

SCHMIDT MARKETING

CitySurvey® for FLORIDA 2011

A. Process

In August of 2011, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Florida.

The survey link was sent by e-mail to 74 in-house law firm marketing professionals with a coordinator level title or above employed in Florida. We received 27 responses (37%).

B. Demographics

- ◆ The largest number of respondents (48%) were from Tampa or surrounding areas.

Location	n	Percentage of Total
Tampa/St. Petersburg/Sarasota	14	48%
Miami/Fort Lauderdale	4	15%
West Palm Beach	4	15%
Orlando	2	7%
Other (Jacksonville, Fort Meyers/SW Florida)	4	15%

- ◆ When asked with which title respondents most identify, 55% identified themselves as “Directors of Marketing.”

Title	n	Percentage of Total
Chief Business Development Officer	1	4%
Director of Marketing	15	55%
Marketing Manager	5	18%
Business Development Manager	4	15%
Client Relations Manager	1	4%
Other (Practice Development Manager)	1	4%

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

Firm Size	n	Percentage of Total
Up to 150	16	59%
151-500	8	30%
501-1,000	2	7%
>1,000	1	4%

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

Function	n	Percentage of Total
Generalist	9	33%
Marketing Communications	2	7%
Business Development	5	19%
Functional Specialist	4	15%
Other (Strategist, Technology Marketing, all of the above)	7	26%

- ◆ 93% of respondents answering the question reported their marketing responsibility as firm-wide.

Responsibility	n	Percentage of Total
Firm wide	25	93%
One or more offices	2	7%

*CBDO responses were included in this category due to the small number of responses and similar salaries.

** Part-time positions were converted to full time compensation

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C. Base Salaries by Title

Director of Marketing*

Location	n	High Salary	Low Salary	Average Salary	Median Salary
Miami/Fort Lauderdale	2	--	--	\$120,000	\$120,000
Tampa/St. Petersburg/ Sarasota	5	\$314,666**	\$45,000	\$123,033	\$89,000
West Palm Beach	4	\$105,000	\$65,000	\$85,000	\$75,000
Other Cities (<i>Fort Meyers, Jacksonville, Orlando</i>)	3	\$105,500	\$52,500	\$72,667	\$60,000
Statewide Positions with Multiple Locations	2	--	--	\$93,750	\$93,750
State of Florida (all locations)	15	\$314,666	\$45,000	\$97,344	\$85,000

Manager (Business Development, Client Relations, Marketing, Practice Development)

Location	n	High Salary	Low Salary	Average Salary	Median Salary
Miami/Fort Lauderdale	2	--	--	\$87,580	\$87,580
Tampa/St. Petersburg/ Sarasota	8	\$104,000	\$30,000	\$65,812	\$61,250
State of Florida (all locations)	11	\$104,000	\$30,000	\$69,969	\$68,000

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D. Bonuses by Title

Director of Marketing*

Location	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Miami/Fort Lauderdale	2	--	--	\$85,000	--
Tampa/St. Petersburg/ Sarasota	5	\$10,000	0	\$4,000	\$4,000
West Palm Beach	4	\$18,000	0	\$16,500	\$16,500
Other Cities	3	\$25,000	\$2,500	\$1,167	\$6,000
Statewide Positions with Multiple Locations	2	--	\$2,000	\$7,250	\$7,250
State of Florida (all locations)	15	\$85,000	0	\$12,400	\$5,000

Manager (Business Development, Client Relations, Marketing, Practice Development)

Location	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Miami/Fort Lauderdale	2	--	--	\$500	\$500
Tampa/St. Petersburg/ Sarasota	8	\$8,000	0	\$2,225	\$1,650
State of Florida (all locations)	11	\$8,000	0	\$2,164	\$1,200

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E. Total Compensation by Title

Director of Marketing*

Location	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
Miami/Fort Lauderdale	2	--	--	\$190,000	\$190,000
Tampa/St. Petersburg/Sarasota	5	\$314,666**	\$46,000	\$126,733	\$99,000
West Palm Beach	4	\$105,000	\$65,000	\$88,250	\$91,500
Other Cities (Fort Meyers, Jacksonville, Orlando)	3	\$130,000	\$55,000	\$83,667	\$66,000
Statewide Positions with Multiple Locations	2	--	--	\$101,000	\$101,000
State of Florida (all locations)	16	\$314,666**	\$46,000	\$113,729	\$100,250

Manager (Business Development, Client Relations, Marketing, Practice Development)

Location	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
Miami/Fort Lauderdale	2	--	--	\$88,080	\$88,080
Tampa/St. Petersburg/Sarasota	8	\$112,000	\$30,000	\$68,900	\$64,000
State of Florida (all locations)	11	\$112,000	\$30,000	\$72,651	\$72,000

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