

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 4× 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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