

Legal Marketing Fundamentals™

Handbook



 **LMF**

LEGAL MARKETING FUNDAMENTALS

CERTIFIED



| legaldminstitute.org

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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 Legal Marketing Fundamentals certificate

The Legal Marketing Fundamentals™ (LMF) 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.



How can you earn the LMF certificate and badge

The Legal Marketing Fundamentals (LMF)[™] certificate and badge can be earned by:

- Completing an official training course that qualifies for the certificate and badge.

You can review our upcoming online courses at the [upcoming events](#) site.

Use of your LMF certificate and badge

Once you have achieved your certified status, you can display your badge and certificate 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 LMF post-nominal letters after your name, and display the digital badge on business cards, promotional material, resumes, LinkedIn profiles, email footers, website footers, etc.

Important Notice

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

Ethics and Professional conduct

It is your responsibility as a LMF certificate 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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Earn your LMF

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