

Certified Legal Marketing Specialist™ Handbook



CLMS-SM
SOCIAL MEDIA MARKETING
CERTIFIED ★★

CLMS-SEO
SEARCH ENGINE OPTIMIZATION
CERTIFIED ★★

CLMS-B
LEGAL BRANDING
CERTIFIED ★★

CLMS-DA
DIGITAL ADVERTISING
CERTIFIED ★★

CLMS-CM
CONTENT MARKETING
CERTIFIED ★★

CLMS-CMM
COMMUNITY MANAGEMENT
CERTIFIED ★★

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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.

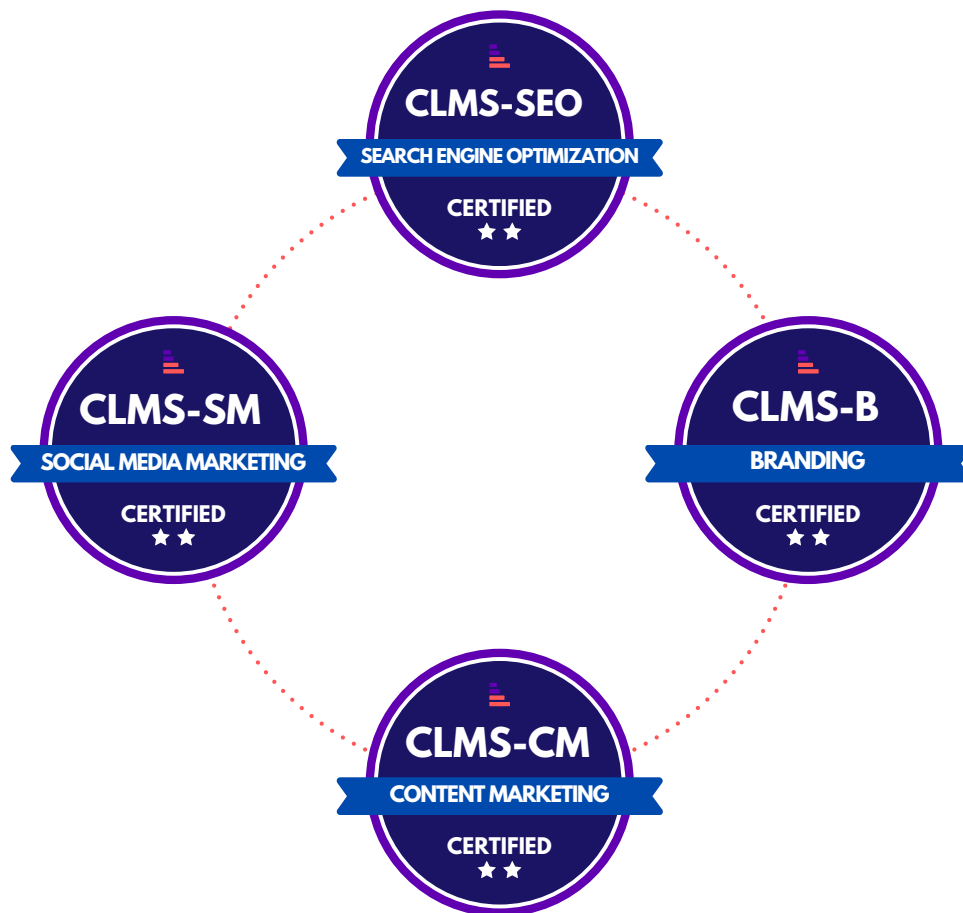
Before you apply for any certification route, or membership or to participate in any LDMI event you must request an LDMI ID. You can request it by contacting support@legaldminstitute.org.

About the Certified Legal Marketing Specialist credential

The Certified Legal Marketing Specialist™ (CLMS) covers a specific specialization of digital marketing for those professionals who wish to specialize in one of the disciplines of legal marketing. The certifications currently available are as follows:

- Certified Legal Marketing Specialist™ – Branding (CLMS-B)
- Certified Legal Marketing Specialist™ – Social Media Marketing (CLMS-SM)
- Certified Legal Marketing Specialist™ – Content Marketing (CLMS-CM)
- Certified Legal Marketing Specialist™ – Search Engine Optimization (CLMS-SEO)

Review the [course syllabus](#) for each specialization to learn more about what's covered in each certification.



Routes to certification

To earn the Certified Legal Marketing Specialist™ certification, the Institute makes available to qualified candidates the **accredited course route**.

Each CMLS specialization has an official certification course that can be taken through the eLearning portal or through an Accredited Training Provider.

For more information, visit the [upcoming events](#) page or the [eLearning](#) site.

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.

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 CLMS certification (if required)

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

Additional Notes:

- If you choose to get certified by taking a course through an accredited training provider or through the eLearning portal, the certification fee is included in the course fee.

Membership through certification

Upon obtaining your CLMS 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 CLMS 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 CLMS 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 CLMS post-nominal letters and the digital badge in a professional and ethical manner.

Certification and recertification fees

The CLMS certification fee is included when you purchase an accredited certification course related to a specific specialization.

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 CLMS 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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