

SCHMIDT MARKETING

CitySurvey®

for

DC/CAPITAL AREA 2010

A. Process

In June of 2010, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the DC metro area.

The survey link was sent by e-mail to 109 in-house law firm marketing professionals with a coordinator level title or above employed in DC. We received 66 applicable responses.

B. Demographics

- ◆ The majority of respondents were from the DC metro area.

| Location | n | Percentage of Total |
|-----------|----|---------------------|
| DC | 62 | 94% |
| Baltimore | 4 | 6% |

- ◆ When asked with which title respondents most identify, 56% identified themselves as “Managers.”

| Title | n | Percentage of Total |
|-------------|----|---------------------|
| CMO | 4 | 6% |
| Director | 19 | 29% |
| Manager | 37 | 56% |
| Specialist | 2 | 3% |
| Coordinator | 4 | 6% |

- ◆ The largest number of responses came from firms with 501-1,000 attorneys.

| Firm Size | n | Percentage of Total |
|-----------|----|---------------------|
| Up to 150 | 16 | 24% |
| 151-500 | 14 | 21% |
| 501-1,000 | 32 | 48% |
| >1,000 | 4 | 6% |

- ◆ The majority of firms (55%) report that the number of lawyers in their firm has stayed about the same.

| Function | n | Percentage of Total |
|----------------------|----|---------------------|
| Significantly higher | 3 | 5% |
| Higher | 6 | 9% |
| About the same | 36 | 55% |
| Lower | 20 | 30% |
| Significantly lower | 1 | 1% |

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- ◆ Almost half of respondents identified their primary job function as business development.

| Function | n | Percentage of Total |
|--------------------------|----|---------------------|
| Generalist | 18 | 28% |
| Marketing Communications | 7 | 11% |
| Business Development | 32 | 49% |
| Functional Specialist | 0 | 0% |
| Other | 8 | 12% |

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

| Responsibility | n | Percentage of Total |
|-----------------------------|----|---------------------|
| Firm wide | 36 | 55% |
| One or more offices | 10 | 15% |
| One or more practice groups | 17 | 26% |
| Other | 2 | 3% |

- ◆ Of the respondents who received bonuses (62%), sixty percent received a bonus based on merit/performance (multiple responses allowed).

| Responsibility | n | Percentage of Total |
|--|----|---------------------|
| Merit/Performance | 27 | 60% |
| Length of service | 3 | 7% |
| Holiday/Annual firm-wide bonus | 13 | 29% |
| Other (project-based, cost of living) | 2 | 4% |

- ◆ Thirty-three percent of respondents report that their salary is currently frozen.

| Raise | n | Percentage of Total |
|------------------------------|----|---------------------|
| Normal raise in 2009 | 15 | 23% |
| Raise but smaller percentage | 10 | 16% |
| Salary is frozen | 21 | 33% |
| Other (see below) | 18 | 28% |

*"Director of Client Relations" was included in the Director of Business Development category due to the small number of responses and similar salaries.

**"Director of Communications" was included in the Director of Marketing category due to the small number of responses and similar salaries.

*** "Practice Development Manager," "Practice Group Manager," "Communications Manager" and "Client Relations Manager" were included in the Marketing Manager category due to the small number of responses and similar salaries.

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Other:

- ◆ Frozen 2009; 2010 3.25% Increase (6)
 - ◆ Recently started with the firm (5)
 - ◆ Frozen in 2009; raises in 2010
 - ◆ I was not eligible and am up for a salary review in July 2010.
 - ◆ In 2009 I did not receive a raise. I expect to receive one in July 2010.
 - ◆ I've only been with the firm since March 2010.
 - ◆ My firm froze my salary last year and recently (in the last 2 months) gave me an increase.
 - ◆ My raise was above average, but still small.
 - ◆ Received merit raise since starting position.
- ◆ Sixty-four percent of respondents anticipate receiving a bonus in 2010.

| Bonus | n | Percentage of Total |
|------------|----|---------------------|
| Yes | 42 | 64% |
| No | 14 | 21% |
| Don't Know | 10 | 15% |

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C. Base Salaries by City and Title

| Title | n | High Salary | Low Salary | Average Salary | Median Salary |
|---|----|-------------|------------|----------------|---------------|
| CMO (500 or fewer attorneys) | 2 | -- | -- | \$187,250 | \$187,250 |
| CMO (501+ attorneys) | 2 | -- | -- | \$420,000 | \$420,000 |
| Director of Business Development* | 7 | \$347,900 | \$120,000 | \$205,257 | \$198,900 |
| Director of Marketing** (100 or fewer attorneys) | 7 | \$161,000 | \$84,000 | \$106,429 | \$100,000 |
| Director of Marketing** (101+ attorneys) | 6 | \$210,000 | \$125,000 | \$168,333 | \$167,500 |
| Senior Manager (BD, Client Team, Marketing, Marketing Technology and PR) | 7 | \$180,778 | \$125,000 | \$141,783 | \$140,000 |
| Business Development Manager (600 or fewer attorneys) | 5 | \$183,000 | \$63,000 | \$124,200 | \$105,000 |
| Business Development Manager (601+ attorneys) | 9 | \$154,900 | \$98,500 | \$129,019 | \$132,000 |
| Marketing Manager*** | 15 | \$137,000 | \$60,000 | \$92,836 | \$89,000 |
| Marketing/Business Development Coordinator**** | 6 | \$63,000 | \$43,500 | \$56,083 | \$58,000 |

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D. Bonuses by Title

| Title | n | High Bonus | Low Bonus | Average Bonus | Median Bonus |
|---|----|------------|-----------|---------------|--------------|
| CMO (500 or fewer attorneys) | 2 | -- | -- | \$21,000 | \$21,000 |
| CMO (501+ attorneys) | 2 | -- | -- | \$113,500 | \$113,500 |
| Director of Business Development* | 7 | \$25,000 | \$0 | \$10,514 | \$10,000 |
| Director of Marketing** (100 or fewer attorneys) | 7 | \$14,000 | \$0 | \$6,786 | \$5,000 |
| Director of Marketing** (101+ attorneys) | 6 | \$10,000 | \$0 | \$6,000 | \$8,000 |
| Senior Manager (BD, Client Team, Marketing, Marketing Technology and PR) | 7 | \$27,500 | \$0 | \$5,571 | \$0 |
| Business Development Manager (600 or fewer attorneys) | 5 | \$2,000 | \$0 | \$400 | \$0 |
| Business Development Manager (601+ attorneys) | 9 | \$10,000 | \$0 | \$2,922 | \$2,500 |
| Marketing Manager*** | 15 | \$5,000 | \$0 | \$1,593 | \$800 |
| Marketing/Business Development Coordinator**** | 6 | \$1,800 | \$0 | \$500 | \$100 |

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E. Total Compensation by Title

| Title | n | High Compensation | Low Compensation | Average Compensation | Median Compensation |
|---|----|-------------------|------------------|----------------------|---------------------|
| CMO (500 or fewer attorneys) | 2 | -- | -- | \$204,750 | \$204,750 |
| CMO (501+ attorneys) | 2 | -- | -- | \$533,500 | \$533,500 |
| Director of Business Development* | 7 | \$357,900 | \$120,000 | \$215,771 | \$215,000 |
| Director of Marketing** (100 or fewer attorneys) | 7 | \$175,000 | \$90,000 | \$113,286 | \$100,000 |
| Director of Marketing** (101+ attorneys) | 6 | \$218,000 | \$125,000 | \$174,333 | \$177,500 |
| Senior Manager (BD, Client Team, Marketing, Marketing Technology and PR) | 7 | \$180,777 | \$129,100 | \$148,068 | \$146,000 |
| Business Development Manager (600 or fewer attorneys) | 5 | \$183,000 | \$85,000 | \$124,600 | \$105,000 |
| Business Development Manager (601+ attorneys) | 9 | \$162,000 | \$102,300 | \$131,942 | \$132,800 |
| Marketing Manager*** | 15 | \$137,800 | \$60,000 | \$94,429 | \$90,000 |
| Marketing/Business Development Coordinator**** | 6 | \$63,000 | \$43,500 | \$57,717 | \$60,900 |

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Comparisons to 2008 Survey Results:

Base Salaries:

- **CMO** average base salaries *increased* by 5% in 2010. Median salaries increased 3%.
- **Director of Marketing** average base salaries *decreased* by 18% in 2010. Median salaries *increased* by 31%.
- **Director of Business Development** average base salaries *increased* by 35% in 2010. Median salaries *increased* by 33%.
- **Business Development Manager** average base salaries *decreased* by 1% in 2010. Median salaries *decreased* by 2%.
- **Marketing Manager (Communications, Client Relations)** average base salaries *decreased* by 9% in 2010. Median salaries *decreased* by 6%.
- **Coordinator** average base salaries *increased* by 6% in 2010. Median salaries *increased* by 9%.

Bonuses:

- **CMO** average bonus *increased* by 96% in 2010. Median bonus increased by 140%.
- **Director of Marketing** average bonus *decreased* by 51% in 2010. Median bonus *decreased* by 36%.
- **Director of Business Development** average bonus *increased* by 39% in 2010. Median bonus *increased* by 6%.
- **Business Development Manager** average bonus *decreased* by 67% in 2010. Median bonus *decreased* by 96%.
- **Marketing Manager (Communications, Client Relations)** average bonus *decreased* by 58% in 2010. Median bonus *decreased* by 55%.
- **Coordinator** average bonus *decreased* by 65% in 2010. Median bonus *decreased* 40%.

Total Compensation:

- **CMO** average total compensation *increased* by 14% in 2010. Median total compensation *increased* by 25%.
- **Director of Marketing** average total compensation *decreased* by 21% in 2010. Median total compensation *decreased* by 27%.
- **Director of Business Development** average total compensation *increased* by 44% in 2010. Median total compensation *increased* by 36%.

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- **Business Development Manager** average and median total compensation *decreased* by 4% in 2010.
- **Marketing Manager (Communications, Client Relations)** average total compensation *decreased* by 12% in 2010. Median total compensation *decreased* by 11%
- **Coordinator** average total compensation *increased* by 6% in 2010. Median total compensation *increased* by 12%.

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