

SCHMIDT MARKETING

CitySurvey® for BOSTON

A. Process

In May of 2009, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the Boston metropolitan area.

The survey link was sent by e-mail to 84 in-house law firm marketing professionals with a coordinator level title or above employed in Boston. We received 30 responses.

B. Demographics

- ◆ All respondents were employed in the Boston metropolitan area. .

Location	n	Percentage of Total
Boston Metropolitan Area	30	100%

- ◆ When asked with which title respondents most identify, 80% identified themselves as a “Director” or “Manager.”

Title	n	Percentage of Total
CMO	2	7%
Director	12	40%
Manager	12	40%
Coordinator	4	13%

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

Firm Size	n	Percentage of Total
Up to 150	11	37%
151-500	12	40%
501-2,000	7	23%

- ◆ Forty-eight percent of respondents identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	14	48%
Marketing Communications	5	17%
Business Development	8	28%
Functional Specialist	2	7%

SCHMIDT MARKETING

CitySurvey® for BOSTON

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

Responsibility	n	Percentage of Total
Firm wide	26	87%
One or more offices	1	3%
One or more practice groups	3	10%

- ◆ Seventy-three percent of respondents receive a bonus. Of those, the largest percentage (68%) report it is based on merit/performance.

Bonus Type	n	Percentage of Total
Merit/Performance	15	68%
Holiday/Annual firm wide bonus	5	23%
Signing bonus	2	9%

* Responses were omitted from summary due to the low number of respondents.

** "Business Development Manager" was included in this category due to the small number of responses and similar salaries.

*** "Business Development Manager" and "Visual Communications Manager" were included in this category due to the small number of responses and similar salaries.

**** "Marketing and Business Development Coordinator" was included in this category due to the small number of responses and similar salaries.

SCHMIDT MARKETING

CitySurvey® for BOSTON

C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO*	2	--	--	\$342,500	\$342,500
Director of Marketing (1-50 attorneys)	4	\$130,000	\$66,000	\$101,024	\$104,048
Director of Marketing (51-100 attorneys)	3	--	--	\$146,167	\$140,000
Director of Marketing (151-2,000 attorneys)	5	\$200,000	\$145,000	\$167,000	\$165,000
Marketing Manager** (101-200 attorneys)	5	\$107,000	\$62,000	\$82,200	\$78,000
Marketing Manager*** (201-2,000 attorneys)	7	\$135,000	\$90,000	\$111,159	\$107,112
Marketing Coordinator****	4	\$80,000	\$42,000	\$52,750	\$44,500

* Responses were omitted from summary due to the low number of respondents.

** "Business Development Manager" was included in this category due to the small number of responses and similar salaries.

*** "Business Development Manager" and "Visual Communications Manager" were included in this category due to the small number of responses and similar salaries.

**** "Marketing and Business Development Coordinator" was included in this category due to the small number of responses and similar salaries.

SCHMIDT MARKETING

CitySurvey® for BOSTON

D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO*	2	--	--	\$62,500	\$62,500
Director of Marketing (1-50 attorneys)	4	\$5,000	\$0	\$2,250	\$2,000
Director of Marketing (51-100 attorneys)	3	--	--	\$11,000	\$10,000
Director of Marketing (151-2,000 attorneys)	5	\$25,000	\$10,000	\$16,900	\$15,000
Marketing Manager** (101-200 attorneys)	5	\$10,500	\$0	\$4,500	\$6,000
Marketing Manager*** (201-2,000 attorneys)	5	\$15,000	\$0	\$7,200	\$6,000
Marketing Coordinator****	4	\$200	\$0	\$50	\$0

* Responses were omitted from summary due to the low number of respondents.

** "Business Development Manager" was included in this category due to the small number of responses and similar salaries.

*** "Business Development Manager" and "Visual Communications Manager" were included in this category due to the small number of responses and similar salaries.

**** "Marketing and Business Development Coordinator" was included in this category due to the small number of responses and similar salaries.

SCHMIDT MARKETING

CitySurvey® for BOSTON

E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO*	2	--	--	\$405,000	\$405,000
Director of Marketing (1-50 attorneys)	4	\$133,000	\$71,000	\$104,274	\$106,548
Director of Marketing (51-100 attorneys)	3	--	--	\$153,833	\$160,000
Director of Marketing (151-2,000 attorneys)	5	\$225,000	\$155,000	\$183,900	\$187,000
Marketing Manager** (101-200 attorneys)	5	\$117,500	\$62,000	\$86,700	\$84,000
Marketing Manager*** (201-2,000 attorneys)	5	\$145,000	\$90,000	\$114,400	\$102,000
Marketing Coordinator****	4	\$80,000	\$43,200	\$53,550	\$45,500

* Responses were omitted from summary due to the low number of respondents.

** "Business Development Manager" was included in this category due to the small number of responses and similar salaries.

*** "Business Development Manager" and "Visual Communications Manager" were included in this category due to the small number of responses and similar salaries.

**** "Marketing and Business Development Coordinator" was included in this category due to the small number of responses and similar salaries.