



# How can we help GetMyUni to grow IELTSmaterial?

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January 26, 2021



## **Introduction**

IELTSMaterial is an educational website helping students in 140 countries to prepare for IELTS-an international standardised test of English language proficiency for non-native English language speakers. It aims to bring the IELTS community together and help students to maximise their IELTS score by providing free IELTS material, books, tips, sample answers, interactive forums on the website. It was acquired by GetMyUni on May 4, 2020.

## **Problem Statement**

Help IELTSMaterial to increase the number of signed up users on the platform



# Understanding Users

## Story of Balwant Singh

- 21 years old
- Wants to move abroad for higher education
- His first language is Punjabi.
- Has difficulty in reading and speaking English.

### Possible pain points

- Inability to read and understand what is written in English, irritated Balwant singh.
- Not sure where to start from for IELTS test preparation.

## Story of Miguel

- 28 years old
- Wants to move for employment
- His first language is Portuguese.
- He feels it difficult to speak and write English as a language.

### Possible pain points

- Can't communicate with employers due to language barriers.
  - Not confident enough about his IELTS test eligibility, course contents, time taken for preparation, etc.
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## Growth Equation

IELTSMaterial Growth Model =

Number of Sign up x

Number of candidates who are able to maximise their IELTS score x

Increase in the number of engaged users.

Lets dig into all factors of the growth model

### A. Increase the number of sign ups

1. Using Content Marketing create content like video content series, images in regional languages, answering questions on Quora to engage the IELTS aspirants on topics like
  - i. How IELTSMaterial help in maximising IELTS score?
  - ii. Community at IELTSMaterial helping each other in preparation for the exam.
  - iii. Different types of free study materials provided by IELTSMaterial for preparation of IELTS exam.
2. Conducting webinars, workshops and seminars in different colleges for final year graduate students helping them by sharing everything they need to know about the IELTS test, from tips on how to prepare to live Q&As and success stories.
3. Research has shown that college-age students spend an average of 8–10 hours per day on a smartphone. By creating a mobile platform it will help IELTS aspirants to prepare

for IELTS test anytime anywhere. Example: using mobile they can prepare for IELTS even when they are commuting.

4. Conduct free Know your score test on the platform and provide IELTS Test Fee Scholarship to the Top-50 students which will help to drive traffic on the platform and increase awareness about IELTS material.

## **B. Number of candidates who are able to maximise their IELTS score.**

1. Focusing on communicating the magic moment by increasing engagement
  - a. Sending Push Notifications for the
    - i. Different activities on the platform like Mock tests, Webinars, Practice sessions.
    - ii. Upcoming webinars, session by experts on the platform.
  - b. Show them skill gaps where they are lacking and a plan to bridge those skill gaps by providing services like
    - i. Dedicated coach
    - ii. Learning guide
    - iii. Interview expert
  - c. Proactively communicating with them by sending personalized emails like
    - i. Welcome email- helps to build trust
    - ii. Onboarding email - keeps users engaged.
    - iii. Email reminders for their incomplete registration - helps to retain users.



- iv. Getting started email - Helping users to understand the IELTS material and how to use it.

## **C. Increase the number of users referred by our happy customers**

Create a reward based referral structure for existing users who invite other users.

Below are two different ideas mentioned related to referral system

- a. By providing reward points which they can use in future for availing mock tests. For example for referring to a 1 candidate, a user can get some X points (e.g. 250 points). On accumulating Y points (e.g. 5000 points) users will get a free mock test with a detailed blind spots report.
- b. Incentive based referral programme where user gets incentive based on referrals. Every existing user of IELTS material will have their referral code using which if any candidate joins then they get \$200 in their account.

Engagement of users can be determined by average time spent by IELTS test aspirant daily on the portal to

- 1. Improve his/her skills
- 2. Give Mock tests
- 3. Interacting with other people on the medium i.e.
  - a. By reading experiences of other Aspirants about IELTS test preparation, time management, tips and tricks etc.
  - b. By writing his/her own experiences about IELTS test preparation.



- c. Following discussions on specific questions, topics etc.

Let's dig deeper into how should we build the referral program

Goal: Create a reward based referral structure for existing users who invite other users.

## User Funnel



Below is the model we've built with some assumptions, of course we can update these assumptions basis our learnings. But the primary objective is to outline how focusing on the referral program can yield great results to our growth equation.

A= Assuming the number of IELTS test aspirants: 10000000

B= 10% of A know IELTSmaterial: 1000000

C= 50% of B visit the website: 500000

80% of C signup: 400000

	Month 1	Month 2	Month 3	Month 4	Total users of IELTSmaterial after 4 months
Current users of IELTSmaterial	400000	240000	144000	86400	<b>870400</b>
40% actually maximize their score using the portal	160000	96000	57600	34560	
30% then refer to 10 people each to IELTSmaterial in their networks	480000	288000	172800	103680	
50% of the referrals go through the same steps	240000	144000	86400	51840	

Now if we believe if we want to increase signups of IELTSmaterial faster to reach our goal to 2x we need to make change/improvement in the current number to make it more efficient.

Let's change the number of people who refer to 10 people in their networks to join IELTSmaterial from 30% to 40% (10% change).

If we make a slight change in the current number then we can achieve the following results as shown in the table.

	Month 1	Month 2	Month 3	Total users of IELTSmaterial after 4 months

Current users of IELTSmaterial	400000	320000	256000	976000
40% actually maximize their score using the portal	160000	128000	102400	
40% then refer to 10 people each to IELTSmaterial in their networks	640000	512000	409600	
50% of the referrals go through the same steps	320000	256000	204800	

To achieve our goal i.e. 2x the number of signups it will take 2.5 months

$$\text{Month 1} + \text{Month 2} + (\text{Month 3})/2 = 400000 + 320000 + (256000)/2$$

$$= 848000$$

