



AI-Driven Communication: Exploring Effectiveness of AI-Generated Educational Advertisement on Facebook

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Abstract

The way learning institutions develop and deliver ads has been transformed by the introduction of another functionality of using Artificial Intelligence (AI) in online marketing. Communication has not been the only area that the AI has disrupted, but it has transformed the same especially within the digital marketing and advertisement industry. This change is seen in the fact that AI is being used exponentially in the creation and delivery of educational advertisements, in the production and interaction customization (PV & Aazmi, 2025). The paper discusses the effectiveness of educational adverts developed by AI in Facebook with regards to the level of engagement by audience. The suggested study is premised on the mixed-method approach, as this will entail quantitative data (user engagement indicators) (user click-through, user impressions and user conversions) and qualitative outcomes (user feedback and user sentiment analysis). The proposed research is directed towards the investigation of the effectiveness of AI-Generated Educational Advertisements on Facebook. The effectiveness of communication will also be determined through the systematic analysis of AI-generated advertising based on tone, interactivity, and audience response (likes, comments, shares) analysed with the help of content analysis method and coded and interpreted. The paper is obsessed with the conclusion, depending on the fact whether the AI-generated content of the ads can be as efficient or effective as the ones created by humans. The findings will illuminate the magnitude to which AI-based ad will characterize interest of the users, curiosity of learning, and intentions to venture into the education industry. The scholarly and practice community is also contributed to in the paper since it represents a factual content of the redefinition of AI-based digital communication strategies. The proposed study will enable the educational marketing and policymakers and AI developers to be aware of the possibilities and limitations of introducing AI creativity to social media advertising.

Keywords: *Artificial Intelligence, Educational Marketing, Facebook Advertising, AI-Generated Content, Digital Communication, Audience Engagement, Social Media Marketing, Advertisement Effectiveness*

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