

# WISNIK LAW FIRM MARKETING/BD SURVEY 2011

BY EVA WISNIK

JUNE 2011



Our goal is to help  
you achieve your

goals

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# OUR GOAL IS TO HELP YOU ACHIEVE YOUR GOALS

Dear Friends of Wisnik,

We wanted to share the current findings from the Wisnik Law Firm Marketing/BD Survey with you. The attached information is based on a survey sent to CMOs, Directors, and Managers at top law firms in Chicago, New York, and Washington, D.C. in June 2011. The results that follow were generated from 94 responses. Thank you to all of those who participated!

Our goal in sharing this information with you is to offer benchmarks for where you, your staff, and your department falls as compared to your peers. We believe that these salary and bonus numbers reflect the current market accurately. By this, I mean that if a firm were to call tomorrow and ask us what they needed to pay a marketing manager, we would confidently quote them the numbers in this report. We have found that the new jobs we have received since January fall into these ranges.

We hope that you find the enclosed information valuable. Your responses to this Wisnik Law Firm Marketing/BD Survey help us to capture and confirm market trends. As for the market, we have definitely seen a sharp increase in new law firm marketing positions since January and are hopeful that new opportunities will continue to grow. Have a wonderful summer and please let us know if there is any way we can help you achieve your goals!

All the best,  
*Eva Wisnik*

# EVA'S BIO



**Eva Wisnik**  
*President, Wisnik  
Career  
Enterprises, Inc.*

**Eva Wisnik** founded **Wisnik Career Enterprises, Inc.** in 1996 after serving as Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. Over the past 15 years, she has worked with over 100 law firms, including 74 of the AmLaw 100. Wisnik has placed over 150 Marketing/BD professionals into law firms nation-wide. Eva has presented over 600 training programs for attorneys on topics that include Business Development Skills, Time Management and Myers Briggs. In addition, **Wisnik Career Enterprises, Inc.** has conducted 30 salary surveys for law firm professionals since 1998.

Eva holds an MBA in Marketing from Fordham University and a BA in Psychology from Barnard College.

# RESPONSE BREAKDOWN

- Total of 94 marketing professionals' salary and industry information
  
- Breakdown by Position
  - CMO: 18
  - Director: 42
  - Manager: 34
  
- Breakdown by City
  - Chicago: 14
  - New York: 48
  - Washington, D.C.: 32

# SUMMARY OF INTERESTING SURVEY RESULTS

- 23.1% of respondents have been promoted with a title change in the past 2 years
- 73.3% received a bonus AND a raise last year
- Only 6.7% received neither bonus nor raise
- 80.9% plan on being in legal marketing 3 years from now

In the last 2 years:

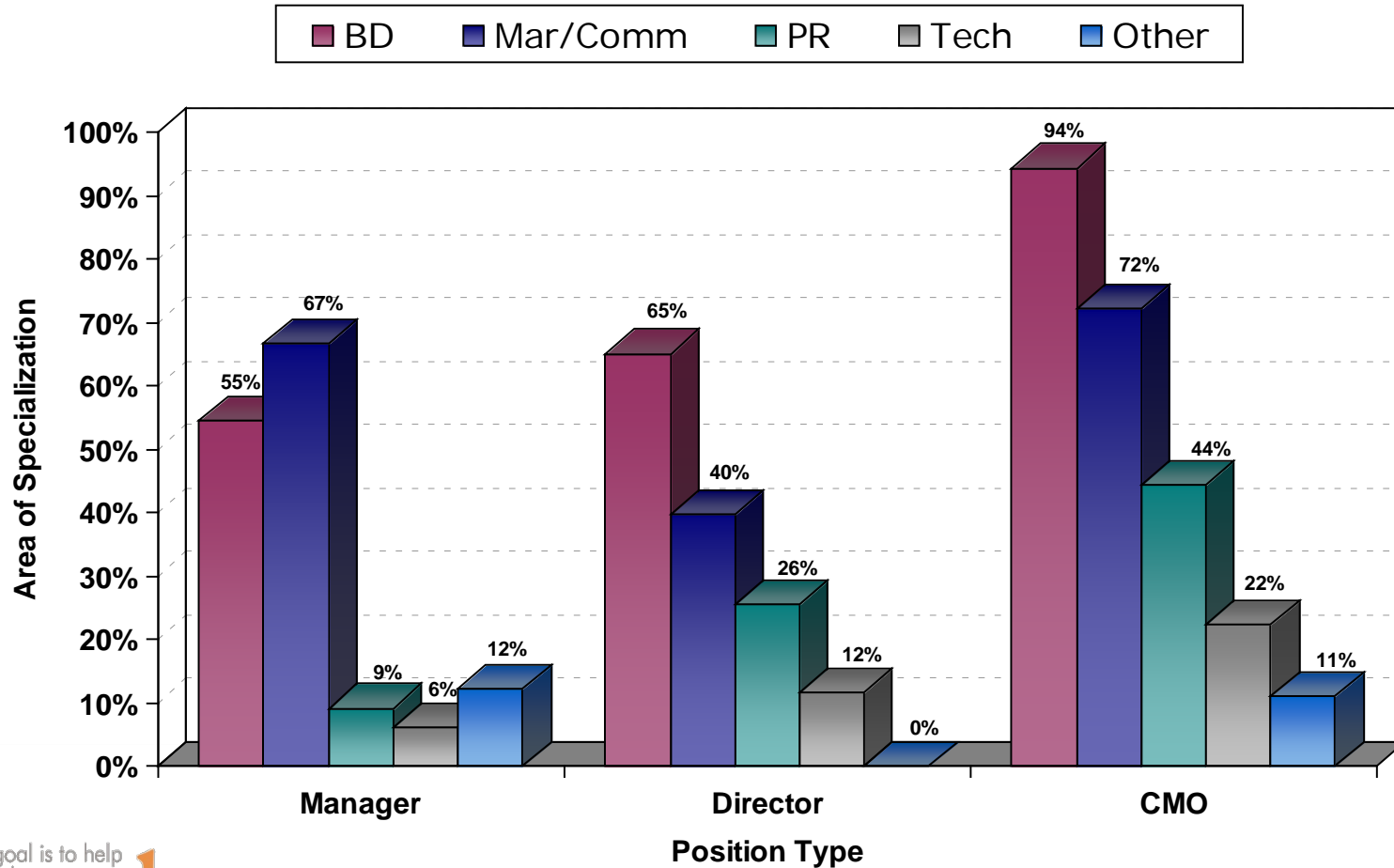
51.2% say their department has increased in size

87.8% have hired Business Development talent

62.2% have hired Marketing/Communications talent

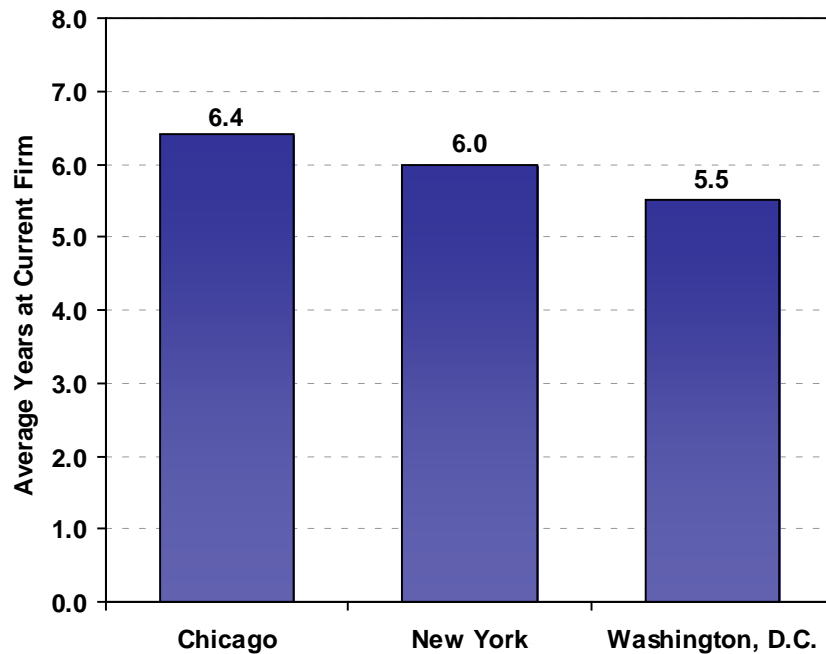
# PROFILE OF MARKETING/BD RESPONDENTS

# AREA OF SPECIALIZATION BY POSITION

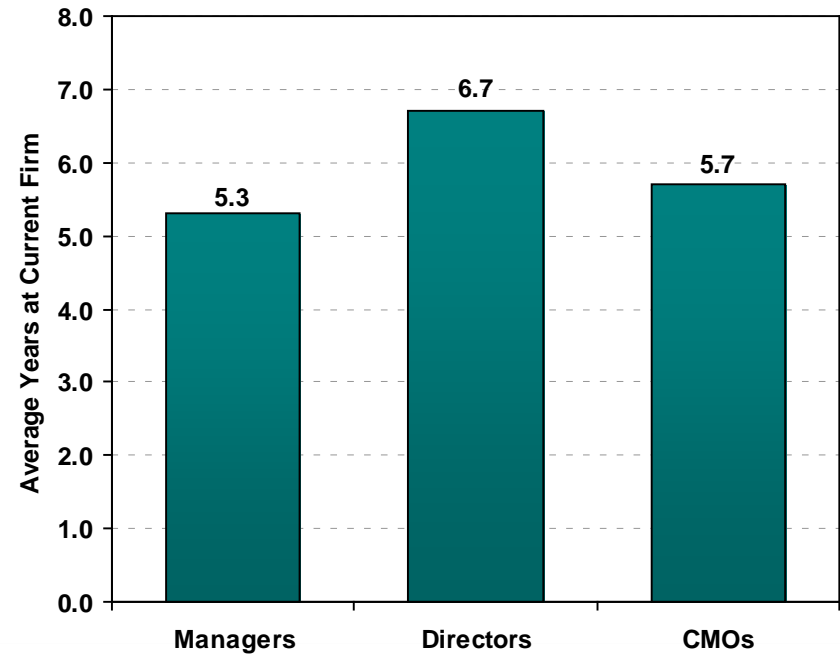


# LAW FIRM MARKETING / BD PROFESSIONALS: YEARS WITH CURRENT FIRM

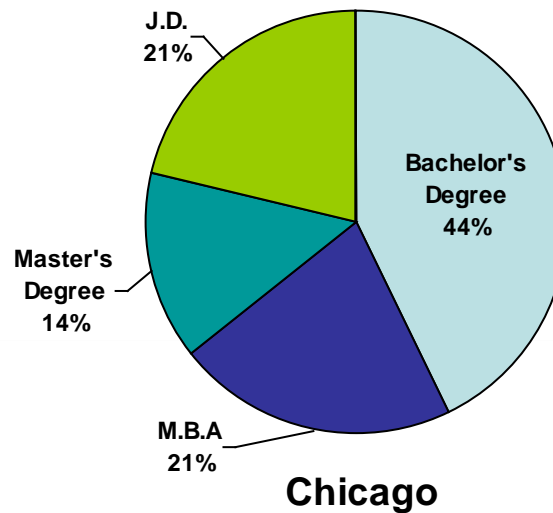
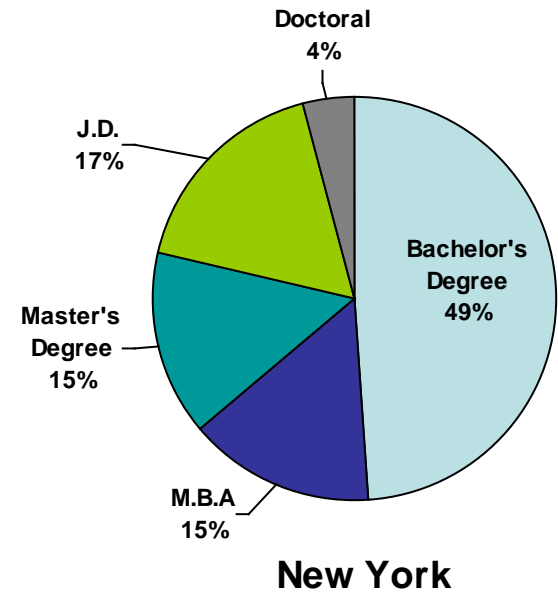
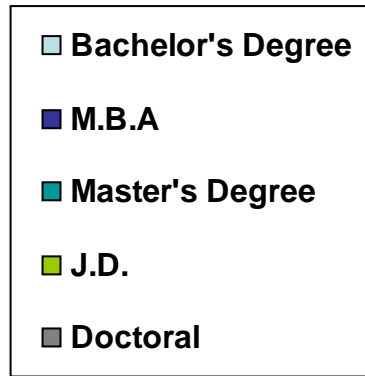
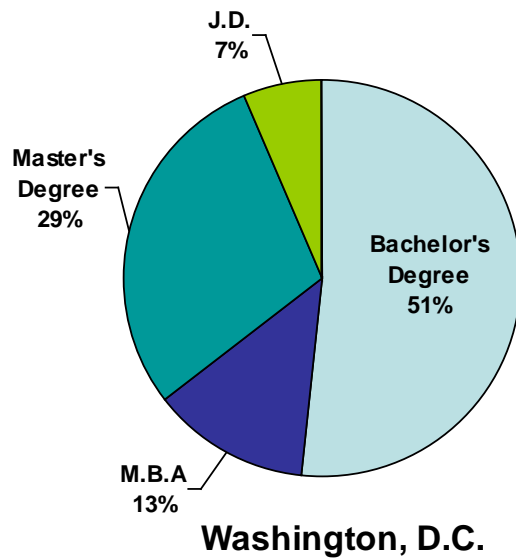
By City



By Position



# DEGREE OF EDUCATION ATTAINED BY LEGAL MARKETERS



# WISNIK SALARY FINDINGS

# 2011 AVERAGE SALARIES, BY TITLE

<u>Title</u>	<u>Average Salary</u>	<u>Median</u>	<u>Salary Range</u>
CMOs:	\$386,294	\$375,000	\$175K - \$750K
Directors:	\$213,051	\$198,000	\$86K - \$450K
Managers:	\$124,908	\$120,500	\$80k - \$220k

# AVERAGE SALARY, BONUS, & RAISE BY LOCATION

CMOs = 17  
*Average salary = \$386,294*  
*Median = \$375,000*

<u>Location:</u>	<u>Chicago (2)</u>	<u>New York (7)</u>	<u>Washington, D.C. (8)</u>
Average Salary:	\$311,000*	\$357,143	\$430,625
Salary Range:	*	\$200k - \$750k	\$175k – 650k
Average Bonus:	\$38,667*	\$135,250	\$132,500
Average Raise:	8.6%*	5.2%	7.3%

\* Based on limited information (2 responses)

# AVERAGE SALARY, BONUS, & RAISE BY LOCATION

Directors = 39  
*Average salary = \$213,051*  
*Median = \$198,000*

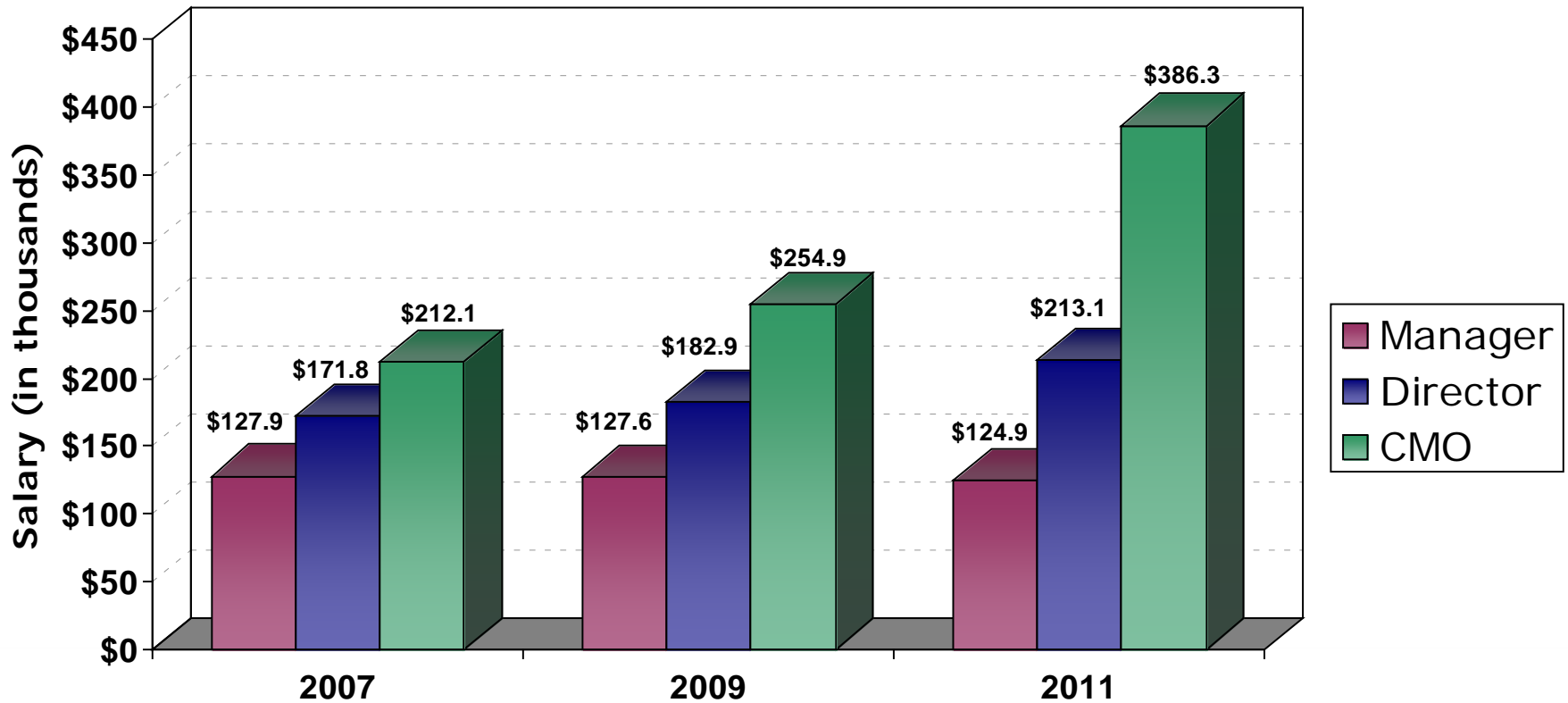
<u>Location:</u>	<u>Chicago (6)</u>	<u>New York (21)</u>	<u>Washington, D.C. (12)</u>
Average Salary:	\$216,667	\$224,048	\$192,000
Salary Range:	\$120k - \$320k	\$86k - \$450k	\$140k - \$347k
Average Bonus:	\$37,167	\$31,219	\$16,755
Average Raise:	12.0%	4.3%	6.4%

# AVERAGE SALARY, BONUS, & RAISE BY LOCATION

Managers = 30  
*Average salary = \$124,908*  
*Median = \$120,500*

<u>Location:</u>	<u>Chicago (6)</u>	<u>New York (16)</u>	<u>Washington, D.C. (8)</u>
Average Salary:	\$93,167	\$136,016	\$126,500
Salary Range:	\$80k - \$110k	\$85k - \$182k	\$91k - \$220k
Average Bonus:	\$4,075	\$11,604	\$8,983
Average Raise:	3.9%	5.6%	6.0%

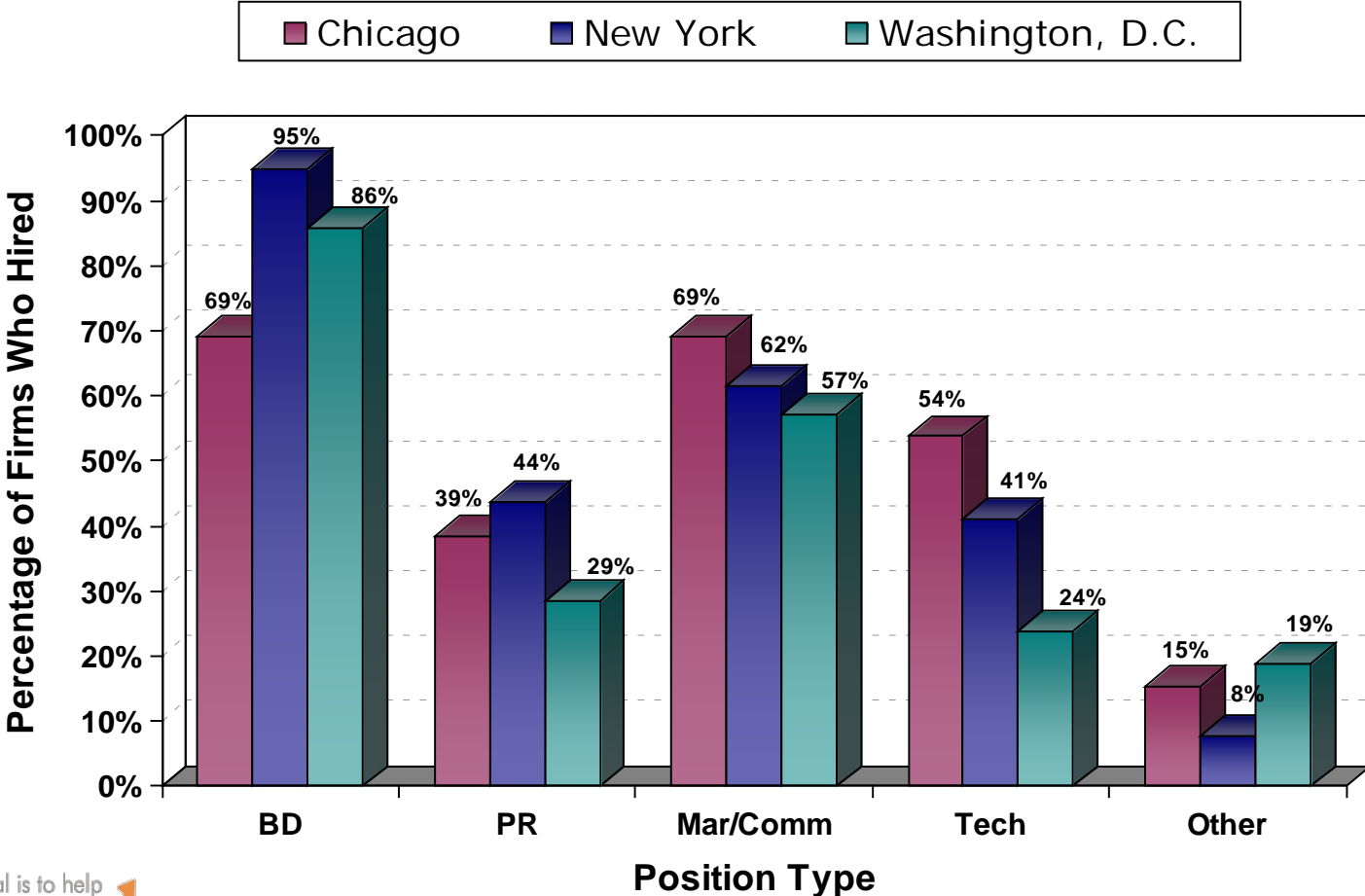
# AVERAGE SALARIES COMPARING 2007, 2009 & 2011



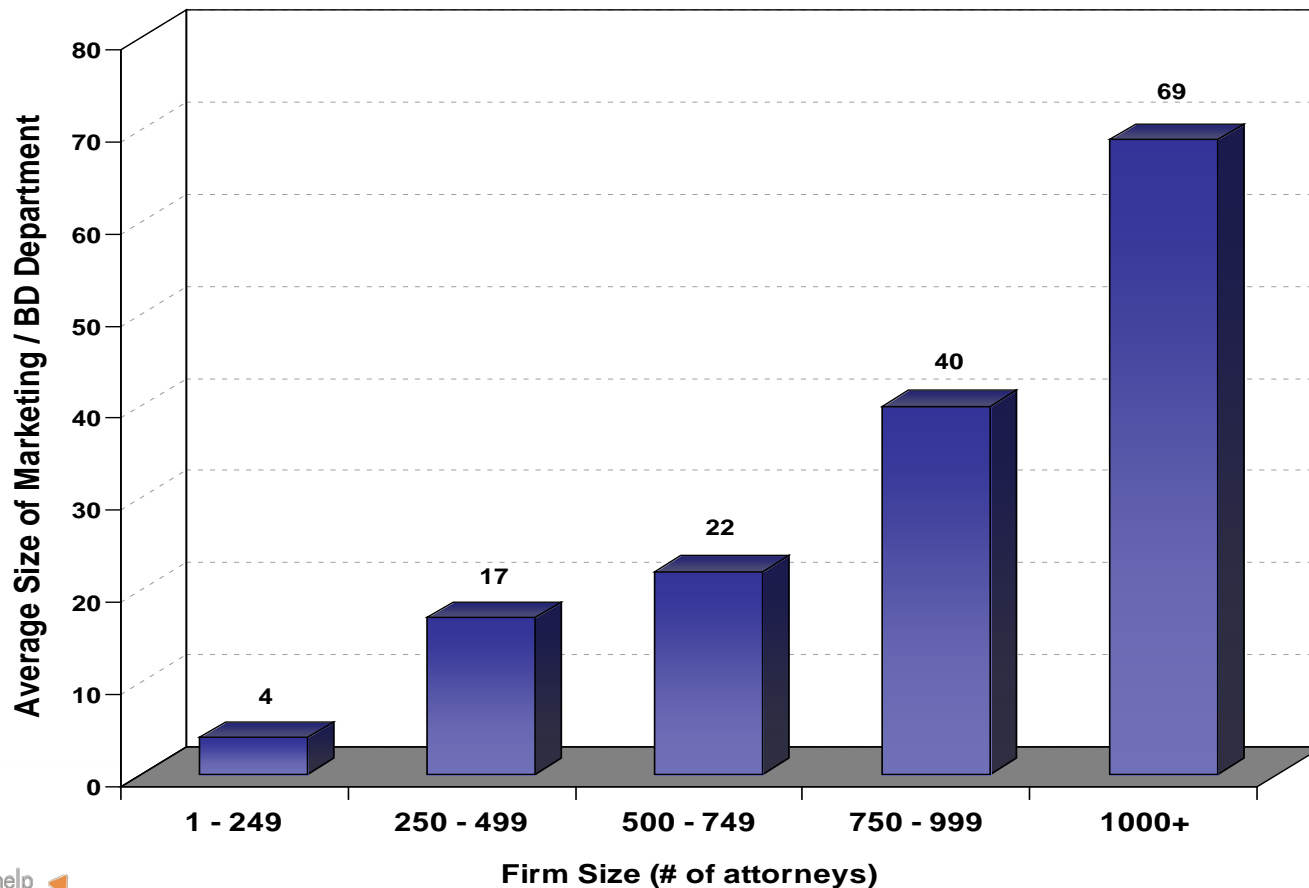
# WISNIK MARKETING INDUSTRY FINDINGS



# POSITIONS HIRED IN LAST YEAR



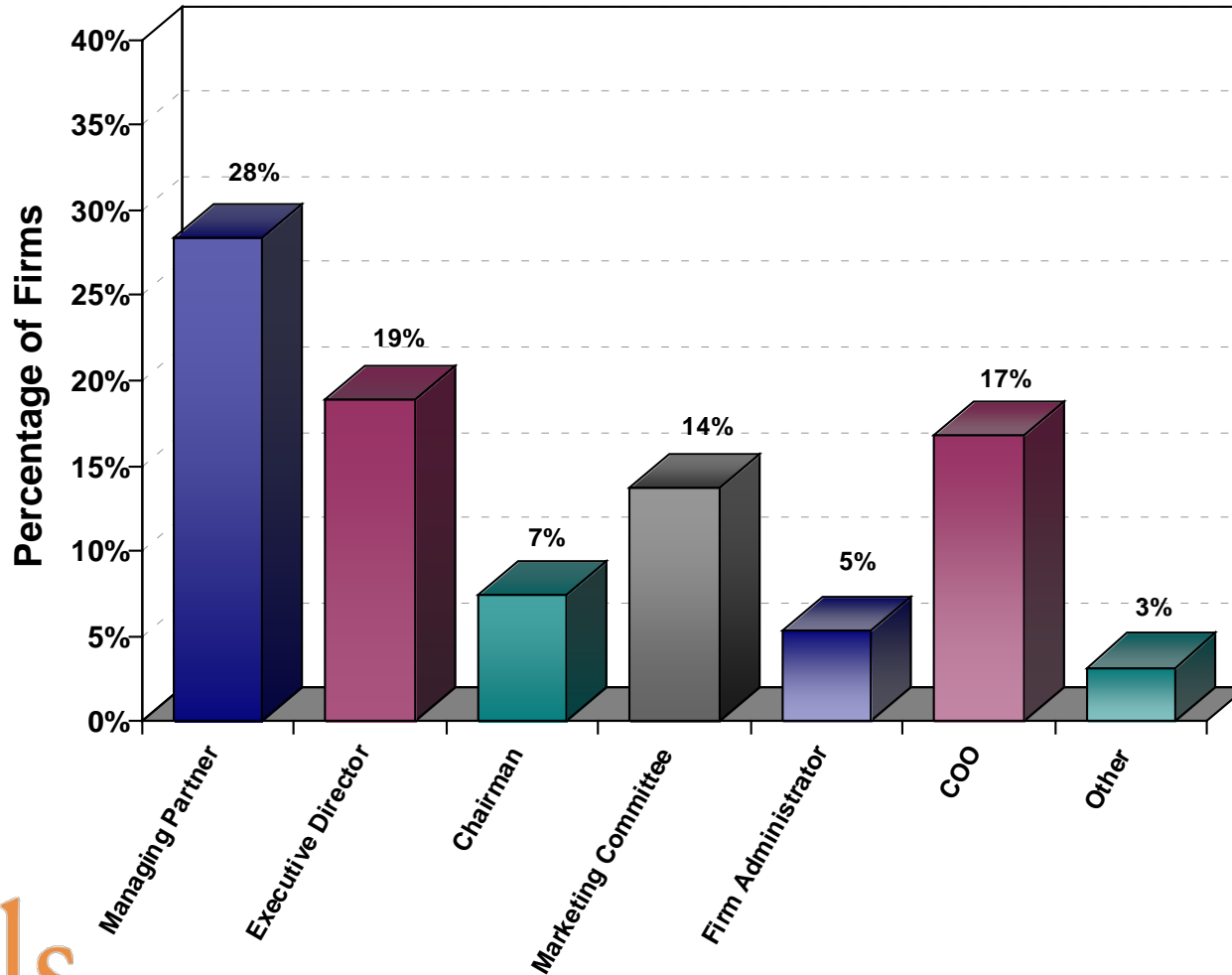
# SIZE OF FIRM VS. SIZE OF MARKETING DEPARTMENT



# FIRM STRUCTURE & STAFFING

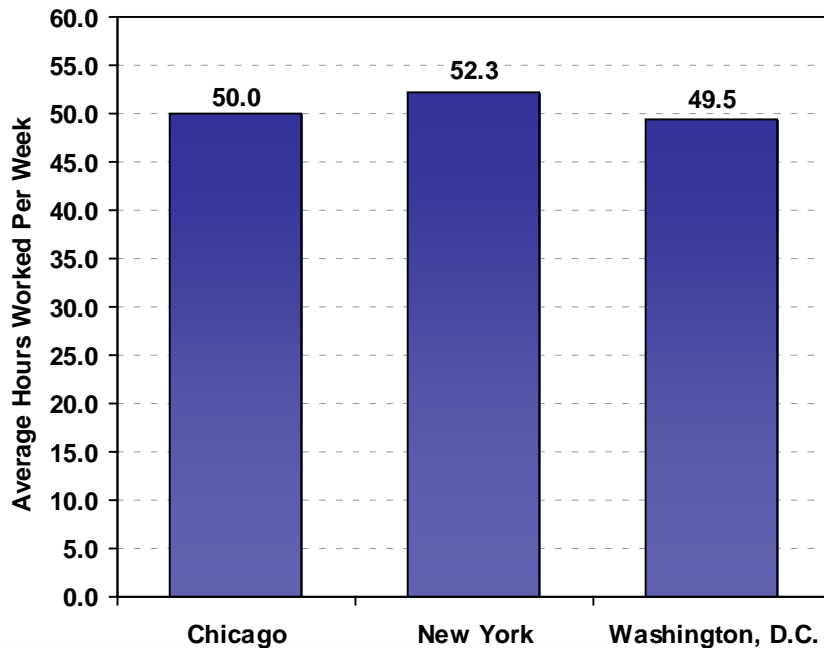
# REPORTING STRUCTURE:

## WHO DOES MARKETING/BD DEPARTMENT REPORT TO?



# AVERAGE HOURS WORKED PER WEEK, SINCE JANUARY 1, 2011

## By City



## By Position

