



LMA CORE Competencies Online

Your **C**ontinuing **O**nline **R**esource for Legal Marketing **E**ducation

Core Competencies are based on the foundational elements of legal marketing. Visit www.legalmarketing.org and click on Education to access the new LMA online education portal. Search for educational opportunities by core competency, firm size

LMA Core Competencies

Branding — The distinctive personality based on a promise of value that is different from any other firm, branding embodies a coherent message and coordinated communication based on thoughts, feelings, or messages.

Business Development — The methodical approach to gain more clients and win more business.

Business of Law — The nuts and bolts of running the law firm business including finance, management, sales growth and ROI.

Career Development — The leadership, presentation and writing skills, organization and management knowledge to increase responsibility.

Communications — Delivery of effective messaging and powerful correspondence to inspire action, growth and change.

Event Management — Concept to completion of the multi-dimensional activities and stages of marketing and developing business relationships.

Public Relations — Establishing and promoting a favorable relationship with the public by strategic use of media channels.

Research — Broad range of tools to provide data and analysis in order to reduce uncertainty in business decision-making.

Strategic Planning — Determining the steps required to reach an objective that makes the best use of available resources.

Technology — The purposeful application of information in the form of design, production, Web sites, e-mail marketing and more.

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Firm Size

LMA recognizes the different professional needs based on your firm size. Size is defined as:

Solo Marketer/ Consultant	Small	Medium	Large
	20-100 Attorneys	101-250 Attorneys	251+ Attorneys

Course level

Essential — Marketers with one to five years of experience have a vital need to establish themselves as professionals within their firms and require a strong foundational knowledge of legal marketing. LMA provides these legal marketers with the foundational education and tools to better comprehend and execute their responsibilities.

Mezzo — Legal marketers with five to eight years of experience face an important stage when their career is evolving from a reactionary, tactical role into a more proactive or strategic managerial role. For legal marketers experiencing this important phase, LMA provides the necessary education and training required to successfully transition into a strategic leadership position where their being proactive and opportunistic will present them with ample opportunities to advance their career within the legal marketing industry.

Advanced — Legal marketing professionals with nine to 14 years of experience have reached a point in their career where they are ready to pursue an advanced level position within their firms. Their desire to be perceived as a strategic partner and trusted advisor can be attained through valuable LMA education and training that provides them with the necessary tools needed to hone their skills, train their staff and elevate their position and standing as an equal among their colleagues and attorneys in the firm.

Master — Professionals with 15 or more years of marketing experience have positioned themselves as the primary advisor within their firms and are responsible for managing high expectations through the implementation and driving of appropriate strategies. LMA offers these experts a variety of networking opportunities for exchanging best practices and idea sharing with equivalent master-level professionals from both inside and outside of the legal marketing industry. LMA's valuable exposure opportunities offers these expert-level professionals instances to be recognized as leaders, allowing them to further establish themselves as mastermind thought leaders within the legal marketing industry.

Visit www.legalmarketing.org to learn about upcoming educational opportunities.