

LEGAL MARKETING ADVANCED COURSE

Course Handbook

LMAC-01





TABLE OF CONTENT

About the Legal Digital Marketing Institute

About the LDMI ID

About the course

Course syllabus

About the Certified Legal Digital Marketer™ (CLDM) credential

Use of your CLDM credential

Ethics and Professional Conduct

What you will receive at the end of this course

About Certifier.io



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 applying for any of the Institute's routes to certification
- When participating in official training courses, webinars and/or any official event sponsored by the Institute
- When applying for recertification
- When applying for membership
- When taking an official training course through the eLearning portal.
- When taking a certification exam as a route to certification

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 an LDMI ID. You can request it by contacting support@legaldminstitute.org.

ABOUT THE COURSE

Course Name: Legal Marketing Advanced Course

Course Code: LMAC-01

Course Format: Blended (Live/On-demand)

Course Duration: 16 hours

Associated certification: Certified Legal Digital Marketer™ (CLDM)

Course Audience: marketing professionals, marketing students, lawyers, law students, general public interested in becoming a professional in legal marketing,

Course Objective:

In this professional course, participants will learn step by step how to develop and implement a comprehensive marketing strategy covering all the sub-disciplines of digital marketing applied to legal services.

Learning Objectives:

- Learn how to create a legal digital marketing strategy from scratch
- Learn how to use social media to build your online presence
- Learn the fundamental aspects of copywriting for a legal marketing strategy
- Learn how to create content that builds your authority as a legal professional
- Learn how to create a website that brings you new clients
- Learn how to build a community around your legal practice
- Learn how to develop and manage your legal brand
- Learn how to effectively plan and execute a successful email marketing campaign
- Learn how to launch a paid advertising campaign through different channels
- Learn how to position your website on search engines

COURSE SYLLABUS

Module 1: Introduction to Legal Marketing

- Module Overview
- The current state of the legal market
- What is marketing?
- What is legal marketing?
- Difference between marketing and sales
- Difference between traditional marketing and digital marketing
- What is a market?
- The total addressable market (TAM)
- Relationship marketing
- The marketing plan
- SMART goals
- Segmentation and positioning
- The marketing mix
- Concept of goods, services and ideas
- Environment in which legal marketing operates
- Behavior of the consumer of legal services
- Conducting market research
- Selecting the target market of a legal services provider
- How to set prices for legal services
- Concept of advertising and public relations
- The concept of value proposition and how to create a value proposition for a law firm
- The unique selling proposition (USP)
- The sales funnel and its stages
- Upselling and cross-selling
- What is prospecting and what is a sales pitch
- What is lead generation and what are the activities to engage leads
- Quiz

Module 2: Building a legal marketing plan from scratch

- Module Overview
- What is a legal marketing plan?
- The components of legal marketing plan
- Understanding the role of the executive summary
- How to write a mission statement
- Conducting a market analysis
- Applying SWOT analysis
- Identifying key competitors and analyzing their strategies

- Creating a detailed buyers persona for targeted marketing efforts
- Establishing clear and measurable marketing objectives
- Crafting a pricing strategy
- Choosing the right channels to reach your target audience
- Budgeting for marketing activities
- Putting everything together into a documented plan
- Quiz

Module 3: Branding for legal services

- Module Overview
- Introduction to branding in the legal sector
- Why you need a branding strategy for your legal practice
- Defining the elements of branding
- Defining the dimensions of branding
- Understanding the process of brand management
- Developing a brand identity for a legal practice
- Crafting an impactful brand message for a legal practice
- Visual identity and design essentials for a legal practice
- Creating a comprehensive brand style guide
- Key aspects of personal branding for lawyers
- What is rebranding and how to determine if you need to rebrand your legal practice
- Crisis management and brand resilience
- Building your legal brand through digital channels
- Integrating a branding strategy into a legal marketing plan
- Quiz

Module 4: Content marketing for legal services

- Module overview
- Understanding the fundamentals of content marketing and its importance in the legal sector
- How to create a strategic framework for content marketing tailored to a law firm
- Planning for ongoing content creation, publication, and adaptation

COURSE SYLLABUS

- Organizing and scheduling content to maintain consistent engagement
- Best practices for creating impactful and informative legal blogs
- Using video content to enhance visibility and client engagement
- Starting a legal podcast to expand reach and establish authority
- Optimizing content for search engines to increase visibility
- Skills for producing clear, compelling, and compliant legal content
- How to effectively use client stories to build trust and credibility
- Enhancing written content with visual elements to improve engagement
- Expanding the reach of your content through various distribution channels
- Building relationships with other platforms to boost content visibility
- Strategies for leveraging social media platforms to enhance content reach
- Understanding the ethical boundaries in legal content marketing
- Tools and techniques for measuring the success of content marketing efforts
- Staying updated with the latest content marketing trends and technologies
- Quiz

Module 5: Social media marketing for lawyers

- Module Overview
- Overview of social media marketing and its importance for law firms
- Crafting a strategic social media marketing plan tailored to the needs and goals of a law firm
- Detailed insights into the most relevant social media platforms for law firms, including LinkedIn, Twitter, Facebook, TikTok, Medium and Instagram
- Best practices for setting up and optimizing social media profiles
- Strategies for developing engaging and appropriate content for different platforms
- Methods for increasing interaction, including likes, comments, and shares
- How to collaborate with influencers to extend reach
- Benefits and strategies for using live streaming to connect with clients

- Best practices for responding to negative comments and reviews
- Preparing for and managing potential crises online
- Tools and techniques for tracking performance and ROI of a social media marketing strategy
- Developing a long-term approach to maintain and grow social media efforts
- Executing effective social media campaigns
- Understanding the legal and ethical boundaries in social media marketing for law firms
- Quiz

Module 6: Community management for legal service providers

- Module Overview
- Overview of community management and its relevance to law firms
- Developing a community management strategic plan tailored to the law firm's goals
- Analysis of various platforms suitable for legal communities (forums, social media, etc.)
- Creating and configuring online community spaces
- Strategies for creating engaging and relevant content to stimulate community interaction
- Techniques for effectively moderating discussions to maintain a positive and productive environment
- Methods to grow and strengthen the community
- Key performance indicators and metrics to track community engagement and success
- Implementing tools and strategies for gathering and analyzing community feedback
- Using the community as a marketing tool to enhance the firm's brand and reach
- Quiz

Module 7: Paid advertising strategies for law firms

- Module Overview
- Understanding the basics of paid advertising and its relevance to law firms
- How to define clear and measurable advertising objectives
- Overview of regulations and ethical considerations specific to legal advertising

COURSE SYLLABUS

- Crafting effective ad text that complies with legal advertising standards
- Designing landing pages that convert visitors into clients
- How to target the right audience with your ads
- How to implement retargeting to increase conversions
- Creating and using video ads in legal marketing
- Benefits of using legal directories for targeted advertising
- Tools and techniques for measuring the effectiveness of advertising campaigns
- How to allocate and manage budgets for maximum impact
- Insights into how ad auctions work and strategies to bid effectively
- Techniques to target local clients through paid ads
- Setting up and managing campaigns on Google Ads
- Setting up and managing campaigns on Meta Advertising platform
- Setting up and managing campaigns on LinkedIn Advertising platform
- Integrating all learning to create a strategic advertising plan for your firm
- Quiz

Module 8: Search engine optimization (SEO) for law firm websites

- Module Overview
- Understanding SEO and its significance in a law firm marketing strategy
- Core concepts of SEO
- Overview of search engine algorithms and indexing processes
- Identifying high-value keywords specific to different areas of law
- Assessing the SEO strategies of competing law firms
- Optimizing website content and structure for search engines
- Crafting effective meta descriptions and title tags that improve click-through rates
- Developing SEO-friendly content that engages potential clients
- Optimizing for local search to attract clients in specific geographic areas

- Techniques for acquiring backlinks that enhance site credibility
- Leveraging social media to boost SEO efforts
- Ensuring the law firm's website is mobile-friendly to meet Google's mobile-first indexing
- Techniques for optimizing images to improve page load speed and visibility
- Understanding and improving the technical factors that impact search rankings
- Tracking website performance and user behavior with Google Analytics
- Using Google Search Console tools to monitor and maintain site presence in Google Search results
- Implementing schema markup to enhance the representation in SERPs
- Debunking common SEO myths that can mislead legal marketers
- Learning how to conduct SEO audits and develop ongoing SEO strategies
- Quiz

Module 9: Email marketing strategies for legal services

- Module Overview
- Overview of email marketing and its importance in legal marketing
- Understanding email marketing regulations
- Techniques for building a permission-based email list and segmenting it for targeted campaigns
- Developing a comprehensive email marketing strategy aligned with firm goals
- Best practices in email design to maximize readability and engagement
- Key elements of effective email copy that converts readers into clients
- Strategies to personalize emails and increase relevance for recipients
- Techniques for crafting calls-to-action and optimizing email layouts for higher conversion rates
- Overview of popular email marketing and automation tools suited for law firms
- Creating automated emails for client onboarding, follow-ups, and nurturing leads
- Metrics to measure and analyze the success of email campaigns

COURSE SYLLABUS

- Best practices to ensure emails reach the recipient's inbox and not the spam folder
- How to use email in conjunction with social media, content, and other marketing efforts
- Ensuring emails are optimized for mobile devices to enhance user experience
- Developing emails for specific occasions, holidays, or trigger events
- Using advanced segmentation to tailor messages and increase engagement
- Quiz

Module 10: Website optimization and structuring for lawyers and law firms

- Module Overview
- Overview of website optimization and its importance for law firms
- Understanding key web design principles that enhance user experience
- Best practices in structuring law firm websites for ease of navigation and optimization
- The most important sections that a law firm website must have
- Techniques to enhance website speed and performance
- Ensuring the law firm's website is fully functional and user-friendly on mobile devices
- Implementing UX design principles to improve client interaction and satisfaction
- Making sure the website is accessible to all users, including those with disabilities
- Implementing security best practices to protect sensitive client information
- Reviewing and selecting the best content management system that fits the law firm's needs
- Best practices for regular maintenance and updates to keep the website performing optimally
- Quiz

Module 11: Copywriting fundamentals for legal marketing

- Module overview
- Understanding the role of copywriting in effective legal marketing
- Adapting writing styles to suit the specific needs and expectations of legal clients

- Creating impactful headlines that capture attention and interest
- Best practices for writing engaging and informative website content, including home, about us, and service pages
- Integrating SEO best practices into copywriting to enhance online visibility
- Developing effective email copy for newsletters, promotions, and client communications
- Writing for various social media platforms to engage and grow a following
- How to tell client success stories that build trust and credibility
- Writing copy that motivates potential clients to take action, such as scheduling a consultation
- Designing and writing for high-converting landing pages
- Crafting copy for pay-per-click advertising campaigns, including Google Ads and social media ads
- Applying principles of persuasion to encourage client engagement
- Techniques for ensuring copy is error-free and polished
- Integrating visuals to complement and enhance the written message
- Methods for testing different versions of copy to determine the most effective approach
- Creating a cohesive and comprehensive copywriting strategy that aligns with overall marketing goals
- Quiz

Module 12: Executing a successful digital marketing strategy for a law practice

- Module Overview
- Introducing the case study for the module
- Reviewing the legal marketing plan
- The social media strategy: Step by step
- The content marketing strategy: Step by step
- The paid advertising strategy: Step by step
- The community management strategy: Step by step
- The SEO strategy: Step by step
- Website optimization and automations
- The email marketing strategy: Step by step



COURSE SYLLABUS

- Measuring results and applying changes
- Documenting lessons learned for future legal marketing strategies

Final Quiz



ABOUT THE CERTIFIED LEGAL DIGITAL MARKETER™ CREDENTIAL

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 syllabus covers the entire spectrum of digital marketing but aimed specifically to the promotion of legal services.

The CLDM designation is awarded to those who complete the **Legal Marketing Advanced Course (LMAC-01)** course. The course is available in the following formats:

- Live online (delivered by accredited training providers)
- Live on-site (delivered by accredited training providers)
- On-demand (available through our eLearning platform)

To explore our upcoming live accredited certification courses, please visit www.legaldminstitute.org/upcoming-events.



USE OF YOUR CLDM CREDENTIAL

Once you achieved your certified status, you can display your badge and certification through social media channels. Through the Accredible platform you can share your certification and badge through different social media channels so employers, recruiters, educational institutions and/or any interested person can verify your achievement.

Additionally, you can use the CLDM post-nominal letters after your name, and display the digital badge in business cards, promotional material, resumes, linkedin profile, email footer, website footers, etc.

Important Notice

- You cannot display the CLDM post-nominal letters and the digital badge, if your certification has expired.
- Remember to use CLDM post-nominal letters and the digital badge in a professional and ethical manner.
- When you receive your CLDM certificate and badge, we will send you detailed instructions on how to use your CLDM designation.

ETHICS AND PROFESSIONAL CONDUCT

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

ABOUT CERTIFIER.IO

All LDMI's certifications and badges are issued through the Certifier platform, so yourself, employers, recruiters and/or anyone interested will be able to verify your certification status and achievements.

The certificates and badges issued by LDMI through the Certifier platform are as follows:

- Certified Legal Digital Marketer™ certificate and badge
- Certified Legal Marketing Associate™ certificate and badge
- Certified Legal Marketing Specialist™ certificate and badge
- Legal Marketing Fundamentals™ certificate and badge
- Legal Copywriting 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

Visit www.certifier.io for more information.



The logos displayed on this page are the property of their respective owners. The use of the logos on this page are for informational and reference purpose only.



WHAT YOU WILL RECEIVE AT THE END OF THIS COURSE

As part of the course experience, you will receive the following additional benefits:

- A PDF copy of the official publication **Become a Legal Digital Marketer - Second Edition**.
- A complete customized legal marketing plan for your legal practice.
- 1-year professional membership.
- The option to publish 3 articles on our blog (plus social media posts).
- Access to our private Facebook and LinkedIn groups for certified professionals.
- Discounts on our legal marketing agency services (visit [Clever Legal Marketing](#) for more information).

Become a Professional

Contact us // support@legaldminstitute.org

©Legal Digital Marketing Institute
All rights reserved

