

# SCHMIDT MARKETING

CitySurvey®  
for  
ATLANTA  
2013

## A. Process

In 2013, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Atlanta.

The survey link was sent by e-mail to 74 in-house law firm marketing professionals with a coordinator-level title or above employed in Atlanta. We received 22 responses.

## B. Demographics

- ◆ When asked with which title respondents most identify, 36% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	1	4.5%
Director	7	32%
Manager	8	36%
Coordinator	5	23%
Specialist	1	4.5%

- ◆ The largest number of responses came from firms with 501-1000 attorneys.

Firm Size	n	Percentage of Total
Up to 150	5	23%
151-500	6	27%
501-1,000	7	32%
More than 1,000	4	18%

- ◆ Forty-six percent of the respondents identified their primary job function as “business development.”

Function	n	Percentage of Total
Generalist	6	28%
Marketing Communications	3	13%
Business Development	10	46%
Functional Specialist	3	13%

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- ◆ Fifty-nine percent of respondents report their marketing responsibility as firm wide.

Responsibility	n	Percentage of Total
Firm wide	13	59%
One or more offices	4	18%
One or more practice groups	5	23%

- ◆ Sixty-five percent of respondents who answered the question received a bonus based on merit/performance.

Bonus Type	n	Percentage of Total
Merit/Performance	13	65%
Length of service	2	10%
Holiday/Annual firm-wide bonus	5	25%

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## C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
Director (150 or fewer attorneys)	3	\$125,000	\$123,500	\$124,500	\$125,000
CMO/Director* (151+ attorneys)	5	\$230,000	\$119,600	\$164,520	\$148,000
Manager**	8	\$145,000	\$79,000	\$110,875	\$111,000
Coordinator***	6	\$62,500	\$40,000	\$51,750	\$52,000

\* “Chief Marketing Officer,” “Director of Marketing” and “Director of Business Development” positions were included in this category due to the number of respondents and similar compensation.

\*\* “Sr. Marketing Manager,” “Regional Marketing Manager,” “Public Relations Manager” and “Business Development Manager” positions were included in this category due to the number of respondents and similar compensation.

\*\*\* This category includes “Coordinator” and “Sr. Coordinator” positions in marketing and business development. “Communications Specialist” position was included in this category due to the number of respondents and similar compensation.

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## **Percentage Change of Average Salary from 2009:**

For CMO/Director: increased 14%  
For Coordinator: decreased 6%

## **Percentage Change of Median Salary from 2009:**

For CMO/Director: increased 9%  
For Coordinator: increased 8%

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## D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Director (150 or fewer attorneys)	3	\$20,000	0	\$10,000	\$10,000
CMO/Director* (151+ attorneys)	5	\$50,000	\$700	\$17,040	\$7,500
Manager**	8	\$7,000	\$500	\$4,400	\$5,500
Coordinator***	6	\$6,000	0	\$1,783	\$1,000

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## **Percentage Change of Average Bonus from 2009:**

For CMO/Director: increased 227%  
For Coordinator: increased 155%

## **Percentage Change of Median Bonus from 2009:**

For CMO/Director: increased 775%  
For Coordinator: increased 11%

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## E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
Director (150 or fewer attorneys)	3	\$145,000	\$123,500	\$134,500	\$135,000
CMO/Director* (151+ attorneys)	5	\$280,000	\$120,300	\$181,560	\$155,000
Manager**	8	\$151,500	\$79,500	\$115,275	\$117,000
Coordinator***	6	\$63,200	\$41,000	\$53,533	\$52,500

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## **Percentage Change of Average Total Compensation from 2009:**

For CMO/Director: increased 12%

For Coordinator: decreased 6%

## **Percentage Change of Median Total Compensation from 2009:**

For CMO/Director: increased 9%

For Coordinator: increased 3%



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## F. Most Recent Annual Salary Increase by Title

Title	n	High Salary Increase	Low Salary Increase	Average Salary Increase	Median Salary Increase
Director (150 or fewer attorneys)	2	--	--	5%	2.5%
CMO/Director* (151+ attorneys)	5	10%	2.5%	5.9%	5%
Manager**	8	2.76%	35%	8.72%	3%
Coordinator***	6	15%	3%	7.83%	7.5%

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