

SCHMIDT MARKETING

CitySurvey® for TEXAS 2012

A. Process

In June of 2012, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Texas.

The survey link was sent by e-mail to 111 in-house law firm marketing professionals with a coordinator-level title or above employed in Texas. We received 54 responses.

B. Demographics

- ◆ The majority of respondents were from the Dallas or Houston areas.

Location	n	Percentage of Total
Austin	2	4%
Dallas	19	35%
Houston	33	61%

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

Title	n	Percentage of Total
CMO	3	6%
Director	6	11%
Manager	27	50%
Specialist	6	11%
Coordinator	12	22%

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

Firm Size	n	Percentage of Total
Up to 150	3	6%
151-500	5	9%
501-800	17	31%
801-1000	27	50%
More than 1,000	2	4%

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

Function	n	Percentage of Total
Generalist	16	36%
Marketing Communications	3	7%
Business Development	11	24%
Functional Specialist	13	29%
Other: <i>Internet Marketing; Client Feedback</i>	2	4%

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2012

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

Responsibility	n	Percentage of Total
Firm wide	21	53%
One or more offices	5	13%
One or more practice groups	13	33%

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

Bonus Type	n	Percentage of Total
Merit/Performance	22	52%
Length of service and merit	14	33%
Holiday/Annual firm-wide bonus	4	10%
Other: <i>Overtime payment; new employee</i>	2	5%

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO	3	--	--	\$346,667	\$380,000
Director *	6	\$200,000	\$78,000	\$141,167	\$157,500
Sr. Manager**	4	\$140,000	\$123,980	\$132,245	\$132,500
Manager***	23	\$140,370	\$63,000	\$96,345	\$97,572
Specialist****	8	\$71,100	\$57,118	\$64,947	\$65,000
Coordinator*****	10	\$57,000	\$35,000	\$48,948	\$50,000

* "Director of Marketing," "Director of Business Development," "Director of Client Relations" and "Director of Client Service Programs" positions were included in this category due to the number of respondents and similar compensation.

** "Sr. Business Development Manager" and "Sr. Client Relations Manager" positions were combined due to the number of respondents and similar compensation.

*** "Marketing Manager," "Client Relations Manager," "Communications Manager," "Business Development Manager," "Public Relations Manager," "Internet Marketing Manager," "Graphics Manager," "Proposal Manager," "Litigation Research Manager," "Transaction Research/Pitch Manager," "Competitive Intelligence Manager" and "Marketing Strategist" positions were combined due to the number of respondents and similar compensation.

**** "Senior Client Relations Coordinator," "Business Development Specialist," "Event Specialist," "Marketing Technology Specialist" and "CRM Specialist" positions were included in this category due to the number of respondents and similar compensation.

***** "Marketing Coordinator," "Client Relations Coordinator," "Internet Marketing Coordinator," "Proposals Coordinator" and "Media Relations Coordinator" were combined due to the number of respondents and similar compensation.

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Percentage Change of Average Salary from 2009:

For CMO: increased 78%

For Director: increased 37%

For Manager: increased 15%

For Coordinator: decreased 2%

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

Percentage Change of Median Salary from 2009:

For CMO: increased 86%

For Director: increased 54%

For Manager: increased 16%

For Coordinator: no change

[Salary data for Senior Managers and Specialists 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
CMO	3	--	--	\$31,667	\$15,000
Director *	6	\$15,000	\$0	\$6,417	\$6,500
Sr. Manager**	4	\$10,000	\$8,000	\$8,833	\$8,500
Manager***	23	\$10,000	\$2,000	\$4,600	\$4,300
Specialist****	8	\$5,100	\$2,333	\$3,705	\$4,100
Coordinator*****	10	\$7,000	\$500	\$3,217	\$3,100

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CitySurvey® for TEXAS 2012

Percentage Change of Average Bonus from 2009:

For CMO: no change

For Director: decreased 3%

For Manager: increased 19%

For Coordinator: increased 200%

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

Percentage Change of Median Bonus from 2009:

For CMO: decreased 63%

For Director: increased 63%

For Manager: increased 43%

For Coordinator: increased 188%

[Salary data for Senior Managers and Specialists 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
CMO	3	--	--	\$391,667	\$395,000
Director *	6	\$215,000	\$81,500	\$147,583	\$161,000
Sr. Manager**	4	\$148,000	\$131,980	138,870	\$137,500
Manager***	23	\$145,370	\$65,500	\$100,780	\$102,395
Specialist****	8	\$75,455	\$59,451	\$68,189	\$68,174
Coordinator*****	10	\$68,000	\$35,000	\$52,128	\$52,500

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Percentage Change of Average Total Compensation from 2009:

For CMO: increased 86%

For Director: increased 35%

For Manager: increased 16%

For Coordinator: increased 3%

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

Percentage Change of Median Total Compensation from 2009:

For CMO: increased 70%

For Director: increased 18%

For Manager: increased 16%

For Coordinator: increased 3%

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

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2012

F. Most Recent Annual Salary Increase by Title

Title	n	High Salary Increase	Low Salary Increase	Average Salary Increase	Median Salary Increase
CMO	3	--	--	4.25%	4.25%
Director *	6	57.89%	1%	17.29%	5.00%
Sr. Manager**	4	13.39%	2.48%	8.86%	9.79%
Manager***	23	31.40%	0	6.46%	2.51%
Specialist****	8	7.69%	2%	3.49%	2%
Coordinator*****	10	57.14%	0	13.17%	2.67%

[Annual Salary Increase data was not broken out in the 2009 survey]

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