



 Ambassador

REFERRAL MARKETING BY THE NUMBERS

Education and eLearning

A deep dive into the results Ambassador customers see from referral marketing technology



There's never been a better time to be in the education business.

According to one report, the global eLearning market is projected to reach \$243.8 billion by 2022. Meanwhile, another study found that 5.5 million American students are studying partially or fully online, and that number is projected to rise precipitously in coming years. Interestingly, the study also found that one-third of people who pursue online education do so loyally by only engaging with one institution or brand.



The Near Immediate Impact of Referral Marketing

That last part speaks to the importance of word-of-mouth and referrals in online education and eLearning. If a prospective student or eLearning user is referred to an organization by a friend or colleague who's already a "customer," research suggests they're more likely to also engage with that organization.

With that said, education isn't exactly a market where you'd expect referral marketing to deliver quick, meaningful results. After all, it often takes time for new "customers" – students, teachers, school administrators, and corporate education departments – to fully experience the value of an eLearning product or an online education program.

After analyzing a cohort of our education and eLearning customers, however, the data told a different story. In fact, in the first two months after those companies launched a referral program:



700%

Referral Sharing Increase



1,250

Average Number of Shares Each Business Generated



2x

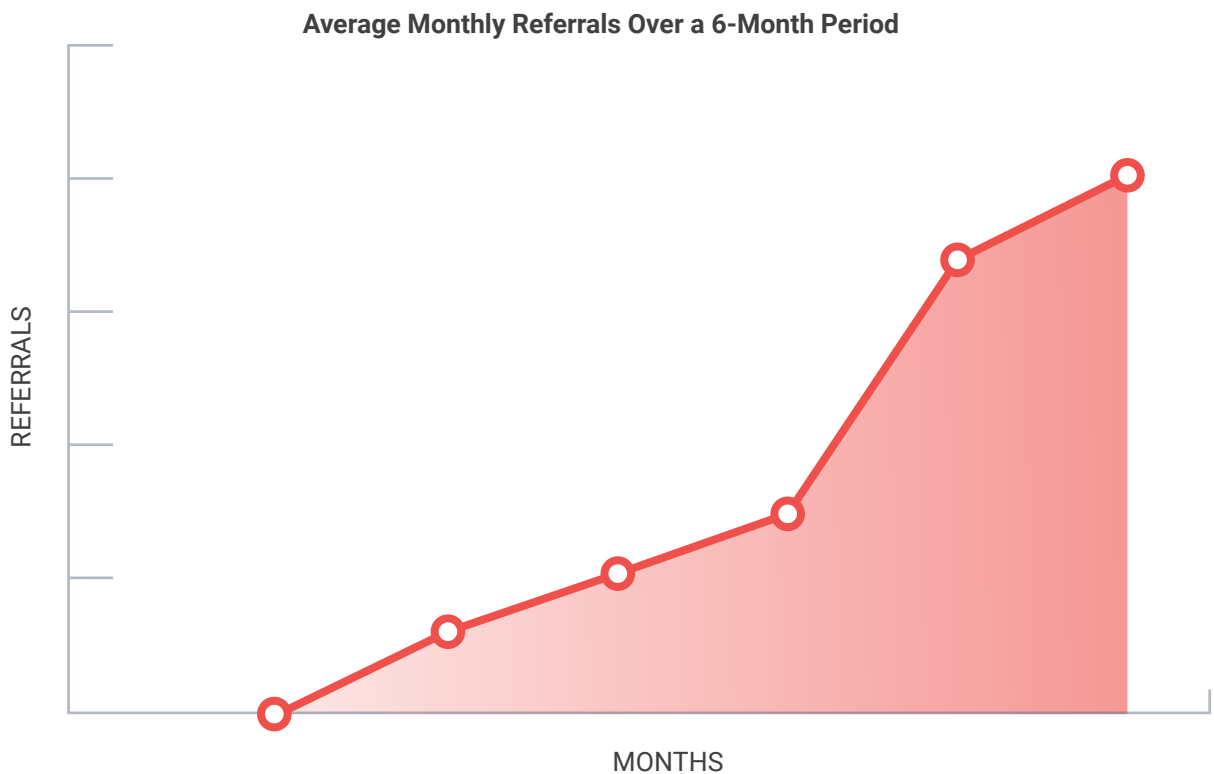
New Revenue Exceeded Investment in Referral Technology

Key takeaway: Students and teachers who have a positive experience with an education or eLearning company are clearly eager to talk about it. This makes sense given the nature of the experience delivered by brands like Learners Edge, which offers critical continuing education for teachers, without the exorbitant cost and time required by traditional education models.

Playing the Long Game

Referrals and word-of-mouth aren't just valuable for their short-term impact on an education or eLearning brand's recognition, enrollment, and revenue. Our data also shows that an investment in referral marketing technology can pay sustained dividends over longer periods of time, as well.

To illustrate this, we expanded our analysis to include data over a six-month period. What did we find? After the initial spike following a program's launch, referral activity grew steadily. The chart below shows the average number of referrals generated over a six-month period.



The takeaway: When an education or eLearning company can combine an excellent product or service offering with a well-managed referral marketing strategy, it creates a powerful branding and acquisition channel that compounds over time. As more students, teachers, or educators engage with your offerings and your referral program, it creates an organic flywheel for driving higher program enrollment, engagement, and, ultimately, revenue.

Want to find out how Ambassador can help your B2B business drive revenue growth through referral marketing technology? [Click here to schedule a demo](#) and see how our product helps you turn customers into revenue generators.

