

CASE STUDY

How An Education Company Achieves 1055% ROI using GrowSurf



Key Stats

1,055%

Return On Investment (ROI)

137%

Avg Monthly Goal Reached



Based in USA
(Chicago, IL)



B2C, Education,
E-Learning

The Company

Founded in 2010, International TEFL Academy (ITA) is an award-winning world leader in TEFL certification for teaching English abroad and online. With 21 locations worldwide and 25,000 alumni teaching across 80 countries, ITA has widespread recognition as one of the best TEFL schools in the world.

The Problem

Before GrowSurf, ITA had an antiquated referral program that required tedious work and manual processes. The old system required each member of their 20-person sales team to use individual landing pages to sign up leads. They would have to manually enter and track referrals in their system only after having a phone call with their leads.

ITA was looking to automate their entire referral program, as well as improve the experience for both their salespeople and alumni audience. Their research led them to talk with eight different referral software providers.

Before GrowSurf, we had no automation whatsoever. GrowSurf has allowed us to automate the entire referral process in an easy way. So far, I'm very satisfied.

Stéphane Le Mentec

Digital Marketing Manager

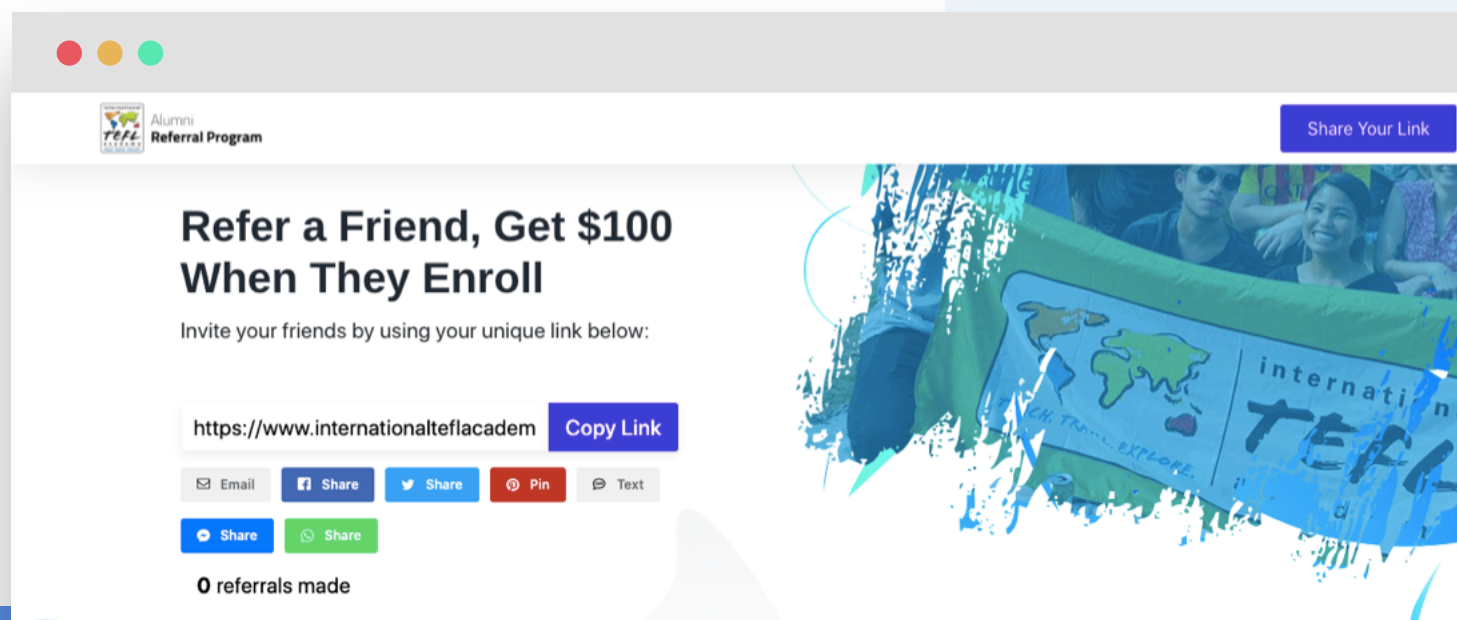


Solution

ITA ultimately chose GrowSurf as their referral partner because the platform had all the features they were looking for, and GrowSurf's scalable pricing made it easy for ITA to test the waters, as it was their first time automating an entire referral program.

ITA found it easy to create and implement a campaign using GrowSurf. Working with the GrowSurf customer support team was also an above-and-beyond experience for the ITA team.

GrowSurf customer support is a 10 out of 10. Their team is very responsive. Their replies are real answers -- it's not the traditional customer support experience where you ask a question and get a link that you already checked. They go above and beyond.



The screenshot shows a web browser window displaying the 'ITA Alumni Referral Program' page. The page features a header with the ITA logo and the text 'Alumni Referral Program'. A prominent headline reads 'Refer a Friend, Get \$100 When They Enroll'. Below this, a sub-headline says 'Invite your friends by using your unique link below:'. A text input field contains the URL 'https://www.internationalteflacadem', followed by a 'Copy Link' button. Below the URL, there are several social sharing buttons: 'Email', 'Facebook Share', 'Twitter Share', 'Pinterest Pin', 'Text', 'WhatsApp Share', and 'Telegram Share'. At the bottom, it shows '0 referrals made'. On the right side of the page, there is a blue button that says 'Share Your Link'. The background of the page features a collage of people and a world map.

Results

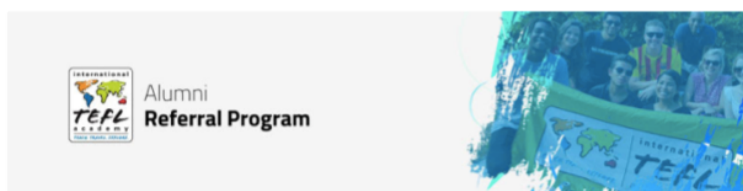
By integrating with GrowSurf, ITA was able to successfully automate referral tracking and improve the referral experience for their alumni.

Over the six months they spent running their referral program through GrowSurf, ITA was able to achieve a 10X return on their investment.

By utilizing GrowSurf's direct HubSpot integration, ITA also gained new visibility in direct tracking of revenue from referrals. This has resulted in ITA consistently exceeding their monthly sales goals.

With newly measurable success, ITA has built custom reports to further analyze leads/conversions (e.g, demographics), and they have started implementing further strategies for optimization — integrating new communications workflows for their sales teams, student affairs teams, and student success teams to remind people about their referral program.

There are a dozen new strategies that I want to try to promote the referral program



Hey Bob,

You've automatically been entered into International TEFL Academy's referral program, which means you can now invite your friends and win great rewards.

Here are the details:

- Refer a friend and get \$100 USD when they enroll!
- Receive a bonus \$100 USD for every 5 friends you refer that enroll
- Win a free ITA Specialty Class for being our top referrer of the quarter! (\$279 USD value)

Get started by sharing your unique referral link:

<https://www.internationalteflacademy.com/jp-referral-program?grsf=o10tr>

You can add it to your Instagram bio, on Facebook, Twitter, in a blog post on your blog, in any of your YouTube videos, etc.

Remember, you can always view your referral progress, and check out the details of our referral program by visiting this page: <https://www.internationalteflacademy.com/referral-program>

Good luck and happy referring!

The Alumni Referral Team
International TEFL Academy

Ready to test the waters with referral marketing?

Discover why GrowSurf is the easiest way to launch a referral program for your internet business.

Start Your Free 14-Day Trial

[Visit Growsurf.com](https://growsurf.com)

- ✓ Free 14-day trial
- ✓ No credit card required
- ✓ Cancel anytime
- ✓ Self-serve platform
- ✓ 100% customizable
- ✓ 5-star customer support
- ✓ User-friendly campaign editor
- ✓ Anti-fraud protection
- ✓ Robust API
- ✓ Analytics