



This badge was issued to [Jakub Grabowski](#) on April 01, 2022
Expires on April 01, 2024

[Verify](#)

Type: Certification

Level: Foundational

[Additional Details](#)

Meta Certified Digital Marketing Associate


Issued by [Meta](#)

The Meta Certified Digital Marketing Associate credential is awarded to entry-level digital marketers who have foundational proficiency in the skills, tools, advertising policies and best practices required to buy ads on the Facebook App, Instagram and Messenger.

Skills

[Ads Manager](#)[Advertising Objectives](#)[Digital Marketing](#)[Digital Media Buying](#)[Facebook](#)[Facebook Ads](#)[Facebook Messenger](#)[Facebook Reporting](#)[Instagram](#)[Instagram Advertising](#)[Social Media Marketing](#)

Earning Criteria

 [100-101: Meta Certified Digital Marketing Associate exam measures a person's competency in foundational-level functions and value propositions of Facebook, Instagram and Messenger. People who take this exam are expected to identify the different platforms that make up Meta solutions and communicate the value proposition for businesses. They are also expected to identify the steps to establish a business presence, advertising fundamentals and read reporting.](#)

 [Maintain certification every 24 months by retaking the current version of the Meta Certified Digital Marketing Associate exam or any professional level Meta certification.](#)

Endorsements



[American Council on Education CREDIT](#)

This credential has been successfully evaluated by the American Council on Education for college credit. It is recommended for a total of 1 college credit. For more information about ACE Learning Evaluations, visit www.acenet.edu.