

# Certified Legal Marketing Associate™ Handbook



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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 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](mailto:support@legaldminstitute.org).

# About the Certified Legal Marketing Associate credential

The Certified Legal Marketing Associate™ (CLMA) certification was created for professionals who are starting their careers in the field of legal marketing. Recipients of this certification have demonstrated core knowledge of legal marketing and are able to support marketing efforts in law firms and legal departments.

The CLMA core syllabus covers the fundamentals of marketing aimed specifically to those starting their professional career in the field of legal marketing.

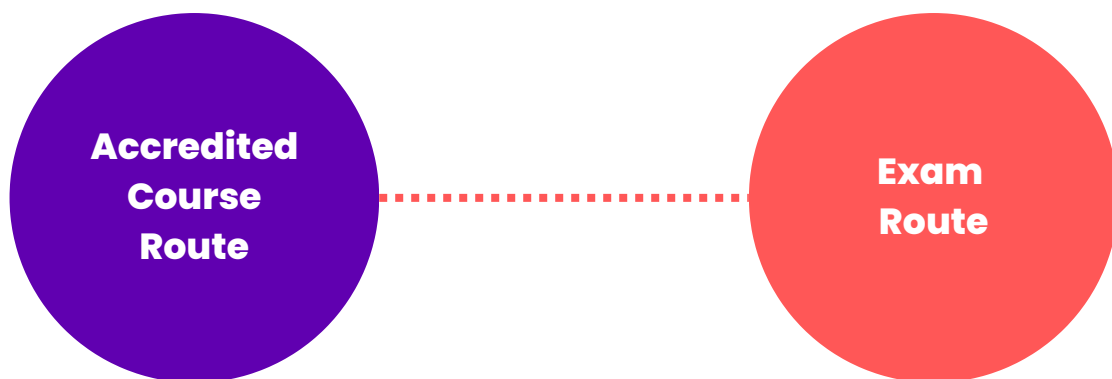
The CLMA certification exam is based on chapter 2, 3, 15 and 16 of the book **Become a Legal Digital Marketer** which is an official institute's publication and serves as the official study material for the certification exam (in case you choose the exam route to become certified).

## Routes to certification

The Legal Digital Marketing Institute makes available 2 routes to obtain the Certified Legal Marketing Associate (CLMA)™ credential for qualified candidates.

The 2 routes are as follows:

- Accredited Course Route
- Exam Route



## 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](https://elearning.legaldminstitute.org).

## Exam route

You can obtain your certification and badge by completing a **60-question** online exam based on the syllabus of the **Become a Legal Digital Marketer** publication (Chapter 1). You will have **90 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 CLMA exam contains questions in the following formats:

- Multiple Choice
- True or False

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 your CLMA 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](#).

If you have any questions before purchasing your CLDM exam access you can contact us at [support@legaldminstitute.org](mailto: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 CLMA certification (if required)

**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.
- 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 CLMA certification and badge within 1 to 3 business days.

## Membership through certification

Upon obtaining your CLMA 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.



## Use of your CLMA credential

Once you 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 CLMA 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

- Remember to use CLMA post-nominal letters and the digital badge in a professional and ethical manner.



## Certification and recertification fees

The current CLMA 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 and certification fees.

## Ethics and professional conduct

It is your responsibility as a CLMA 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](http://www.certifier.io) for more information.



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# Get certified

Contact us // [support@legaldminstitute.org](mailto:support@legaldminstitute.org)

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