

SMALL B2B MARKETING COST

What Does a Small B2B Marketing Department Actually Cost?

A function-level cost model for the same 160-hour weekly scope in Canada and the United States.

BASE MODEL · 4.0 FTE

C\$38.0K / month in Canada · US\$44.6K / month in the U.S.

Currencies are intentionally separate. Figures are modeled employer budgets, not quotes or staffing recommendations.



The answer in four numbers

The benchmark covers strategy, content and demand, research and analytics, design, and web delivery. National occupational medians anchor the salary layer.

C\$330K

CANADA • SALARY-ONLY

Annual national-median basket for 4.0 FTE.

US\$388K

UNITED STATES • SALARY-ONLY

Annual national-median basket for 4.0 FTE.

C\$456K

CANADA • MODELED BUDGET

Salary +30% employment load +8% operating allowance.

US\$536K

U.S. • MODELED BUDGET

Salary +30% employment load +8% operating allowance.

What this means

The cost is not one marketer's salary. It is the capacity required to cover five recurring functions at a defined weekly volume.

The 30% and 8% additions are transparent planning assumptions. Change them before using the model for a real budget.

What official wage evidence tells us

The role prices differ materially. Management and web capacity carry the largest U.S. premiums; in Canada, management and research are the largest salary components.

C\$55.29 / hr

CANADA • MARKETING MANAGER MEDIAN

Job Bank national median, 2023–2024 Labour Force Survey. [1]

US\$166,790 / yr

U.S. • MARKETING MANAGER MEDIAN

BLS national median annual wage, May 2025. [6]

31.5%

U.S. FULL-TIME BENEFIT SHARE

Benefits were 31.5% of total private-industry compensation in June 2026; this is an external benchmark, not the report's modeled load. [10]

Evidence boundary

Occupational medians describe workers, not a specific company's offer. Job Bank reports hourly wages; BLS reports annual wages. Neither figure includes software, agencies, executive oversight or vacant-seat risk.

The same function basket in both countries

The model prices capacity, not job titles. A company could staff the hours with employees, contractors, an agency or a blended system; the workload stays constant.

Function	Weekly hours	FTE	Primary output
Strategy + management	30	0.75	Plan, priorities, approvals
Content + demand	40	1.00	Campaigns, content, distribution
Research + analytics	30	0.75	Evidence, measurement, insight
Design	30	0.75	Brand and visual production
Web + digital	30	0.75	Pages, UX and implementation
TOTAL	160	4.00	One repeatable operating scope

Why 4.0 FTE?

It is a deliberately compact department: one full-time content/demand seat plus four fractional specialist functions. It is not a claim that every company needs this exact mix.

Canada: C\$330K salary-only basket

Job Bank national hourly medians are annualized at 2,080 hours, then multiplied by the function's FTE allocation. The source reference period is 2023–2024.

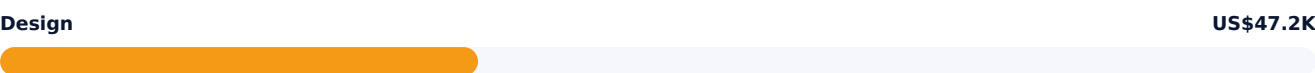
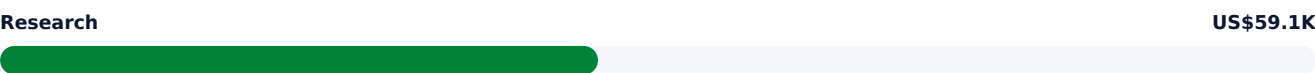
Function	Median input	Annualized 1.0 FTE	Allocated FTE	Basket cost
Strategy + management	C\$55.29/hr	C\$115,003	0.75	C\$86,252
Content + demand	C\$35.58/hr	C\$74,006	1.00	C\$74,006
Research + analytics	C\$44.00/hr	C\$91,520	0.75	C\$68,640
Design	C\$31.25/hr	C\$65,000	0.75	C\$48,750
Web + digital	C\$33.65/hr	C\$69,992	0.75	C\$52,494
TOTAL	-	-	4.00	C\$330,143



United States: US\$388K salary-only basket

BLS May 2025 national annual medians are multiplied by the same FTE allocation. Market research analysts and marketing specialists share one BLS occupation group.

Function	BLS median	Allocated FTE	Basket cost	Source
Strategy + management	US\$166,790	0.75	US\$125,092	[6]
Content + demand	US\$78,760	1.00	US\$78,760	[7]
Research + analytics	US\$78,760	0.75	US\$59,070	[7]
Design	US\$62,960	0.75	US\$47,220	[8]
Web + digital	US\$104,000	0.75	US\$78,000	[9]
TOTAL	-	4.00	US\$388,142	-



Salary is only the first cost layer

The public data anchors base pay. Employer load and operating cost are scenario inputs because actual benefit plans, payroll taxes, tools and purchasing differ by company.

1

SALARY BASKET

Official occupational medians × allocated FTE

100%

2

EMPLOYMENT LOAD

Benefits, payroll costs, leave and people operations

+30%

3

OPERATING ALLOWANCE

Software, training and small external purchases

+8%

Base formula

Modeled department budget = salary basket × 1.38. The additions are applied to salary, not compounded.

The monthly planning range

Three capacity levels change the weekly hours while keeping the same five functions. The model uses the same +30% employment load and +8% operating allowance.

Scenario	Weekly hours	FTE	Canada / month	U.S. / month
Lean	120	3.0	C\$28,148	US\$32,777
Base	160	4.0	C\$37,966	US\$44,636
Full seat per function	200	5.0	C\$47,785	US\$56,496

CANADA • BASE

C\$455,597 / year

C\$330,143 salary + C\$99,043 employment load + C\$26,411 operating allowance.

U.S. • BASE

US\$535,636 / year

US\$388,142 salary + US\$116,443 employment load + US\$31,051 operating allowance.

Do not convert one currency into the other to rank markets. The wage sources, tax systems and benefit structures are different.

What the budget actually buys

A cost benchmark is useful only when the output boundary is visible. These are recurring functions, not guaranteed volumes or business outcomes.

STRATEGY

Positioning, quarterly plan, priorities, approvals

30 h

CONTENT + DEMAND

Campaign concepts, copy, SEO, email, distribution

40 h

RESEARCH + ANALYTICS

Customer evidence, reporting, experiments, insight

30 h

DESIGN

Brand assets, campaign creative, report visuals

30 h

WEB + DIGITAL

Landing pages, updates, UX and implementation

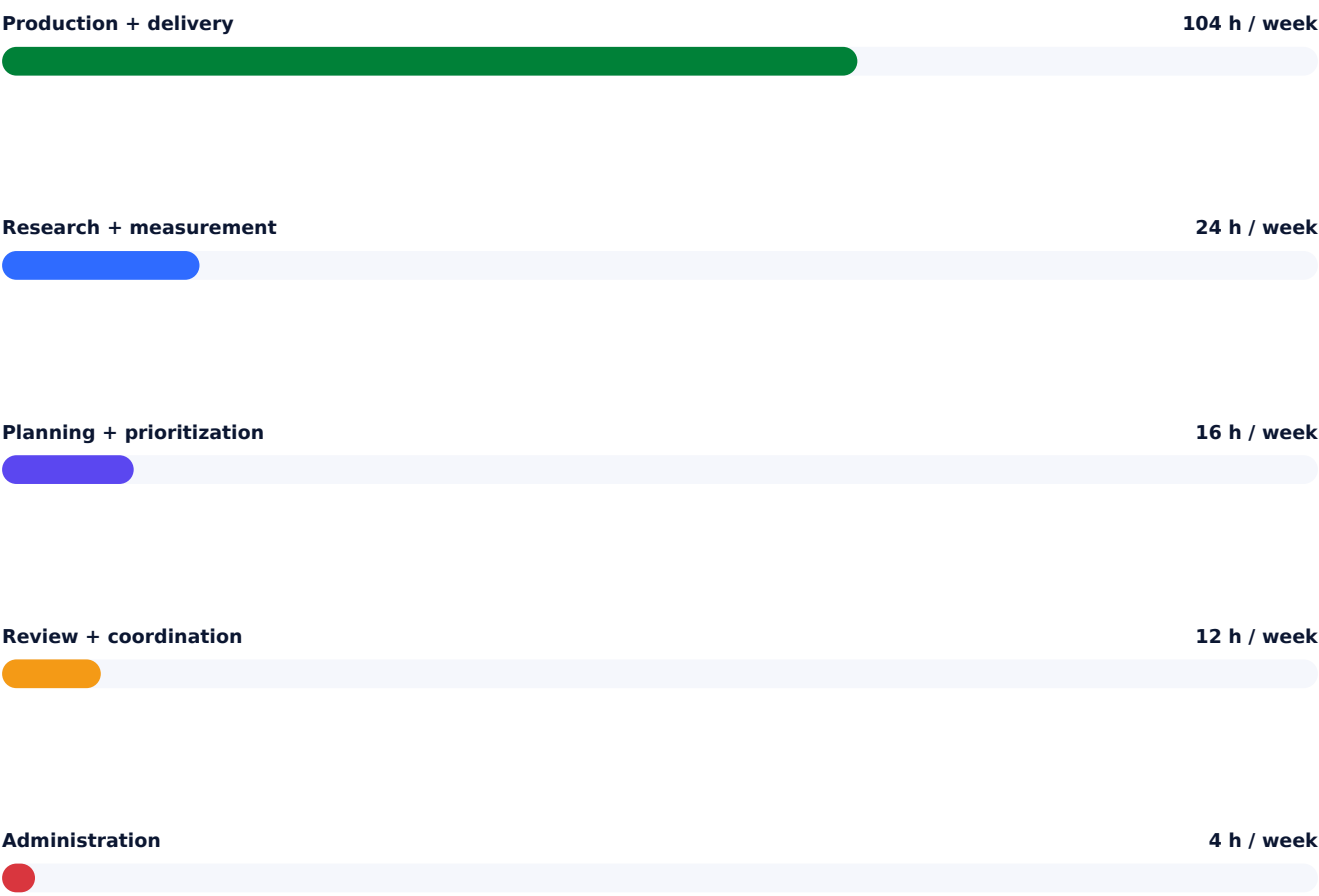
30 h

Not included

Paid media, major video production, events, sales development, PR retainers, enterprise martech or redesign projects require separate capacity and budget.

Coordination consumes part of the 160 hours

A department does not spend every hour producing assets. The base model reserves management capacity for planning, review, handoffs and decisions.



25% of the week is non-production capacity

Planning, review, coordination and administration total 32 hours. Removing that time from the model does not remove the work; it pushes it onto specialists or executives.

The result is most sensitive to capacity and load

Salary medians are only one input. Before adopting the benchmark, replace national wages, hours and employer-load assumptions with company-specific values.

Change to base model	Canada annual	U.S. annual	Effect
20% employment + 5% operating	C\$412,679	US\$485,178	1.25× salary
30% employment + 8% operating	C\$455,597	US\$535,636	1.38× salary
40% employment + 12% operating	C\$501,817	US\$589,976	1.52× salary
Base load, 120 h / week	C\$337,774	US\$393,321	3.0 FTE
Base load, 200 h / week	C\$573,420	US\$677,953	5.0 FTE

Use ranges, not false precision

The report rounds headline figures because salary offers, location, seniority, benefits and utilization will dominate small arithmetic differences.

A salary, employer cost and service price are not interchangeable

The same dollar amount can represent different risk, capacity and deliverables. Compare options only after normalizing scope and decision rights.

SALARY

Cash compensation for an employee's labour.
Excludes benefits, tools, recruiting and vacancy risk.

EMPLOYER COST

Salary plus employment-related costs.
Varies with benefit design, jurisdiction and company policy.

SERVICE PRICE

A vendor's price for defined access or deliverables.
May include margin, shared specialists and delivery risk.

OPERATING BUDGET

Tools, training and external purchases.
Does not automatically scale with headcount.

Comparison rule

Normalize functions, weekly capacity, revision limits, management time and acceptance responsibility before comparing in-house and external options.

Turn the benchmark into a real budget

Start with the work, then choose the delivery model. Hiring first and discovering the function gaps later is the expensive order of operations.

1. DEFINE THE FUNCTION BASKET

List recurring outputs and decision owners.

2. ESTIMATE WEEKLY HOURS

Use four to eight weeks of actual demand.

3. PRICE LOCAL TALENT

Replace national medians with location and seniority ranges.

4. ADD EMPLOYER LOAD

Use finance or payroll data, not a generic percentage.

5. PRICE THE OPERATING LAYER

Tools, training, freelancers and specialist purchases.

6. TEST CAPACITY QUARTERLY

Compare requested, delivered and accepted work.

Budget unit

Cost per accepted recurring output is more useful than cost per draft or number of tools purchased.

Model register and calculation rules

Every number in the headline can be reconstructed from the inputs below. Facts and assumptions are separated explicitly.

Input	Canada	United States	Status
Manager benchmark	C\$55.29/hr	US\$166,790/yr	Official median
Marketing benchmark	C\$35.58/hr	US\$78,760/yr	Official median
Research benchmark	C\$44.00/hr	US\$78,760/yr	Official median
Design benchmark	C\$31.25/hr	US\$62,960/yr	Official median
Web benchmark	C\$33.65/hr	US\$104,000/yr	Official median
Annual hours per 1.0 FTE	2,080	Implicit in BLS annual wage	Model convention
Function allocation	4.0 FTE / 160 h	4.0 FTE / 160 h	Model assumption
Employment load	30% of salary	30% of salary	Model assumption
Operating allowance	8% of salary	8% of salary	Model assumption

Formula

Salary basket = $\Sigma(\text{occupational benchmark} \times \text{allocated FTE})$. Modeled budget = salary basket $\times (1 + \text{employment load} + \text{operating allowance})$.

No exchange rate is used. No productivity, revenue or savings claim is inferred.

Sources, scope and reuse notes

Reviewed in September 2026. Government wage sources anchor the salary layer; all function allocations and planning scenarios are original Teamulate modeling.

1. Job Bank. Marketing manager in Canada: Wages. National median [C\\$55.29/hour; reference period 2023-2024.](#)

2. Job Bank. Marketing specialist in Canada: Wages. National median [C\\$35.58/hour; reference period 2023-2024.](#)

3. Job Bank. Market research analyst in Canada: Wages. National median [C\\$44.00/hour; reference period 2023-2024.](#)

4. Job Bank. Graphic designer in Canada: Wages. National median [C\\$31.25/hour; reference period 2023-2024.](#)

5. Job Bank. Web designer in Canada: Wages. National median C\$33.65/hour; [reference period 2023-2024.](#)

[6. U.S. BLS. Advertising, Promotions, and Marketing Managers. May 2025 median annual wage.](#)

[7. U.S. BLS. Market Research Analysts. May 2025 median annual wage.](#)

[8. U.S. BLS. Graphic Designers. May 2025 median annual wage.](#)

[9. U.S. BLS. Web Developers and Digital Designers. May 2025 median annual wage.](#)

10. U.S. BLS. Employer Costs for Employee Compensation (June 2026).

Scope

National medians; five-function, 4.0-FTE base basket. Canada hourly wages are annualized at 2,080 hours. U.S. wages are annual medians. The same modeled 30% employment load and 8% operating allowance are applied for transparency, not as observed averages.

Interpretation

This is a planning benchmark, not a quote, compensation survey, hiring recommendation or guarantee of output or business performance.

Reuse notes

When quoting a modeled total, preserve the country, currency, 160-hour scope, 4.0-FTE allocation, 30% employment load and 8% operating allowance. Cite the government source for occupational wages.

Suggested citation: Teamulate (2026). What Does a Small B2B Marketing Department Actually Cost? Evidence Report.