

Overview

Colibri Group is a family of brands that provide learning solutions for licensed professionals in a variety of fields, including real estate, property appraisal, nursing, social work. Through brands like McKissock Education, Real Estate Express, The Institute for Luxury Home Marketing, and others, the company serves over 1M professionals annually. Its learning products give working professionals a competitive edge by combining up-to-date information, practical on-the-job application, and online accessibility.

Results

2X

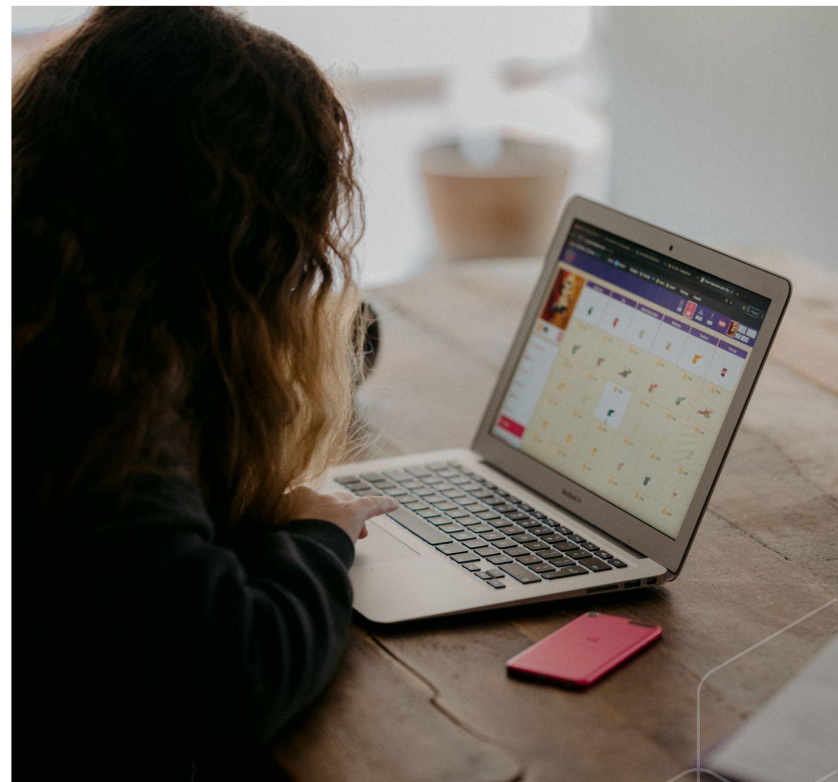
YoY referral
revenue growth

up
to **16X**

ROI

6%-20%

revenue lift from
referral program

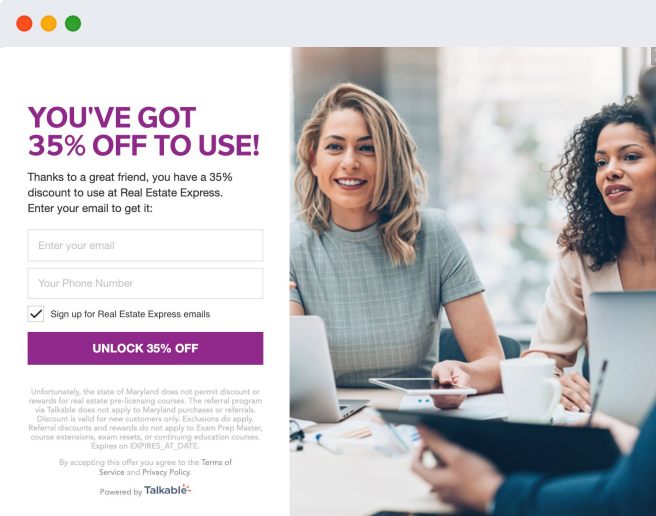


About Referral Campaign

Colibri Group brands, like many other professional educational solutions, have the inherent power of word of mouth. Working professionals **tend to share learning opportunities with their colleagues** and fellow niche workers. The Colibri Group team was looking for a powerful marketing partner to boost the referral channel and turn it into a growth strategy.

Talkable launched with Real Estate Express first and then expanded to 6 other niche-specific websites. The team at Colibri worked closely with the Talkable Customer Success team, and executed on best-practices recommendations.

Colibri started seeing impressive results right away. Talkable referral programs bring anywhere from 6.8% to 20% of revenue in a given month, which is almost 4X higher than the industry average. Proving once again, that **brands that harness organic, positive word of mouth, translate to big Referral Marketing results.**



**YOU'VE GOT
35% OFF TO USE!**

Thanks to a great friend, you have a 35% discount to use at Real Estate Express. Enter your email to get it:

Sign up for Real Estate Express emails

UNLOCK 35% OFF

Unfortunately, the state of Maryland does not permit discount or rewards for real estate pre-licensing courses. The referral program via Talkable does not apply to Maryland purchases or referrals. Discount is valid for new customers only. Exclusions do apply. Referral discounts and rewards do not apply to Exam Prep Master, course extensions, exam resets, or continuing education courses. Expires on 12/31/25, AT 12:01:00.

By accepting this offer you agree to the Terms of Service and Privacy Policy.

Powered by **Talkable**

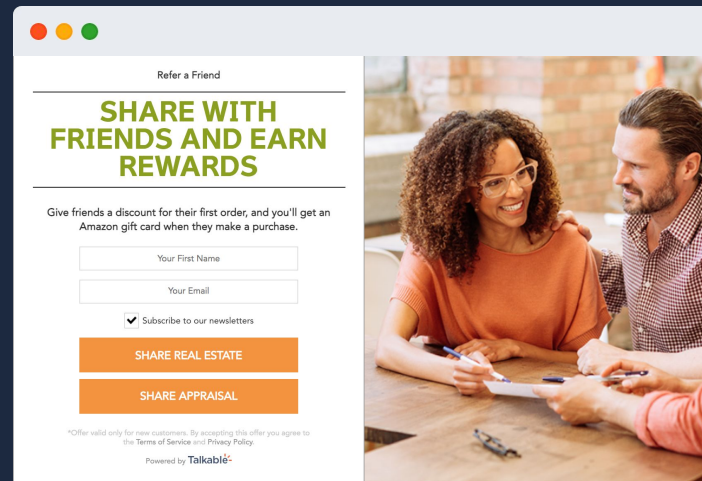
Highlights

1

Since Colibri customers seldom buy second courses after they purchased the first ones, the Talkable team came up with the idea to provide a gift card incentive to advocates. For brands where there is low purchase frequency and high AOV, oftentimes Talkable will recommend an integration with a digital rewards company like Rybbon, or Tremendous.

2

To promote two different courses for 1 brand, Talkable launched two different campaigns on the multi-product landing page. This placement brought 37% of all referral revenue YTD 2021.



“ The referral program is an exciting solution because it is an organic sales team. We saw incredible ROI and engagement even during our historically slow months.

- Sara Cook, Marketing Analyst



**GIVE 10%,
GET UP TO \$25**

Give friends 10% off their first purchase at Superior and you'll get \$10 when they enroll in a CE course and \$25 when they enroll in a PRE or POST licensing course.

Know someone wanting to get licensed in a state other than NC?
[Refer them and receive \\$25.](#)

Highlights

3

Talkable recommends to offer different reward options within the referral placements, as this widens choice for customers and motivates them to share with a larger number of friends (see the green text on the screen). Promoting Real Estate Express through McKissock Real Estate and Superior helped to increase annual revenue by 1%.

4

For the holiday season, some Colibri group brands offered higher rewards and the results spoke for themselves. Real Estate Express saw a 10% higher advocacy rate and 40% more revenue compared to the ongoing referral offer.

Results

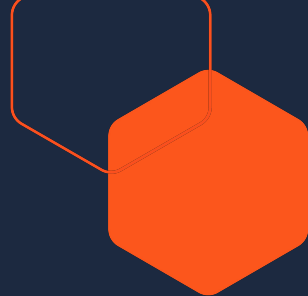
Talkable referral program is now part of the on-boarding process for acquired businesses at Colibri. Talkable referral program not only helped with the acquisition, but grew the brands' retention numbers. Colibri brands see from 6.8% to 20% of revenue lift from the referral program and 3.5X ROI.

“ The referral program opened our business up to an audience we weren't able to reach previously, and while adding the extra touch to our post-purchase engagement and delight flow we also saw an incremental revenue every year by at least \$1 million dollars.



Sara Cook,
Marketing Analyst





Thanks for reading!

Our mission is to help great companies **grow**

Trusted by globally recognized brands

AMERICAN EAGLE

TOMS



ROTHY'S

Get in touch - we'd love to know how we can help:

Contact us