Position of Strength

Think of negotiation like developing a marketing strategy.

Just as you wouldn't launch a campaign without proper preparation, don't enter negotiations without understanding the fundamentals.

Your negotiation success depends on three core elements:

### 1. Strategic Information Management:

- **Control what you share and when you share it:** Be intentional about revealing your current compensation, salary expectations, or other opportunities. Once shared, this information can't be taken back and will influence every subsequent conversation.
- **Document your achievements and impact:** Prepare specific examples with metrics that demonstrate your value (e.g., "Increased lead quality by 35% while reducing cost-per-lead by 20%").
- **Research company challenges and opportunities:** Understand their market position, recent announcements, and strategic initiatives before discussions begin.
- **Understand the competitive landscape:** Know which competitors are hiring similar roles and their typical compensation packages.
- **Know your market value and growth potential:** Gather data on industry standards, but recognize these are averages, not caps on your potential.



Strategic Information Management

Perfect Timing

Position of Strength

## 2. Perfect Timing:

- **Start building your case before the first conversation:** Establish your professional brand and expertise well before negotiations begin.
- **Pace your discussions strategically:** Don't rush to subsequent interview rounds until you've built sufficient rapport and understanding.  
(e.g., "Increased lead quality by 35% while reducing cost-per-lead by 20%").
- **Don't rush to share compensation details:** Delay compensation discussions until there's mutual interest and you understand the full scope of the role.
- **Take time with critical decisions:** When presented with an offer, don't feel pressured to respond immediately - thoughtful consideration demonstrates confidence.
- **Know when to advance and when to pause:** Learn to recognize when to push forward and when to give space for the other party to process.

Strategic Information Management  
Perfect Timing  
**Position of Strength**

### 3. Position of Strength:

- **Develop multiple opportunities simultaneously:** Having alternatives creates genuine confidence and real leverage.
- **Build a strong financial foundation:** Create a financial cushion that allows you to walk away from suboptimal offers.
- **Maintain industry relationships:** Nurture your network continuously, not just when job hunting.
- **Stay current with market trends:** Understand how industry shifts and economic conditions affect hiring and compensation.
- **Be prepared to walk away if needed:** The strongest negotiating position comes from genuinely being able to decline an offer that doesn't meet your standards.

**Remember:** Just as a marketing campaign builds momentum over time, your negotiation position strengthens when you manage these elements effectively. Each interaction is an opportunity to demonstrate value and build leverage.



# Handling the Compensation Question

The Strategic Deflection

The Value Focus

The Partnership Angle

The Range Reverse

The Graceful Exit

When They Push Hard

A Real Example

## Handling the Compensation Question

### The Strategic Deflection

#### The Value Focus

#### The Partnership Angle

#### The Range Reverse

#### The Graceful Exit

#### When They Push Hard

#### A Real Example

When someone asks about salary expectations (especially early in the process), it's rarely just a casual inquiry. As Jacob explains, "This question appears early – usually in the first screening call – for one reason: to establish dominance."

It's designed to anchor you low before you fully understand the role's value.

The good news? You can transform this potential trap into a strategic advantage with the right response. Here are several approaches that have helped Jacob's clients secure significant compensation increases:

## The Strategic Deflection

"I appreciate you asking about compensation. Before we discuss numbers, I'd like to understand more about your marketing challenges for the next year. What outcomes would make this hire successful?"

**Why this works:** It shifts the conversation from your price to their needs. According to Jacob, "You're not avoiding the question – you're elevating the conversation." This response demonstrates business acumen while creating space to understand the role's true value.

## Handling the Compensation Question

The Strategic Deflection

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When They Push Hard

A Real Example

## The Value Focus

"In my current role, I've driven 40% pipeline growth through integrated campaigns. Once we align on objectives here, we can discuss compensation that reflects similar impact. How does that sound?"

**Why this works:** It frames compensation as a natural outcome of the value you deliver rather than an arbitrary number. Jacob notes, "When you tie your compensation directly to measurable business outcomes, you're no longer negotiating your salary – you're negotiating your impact."

This approach also subtly communicates that you've created significant value before and expect to be compensated accordingly. It's why it's important to start with that value mapping exercise above so you know this going into any interview.

## The Partnership Angle

"Let's first explore if we're aligned on vision and approach. I've found that when there's a strong fit, compensation discussions flow naturally."

**Why this works:** It positions you as a thoughtful, strategic partner rather than a commodity. Jacob shares, "Elite executives understand that this question isn't about finding the right diplomatic answer – it's about creating a shared vision so compelling that your ambition becomes an asset, not a threat."

## Handling the Compensation Question

The Strategic Deflection

The Value Focus

The Partnership Angle

**The Range Reverse**

**The Graceful Exit**

When They Push Hard

A Real Example

## The Range Reverse

"Perhaps you could share the range you're working with? I can quickly confirm if we're in the same ballpark."

**Why this works:** It politely puts the ball back in their court without seeming confrontational. If they share a range, you've gained valuable information without revealing yours. If they decline, you've demonstrated that transparency works both ways.

## The Graceful Exit

"I respect your position on needing specific numbers at this stage. However, I prefer to fully understand the role and expectations before discussing compensation. If that timing doesn't work for your process, I completely understand."

**Why this works:** This response maintains your boundaries while acknowledging theirs. As Jacob emphasizes, "The most dangerous position? When they know your alternatives (or lack thereof), but you don't know theirs." This approach signals confidence and prevents information asymmetry.



## Handling the Compensation Question

The Strategic Deflection

The Value Focus

The Partnership Angle

The Range Reverse

The Graceful Exit

When They Push Hard

A Real Example

## When They Push Hard

If they insist on a number, Jacob recommends considering these approaches:

"Based on what I know about similar roles, the market, and my experience, I'd expect something in the range of X to Y, depending on the full scope of the role, team size, and growth expectations. That said, I'm more interested in finding the right fit with the right company than any specific number."

Or the more direct approach when appropriate: "I'm focusing on roles with total compensation in the \$X range, but I'm flexible for the right opportunity. Is that aligned with your expectations?"

Jacob's essential advice: "Remember, you don't get what you're worth – you get what you negotiate. And that negotiation begins with the very first conversation."

## A Real Example

A marketing director recently shared how she approached her negotiation:

"Instead of walking through my past campaigns, I asked about their go-to-market challenges. They were struggling with product-market fit – something I'd solved before. I outlined how I'd approach it in the first 90 days. **The conversation shifted from filling a role to solving a strategic problem.** The final offer came in 40% above their initial range."



# Practical Steps for Your Next Negotiation

Before the Conversation  
During Discussions  
Creating a Value-Based Compensation Package

Exit Five

## Practical Steps for Your Next Negotiation

### **Before the Conversation** **During Discussions** **Creating a Value-Based Compensation Package**

Jacob's approach combines preparation with strategic execution. Here's a streamlined guide to applying his principles:

## **Before the Conversation**

### **Research the company thoroughly**

- Review recent earnings reports, press releases, and media coverage
- Study key decision-makers' LinkedIn profiles to understand priorities
- Identify specific industry challenges affecting their business

### **Prepare your impact stories**

- Develop 3-5 examples that showcase your most relevant achievements
- Use a simple structure: describe the challenge, your actions, and measurable results
- Quantify your impact with specific metrics (e.g., "Increased conversion rates by 27%")

### **Create your value documentation**

- Compile key achievements in a concise format you can reference
- Include before/after comparisons with hard numbers when possible
- Gather supporting evidence from previous performance reviews or stakeholder feedback

### **Understand market dynamics**

- Research compensation benchmarks while recognizing they're starting points, not limits
- Know how competitors are positioning themselves and their hiring needs
- For startups, understand their funding status and growth trajectory

## Practical Steps for Your Next Negotiation

### Before the Conversation

#### During Discussions

### Creating a Value-Based Compensation Package

## During Discussions

### Connect your experience to their needs

- Listen carefully to understand their challenges before sharing your stories
- Use language like "I've addressed similar challenges by..." to build confidence
- Ask thoughtful follow-up questions that demonstrate strategic thinking

### Demonstrate forward thinking

- Outline how you would approach your first 90 days
- Connect your immediate plans to their long-term business goals
- Show how you would evaluate current performance before making changes

### Focus on total value exchange

- Discuss the complete package beyond base salary
- Consider growth opportunities, work flexibility, and learning potential
- Understand how compensation structures vary by company size and stage

Before the Conversation

During Discussions

Creating a Value-Based Compensation Package

## Creating a Value-Based Compensation Package

As Jacob emphasizes, your compensation should reflect the value you create. Structure your package to include:

### Competitive base salary

- Establish a solid foundation that recognizes your expertise
- Benchmark against roles with similar responsibility and scope

### Performance-based incentives

- Connect bonuses to specific, measurable business outcomes you can influence
- Define clear performance thresholds and measurement periods

### Equity with upside potential

- Understand the equity structure (options, RSUs, etc.)
- Negotiate favorable vesting terms and growth accelerators

### Milestone-based reviews

- Set specific triggers for compensation adjustments tied to business results
- Document these agreements, even if informal

Remember Jacob's core insight: "You're not there to talk about yourself. You're there to discuss their challenges and how you can solve them." When you focus on creating value, the compensation conversation becomes much more straightforward.



# Navigating Critical Negotiation Moments

When Asked About Current Compensation  
When Faced With a Lowball Offer  
When Pressured to Decide Quickly  
When Asked for Salary Expectations Too Early  
When Negotiating with a Non-Decision Maker  
When Receiving an Exploding Offer  
When Asked About Other Opportunities



## Navigating Critical Negotiation Moments

### When Asked About Current Compensation

When Faced With a Lowball Offer

When Pressured to Decide Quickly

When Asked for Salary Expectations Too Early

When Negotiating with a Non-Decision Maker

When Receiving an Exploding Offer

When Asked About Other Opportunities

Every negotiation has pivotal moments that can significantly impact your outcome.

Jacob has identified several common scenarios where the right response can maintain or strengthen your position:

## When Asked About Current Compensation

**Instead of revealing your number:** "I'm focusing on the value I can bring to this role rather than my current compensation. What specific outcomes would make this investment worthwhile for you?"

**Why this works:** This shifts the conversation from your past (which may undervalue you) to your future contribution. It also prompts them to articulate what success looks like, giving you valuable information.

**If they persist:** "My current compensation was structured for a different role in a different market. I'd prefer to focus on what would be appropriate for this position based on the value I'll create."

## Navigating Critical Negotiation Moments

When Asked About Current Compensation

When Faced With a Lowball Offer

When Pressured to Decide Quickly

When Asked for Salary Expectations Too Early

When Negotiating with a Non-Decision Maker

When Receiving an Exploding Offer

When Asked About Other Opportunities

## When Faced With a Lowball Offer

**Instead of showing disappointment:** "I appreciate the offer. Based on my research and the impact we've discussed I can make here, I was expecting something closer to [your target]. Can you help me understand how you arrived at this figure?"

**Why this works:** This response shows respect while firmly establishing your expectations. Asking for their reasoning often reveals flexibility or constraints you can address.

## When Pressured to Decide Quickly

**Instead of rushing:** "I appreciate the offer and I'm genuinely excited about the possibility of joining the team. Since this is an important decision for both of us, I'd like 48 hours to review all the details and ensure we're set up for success from day one."

**Why this works:** By framing your request as beneficial to both parties, you create space for proper consideration without seeming hesitant about the opportunity.

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## When Asked for Salary Expectations Too Early

**Instead of guessing:** "Let's first ensure we're aligned on the role's scope, responsibilities, and impact. Once we have that clarity, we can discuss a compensation package that makes sense for both sides."

**Why this works:** This demonstrates that you're thoughtful about fit first, while preventing you from anchoring too low before understanding the full value of the role.

## When Negotiating with a Non-Decision Maker

**Instead of showing frustration:** "I understand you're working within certain parameters. Could you help me understand the decision-making process for compensation? I'd like to ensure I'm providing the right information to the right people."

**Why this works:** This acknowledges their position while seeking a path to those with actual authority. It's respectful but assertive.

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## When Receiving an Exploding Offer

**Instead of panicking:** "I understand you need an answer quickly. This opportunity is important to me, which is why I want to give it proper consideration. Could we extend the timeline to [specific date] so I can provide you with a confident decision?"

**Why this works:** Jacob notes that artificial urgency is a common tactic. This response respects their timeline while establishing boundaries.

## When Asked About Other Opportunities

**Instead of oversharing:** "I'm exploring several options that align with my expertise in [your key skill]. This conversation has been particularly interesting because of [specific aspect of the role or company]."

**Why this works:** This confirms you have options without revealing details that could weaken your position, while still expressing genuine interest.

Remember Jacob's core principle: "Information is power." Each of these responses maintains your leverage by controlling what information you share and when you share it.



# The Bottom Line

[Read More](#)

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## The Bottom Line

Remember, you're not just negotiating a number – you're establishing your market value. As Warwick notes, "The most powerful executives don't just tell their story, they create a gravity field that pulls opportunities toward them."

Next Steps:

1. Document your achievements and their business impact
2. Research market rates and company dynamics
3. Practice value-focused responses
4. Build your industry network
5. Define your ideal role and compensation structure

## Read More

Jacob's put together a four part series that goes deeper into each stage of the negotiation process. We highly suggest giving each one a read:

Part 1 - [Tell Me About Yourself](#)

Part 2 - [What's Next For You](#)

Part 3 - [Why Did You Leave](#)

Part 4 - [How Much Money Do You Want](#)





# Wrapping Up

B2B marketing salaries in 2025 are shaped by a mix of factors – title, function, location, and company size all play a role. Product Marketing and Brand Communications lead in compensation, while the biggest salary jumps happen at key career transitions, like moving from Manager to Senior Manager. Geography matters, too – California continues to offer the highest salaries, but mid-sized companies and smaller teams can be surprisingly competitive.

Beyond salary, career fulfillment is a mixed bag. Many marketers feel underpaid or uncertain about their growth path, which directly impacts retention. And when it comes to negotiation? The data is just the starting point – knowing your value and framing it effectively makes all the difference.

**Hopefully, this report arms you with the insights you need to benchmark your salary, negotiate smarter, and take control of your career trajectory.**

P.S. Questions about the data in this report? Shoot us a message at [hi@exitfive.com](mailto:hi@exitfive.com).

Exit Five



# About Exit Five



**Because nobody goes to school for B2B marketing**

**You can't get a degree in "how to build pipeline." There isn't a playbook for how to get promoted to VP. And that's exactly why we built Exit Five.**

Exit Five is where B2B marketers go to get smarter, grow their careers, and stay ahead - without the noise of LinkedIn or digging through listicles on Google. It's a private, high-signal community where you'll get direct access to experienced peers who've been in your shoes who share what's actually working, answer tough questions, and help each other navigate an industry that changes by the day. Exit Five is where to find clarity, connections, and the strategies that drive real results.

Join us today at [exitfive.com](https://exitfive.com)

