

SCHMIDT MARKETING

CitySurvey® for ATLANTA

A. Process

In January of 2009, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Atlanta.

The survey link was sent by e-mail to 49 in-house law firm marketing professionals with a coordinator level title or above employed in Atlanta. We received 18 responses.

B. Demographics

- ◆ When asked with which title respondents most identify, 39% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	2	11%
Director	5	28%
Manager	7	39%
Specialist	2	11%
Coordinator	2	11%

- ◆ The largest number of responses came from firms with 151-500 attorneys.

Firm Size	n	Percentage of Total
Up to 150	4	22%
151-500	9	50%
501-1,000	5	28%

- ◆ Half of the respondents identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	9	50%
Marketing Communications	1	6%
Business Development	5	28%
Functional Specialist	1	6%
Other	2	11%

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

Responsibility	n	Percentage of Total
Firm wide	9	50%
One or more offices	3	17%
One or more practice groups	6	33%

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- ◆ Forty-six percent of respondents, who answered the question, received a bonus based on merit/performance.

Bonus Type	n	Percentage of Total
Merit/Performance	6	46%
Holiday/Annual firm wide bonus	4	31%
Combination of length of service and performance	3	23%

* “Coordinator” and “Specialist” positions were included in the same category due to the small number of respondents and similar compensation.

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO	2	--	--	\$188,750	\$188,750
Director of Marketing	5	\$220,000	\$90,000	\$131,455	\$122,000
Business Development Manager	3	--	--	\$131,667	\$115,000
Marketing Manager	4	\$104,000	\$85,000	\$91,000	\$87,500
Coordinator/Specialist*	4	\$82,000	\$43,000	\$55,250	\$48,000

* "Coordinator" and "Specialist" positions were included in the same category due to the small number of respondents and similar compensation.

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO	2	--	--	\$2,500	\$2,500
Director of Marketing	5	\$11,000	\$0	\$4,400	\$1,000
Business Development Manager	3	--	--	\$16,200	\$10,000
Marketing Manager	4	\$15,000	\$0	\$4,524	\$1,548
Coordinator/Specialist*	4	\$1,000	\$0	\$700	\$900

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO	2	--	--	\$191,250	\$191,250
Director of Marketing	4	\$220,000	\$99,275	\$147,069	\$134,500
Business Development Manager	3	--	--	\$151,233	\$125,100
Marketing Manager	4	\$124,000	\$85,000	\$97,274	\$90,048
Coordinator/Specialist*	4	\$82,800	\$44,000	\$57,200	\$51,000

* "Coordinator" and "Specialist" positions were included in the same category due to the small number of respondents and similar compensation.