

SCHMIDT MARKETING
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A. Process

In March of 2009, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the cities and surrounding areas of Portland, Oregon and Seattle, Washington.

The survey link was sent by e-mail to 41 in-house law firm marketing professionals with a coordinator level title or above employed in Portland or Seattle. We received 16 responses.

B. Demographics

- ◆ The largest number of respondents (63%) were from the Seattle metropolitan area.

Location	n	Percentage of Total
Portland Metropolitan Area	4	25%
Seattle Metropolitan Area	10	63%
Other (Spokane, Tacoma)	2	13%

- ◆ When asked with which title respondents most identify, 76% identified themselves as a “Director” or “Manager.”

Title	n	Percentage of Total
Director	6	38%
Manager	6	38%
Coordinator	4	25%

- ◆ The largest number of responses came from firms with 150 or fewer attorneys.

Firm Size	n	Percentage of Total
Up to 150	11	69%
151-500	3	19%
501-2,000	2	13%

- ◆ Seventy-five percent of respondents identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	12	75%
Marketing Communications	1	6%
Business Development	1	6%
Functional Specialist	1	6%
Other	1	6%

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- ◆ Eighty-one percent of respondents report their marketing responsibility as firm wide.

Responsibility	n	Percentage of Total
Firm wide	13	81%
One or more offices	1	6%
One or more practice groups	2	13%

- ◆ Of those who receive a bonus (81%), the largest percentage (62%) report it is based on merit/performance.

Bonus Type	n	Percentage of Total
Merit/Performance	8	62%
Holiday/Annual firm wide bonus	4	31%
Other (goals and performance)	1	8%

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

** "Business Development Manager" and "Creative Manager" were included in this category due to the small number of responses and similar salaries.

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
Director of Marketing*	6	\$115,000	\$71,000	\$97,167	\$96,500
Marketing Manager**	6	\$110,500	\$66,000	\$84,667	\$83,500
Marketing Coordinator	4	\$70,000	\$33,000	\$50,500	\$49,500

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Director of Marketing*	6	\$12,000	\$2,000	\$6,833	\$6,000
Marketing Manager**	6	\$5,000	\$0	\$1,583	\$750
Marketing Coordinator	4	\$3,000	\$0	\$1,438	\$1,375

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
Director of Marketing*	6	\$127,000	\$78,000	\$104,833	\$102,500
Marketing Manager**	6	\$115,500	\$66,000	\$86,250	\$85,250
Marketing Coordinator	4	\$73,000	\$35,000	\$52,250	\$50,500

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