



CLIENT

Teach Starter

INDUSTRY

B2C Subscription Service

PROGRAM

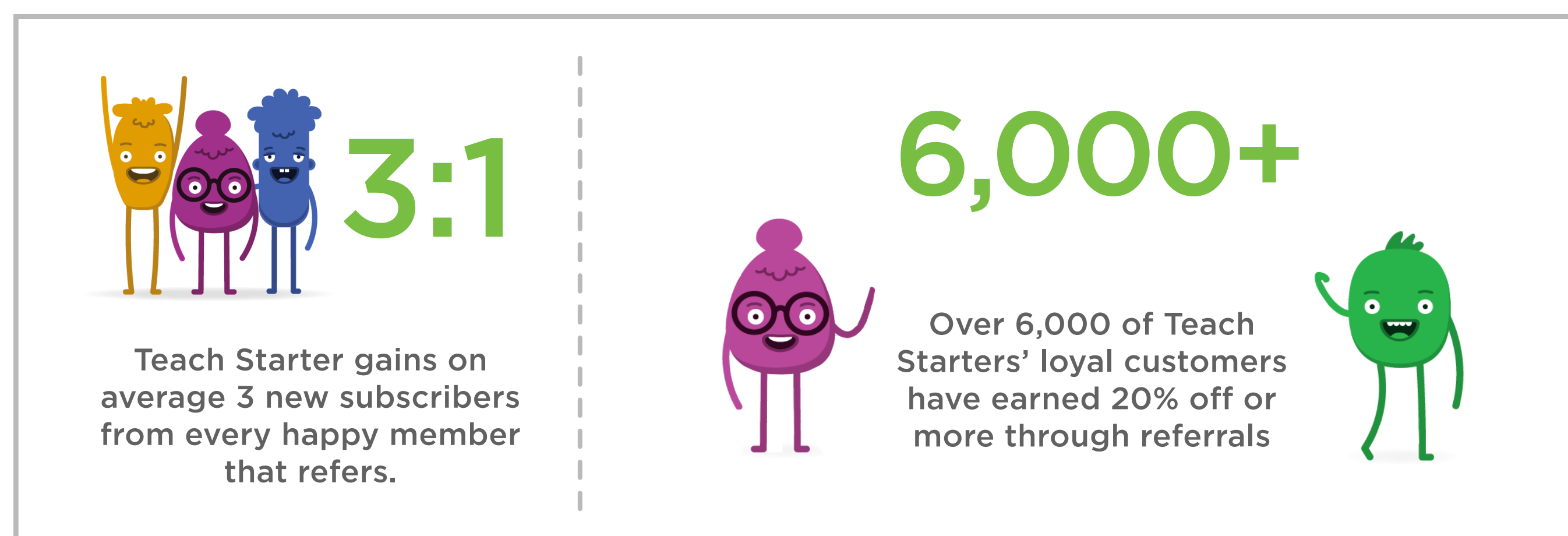
Referral Reward Program

Growing new subscribers the fastest way possible.

Learn how Teach Starter utilizes SaaSquatch to multiply their user base and make their existing members happier than ever.

Teach Starter is a subscription service that provides premium primary school teaching resources for teachers all around the world.

Scott Tonges and Jill Snape began Teach Starter as a free monthly email that provided quality, well-designed teaching materials to a growing list of subscribing teachers. By January 2013 they had over 200 pages of content and officially launched the Teach Starter website where members could download all of the resources available for a small annual fee.

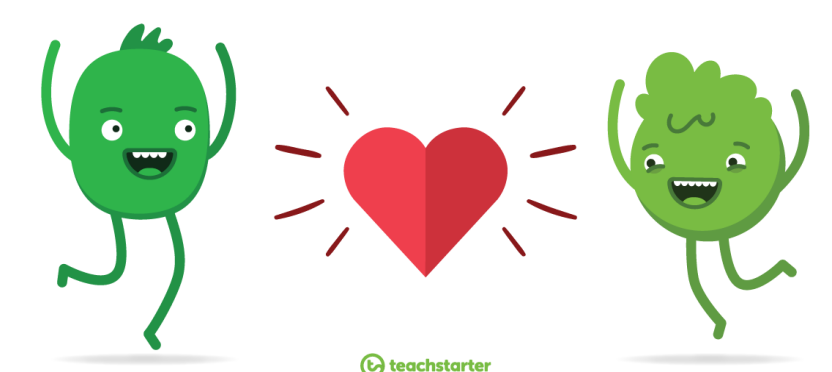


Fast forward five years and the Teach Starter team has constructed over 130,000 pages of brilliant teaching resources that have helped teachers save an estimated 40 million+ hours of preparation time. Driven by their dream of a world where every child is inspired to build a purposeful and happy life through learning, Teach Starter continues to help hundreds of thousands of teachers engage their students and make their classrooms buzz!

23%

OF ALL NEW USERS
FROM REFERRALS

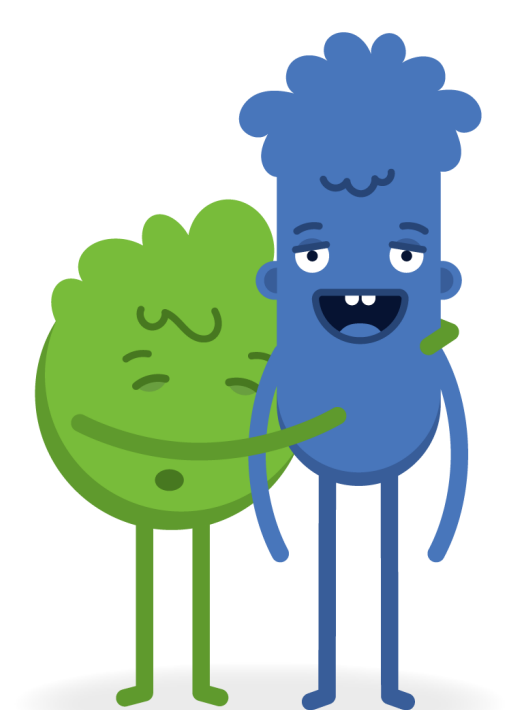
Over the past 12 months, we have seen 23% of all new subscribers come directly from customer referrals through SaaSquatch. Our customers are now being rewarded and our team couldn't be happier. It's a win-win!"



Scott Tonges
Founder, TeachStarter

The Challenge

As a subscription service, Teach Starter knew that referrals would play a vital part in their growth strategy. "We knew that our customers loved our product and were spreading the word for us, however we didn't have a system in place to reward them for their generosity," says Scott. They needed an automated referral platform that was easy to implement, would look and feel like a part of their brand, and would scale with them as they grew.



The Solution

“Referral SaaSquatch was the answer. We were able to seamlessly connect SaaSquatch to Recurly and get an automated referral program up and running in just a few hours” Scott recalls.

Teach Starter’s design team could easily customize the program to match their branding, and they were finally able to reward their loyal customers with a “give 20% off, get 20% off” referral offer.

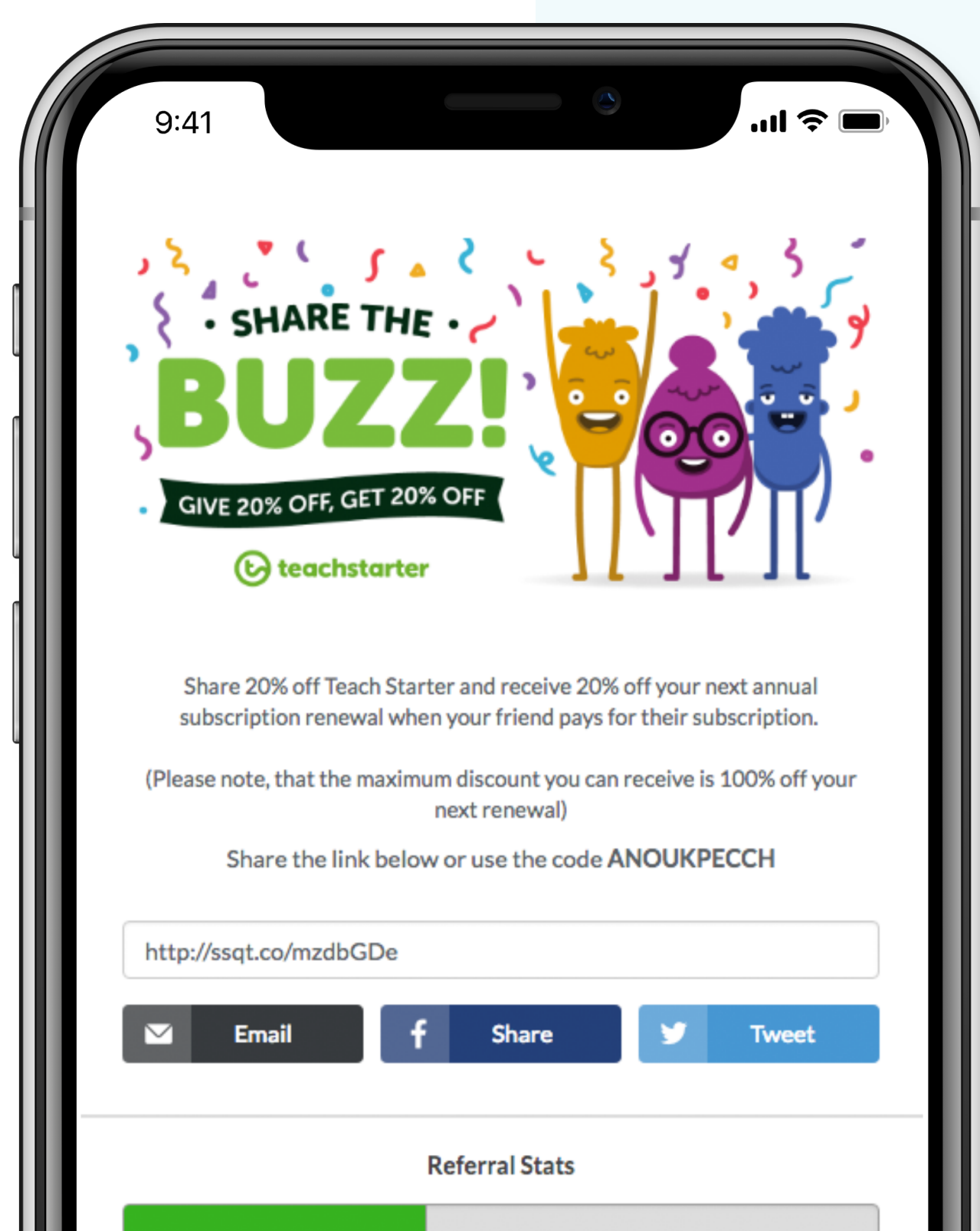
The Results

Over the last three years Teach Starter has consistently seen at least 20% of all new signups come from referrals. The SaaSquatch platform has not only provided a steady stream of new subscribers, but has also allowed Teach Starter to creatively give back to their loyal user-base.

In January 2018 they ran their **Share the Buzz** campaign which promoted their existing referral program with a bit of a twist. See our **BONUS STUDY** for more information on how they were able to increase their monthly referrals by 1,500%.

1,500%

Increased monthly referrals due to “Share the Buzz” campaign



The Challenge

As a thank you to their members, Teach Starter ran an annual January promotion where they would send every subscriber a free promotional product. With a quickly growing user base, they realized in 2017 that the cost of manufacturing and shipping these physical gifts would no longer be a sustainable option. It was time to move away from physical swag and find another way to show their appreciation to their customers.

The Solution

“Switching from promotions that relied on physical goods, to an entirely digital promotion [using Referral SaaSquatch] was a huge decision.” Scott recalls. This is how the **Share the Buzz** campaign came to life.

For January 2018 Teach Starter promoted their “give 20% off, get 20% off” referral program with increased marketing efforts. “We were able to generate dynamic branded images with each of our members’ unique referral codes on them, so that they could easily share their code on social



media.” Scott says. They even randomly selected a few of their customers’ referral codes and shared them on the Teach Starter social media pages.

The Results

The Share the Buzz campaign increased Teach Starter’s average monthly referrals by 1,500% for the month of January. “The results were amazing. Over 2,000 of our loyal members scored 20% or more off their renewal fee by inviting thousands more to join! Traditionally, promotions only benefit new customers. With Referral SaaSquatch, our loyal members were rewarded too,” says Scott.



Ready to start building your own programs and grow your customer base like Teach Starter?

Let’s Talk!

sales@SaaSquatch.com

Request a Demo

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Scott Tonges
Founder, TeachStarter