

# SCHMIDT MARKETING

## CitySurvey® for FLORIDA

### A. Process

In December of 2008, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Florida.

The survey link was sent by e-mail to 68 in-house law firm marketing professionals with a coordinator level title or above employed in Florida. We received 34 responses.

### B. Demographics

- ◆ The largest number of respondents (29%) were from the Tampa or surrounding areas.

Location	n	Percentage of Total
Tampa/St. Petersburg/Sarasota	10	29%
Miami/Fort Lauderdale	9	27%
Statewide	5	15%
Other (Jacksonville, Orlando, West Palm Beach)	10	29%

- ◆ When asked with which title respondents most identify, 47% identified themselves as “Directors.”

Title	n	Percentage of Total
CMO	1	3%
Director	16	47%
Manager	12	35%
Specialist	1	3%
Coordinator	4	12%

- ◆ The majority of responses came from firms with 150 or fewer lawyers.

Firm Size	n	Percentage of Total
Up to 150	22	65%
151-500	8	24%
501-1,000	2	6%
>1,000	2	6%

- ◆ The largest number of respondents identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	15	44%
Marketing Communications	8	24%
Business Development	4	12%
Functional Specialist	4	12%
Other	3	9%

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- ◆ Eighty-five percent of respondents answering the question reported their marketing responsibility as firm-wide.

<b>Responsibility</b>	<b>n</b>	<b>Percentage of Total</b>
Firm wide	28	85%
One or more offices	4	12%
One or more practice groups	1	3%

\*Tampa firm "Directors" and all "CMO" responses were included in this category due to the small number of responses and similar salaries.  
\*\*Business Development Specialist" was included in this category due to the small number of responses and similar salaries.  
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### C. Base Salaries by City and Title

#### Miami/Fort Lauderdale

Title	n	High Salary	Low Salary	Average Salary	Median Salary
<b>Director of Marketing</b>	3	--	--	\$133,333	\$120,000
<b>Manager</b> (Communications, Marketing)	6	\$100,000	\$60,000	\$86,518	\$89,555

#### Tampa/St. Petersburg/Sarasota

<b>Manager</b> (Communications, Marketing)	6	\$80,000	\$63,000	\$72,542	\$74,500
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#### Other Cities

<b>Director</b> (Business Development, Client Relations, Marketing)*	9	\$95,000	\$42,500	\$76,944	\$80,000
<b>Coordinator</b> (Business Development, Marketing)**	5	\$70,000	\$35,000	\$51,200	\$49,000

#### Statewide Positions with Multiple Locations

<b>Director of Marketing</b>	5	\$160,000	\$86,000	\$112,000	\$100,000
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### D. Bonuses by City and Title

#### Miami/Fort Lauderdale

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
<b>Director of Marketing</b>	3	--	--	\$6,167	\$5,000
<b>Manager</b> (Communications, Marketing)	5	\$10,000	\$0	\$3,760	\$2,000

#### Tampa/St. Petersburg/Sarasota

<b>Manager</b> (Communications, Marketing)	6	\$5,000	\$0	\$2,633	\$2,650
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#### Other Cities

<b>Director</b> (Business Development, Client Relations, Marketing)*	9	\$35,000	\$0	\$7,278	\$5,000
<b>Coordinator</b> (Business Development, Marketing)**	5	\$3,200	\$0	\$1,080	\$100

#### Statewide Positions with Multiple Locations

<b>Director of Marketing</b>	4	\$15,000	\$0	\$8,500	\$9,500
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### E. Total Compensation by City and Title

#### Miami/Fort Lauderdale

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
<b>Director of Marketing</b>	3	--	--	\$139,500	\$125,000
<b>Manager</b> (Communications, Marketing)	5	\$110,000	\$61,000	\$90,182	\$95,000

#### Tampa/St. Petersburg/Sarasota

<b>Manager</b> (Communications, Marketing)	6	\$83,000	\$65,800	\$75,175	\$75,750
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#### Other Cities

<b>Director</b> (Business Development, Client Relations, Marketing)*	9	\$105,000	\$45,000	\$84,222	\$87,000
<b>Coordinator</b> (Business Development, Marketing)**	5	\$70,000	\$35,100	\$52,360	\$51,500

#### Statewide Positions with Multiple Locations

<b>Director of Marketing</b>	4	\$175,000	\$90,000	\$125,000	\$117,500
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