



# Meta Certified Digital Marketing Associate



**Meta** builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram, and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

In collaboration with Meta, Certiport, a Pearson VUE business, is proud to bring you the Meta Certified Digital Marketing Associate Certification. The Meta Certified Digital Marketing Associate is a great addition to the Certiport business certification portfolio and our first that focuses on helping learners launch a career in marketing.

Learners who earn the Meta Certified Digital Marketing Associate Certification understand the value that advertising on Meta technologies can deliver for businesses, small and large, by helping them reach new and existing customers. Whether a learner wants to start a career in marketing or upskill and expand their expertise, the Meta Digital Marketing Associate Certification is a great place to reach professional goals and validate their skillset.

## The demand for marketing professionals is increasing



Recommended by the American Council on Education for 1 credit hour in marketing at post-secondary institutions.



	SOCIAL MEDIA MARKETING SPECIALIST	MARKETING ANALYST
MEDIAN PAY 2022	\$55,690	\$58,467
JOB OUTLOOK 2022-2023	13% job growth (Much faster than average)	13% job growth (Much faster than average)
SIMILAR OCCUPATIONS	<ul style="list-style-type: none"> <li>• Social Media Analyst</li> <li>• Social Media Strategist</li> <li>• Social Media Communications Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Marketing Analyst</li> <li>• Customer Insights Analyst</li> <li>• Marketing Communications Specialist</li> </ul>

Source: U.S. Bureau of Labor Statistics and Salary.com

## The exam is based on the following objective domains:

### The Value of Meta Technologies

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

### Establish a Business Presence

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

### Advertising Fundamentals

- Recognize the value of advertising on Meta technologies.
- Recognize the importance of matching business goals to ad campaign objectives.
- Communicate the value of the Meta Pixel and the Conversions API.
- Describe how people are charged for ads and where the ads are shown.
- Identify data privacy protections and common ad policies.

### Reporting

- Identify campaign results through Meta Ads Reporting
- Measure the success of a campaign

### Creating and Managing Ads

- Identify the difference among boosting a Page post, promoting a post on Instagram and creating an ad in Ads Manager.
- Identify settings available at the campaign, ad set and ad level.
- Determine the ad campaign objective to achieve business goals.
- Identify ad targeting capabilities.
- Determine the appropriate ad formats for a given scenario.
- Identify budget and ad scheduling options.
- Identify the relationship between budget and estimated results.



**CertPREP**  
C O U R S E W A R E

## Learning materials

Certiport has a selection of various curricula and practice tests that can help supplement any course in business. These materials can be used in the classroom, remotely, or in a blended learning situation.

CertPrep Practice Tests, powered by GMetrix, are also available. They can be used in training mode which helps students learn one question at a time or can simulate the actual exam environment to help alleviate anxiety and ensure learners are prepared.

Check out the curriculum that is right for you and speak to a Certiport Representative about how you can get everything you need to prepare learners for a successful future.

To learn more about Meta certifications from Certiport, visit [www.certiport.com/meta](http://www.certiport.com/meta).