

Meta Certified Digital Marketing Associate





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About TheLearnAge

TheLearnAge is your ultimate online educational platform offering over 350+ online courses designed to upgrade your skills and keep you ahead in today's smart world. With industry-leading partners such as **IBM, Microsoft, Cisco, Tally, Adobe, Autodesk, Apple, PMI, Meta, and many more**, you can learn directly from the experts and get certified in the latest technologies and tools that drive innovation.

TheLearnAge provides certification programs to validate skills and boost career opportunities within a flexible and innovative learning setting. Students have the freedom to engage with state-of-the-art curriculum at their preferred speed, enhancing their market value and competitiveness. With a user-friendly interface and a dedication to excellence, the platform guarantees a top-notch educational journey for skill improvement and career progression.

Certified By



**APP DEVELOPMENT
WITH SWIFT**
Associate

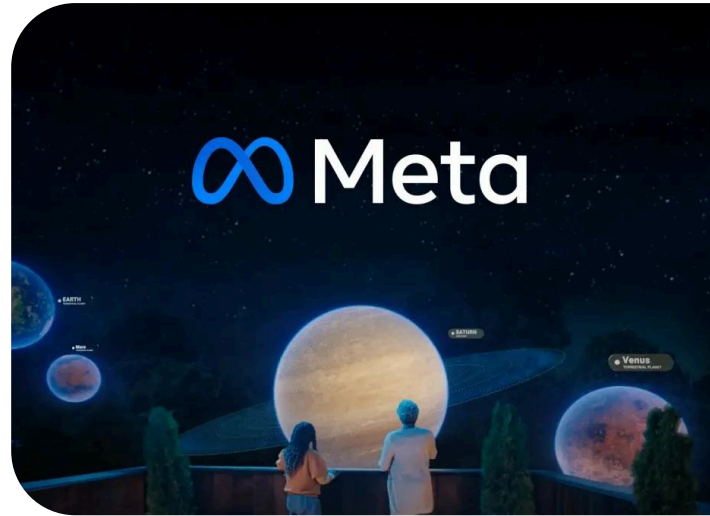
Master the future with TheLearnAge. Learn from the best, including IBM, Adobe, Autodesk, PMI, Cisco, Microsoft, Tally, Apple, Meta. Get certified in the latest technologies. Advance your career with flexible, expert-driven courses.





About the Meta

Meta is a global leader in technology and innovation, transforming how people connect, communicate, and share experiences. Formerly known as Facebook Inc., Meta is the parent company behind some of the world's most widely used platforms, including Facebook, Instagram, WhatsApp, and Messenger. These platforms empower billions of users worldwide to stay connected, build communities, and foster meaningful relationships, whether personal or professional.



Key Points

Global Connection : Meta connects billions of people worldwide through its platforms like Facebook, Instagram, WhatsApp, and Messenger, fostering communities and enabling meaningful communication.

Innovation and the Metaverse : Meta is leading the development of the metaverse, creating immersive experiences with cutting-edge technologies like augmented reality (AR) and virtual reality (VR).

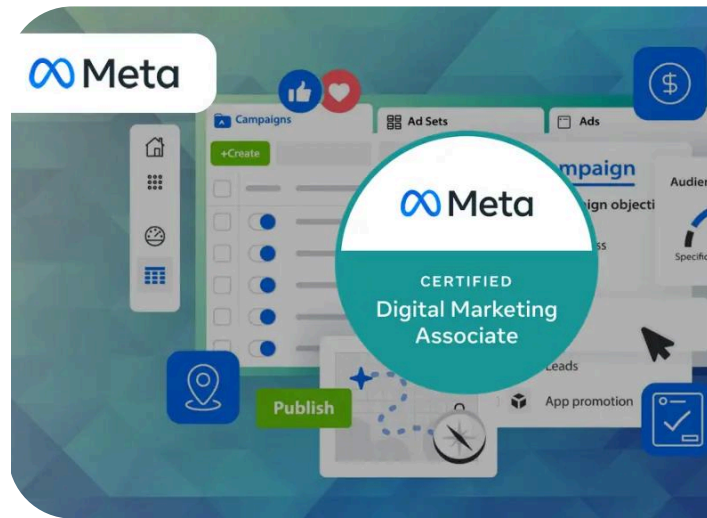
Empowering Businesses : Meta provides powerful tools and solutions for digital marketing, helping businesses reach their target audiences with precision and achieve measurable results.





About the Program

The Meta Certified Digital Marketing Associate program offers essential skills to create and manage campaigns on Meta platforms like Facebook and Instagram. It covers audience targeting, ad optimization, and performance analysis, providing hands-on experience with Meta's tools. Designed for beginners and marketing enthusiasts, this program helps you build a strong foundation in digital marketing. Earn a globally recognized certification and boost your career in the digital space.



Key Features

Comprehensive Curriculum : Dive into the core principles of digital marketing with a focus on Meta's advertising platforms like Facebook, Instagram, and Messenger. Gain the skills needed to create impactful campaigns.

Industry-Recognized Certification : Achieve a globally respected credential that demonstrates your expertise in Meta's digital marketing ecosystem. Stand out in the competitive job market.

Hands-On Practice : Work on real-world marketing scenarios and challenges to develop practical skills. Learn how to create, manage, and optimize ad campaigns effectively.

Flexible Learning Options : Adapt the program to your schedule with self-paced modules and resources designed to accommodate both beginners and working professionals.

What You Will Learn

This program equips you with the foundational knowledge and skills to thrive in digital marketing using Meta technologies. Here's an overview of what you will master:

1. Understanding the Value of Meta Technologies

- Recognize the various Meta platforms such as Facebook, Instagram, and WhatsApp.
- Articulate how these technologies deliver value to businesses and support their growth.

2. Establishing a Business Presence

- Learn the steps to build a strong presence on Facebook, Instagram, and WhatsApp.
- Discover tools to engage with audiences and customize settings in Meta Ads Manager.
- Master creative best practices optimized for mobile audiences.

3. Mastering Advertising Fundamentals

- Understand the advantages of advertising on Meta platforms and how to align campaigns with business objectives.
- Learn about Meta Pixel, Conversions API, ad placements, pricing models, and privacy protections.

4. Creating and Managing Ads

- Differentiate between boosting posts, promoting Instagram posts, and creating ads in Ads Manager.
- Explore campaign settings, ad targeting options, budget management, and ad formats to align with business goals.
- Learn how budgets influence campaign results and how to schedule ads effectively.

5. Reporting and Measuring Success

- Gain insights into campaign performance using Meta Ads Reporting.
- Develop the ability to measure and analyze success to optimize future campaigns.



Why TheLearnAge



Extensive Course Selection

Offers over 350+ online courses covering a wide range of topics to upgrade skills and knowledge.



Industry-Leading Partners

Collaborates with top industry leaders like IBM, Microsoft, Cisco, Tally, Adobe, Autodesk, Apple, and PMI, Meta, providing expert-led courses and certifications.



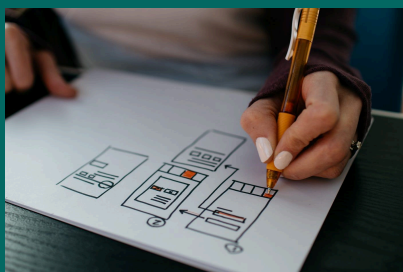
Official Certification Program

Provides certification programs that validate learner's skills and credentials, enhancing their career prospects and competitiveness in the job market.



Placement Opportunities

Enables learners to receive placement offers from big companies, boosting their employment potential



Intuitive Interface

Features a user-friendly learning management system that makes course navigation and usage seamless.



Marketability and Career Enhancement

Equips learners with the skills and certifications needed to succeed and stay competitive in today's rapidly evolving job market.

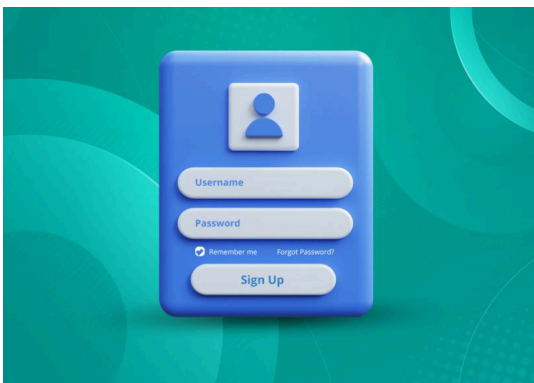
Eligibility Criteria

For admission into this Full Stack Developer, candidates :

- ✓ 12th class or an 1 equivalent level.
- ✓ A degree/diploma in engineering
- ✓ A bachelor's or master's in computer science
- ✓ Inclination towards Programming
- ✓ Working Professional
- ✓ Any technical Degree



How to Enroll!!!



01

Sign up

Begin your journey by signing up on TheLearnAge platform.

Choose Your Course

Explore and select from our diverse range of specialized training and certification courses.

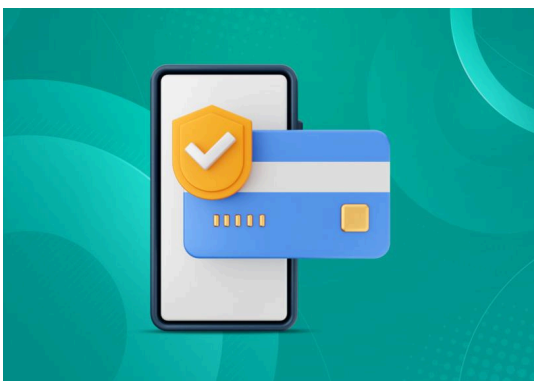
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Secure Payment

Proceed to make a secure payment for your chosen course.





Access Course Materials

Once you receive the Email, use the links provided to access your course materials and resources. Receive Confirmation

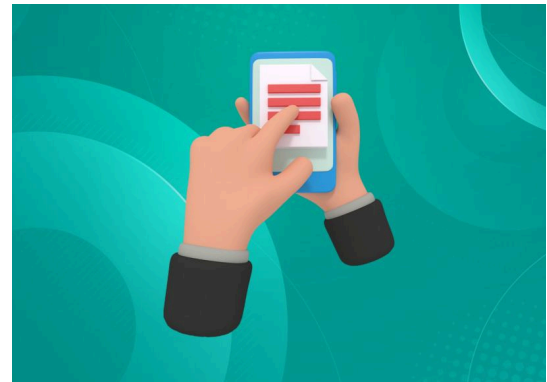


01

Receive Confirmation

Once payment is done successfully, You will get confirmation mail of your purchased course and within 24-48 Hours you will receive your purchased course link on your registered Email.

02



03

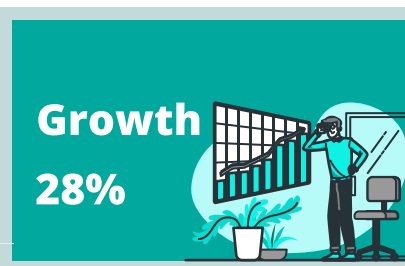
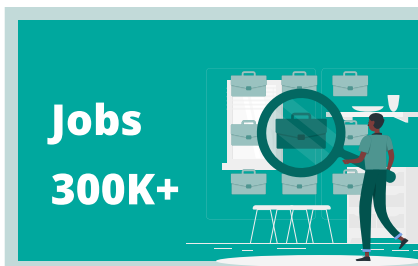
Complete and Certify

Finish your course within 6 months, pass the online exam, and receive your certificate upon completion.



Demand for Digital Marketing Professionals

The demand for digital marketing professionals, particularly those certified in Meta's platforms, is rapidly increasing as businesses continue to embrace online strategies. With billions of users across Facebook, Instagram, and WhatsApp, companies are eager to hire skilled marketers who can create and manage effective campaigns on these platforms. As businesses prioritize digital marketing for its targeted reach, measurable results, and cost-effectiveness, the need for certified professionals has never been higher. This trend opens up numerous career opportunities across industries, making a Meta certification a valuable asset in today's competitive job market.



High Demand in Various Industries

E-commerce : As online shopping continues to grow, e-commerce businesses rely on skilled digital marketers to boost online visibility and drive sales through targeted ads.

Technology : Tech companies require experts to manage their digital marketing campaigns and create a strong online presence on Meta platforms.

Healthcare : Healthcare providers are turning to digital marketing to educate consumers, promote services, and build patient trust through social media campaigns.

Retail : Retail businesses leverage digital marketing to promote new products, engage with customers, and drive in-store or online purchases.

Education : Educational institutions are using social media to attract students, promote courses, and engage with potential candidates globally.

Career Opportunities

Roles

After completing the Meta Certified Digital Marketing Associate program, individuals can pursue roles in digital marketing that focus on driving online brand growth, lead generation, and social media campaigns. These roles include:

Social Media Marketing Specialist

- Manage social media accounts, create posts, and engage with audiences across platforms like Facebook, Instagram, and more.

Digital Marketing Associate

- Execute digital ad campaigns, track performance metrics, and optimize campaigns for better results.

Paid Media Specialist

- Focus on creating and managing paid advertising campaigns on Meta platforms (Facebook, Instagram, etc.).

Content Marketing Coordinator

- Develop and manage marketing content strategies to attract and engage target audiences.

Performance Marketing Analyst

- Analyze the ROI of marketing campaigns and optimize them using data-driven insights.

E-commerce Marketing Specialist

- Use Meta tools to drive traffic and sales for online stores.

SEO/SEM Specialist

- Optimize websites and ads to perform better in search results and drive paid traffic.

Community Manager

- Build and maintain an engaged online community around a brand or organization

Digital Marketing Manager

- Oversee and strategize digital marketing initiatives for a business or agency.

Brand Strategist

- Design comprehensive strategies for brand growth and digital presence.

Businesses

Digital Marketing Agency

- **Focus :** Offer social media advertising, content marketing, and SEO/SEM services to businesses
- **Roles :** Founder/Digital Marketing Specialist, Campaign Manager.

Freelance Marketing Services

- **Focus :** Offer social media management, content creation, and paid ad campaigns to small businesses or startups.
- **Roles :** Founder/Freelancer.

E-Commerce Store Owner

- **Focus :** Run your own online store and use Meta platforms to drive traffic and increase sales.
- **Roles :** Founder/E-Commerce Marketer.

Content Marketing Studio

- **Focus :** Create and distribute high-quality content for brands, including Meta-friendly video ads and posts.
- **Roles :** Founder/Content Strategist.

Online Course or Webinar Business

- **Focus :** Teach digital marketing, social media strategies, and Meta ads to beginners.
- **Roles :** Founder/Instructor.

Upskilling

Advanced Campaign Management

- **Skills Acquired :** Master advanced ad strategies on Meta platforms, including lookalike audiences, retargeting, and A/B testing.
- **Upskilling Path :** Transition into roles like Senior Campaign Manager or Performance Marketing Lead.

Data-Driven Marketing and Analytics

- **Skills Acquired** : Use Meta Analytics, Facebook Pixel, and data dashboards to measure campaign performance and ROI.
- **Upskilling Path** : Move into roles like Marketing Data Analyst or Conversion Optimization Specialist.

Creative Strategy and Content Optimization

- **Skills Acquired** : Learn advanced techniques for creating visually appealing and high-converting ad creatives.
- **Upskilling Path** : Become a Creative Strategist or Content Marketing Lead

Full-Funnel Digital Marketing Expertise

- **Skills Acquired** : Understand and execute campaigns that guide users through the entire marketing funnel, from awareness to conversion.
- **Upskilling Path** : Advance to roles like Digital Marketing Strategist or Growth Marketing Specialist.

Meta for E-Commerce

- **Skills Acquired** : Leverage Meta's tools like dynamic ads, product catalogs, and shop integration for e-commerce.
- **Upskilling Path** : Transition to roles like E-Commerce Marketing Manager or Paid Media Specialist for E-Commerce.

Course Benefits

 **2000+**
Enrolled

 **4.8 / 5**
Rating

**Self Paced
E-Learning
Course Material**

**Lab/
Assignments**

**Hands on
Practice Test**

14+
Hours

**2
Months**

**Dought Cleanace
Session**

**Meta
Certifications**

100%
Job Assistance



CAREER PATH WITH SALARY PACKAGES

Entry-Level Digital Marketing Associate

INR 3 L - 5 L per year

Mid-Level Digital Marketing Specialist

INR 6 L - 9 L per year

Senior Digital Marketing Manager

INR 10 L — INR 15 L Per Year

Performance Marketing Lead

INR 16 L — INR 20 L Per Year

Director of Digital Marketing

INR 22 L — INR 28 L Per Year

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.

1.1 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.

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

3.3 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.



Course Inclusions



Certification

Upon completion of this Self-paced E-Learning course and passing the online examination taken by Meta, you will receive an official Meta certificate to your registered Email ID.

This Certification testify to your skills as an expert in digital marketing. This Certificate is recognized across the world.



So be a part of the Meta Certified Digital Marketing Associate program today and kick-start your journey toward a successful digital marketing career!



Job Placement Opportunities

All these following Companies are waiting for you :



Talk to Admissions Counselor

Our admissions counselors are prepared to address your questions or concerns about this program.


Our team is available to:

- Answer your questions about the admission process.
- Provide insight into the curriculum, program outcomes, and related information.
- Give any other queries.
- **Call Us : +91-75728 45000**

Contact Us



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