

Digital Marketing Salary Index Survey 2022

An analysis of digital marketers salary satisfaction and marketing department maturity in Mauritius

The **Digital Marketing Salary Index Survey** is a survey conducted by Digital Marketing Mauritius (DMM) community to assess both salary satisfaction of local digital marketing professionals and digital marketing maturity.

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Key findings

20%

Earn a salary between 21,000 to 25,000. Discover the salary range.

46%

Are **not satisfied** with their current salary.

44%

Say they are likely to change employers in the 12 months.

86.1%

Are expecting salary increments from their current and future employers.

Learning opportunities (59%) and work-life balance (58%) completes the ranking.

43%

Say they have a defined digital marketing strategy but works in silos.

43.5%

Say their organisation is a well-established market-leader

Digital Marketing Maturity in Mauritius

Analysis from the survey revealed that digital marketing maturity in Mauritius is in the **Progressive phase**.

While we acknowledge good score at **Orientation** and **Demand Generation**, it appears that **Budget and Staff** as well as **Tools and Platforms** are lagging behind.

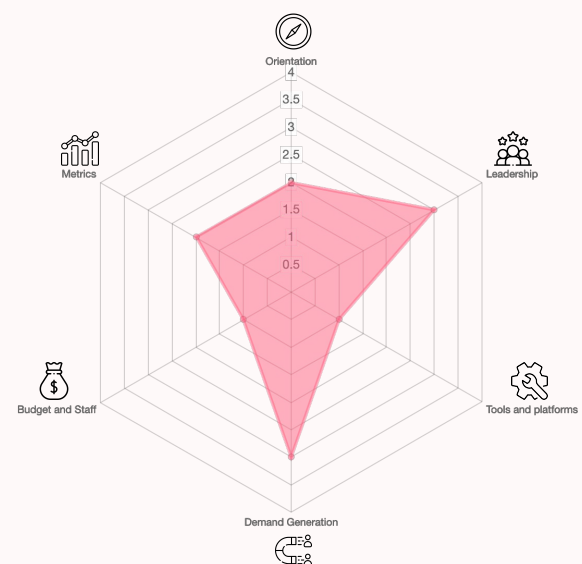
43%

Tools and Platforms | Maturity ■■■■
Ad-hoc development. Siloed tools for channels like email, social media, & website.

35%

Orientation | Maturity ■■■■
Say they have a defined digital marketing strategy but works in silos

Combined analysis of Digital Marketing Maturity status in Mauritius



[More in the full report](#)