



Meta Digital Marketing Associate Objectives

Meta Technologies

- 1.1 Meta technologies
- 1.2 Value proposition

Business Presence

- 2.1 Establish presence
- 2.2 Customize Ads Manager
- 2.3 Creative best practices

Advertising Fundamentals

- 3.1 Value of advertising
- 3.2 Business goals/campaigns
- 3.3 Meta Pixel/Conversions API
- 3.4 Ad delivery/charging
- 3.5 Privacy/policies

Create and Manage Ads

- 4.1 Boosting vs Ads Manager
- 4.2 Campaign/ad set levels
- 4.3 Objectives
- 4.4 Targeting
- 4.5 Ad formats
- 4.6 Budget/scheduling
- 4.7 Budget/results

Reporting

- 5.1 Ads Reporting
- 5.2 Campaign success

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