Course Name:

Meta Certified Digital Marketing Associate

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About the Program

The Meta Certified Digital Marketing Associate program provides candidates with the essential knowledge and foundational skills needed to manage effective digital marketing strategies across Meta's platforms. This comprehensive course is ideal for early-career professionals, marketing and advertising students, and interns looking to establish a solid understanding of digital marketing principles. Spanning over 150 hours, this program includes hands-on experience in managing ad campaigns, understanding advertising fundamentals, reporting, and optimization strategies. The curriculum ensures that candidates develop the capability to plan, execute, and evaluate digital marketing efforts, gaining insights into maximizing ROI and achieving marketing goals efficiently. Graduates can further advance their skills by pursuing higher Meta certifications, building a strong foundation for a successful career in digital marketing.

Program Highlights

1. **Meta Certification**: Globally recognized certification by Meta.
2. **Comprehensive Learning**: 150+ hours of e-learning and hands-on experience.
3. **Career-Ready Skills**: Practical digital marketing tools and strategies.
4. **Job-Ready**: Focus on creating, managing, and optimizing campaigns on Meta platforms.

What You Will Learn

1. **Establishing Digital Presence**: Build foundational knowledge on digital identity and branding on Meta platforms.
2. **Advertising Essentials**: Understand key concepts of digital advertising, ad formats, and strategies.
3. **Campaign Creation**: Learn to create and optimize ads effectively across Meta platforms.
4. **Ad Management**: Manage various types of ads and refine audience targeting for better engagement.
5. **Data & Reporting**: Track and analyze campaign performance, utilizing insights for optimization.
6. **Certification Path**: First step into the Meta certification program, paving the way for advanced certifications.

Career Opportunities

- Digital Marketing Associate
- Social Media Manager
- Marketing Coordinator
- Content Marketing Specialist
- Ad Campaign Manager
- Marketing Analyst

About TheLearnAge

TheLearnAge is a leading ed-tech platform dedicated to bridging the gap between education and career readiness. By offering practical, industry-aligned courses and certifications, TheLearnAge empowers students and professionals to build valuable skills that meet real-world job demands. Our mission is to make high-quality, specialized learning accessible to anyone eager to grow their expertise in today's dynamic job market. Each program is designed by experts and provides learners with up-to-date knowledge, hands-on experience, and globally recognized certifications.

Why TheLearnAge

1. **Expert-Curated Courses**: Industry-relevant curriculum designed by professionals.
2. **Flexible Learning**: E-learning model enabling learning at your own pace.
3. **Career Guidance**: Pathways to align courses with job roles and opportunities.
4. **Global Certification**: Recognized qualifications from established authorities.
5. **Affordable Pricing**: Competitive fees with high ROI in career advancement.
6. **Student Support**: Dedicated support team to guide and assist learners.

Eligibility and How It Works

Eligibility Criteria

- Completion of 12th standard or equivalent.
- A bachelor's or master's in Computer Science or related field.
- Degree/diploma in engineering.
- Strong interest in programming and digital technology.

How It Works

1. **Sign Up**: Register using your mobile number or email.
2. **Add Courses to Cart**: Select courses aligned with your goals.
3. **Confirmation Email**: Receive an enrollment confirmation email post-payment.
4. **Certificate Eligibility**: Complete the course within 6 months for certification eligibility.
5. **Browse and Select**: Explore TheLearnAge's programs upon logging in.
6. **Make Payment**: Secure payment for course enrollment.
7. **Access Course Materials**: Start learning with provided course materials.
8. **Completion & Certification**: Pass the final exam to earn your Meta certification.

Demand for Course

The Meta Certified Digital Marketing Associate program is in high demand as digital marketing becomes indispensable for businesses of all sizes. Certified professionals gain credibility and opportunities to work on global campaigns, making this a valuable credential for aspiring digital marketers.

Career Path with Salary Packages

- Entry-Level Digital Marketing Associate: ₹3-5 LPA
- Social Media Specialist: ₹4-6 LPA
- Ad Campaign Manager: ₹5-8 LPA
- Marketing Analyst: ₹6-10 LPA
- Senior Marketing Manager: ₹8-12 LPA
- Digital Marketing Director: ₹12-18 LPA

Learning Path Structure

The course is designed in eight modules to progressively build expertise, from foundational knowledge to practical advertising skills on Meta platforms.

Learning Path Detail

Module 1: The Value of Meta
Module 2: Establishing a Platform Presence - Part 1
Module 3: Establishing a Platform Presence - Part 2
Module 4: Advertising Fundamentals
Module 5: Creating and Managing Ads - Part 1
Module 6: Creating and Managing Ads - Part 2
Module 7: Creating and Managing Ads - Part 3
Module 8: Reporting