

**SCHMIDT MARKETING**  
**CitySurvey®**  
**for the**  
**SAN FRANCISCO BAY AREA 2009**

**A. Process**

In August of 2009, Schmidt Marketing, Inc. conducted a second salary survey of legal marketers in the San Francisco Bay area. The first salary survey was conducted in May of 2008.

The survey link was sent by e-mail to 95 in-house law firm marketing professionals with a coordinator level title or above, employed in the San Francisco Bay area. We received 38 responses, a 40% response rate.

**B. Demographics**

- ◆ When asked with which title respondents most identify, 45% identified themselves as “Managers” or “Business Development Managers.”

| <b>Title</b>                     | <b>n</b> | <b>Percentage of Total</b> |
|----------------------------------|----------|----------------------------|
| CMO                              | 3        | 8%                         |
| Director                         | 9        | 24%                        |
| Manager                          | 13       | 34%                        |
| Business Development Manager     | 4        | 11%                        |
| Coordinator                      | 6        | 16%                        |
| Business Development Coordinator | 3        | 8%                         |

- ◆ Sixty percent of responses came from firms with 500 or fewer lawyers.

| <b>Firm Size</b> | <b>n</b> | <b>Percentage of Total</b> |
|------------------|----------|----------------------------|
| Up to 150        | 12       | 32%                        |
| 151-500          | 11       | 28%                        |
| 501-1,000        | 3        | 7%                         |
| >1,000           | 12       | 32%                        |

- ◆ Most respondents identified their primary job function as either marketing generalist or business development.

| <b>Function</b>          | <b>n</b> | <b>Percentage of Total</b> |
|--------------------------|----------|----------------------------|
| Generalist               | 15       | 39%                        |
| Marketing Communications | 4        | 11%                        |
| Business Development     | 15       | 39%                        |
| Functional Specialist    | 4        | 11%                        |

- ◆ Seventy-four percent of respondents report their marketing responsibility as firm-wide.

| <b>Responsibility</b>       | <b>n</b> | <b>Percentage of Total</b> |
|-----------------------------|----------|----------------------------|
| Firm-wide                   | 28       | 74%                        |
| One or more offices         | 5        | 13%                        |
| One or more practice groups | 5        | 13%                        |

**SCHMIDT MARKETING**  
**CitySurvey®**  
**for the**  
**SAN FRANCISCO BAY AREA 2009**

**C. Salaries by Title**

NOTE: Size of firm did not impact salaries except in the Director of Marketing positions as noted.

| <b>Title</b>                                      | <b>n</b> | <b>High Salary</b> | <b>Low Salary</b> | <b>Average Salary</b> | <b>Median Salary</b> |
|---|----------|--------------------|-------------------|-----------------------|----------------------|
| <b>CMO</b>  | 3        | \$395,000          | \$270,000         | \$316,667             | \$285,000            |
| <b>Director of Marketing (1-100 attorneys)</b>    | 4        | \$123,000          | \$115,000         | \$119,750             | \$120,500            |
| <b>Director of Marketing (&gt;100 attorneys)*</b> | 5        | \$195,000          | \$170,000         | \$183,000             | \$185,000            |
| <b>Business Development Manager</b>               | 4        | \$165,000          | \$95,000          | \$131,683             | \$133,500            |
| <b>Marketing Manager**</b>                        | 13       | \$130,000          | \$82,500          | \$105,885             | \$109,000            |
| <b>Business Development Coordinator</b>           | 3        | \$60,000           | \$50,000          | \$56,000              | \$58,000             |
| <b>Marketing Coordinator***</b>                   | 6        | \$75,000           | \$47,500          | \$62,167              | \$58,000             |

NOTE: In an addendum survey, 23% of the respondents reported receiving a raise in 2009; 57% reported their 2009 salaries were frozen. This coincides with our findings, where the average CMO salary increased 2% from 2008 to 2009; Marketing Coordinators decreased 7%; and other categories were flat.

\* “Director of Business Development” was included in the Director of Marketing category due to the small number of respondents and similar salaries.

\*\* “Proposal Manager” response was included in the “Marketing Manager” category due to the small number of respondents and similar salaries.

\*\*\* “Business Development Specialist” was included in the Marketing Coordinator category due to the small number of respondents and similar salaries..

**SCHMIDT MARKETING**  
**CitySurvey®**  
**for the**  
**SAN FRANCISCO BAY AREA 2009**

**D. Bonuses by Title**

| <b>Title</b>                                      | <b>n</b> | <b>High Bonus</b> | <b>Low Bonus</b> | <b>Average Bonus</b> | <b>Median Bonus</b> |
|---|----------|-------------------|------------------|----------------------|---------------------|
| <b>CMO</b>  | 3        | \$50,000          | \$10,000         | \$33,333             | \$40,000            |
| <b>Director of Marketing (1-100 attorneys)</b>    | 4        | \$10,000          | \$5,000          | \$8,750              | \$10,000            |
| <b>Director of Marketing (&gt;100 attorneys)*</b> | 5        | \$30,000          | \$10,000         | \$19,000             | \$15,000            |
| <b>Business Development Manager</b>               | 4        | \$15,000          | \$5,000          | \$7,775              | \$7,500             |
| <b>Marketing Manager**</b>                        | 13       | \$15,000          | \$0              | \$5,923              | \$7,500             |
| <b>Business Development Coordinator</b>           | 3        | \$800             | \$0              | \$433                | \$433               |
| <b>Marketing Coordinator***</b>                   | 6        | \$5,000           | \$250            | \$1,766              | \$1,150             |

NOTE: In an addendum survey, 27% of the respondents reported that they anticipate a 2009 bonus; 60% do not anticipate a 2009 bonus. In our findings, bonuses for all categories decreased from 2008 to 2009.

\* “Director of Business Development” was included in the Director of Marketing category due to the small number of respondents and similar salaries.

\*\* “Proposal Manager” response was included in the “Marketing Manager” category due to the small number of respondents and similar salaries.

\*\*\* “Business Development Specialist” was included in the Marketing Coordinator category due to the small number of respondents and similar salaries..

**SCHMIDT MARKETING**  
**CitySurvey®**  
**for the**  
**SAN FRANCISCO BAY AREA 2009**

**E. Total Compensation by Title**

| <b>Title</b>                                      | <b>n</b> | <b>High Compensation</b> | <b>Low Compensation</b> | <b>Average Compensation</b> | <b>Median Compensation</b> |
|---|----------|--------------------------|-------------------------|-----------------------------|----------------------------|
| <b>CMO</b>  | 3        | \$435,000                | \$280,000               | \$350,000                   | \$335,000                  |
| <b>Director of Marketing (1-100 attorneys)</b>    | 4        | \$133,000                | \$125,000               | \$128,500                   | \$128,000                  |
| <b>Director of Marketing* (&gt;100 attorneys)</b> | 5        | \$215,000                | \$185,000               | \$202,000                   | \$205,000                  |
| <b>Business Development Manager</b>               | 4        | \$179,730                | \$96,100                | \$139,358                   | \$141,000                  |
| <b>Marketing Manager**</b>                        | 13       | \$136,000                | \$90,000                | \$111,808                   | \$110,000                  |
| <b>Business Development Coordinator</b>           | 4        | \$60,500                 | \$50,000                | \$56,433                    | \$58,800                   |
| <b>Marketing Coordinator***</b>                   | 6        | \$80,000                 | \$57,200                | \$65,708                    | \$64,000                   |

\* “Director of Business Development” was included in the Director of Marketing category due to the small number of respondents and similar salaries.

\*\* “Proposal Manager” response was included in the “Marketing Manager” category due to the small number of respondents and similar salaries.

\*\*\* “Business Development Specialist” was included in the Marketing Coordinator category due to the small number of respondents and similar salaries..