

# SCHMIDT MARKETING

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## A. Process

In October of 2011, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Los Angeles.

The survey link was sent by e-mail to 78 in-house law firm marketing professionals with a coordinator level title or above employed in Los Angeles. We received 24 responses.

## B. Demographics

- ◆ When asked with which title respondents most identify, 54% identified themselves as “Managers.”

| Title       | n  | Percentage of Total |
|-------------|----|---------------------|
| CMO         | 0  | 0%                  |
| Director    | 8  | 33%                 |
| Manager     | 13 | 54%                 |
| Specialist  | 3  | 13%                 |
| Coordinator | 0  | 0%                  |

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

| Firm Size       | n | Percentage of Total |
|-----------------|---|---------------------|
| Up to 150       | 3 | 12%                 |
| 151-500         | 9 | 38%                 |
| 501-1,000       | 8 | 33%                 |
| More than 1,000 | 4 | 17%                 |

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

| Function  | n  | Percentage of Total |
|---|----|---------------------|
| Generalist  | 10 | 41%                 |
| Marketing Communications  | 2  | 8%                  |
| Business Development  | 5  | 21%                 |
| Functional Specialist   | 3  | 13%                 |
| Other:<br><i>Practice Group Manager;<br/>Business Development + Functional<br/>Specialist; Combination of Marketing<br/>Communications, Business Development<br/>and Functional Specialist;<br/>Brand Design and Management</i> | 4  | 17%                 |

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

| Responsibility              | n  | Percentage of Total |
|-----------------------------|----|---------------------|
| Firm wide                   | 16 | 67%                 |
| One or more offices         | 3  | 13%                 |
| One or more practice groups | 4  | 17%                 |

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

| Bonus Type                     | n  | Percentage of Total |
|--------------------------------|----|---------------------|
| Merit/Performance              | 17 | 74%                 |
| Length of service              | 1  | 4%                  |
| Holiday/Annual firm wide bonus | 2  | 9%                  |
| Combination of all three       | 1  | 4%                  |
| Other                          | 2  | 9%                  |

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

\*\* “Sr. Business Development Manager” and “Sr. Marketing Manager” were combined due to the number of respondents and similar compensation.

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

\*\*\*\* This category includes “Specialist” positions in client relations, communications and marketing.

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## C. Base Salaries by Title

| Title          | n  | High Salary | Low Salary | Average Salary | Median Salary |
|----------------|----|-------------|------------|----------------|---------------|
| Director*      | 8  | \$228,000   | \$121,000  | \$167,818      | \$158,270     |
| Sr. Manager**  | 3  | --          | --         | \$131,667      | \$135,000     |
| Manager***     | 10 | \$145,000   | \$73,000   | \$105,750      | \$100,000     |
| Specialist**** | 3  | --          | --         | \$78,133       | \$81,600      |

### Percentage Change of Average Salary from 2009:

For Director: increased 18%

For Manager: decreased 3%

For Specialist: increased 9%

[Salary data for Senior Managers was not broken out in the 2009 survey]

### Percentage Change of Median Salary from 2009:

For Director: increased 22%

For Manager: decreased 3%

For Specialist: increased 19%

[Salary data for Senior Managers was not broken out in the 2009 survey]

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## D. Bonuses by Title

| Title          | n  | High Bonus | Low Bonus | Average Bonus | Median Bonus |
|----------------|----|------------|-----------|---------------|--------------|
| Director*      | 8  | \$40,000   | \$12,700  | \$21,600      | \$16,500     |
| Sr. Manager**  | 3  | --         | --        | \$9,333       | \$7,500      |
| Manager***     | 10 | \$12,000   | \$1,500   | \$6,740       | \$6,450      |
| Specialist**** | 3  | --         | --        | \$2,400       | \$2,500      |

### Percentage Change of Average Bonus from 2009:

For Director: increased 34%

For Manager: increased 14%

For Specialist: increased 47%

[Bonus data for Senior Managers was not broken out in the 2009 survey]

### Percentage Change of Median Bonus from 2009:

For Director: increased 50%

For Manager: increased 29%

For Specialist: increased 82%

[Bonus data for Senior Managers was not broken out in the 2009 survey]

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## E. Total Compensation by Title

| Title          | n  | High Compensation | Low Compensation | Average Compensation | Median Compensation |
|----------------|----|-------------------|------------------|----------------------|---------------------|
| Director*      | 8  | \$268,000         | \$143,000        | \$187,968            | \$177,500           |
| Sr. Manager**  | 3  | --                | --               | \$142,000            | \$142,500           |
| Manager***     | 10 | \$155,000         | \$78,000         | \$112,450            | \$108,000           |
| Specialist**** | 3  | --                | --               | \$80,533             | \$82,000            |

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

For Director of Marketing: increased 13%

For Marketing Manager: decreased 3%

For Specialist: increased 9%

[Compensation data for Senior Managers was not broken out in the 2009 survey]

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

For Director of Marketing: increased 18%

For Marketing Manager: decreased 2%

For Specialist: increased 14%

[Compensation data for Senior Managers was not broken out in the 2009 survey]

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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*      | 6 | 50%                  | 2.75%               | 13.96%                  | 8.5%                   |
| Sr. Manager**  | 3 | --                   | --                  | 4.33%                   | 3%                     |
| Manager***     | 7 | 5%                   | 1%                  | 2.57%                   | 2%                     |
| Specialist**** | 3 | --                   | --                  | 2.83%                   | 2.5%                   |

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