Meta Certified Digital Marketing Associate

The successful candidate has the foundational knowledge and skills necessary to implement and manage digital marketing strategies, including establishing a digital presence, the fundamentals of advertising, managing different types of digital advertisements, and reporting to measure and improve marketing outcomes. This test will be an entry point into the Meta certification program, with additional opportunity to pursue further professional certifications from Meta.

This is a certification for entry-level marketing professionals, advertising and marketing students, interns, etc. The exam targets secondary and immediate post-secondary students, including early-career professionals. The successful candidate is qualified to create and manage digital marketing campaigns across the Meta platforms, with at least 150 hours of instruction and hands-on experience.

1. The value of Meta technologies

- 1.1 Identify Meta technologies.
- 1.2 Communicate the value proposition of Meta technologies for businesses.

2. Establish a business presence

- 2.1 Identify the steps to establish a business presence on Facebook, Instagram and WhatsApp and the tools needed to engage with audiences.
- 2.2 Explain the process to customize settings within Meta Ads Manager.
- 2.3 Apply creative best practices optimized for mobile experiences.

3. Advertising fundamentals

- 3.1 Recognize the value of advertising on Meta technologies.
- 3.2 Recognize the importance of matching business goals to ad campaign objectives.
- 3.3 Communicate the value of the Meta Pixel and the Conversions API.

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3.4 Describe how people are charged for ads and where the ads are shown.

3.5 Identify data privacy protections and common ad policies.

4. Create and manage ads

4.1 Identify the differences among boosting a Page post, promoting a post on Instagram and creating an ad in Ads Manager.

4.2 Identify settings available at the campaign, ad set and ad level.

4.3 Determine the ad campaign objective to achieve business goals.

4.4 Identify ad targeting capabilities.

4.5 Determine the appropriate ad formats for a given scenario.

4.6 Identify budget and ad scheduling options.

4.7 Identify the relationship between budget and estimated results.

5. Reporting

5.1 Identify campaign results through Meta Ads Reporting.

5.2 Measure the success of a campaign.

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