

Corporate Brief

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About the Legal Digital Marketing Institute

The Legal Digital Marketing Institute (LDMI) is an educational provider whose objective is to promote best practices, provide education and professional certifications in the fields of digital marketing, sales and communications aimed at providers of legal services. This will be achieved through world-class training programs, continuing professional development and professional designations with a global reach.

About the LDMI ID

The LDMI ID serves as a unique identification code assigned by the Institute to applicants, members and certified professionals with the objective of identify them across the different Institute' products and services. An LDMI ID is required in the following scenarios:

- When submitting a Collaboration Points (CP) form
- When applying for any of the Institute's routes for certification
- When participating in an official training course
- When applying for recertification
- When attending any free training that awards Collaboration Points (CP)
- When applying for membership

You will be required to provide your LDMI ID as part of any application to participate in any Institute's event including webinars, courses and workshops.

Before you apply for any certification route, membership or to participate in any LDMI event you must request a LDMI ID. You can request it by contacting **support@legaldminstitute.org**.

About the Certified Legal Digital Marketer™ (CLDM) designation

The Certified Legal Digital Marketer™ (CLDM) certification was created with the goal to provide lawyers, legal marketing consultants and professionals in charge of promoting legal services, with a professional designation that can validate the knowledge and experience obtained in the field of legal digital marketing.

The CLDM certification exam is solely based on the **Become a Legal Digital Marketer** publication which is an official Institute's publication and serves as the official study material for the certification exam (in case you choose the exam route to become certified).

About the Certified Legal Copywriter™ (CLC) designation

The Certified Legal Copywriter™ (CLC) certification was created with the goal to provide lawyers, legal marketing consultants and professionals in charge of promoting legal services, with a professional designation that can validate the knowledge and experience obtained in the field of legal copywriting and sales.

The CLC certification exam is solely based on the **Become a Legal Copywriter** publication which is an official Institute's publication and serves as the official study material for the certification exam (in case you choose the exam route to become certified).

About the Legal Marketing Fundamentals™ (LMF) certificate and badge

The Legal Marketing Fundamentals™ (LMF) badge and certificate shows your commitment and interest in learning more about legal marketing and how it can help you and your legal practice get more clients. Once you have obtained your certificate and badge you can share it on your LinkedIn profile and other social media channels so your employer, colleagues and recruiters (if you are job hunting) can realize your achievement.



Overview of the Collaboration Points (CP) Program

The Collaboration Point (CP) is the unit of measurement to accredit Continuing Professional Development hours through the various educational options available.

It was created with the purpose of validating the commitment to professional development of CLDM certificate holders by participating in all sort of educational activities related to marketing and sales.

The Collaboration Points (CP) collected have two specific goals:

- Serves as a CPD Unit to re-certify as CLDM within a period of 3 years
- Shows your commitment to your professional development

Membership Program

By becoming a member of the Legal Digital Marketing Institute you are showing your commitment to advance your career in the fields of Legal Marketing and Legal Copywriting, and enjoy several other benefits in the process.

Upon obtaining your CLDM or CLC designation through any of the available routes you will be entitled to a 1-year free membership with the Institute. It is up to you, if you want to continue your membership after the first year has passed.

With your membership, the Institute will issue you a membership badge (MLDMI) and a certificate of membership for the initial 1-year period. Additionally, you will be entitled to display the MLDMI post-nominal letters after your name.



Accredited Training Provider (ATP) Program

The Accredited Training Provider (ATP) program comprise educational programs of high quality and relevancy, provided by experienced professionals in the field of legal marketing, legal copywriting and sales.

The Accredited Training Provider (ATP) program is open to all experienced professionals who possess the qualifications and experience to teach legal digital marketing and legal copywriting programs based on the Institute's guidelines.

The process of becoming an ATP is pretty straightforward. You just need to demonstrate that you possess the experience and qualifications to teach the Institute's official programs. This process comprises assessing your qualifications and experience against the Institute's requirements for granting the license.

The goal of the ATP program is to build a world-class educational program and community, that provides the necessary knowledge and tools to thrive in the field of marketing and sales of legal services.

Products

Become a Legal Digital Marketer

This publication serves as the official study guide for the Certified Legal Digital Marketer™ exam.

Additionally, this guide serves as a tool for lawyers, law firms and other legal service providers, to create better digital marketing strategies for their practices.



Become a Legal Copywriter

This publication serves as the official study guide for the Certified Legal Copywriter™ exam.

Additionally, this guide serves as a tool for lawyers, law firms and other legal service providers, to create better copy and sales pages for their practices.



Exam Center

The Exam Center functions as a payment platform for your membership and certifications and for taking certification exams.

Ethics and Professional Conduct

It is your responsibility as a CLDM or CLC designation holder, to act in a professional and ethical manner. Remember, that acting ethically and demonstrating professionalism will help you achieve your goals faster and help you gain recognition in the legal community.

About Accredible and Credential.net

All LDMI's certifications and badges are issued through the Accredible platform and Credential.net, so yourself, employers, recruiters and anyone interested are able to verify your certification status and achievements.

The certificates and badges issued by LDMI through the Accredible and Credential.net platform are as follows:

- Certified Legal Digital Marketer™ certificate and badge
- Certified Legal Copywriter™ certificate and badge
- Legal Marketing Fundamentals™ certificate and badge
- Membership of the Legal Digital Marketing Institute (MLDMI) badge
- Fellow of the Legal Digital Marketing Institute (FLDMI) badge
- Accredited Training Provider (ATP) badge

Companies and Institutions that uses Accredible

Google Cloud, Purdue University, Hootsuite, Digital Marketing Institute, Docker, Rosetta Stone, among others.

Please visit www.accreditable.com and www.credential.net for more information.



LDMI



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