

# Education Platform Playbook

Inspire Minds.  
Scale Enrolments.



# The Challenge

## Competing for Attention in a Digital Classroom

### Rising Costs

Education marketing is facing rising ad costs, making it increasingly difficult for institutions to reach potential students while maintaining an effective budget for their campaigns.

### Decision Cycles

Prospective students are experiencing longer decision cycles, leading to delays in enrollment and increased competition for their attention from various educational platforms and institutions.

### Low Conversions

Many institutions are struggling with low conversion rates from trial offers to actual enrollments, highlighting the need for a more effective marketing strategy to engage potential learners.

Dhubab brings clarity and focus to every stage of the learning journey, transforming impressions into meaningful enrollments.



# The Meta Opportunity

## Unlocking Global Education Potential

### Global Reach

With over 3 billion Meta users, educational institutions have an unprecedented opportunity to engage a vast audience and attract potential learners from diverse backgrounds worldwide.

### Social Discovery

Approximately 68% of individuals discover new courses through social media, making it an essential platform for educational marketing and outreach to prospective students looking for learning opportunities.

### Enrollment Boost

Research shows that learners are 75% more likely to enroll in courses after watching explainer videos, highlighting the effectiveness of engaging content in driving student conversions.





# The Dhubab Strategy

Every successful education campaign needs a clear path from first impression to loyal student. Here's how we structure the journey:

- 01 Awareness is achieved through engaging video success stories.
- 02 Engagement utilizes testimonials and previews to captivate potential students.
- 03 Conversion focuses on offering free lessons to encourage sign-ups.
- 04 Retention focuses on remarketing to alumni and students for advanced programs and continued learning

# Creative Strategy

## Engaging Learners through Authenticity

Show real instructors and learners in action 4 authenticity builds trust

## Inspiration + Information

Mix results with value 4 demonstrate transformation while highlighting benefits

## Crystal Clear CTAs

"Enroll Now," "Learn More," "Watch Demo" 4 no guessing, just action

## Brand Consistency

Maintain visual identity across all formats for immediate recognition



# Optimization Framework



## Testing

Weekly A/B tests on headlines, creatives, and audience segments.

## Scaling

ROAS-driven scaling maximizes advertising effectiveness.

## Segmentation

Audience segmentation targets specific learner groups.

## Analysis

Lookalike audiences based on high-retention students and engagement patterns.

## Refine

Monthly strategy reviews with insights and actionable next steps.

# Expected Results from Campaigns

## ROAS

Achieving a **Return on Ad Spend** of 4x or higher demonstrates strong profitability and effective ad strategies.

## CPL

Maintaining a **Cost Per Lead** of \$25 or less ensures budget efficiency while attracting quality prospects.

## CTR

A **Click-Through Rate** exceeding 1.6% indicates engaging ads that resonate well with your target audience.

# The Dhubab Difference

Strategy Rooted in Learning + Performance

- 01 Expertise in EdTech ensures tailored strategies for success.
- 02 Transparent reporting keeps clients informed about campaign performance.
- 03 Creative strategy drives innovation and engagement in education marketing.
- 04 Full-Funnel Approach with creative excellence meets data optimization at every touchpoint Continuous Testing
- 05 Continuous Testing with relentless experimentation to lower CAC and maximize ROI



# Want the Dhubab Strategy Applied to Your Brand?

Let's build your next Meta Ads funnel together. Book your free 30-minute Strategy Call to map your path to scalable growth.

[Book Strategy Call ->](#)

Or scan the QR code to book on WhatsApp

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