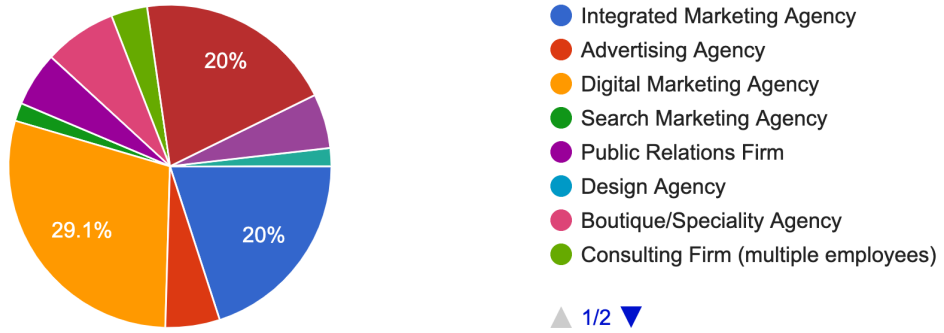


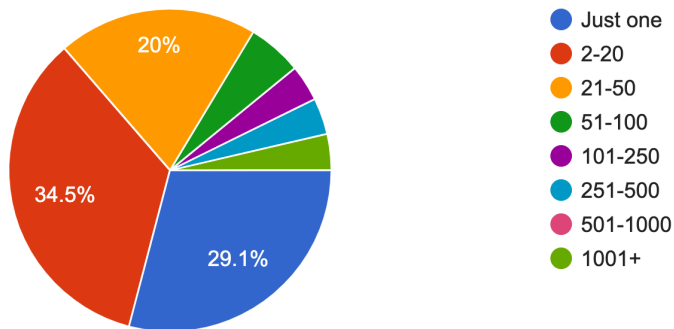
What best describes the type of agency or business you represent? (choose one)

55 responses



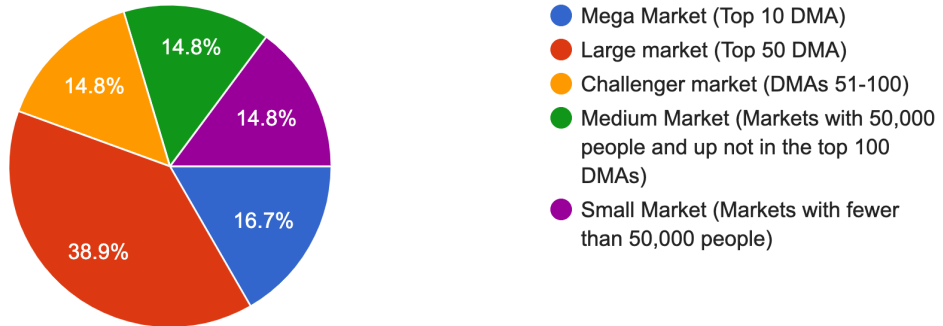
How many employees currently work at the agency or business you represent?

55 responses



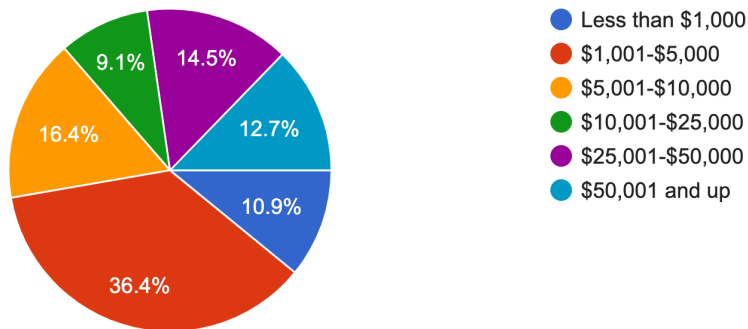
How would you best describe the size market the business you represent is located within?

54 responses



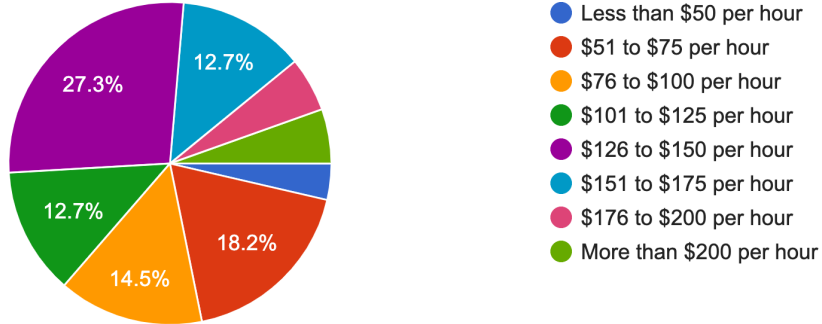
What is the average monthly spend to your business from your clients? (How much revenue per client, per month on average?)

55 responses



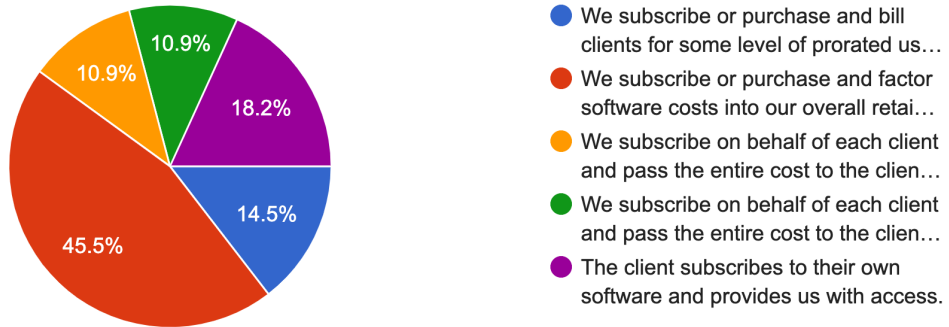
What is your average or blended hourly rate for marketing services?

55 responses



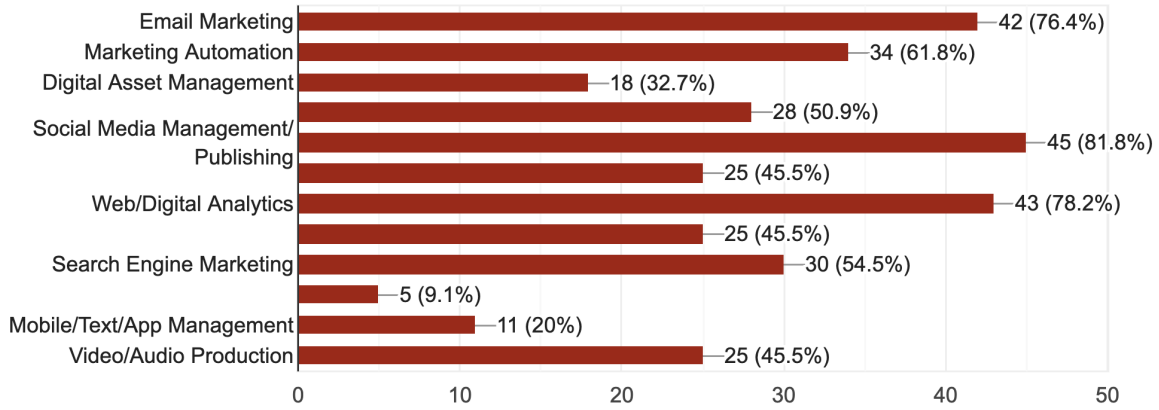
What approach best describes how your business approaches marketing software subscriptions? (Choose one)

55 responses



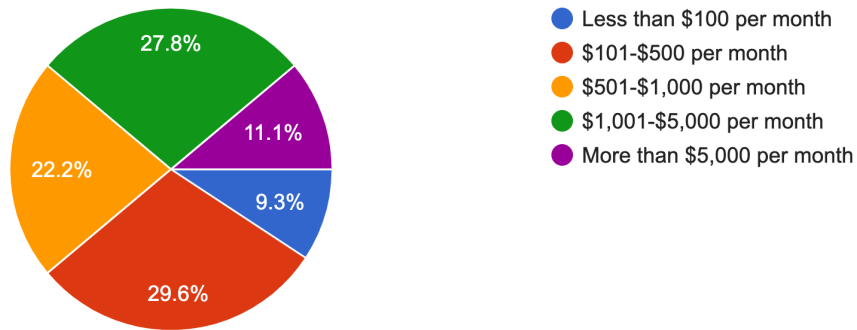
What types of marketing software does your business subscribe to (Check all that apply)

55 responses



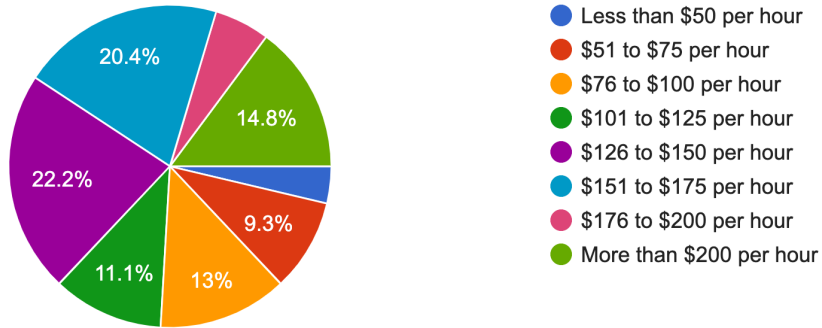
What is the average monthly spend for your business on marketing software subscriptions or services?

54 responses



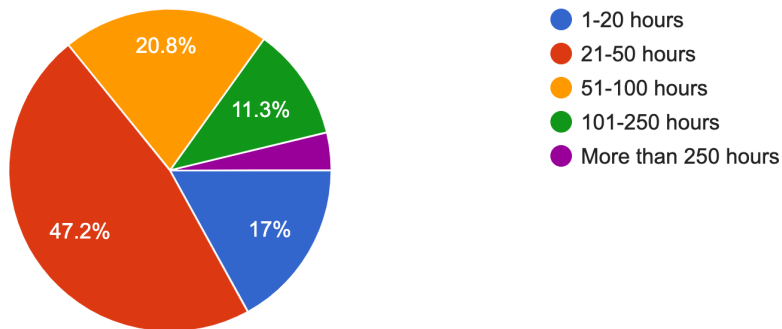
What is your typical hourly rate for strategy development and planning work?

54 responses



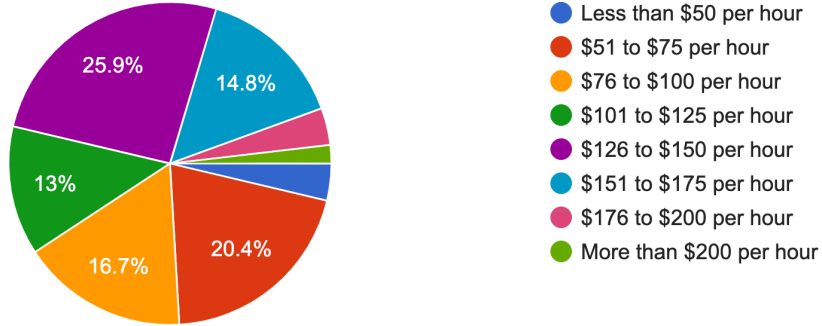
Assume an established brand comes to you as a new client. They have retained you to be their digital/social... strategy or planning project consumes?

53 responses



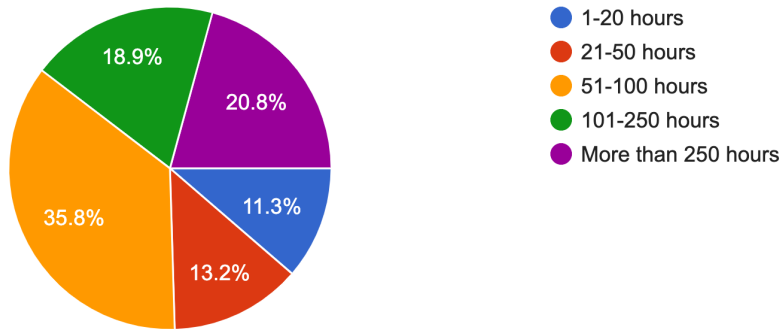
What is your typical hourly rate for account management work?

54 responses



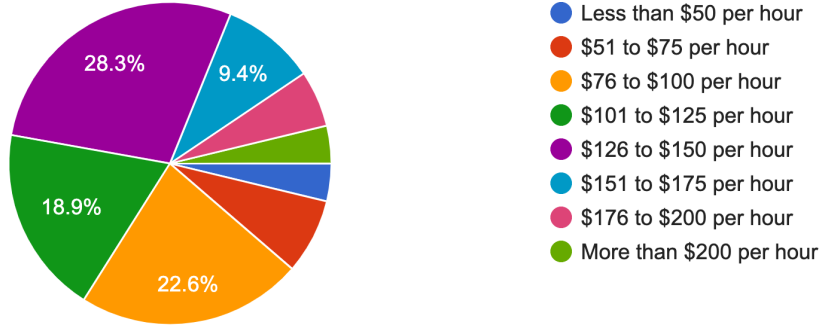
Under the same new client conditions, how many hours would you estimate you typically budget for account management during the year?

53 responses



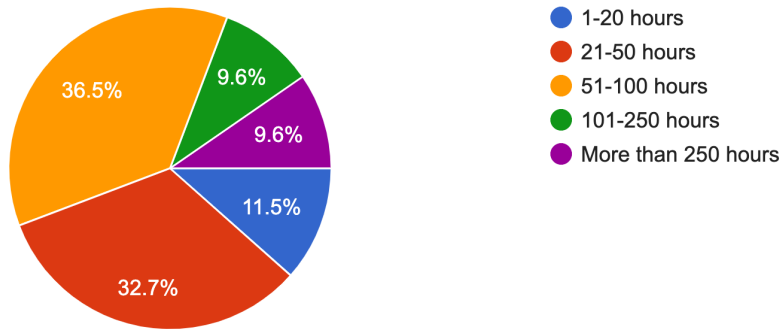
What is your typical hourly rate for paid media strategy and planning?

53 responses



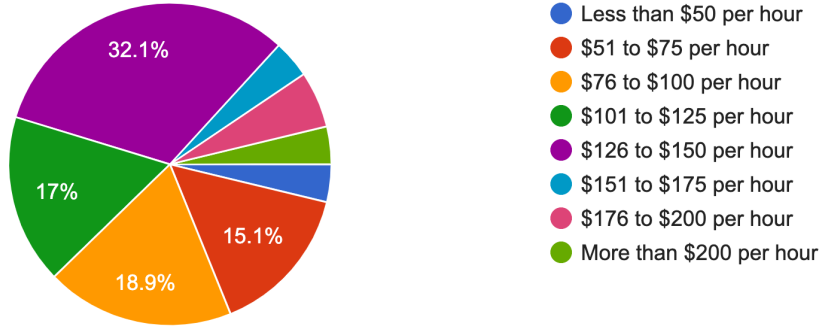
Under the same new client conditions, how many hours would you estimate you typically budget for paid media strategy and planning during the year?

52 responses



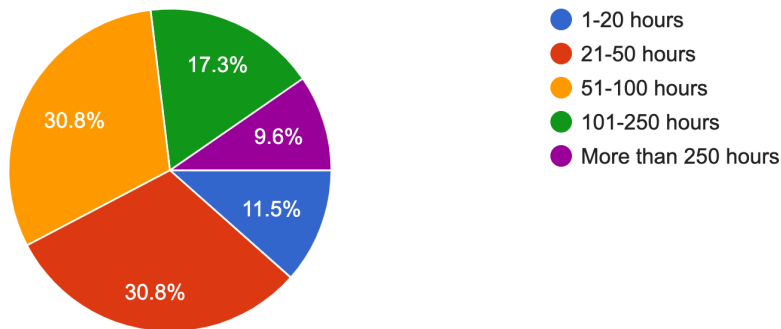
What is your typical hourly rate for paid media management/implementation?

53 responses



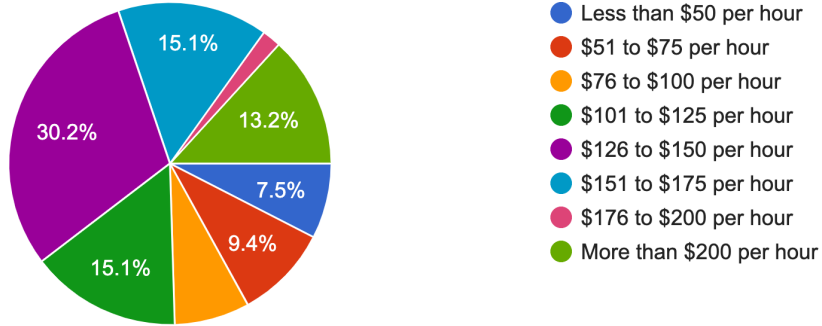
Under the same new client conditions, how many hours would you estimate you typically budget for paid media management/implementation during the year?

52 responses



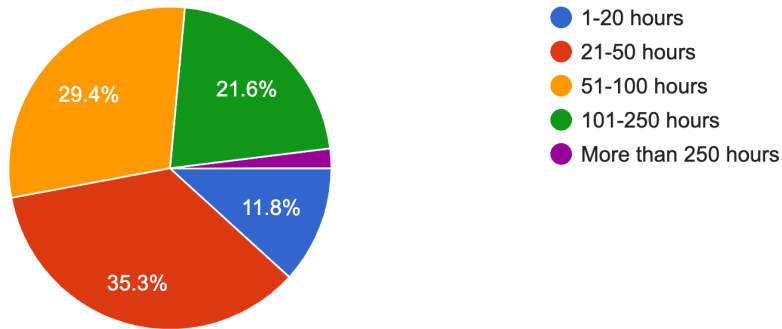
What is your typical hourly rate for creative direction?

53 responses



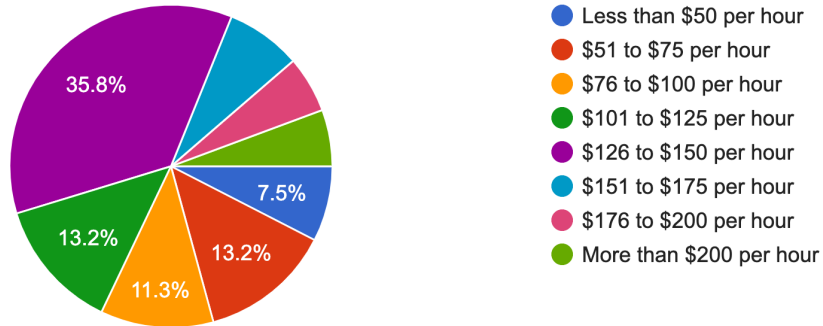
Under the same new client conditions, how many hours would you estimate you typically budget for creative direction during the year?

51 responses



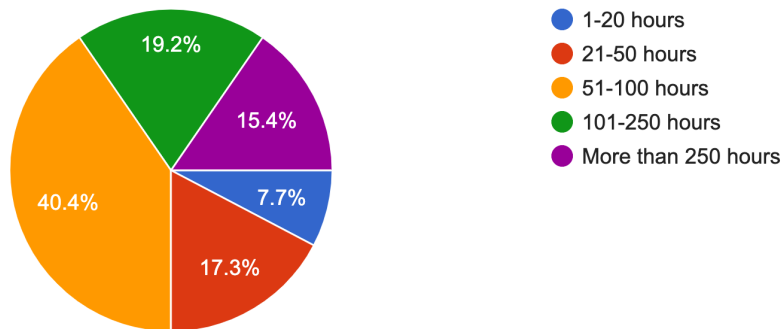
What is your typical hourly rate for creative execution (design, copywriting, art production)?

53 responses



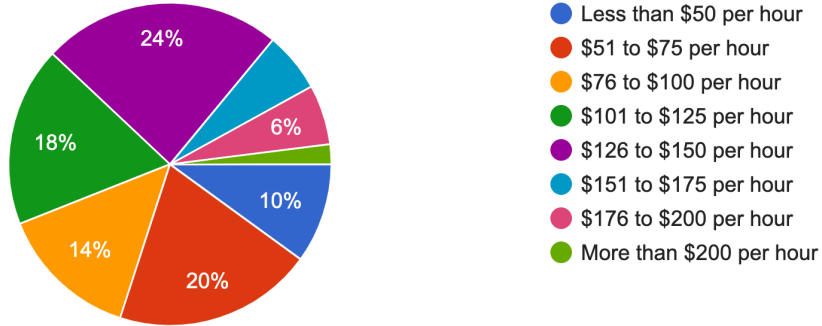
Under the same new client conditions, how many hours would you estimate you typically budget for creative execution (design, copywriting, art production) during the year?

52 responses



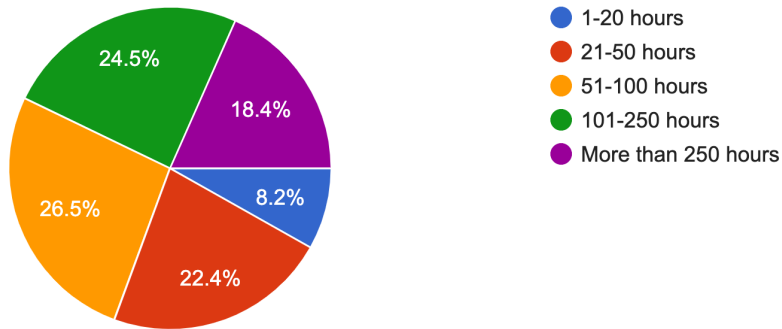
What is your typical hourly rate for social media management/community management?

50 responses



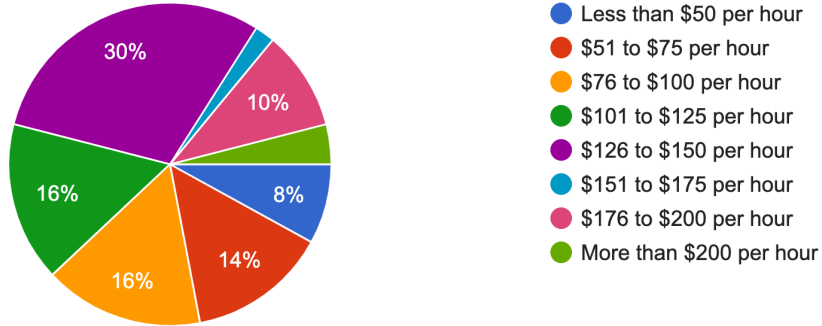
Under the same new client conditions, how many hours would you estimate you typically budget for social media...ommunity management during the year?

49 responses



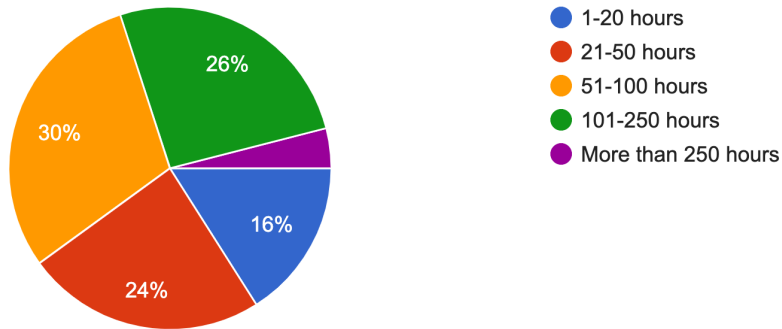
What is your typical hourly rate for search engine marketing management (SEO/SEM)?

50 responses



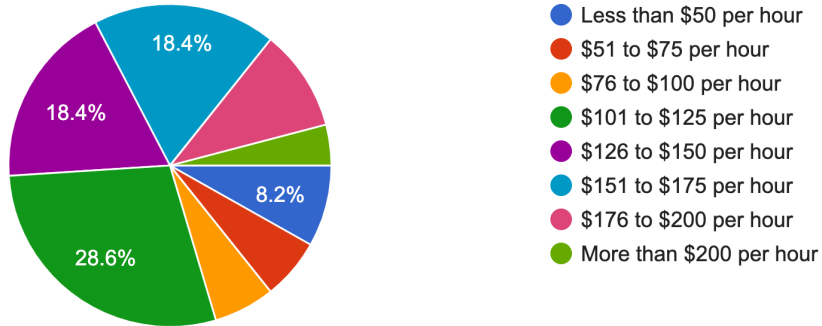
Under the same new client conditions, how many hours would you estimate you typically budget for search engine...anagement (SEO/SEM) during the year?

50 responses



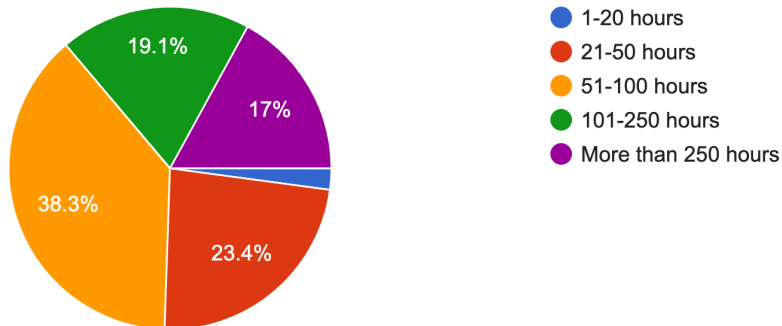
What is your typical hourly rate for website or application development?

49 responses



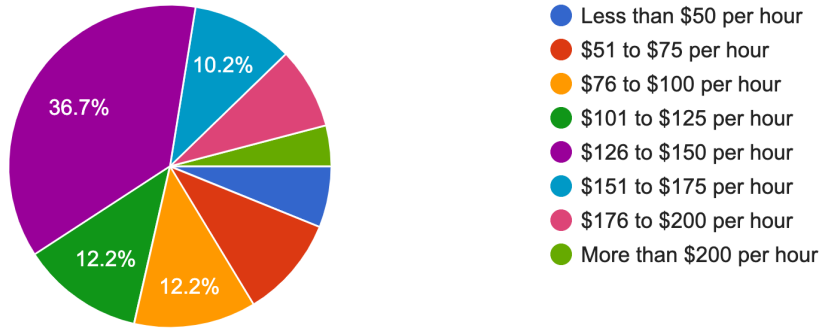
NEW ASSUMPTION: Assuming now that a new client came to you with a website build project (design, develop,...ation development for a client project?

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

