

SCHMIDT MARKETING

CitySurvey® for TEXAS

A. Process

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

The survey link was sent by e-mail to 70 in-house law firm marketing professionals with a coordinator level title or above employed in Texas. We received 52 responses.

B. Demographics

- ◆ The majority of the respondents were from the Dallas/Fort Worth area.

Location	n	Percentage of Total
Austin	14	27%
Dallas/Fort Worth	23	44%
Houston	15	29%

- ◆ When asked with which title respondents most identify, 52% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	3	6%
Director	10	19%
Manager	27	52%
Specialist	2	4%
Coordinator	10	19%

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

Firm Size	n	Percentage of Total
Up to 150	12	23%
151-500	20	38%
501-1,000	17	33%
>1,000	3	6%

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

Function	n	Percentage of Total
Generalist	14	27%
Marketing Communications	11	21%
Business Development	9	17%
Functional Specialist	9	17%
Other	9	17%

*Results were combined due to the small number of respondents in each city and the similarities in compensation.

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

Responsibility	n	Percentage of Total
Firm wide	30	58%
One or more offices	14	27%
One or more practice groups	8	15%

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C. Base Salaries by City and Title

Austin

Title	n	High Salary	Low Salary	Average Salary	Median Salary
Manager (Business Development, Client Relations and Marketing)	8	\$85,000	\$45,000	\$65,975	\$69,900
Marketing Coordinator	4	\$50,000	\$38,500	\$44,875	\$45,500

Dallas/Fort Worth

Manager (Business Development, Client Relations, Communications and Marketing)	13	\$92,000	\$56,000	\$77,920	\$79,500
Marketing Coordinator/Specialist	5	\$56,511	\$42,000	\$52,242	\$55,000

Houston

Manager (Business Development and Marketing)	6	\$95,000	\$72,500	\$87,167	\$87,750
Marketing Coordinator	3	--	--	\$59,367	\$53,560

All Cities*

CMO	3	--	--	\$220,333	\$204,000
Director of Business Development	2	--	--	\$79,500	\$79,500
Director of Marketing	8	\$200,000	\$82,000	\$129,313	\$122,500

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D. Bonuses by City and Title

Austin

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Manager (Business Development, Client Relations and Marketing)	8	\$2,588	\$0	\$620	\$0
Marketing Coordinator	4	\$2,000	\$1,200	\$1,625	\$1,650

Dallas/Fort Worth

Manager (Business Development, Client Relations, Communications and Marketing)	13	\$10,000	\$750	\$4,558	\$4,000
Marketing Coordinator/Specialist	4	\$4,600	\$0	\$2,150	\$2,000

Houston

Manager (Business Development and Marketing)	6	\$10,500	\$0	\$5,083	\$5,000
Marketing Coordinator	3	--	--	\$1,167	\$1,000

All Cities*

CMO	3	--	--	\$37,333	\$42,000
Director of Business Development	2	--	--	\$0	\$0
Director of Marketing	8	\$30,000	\$0	\$10,938	\$8,500

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E. Total Compensation by City and Title

Austin

Title	n	High Total Compensation	Low Total Compensation	Average Total Compensation	Median Total Compensation
Manager (Business Development, Client Relations and Marketing)	7	\$85,000	\$45,000	\$67,234	\$73,250
Marketing Coordinator	3	\$52,000	\$40,500	\$46,500	\$46,750

Dallas/Fort Worth

Manager (Business Development, Client Relations, Communications and Marketing)	13	\$100,000	\$57,000	\$85,112	\$90,000
Marketing Coordinator/Specialist	4	\$59,800	\$52,500	\$56,953	\$57,756

Houston

Manager (Business Development and Marketing)	6	\$106,500	\$72,500	\$93,833	\$97,000
Marketing Coordinator	3	--	--	\$60,533	\$54,560

All Cities*

CMO	3	--	--	\$257,667	\$224,000
Director of Business Development	2	--	--	\$79,500	\$79,500
Director of Marketing	8	\$230,000	\$83,000	\$139,625	\$132,500

*Results were combined due to the small number of respondents in each city and the similarities in compensation.