

# **Making the Most of Facebook Lead Ads for Managing Enrollment in Higher Education**

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## **ABSTRACT**

**In the contemporary higher education landscape, institutions face increasing competition to attract, engage, and enroll qualified students. Traditional enrollment management practices often rely on resource-intensive recruitment methods that may no longer align with the digital behaviors of prospective students. As social media platforms continue to influence decision-making processes, Facebook Lead Ads have emerged as an effective digital marketing tool for enhancing college enrollment management. This study explores the strategic use of Facebook Lead Ads to streamline student recruitment by enabling direct lead capture, targeted outreach, and data-driven engagement. The research examines how Facebook Lead Ads contribute to improved brand visibility, higher-quality lead generation, and increased enrollment conversion rates. By leveraging advanced audience targeting features and integrating lead data with customer relationship management (CRM) systems, colleges can personalize communication, automate follow-ups, and sustain prospective student interest throughout the admission cycle. The study also highlights best practices such as compelling value propositions, visually engaging ad creatives, mobile-optimized forms, and timely responses to inquiries. Furthermore, the research evaluates key performance metrics, including cost per lead, conversion rates, and return on investment, to assess campaign effectiveness and guide strategic decision-making. The findings suggest that when implemented effectively, Facebook Lead Ads can significantly enhance enrollment outcomes by connecting institutions with students who are better aligned with academic offerings. Overall, this study demonstrates that Facebook Lead Ads represent a cost-efficient, measurable, and scalable solution for modern college enrollment management in an increasingly digital recruitment environment.**

**Key Words:** *Facebook Lead Ads, Student Enrollment Management, Higher Education Marketing, Digital Recruitment Strategies.*

## **INTRODUCTION**

The advent of the Internet coincided with the explosion of networks that allow for the transmission of data. The phrase "World Wide Web" (WWW) is known by almost everyone [1]. "Online social networks" are a relatively new kind of information network that has only just come into existence. These networks rapidly amass users and prominence, in contrast to the early days of the World Wide Web. Many people nowadays find love partners via online social networks such as Facebook [2], LinkedIn [3], and MySpace [4]. About 50 million people use MySpace, whereas more than 380 million people use LinkedIn. The LinkedIn user base is 968 million strong. You may upload movies from a variety of social media platforms, not only YouTube, Google Video, and Flickr [5]. There are a lot of bloggers who use LiveJournal [8] and BlogSpot [12].

Web 2.0 relies heavily on data, although the original WWW did not. Most people think that those who utilize social media are better than the average person. You may become "friends" with other users of a network after you join and begin exchanging content. This framework of user-to-user relationships makes it simpler to find other users with similar interests and to access content and information that "friends" have developed or approved. Its purpose is to facilitate communication between the real and virtual worlds.

Since these social media platforms are rapidly growing in popularity, it's a good time to get to know them, figure out how they operate, and take advantage of all the features they provide. Looking at how online social networks have developed and evolved may teach us a lot about how to make better technologies and how to build new ones. Because of this, we have hope for the future of systems based on online social networks, as their effects may be better understood and put into practice.

In order to communicate with others online via social media Institutions of higher learning may benefit greatly from implementing online social networks. The supply of such services might have several positive effects for HEIs. They can probably provide a help with things like managing the distribution of knowledge, coming up with novel approaches to teaching, and providing students and educators with creative resources. This study will be useful for college

campuses because it will teach students (a) the inner workings of online social networks and (b) how to utilize that knowledge to draw conclusions and provide suggestions based on real-life campus Facebook groups. Each of them is discussed in more depth in the sections that follow. In addition to developing strategies for gathering social network data offline, our main objective is to get a better understanding of the structure of online social networks, especially in relation to their relatedness.

As a second step, we'll use what we know about how social media platforms function to analyze university-related Facebook groups. A thorough examination of Facebook groups related to higher education was carried out as part of the investigation. Countless details on the group's members were uncovered by this investigation. No publicly accessible real-world data sets are currently available due to severe competition and economic interests. The open-source NASA Network Analysis Software Applications were the sources of the data sets used in the inquiry. The study provides forecasts and recommendations to colleges that use NASA as it nears completion.

## **LITERATURE REVIEW**

The methodological literature focuses on the tools, metrics, and processes used to evaluate digital recruitment strategies, including Facebook Lead Ads. Researchers commonly employ metrics such as cost per lead (CPL), click-through rate (CTR), conversion rate, and return on investment (ROI) to assess campaign effectiveness. Funnel-based analysis is frequently used to track prospective students from initial ad exposure to enrollment.

Studies emphasize the role of A/B testing in optimizing ad creatives, headlines, call-to-action buttons, and form lengths. Methodological approaches also highlight the integration of Facebook Lead Ads with Customer Relationship Management (CRM) systems and marketing automation tools to enable data-driven decision-making. Predictive analytics and lead scoring models are increasingly applied to prioritize high-intent leads and allocate recruitment resources efficiently.

Qualitative methodologies, such as surveys and interviews with admissions teams, provide insights into operational efficiency and user experience improvements resulting from Lead Ad adoption. Mixed-method approaches are widely recommended, as they combine performance metrics with stakeholder feedback to offer a holistic evaluation of enrollment management strategies. Overall, the methodological literature underscores that the success of Facebook Lead Ads depends not only on ad deployment but also on systematic measurement, continuous optimization, and alignment with institutional enrollment goals.

## **BACKGROUND AND ACCOMPLISHMENTS**

This section is designed to provide you with an overview of the fundamentals of how online social networks operate. The traits, origins, and interconnections of these networks will be discussed. Next, we'll go even further into the inner workings of online social networks and why it's crucial to understand their layout and traits prior to creating any programming for them. In what follows, you will get an explanation of the measurement principles required for complex graph data analysis.

### **A. Internet Based Social Networking Sites**

There are three things that users of social media websites can do: (a) have real-time conversations with other users, (b) browse other users' profiles and connections, and (c) make part of their profile visible to the public. In [22], all of these terms were considered synonymous.

The research found that all SNA fulfill three fundamental objectives, even if OSMNs may have multiple uses. Above all else, OSMs make it easier for users to maintain relationships, repair broken ones, and form new ones. Because social media platforms allow users to "connect with other online people or groups whom they want to be part of their prolonged (or lengthen) social network" [22], people may be more "expressive and build noticeable peer networks" while using these platforms. Since all users that are connected to the network contribute their own material to OSMNs, which then store that content. To wrap things up, official social media networks (OSMNs) aid users in discovering engaging content by compiling, selecting, and promoting postings created by average people. Users' profiles and the content they share on different social media platforms often differ.

### **B. Getting Structured Data from Facebook**

Various Avoiding direct contact with the social media behemoth is the best approach to learn about Facebook's organizational structure. This data could be located in a few places. Data downloads directly from the platform are another option; however, this would need re-building the network architecture. By using this, we may potentially get a representative sample of the social network and gain a clearer picture of its expected structure. The main problem with

this approach is how long it takes to complete a complex and comprehensive Web Mining operation. It uses a broad array of Web Mining approaches, but it doesn't change the fact that it delivers a true solution. The sample would only provide a glimpse of the graph's structure prior to data collection due to the ever-changing nature of the network and its structure.

## RESEARCHING THE USE OF SOCIAL MEDIA NETWORKS

This chapter will analyze Facebook and other "online social media networks" (OSMN) from the standpoint of positive interactions and interpersonal bonds. When compared to other social media sites, Facebook is much more well-known. There is a lot of material here on the Web Mining tool's architecture and how it may be used to analyze Facebook's (FB) social networks. Concurrently, the study explores the many technical challenges that users encounter while attempting to get data from Facebook.

According to statistics gathered in March 2014, Facebook has 1.28 billion active users each month, 609 million active users per day, and 1.01 billion active users on mobile devices. Our international user base accounts for 81.2% of our daily active users, excluding the United States and Canada. We want to make heavy use of this social media platform. Collecting and analyzing the data presented on the website is the next step towards achieving this objective.

### A. An Organized OSMN Framework

Identifying the Facebook network is really easy. It is possible for any two nodes to form a friendship and communicate with each other. This kind of graph is called a "uni-modal" graph as it does not have any levels. When one person's happiness boosts another's happiness, we say that there is a "bilateral" relationship. The graph of end users (V) and their connections (E) in this Facebook graph is represented by Equation  $G = (V, E)$ . Each node in this network is given the same value since they are all equally important. Also, the graph does not have any inherent orientation. Facebook was shown in [114] using a basic, loop-free, unweighted, undirected graph. A lot of other online social networks have complicated setting processes, but Facebook's is very easy to understand and use. "Reply to," "mention," "following," and countless more are just a few of the numerous possible user interactions on Twitter. Next, we'll dive into two main areas: understanding Facebook's inner workings as a social network and extracting data from Facebook.

### B. Methods for Detecting Communities in the Past Using Algorithms

Before In this work, three essential components are meant to be brought into focus [66, 150]. This creates an opportunity for a more sophisticated method of community acknowledgment, which is of great importance for its growth in the future. Included in this category are various components, such as (i) the structure of the community, (ii) the method by which individuals apply to join, and (iii) the traits of members who are most likely to get along with others. The members of this group have an exceptionally high level of closeness with one another, which is not something that is seen in the broader population. This is one characteristic that distinguishes this group from others. In the event that a society exhibits weak links, this suggests that its people have a lesser degree of attachment to one another and a greater degree of attachment to the environment. On the other hand, a group that is close-knit is more attached to one another than they are to the rest of the world. The membership property, which may be held by a single person or a community group, is the next kind of property. Even in the case of individuals who do not dwell in the same neighborhood as a member, the probability of having neighbors who live in the same neighborhood is greater than the probability of having neighbors who reside in nearby communities. Any node or edge that is not a member of another community is normally located in the area with the nearest persons. The third phase consists of the development of members who exhibit overlapping characteristics, which allows for the concurrent representation of several members of the community.

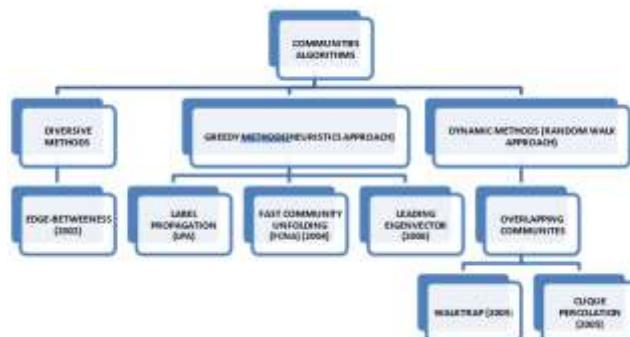


Figure1:Graph representing the classification of community algorithms

### C. Facebook Groups on the Social Network

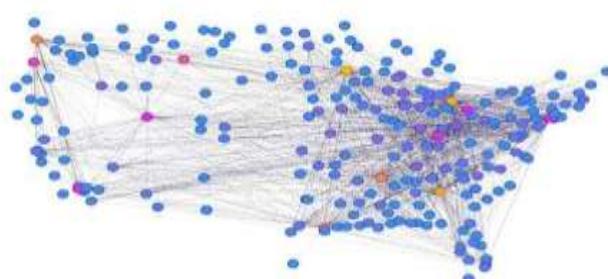
To Finding a way to understand the internet-born generation and their social media habits is one of the most pressing and challenging issues facing computer scientists today. Here we talk about the study's findings, focusing on how the

most engaged Facebook users have found groups, gathered data, and communicated with each other. Instead of using actual networks, academics have used on fictitious ones in order to study Facebook's HE social networks. In order to find and study the online groups that form within these networks, data collection is the first step. In this research, we use a variety of NASA network analysis methods to strip these higher education networks stripped of their Facebook-acquired community structures. Researchers looked at hundreds of individuals and their interactions within these networks to identify communities that were indicative of the aggregated units or groupings in the network. Finally, after analyzing the community's data features, the research included a discussion of a few themes that members of the higher education network agreed upon. Here, we lay the groundwork for further research into social networks and talk about how UGC in OSMNs may help build strong, interconnected communities. We lay the foundation in this chapter.

## D. Evaluation Methodology and Datasets

This For the purpose of this study project, the community design is only focused on Facebook (Fb), which is the most popular OSMN to date. In this part, the study technique that will be used to analyze and rank the different aspects of Facebook higher education networks is described in depth. The study analyzes a number of different network analysis software tools (NASA) [15] in order to get real examples of data from Facebook. A few examples of such applications include NodeXL, Gephi, LikeAnalyzer, and Netvizz, which is also referred to as FacePager. Additionally, it uncovers the mystery of the ego networks that exist on social networking sites such as Facebook. In order to collect measurements for the performance and efficiency of the network, a few programs developed by NASA were applied to a variety of HE graph datasets.

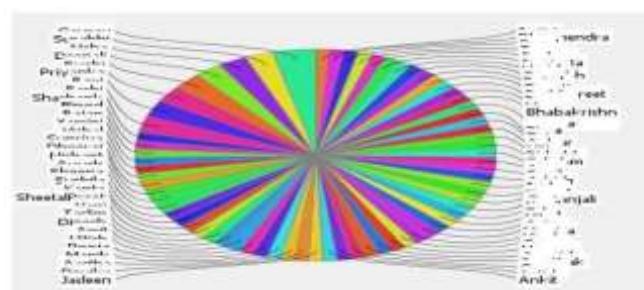
NASA makes use of numerical performance indicators in order to make a comparison between these communities and the communities that are based on the ground truth. The mesoscopic level structure of the networks that were found by the communities is quantified using network metrics in a similar manner. The primary objective of the study is to analyze and explore the similarities and differences between the structure of communities and the functioning of both real-life and online social networks. Through the use of NASA's network analysis capabilities, our research uncovered a large number of groups inside the Facebook social network data that were associated with organizations that were relevant to higher education. This is the Netvizz in [15].



## **E. Social Network A NASA-Based Examination of Facebook Groups Relating to Higher Education**

**E. Social Network Analysis Based Examination of Facebook Groups Relating to Higher Education**  
In As shown by the findings of this portion of the investigation, social network analysis (SNA) might be used to ascertain the extent to which people, such as students, are involved in Facebook groups that are linked to post-secondary education. A greater number of detailed depictions of these networks have been made possible by many NASA efforts. WolframAlpha, LikeAnalyzer, Gephi, NodeXL, Facepager, and Netvizz are some of the tools that have been included.

NASA Students are the bulk of the network's users, and the technologies keep track of their activities and behaviors with regard to data sharing. We were able to identify which groups fared the best in these networks by tracking the frequency of links as well as the amount of data or messages that were transmitted. The study was successful in pinpointing the core, peripheral, split, and misfit elements of the HE Social Networks datasets and using approaches from NASA to generate a graph of the datasets [15]. We were able to provide a clear representation of the most important and controversial topics that were discussed inside the network by examining measurements like as density, centrality coefficient, modularity, number of posts, replies, and most frequently used phrases.



## **DISCUSSION**

Today, Because of the huge number of users—which includes students, teachers, and staff in the higher education sector—this social media platform is seeing a surge in popularity. The academic community, which encompasses higher education institutions (HEIs), universities, and HEP, among other entities, is under significant pressure to update their teaching and learning practices in order to keep pace with the explosive growth of social media platforms. This pressure to modernize includes the addition of new elements or the modification of existing ones. The latest chapter in the history of higher education has begun. The effectiveness of online groups in improving the learning experience has been investigated via a wide number of research articles, interviews, and observational studies. These studies have looked at social media platforms such as Facebook. There are many who contend that kids would prefer to study on websites with online capabilities, such as Facebook, Moodle, and e-Learning software, rather than sitting in a conventional classroom. In schools all around the world, students depend on electronic devices such as laptops and tablets to a significant extent, and they are constantly on the lookout for the newest and most advanced versions. These technologies might be beneficial not just to instructors but to everyone else as well. With that being stated, it looks as if students and instructors might benefit from the use of social networking sites in the classroom.

## **CONCLUSION**

First of all The necessity to solve computing-related issues in the fields of business, education, and security served as the first catalyst for the creation of computer systems. These days, they serve a wide range of purposes, such as improving interpersonal connections and communication. With the use of technology, which has become an essential part of many people's daily lives, individuals can do a broad variety of jobs, including working, playing, reading, researching, communicating, and expressing themselves. I conducted research on online social networks and their many aspects for my thesis, and I experimented with a number of online social systems that put these findings into practice. I made this because I think there are a million and one uses for these. Future research on the topics covered in this article may focus on these areas. The next section will provide a summary of the main points this thesis makes. This Our study's last chapter assesses and summarizes (i) the key findings and the ways in which our research relates to more recent fields, as well as (ii) the potential future avenues of our investigation and the subjects discussed in this thesis.

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