

Certified Legal Digital Marketer™ Handbook



 **CLDM**

LEGAL DIGITAL MARKETER

CERTIFIED
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Important Information

This certification program was designed following ISO 17024 and ISO 9001 guidelines to ensure the quality of the credential.

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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 identifying them across the different Institute's 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, or 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 Certified Legal Digital Marketer credential

The Certified Legal Digital Marketer™ (CLDM) certification was created with the goal of providing 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 marketing.

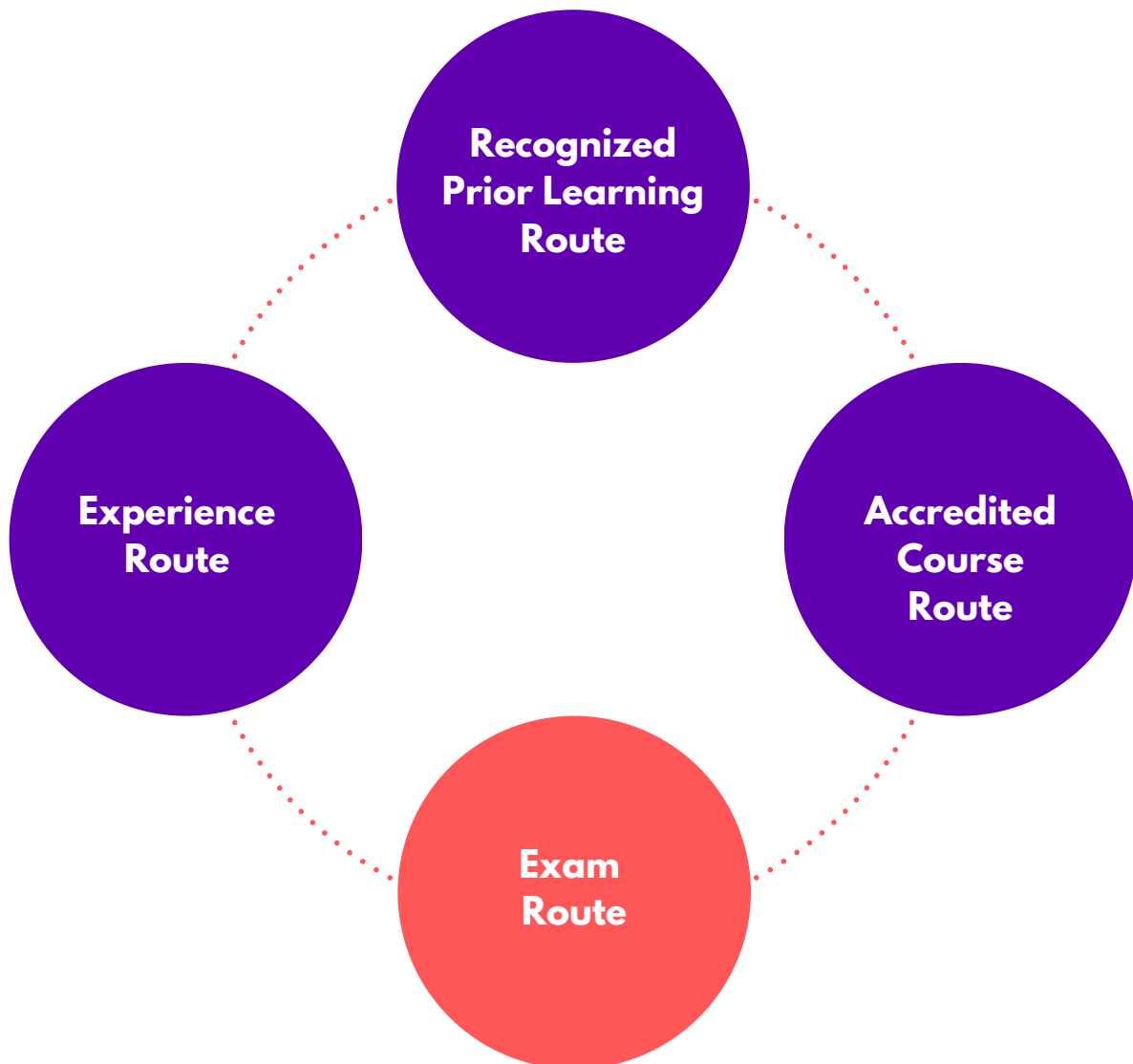
The CLDM syllabus covers the entire spectrum of digital marketing but aimed specifically to the promotion of legal services.

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).

Routes to certification

The Legal Digital Marketing Institute makes available 4 routes to obtain the Certified Legal Digital Marketer (CLDM) credential for qualified candidates. The 4 routes are as follows:

- Recognized Prior Learning (RPL) Route
- Experience Route
- Accredited Course Route
- Exam Route



Recognized Prior Learning route

To qualify for this route, you must be or have:

- Be a qualified Lawyer or legal marketing professional **(required)**
- Have obtained at least **21 hours** of legal marketing education in the past two (2) years **(required)**.

The education obtained could be from different sources including courses, seminars, and/or classes in any format available.

You can apply directly to this route using the online form available on the certification's webpage (www.legaladminstitute.org/certified-legal-digital-marketer). Instructions for filling out the application can be found on the certification page.

To apply through the online form you must provide the following information:

- Full Name
- Email Address
- LDMI ID
- Course title
- Course provider
- Course duration
- Course syllabus
- Course delivery method
- Course completion date

You could also send us the requested information by email at support@legaladminstitute.org and we will assist you in completing the application.

Experience route

To qualify for the **Experience Route** you must:

- Demonstrate that you have at least 1 year of experience providing marketing services to legal service providers or have worked as an internal or external marketing consultant for a legal service provider and/or,
- Demonstrate that you have worked on at least three (3) legal marketing-related projects in the past year.

The experience component can be demonstrated by an updated resume and must contain:

- Only relevant information to your application (experience and project evidence in legal marketing).
- A link to your LinkedIn profile.

You can apply directly to this route using the online form available on the certification's webpage (www.legaldminstitute.org/certifier-legal-digital-marketer). Instructions for filling out the application can be found on the certification page.

You could also send us the requested information by email at support@legaldminstitute.org and we will assist you in completing the application.

Accredited Course route

Once you complete an accredited course delivered by an accredited training provider or by the Institute, you will automatically receive your certification upon completion through the Certifier platform.

If you sign up for the on-demand course that leads to the CLDM credential, you will automatically earn the certification upon completion. The certification and badge will be issued to you within 1 to 3 business days. On-demand courses are available through elearning.legaldminstitute.org.

Exam route

You can obtain your certification and badge by completing a **120 questions** online exam based on the syllabus of the **Become a Legal Digital Marketer** publication. You will have **180 minutes** to complete the exam and you need to score at least **70%** to pass the assessment. You will have **3 exam attempts** included with your exam purchase.

The CLDM exam contains questions in the following formats:

- Multiple Choice
- True or False
- Scenario-based questions

Once you have completed your exam you will obtain the result immediately. To protect the exam integrity, no feedback will be given after completing the exam except for the percentage of right answers obtained.

After you have passed the assessment you will receive automatically your CLDM certification and badge electronically, within 1 to 3 business days.

To take the assessment you can purchase an exam attempt directly through the **Exam Portal**. (www.legaldminstitute.org/exam-portal)

If you have any questions before purchasing your CLDM exam access you can contact us at support@legaldminstitute.org.

How the certification process works

The certification process is divided into 5 steps. The steps are as follows:

Step 1: Request an LDMI ID

Step 2: Choose your certification route

Step 3: Complete the set requirements of the chosen certification route

Step 4: Apply for the CLDM certification (if required)

In order to apply to your chosen route of certification, you need to fill out the online form available on the CLDM certification page. Once filled out, you must send it to us for review and approval.

Step 5: Pay the certification fee and get certified! (if required)

Additional Notes:

- If you choose to get certified by taking an accredited course through the learning portal, the certification fee is included in the course fee.
- If you choose to get certified through the exam route, the exam fee must be paid before taking the assessment through the exam portal.
- If you choose to get certified through the recognized prior learning or the experience route, you must pay the certification fee once your application has been approved. You can pay your certification fee through the LDMI Store.
- The Exam route does not require an application. You can purchase the exam access directly through the Exam Portal and then proceed to take the assessment. Upon passing, you will receive your CLDM certification and badge within 1 to 3 business days.

Membership through certification

Upon obtaining your CLDM 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.



Recertification policy

You need to re-certify every **4 years** by demonstrating that you are current within the legal marketing profession. You can do so by providing any of the following:

- An updated resume with at least 3 projects related to legal marketing (include links to portfolio) or,
- Three (3) clients' recommendations from past projects related to legal marketing.

If you decide to retake the CLDM exam to re-certify you will be entitled to a 50% discount in your exam fee.

Use of your CLDM credential

Once you have achieved your certified status, you can display your badge and certification through social media channels. Through the **Certifier** 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.

Certification and recertification fees

The current CLDM certification application fee for any of the available routes is **USD 300.00**.

The current CLDM re-certification fee for any of the available routes is **USD 150.00**.

LDMI Store

The LDMI Store functions as a payment platform for your membership, certification, and recertification fees.

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

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.



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Get certified

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