5 Courses

Introduction to Social Media Marketing

Social Media Management

Fundamentals of Social Media Advertising

Advertising with Meta

Measure and Optimize Social Media Marketing Campaigns

Meta

aptly

Apr 1, 2022

MARTIN URBANEK

has successfully completed the online Professional Certificate

Meta Social Media Marketing

In this professional certificate, you developed and honed essential social media marketing skills, including establishing and managing a social media presence, creating and managing content for social media platforms and measuring and evaluating content performance. You learned how to create effective social media ads, create advertising campaigns in Meta Ads Manager, and evaluate and communicate the results of advertising campaigns to business managers or marketing directors. You developed a portfolio throughout the certificate, applying your social media marketing knowledge and skills.

This certificate attests to the learner's completion of an online program delivered via Coursera. It does not constitute formal enrollment at any university or entity and does not itself grant academic credit, grades, or a degree. Institutions or organizations may, at their discretion, recognize this learning toward their own programs or credentials.

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