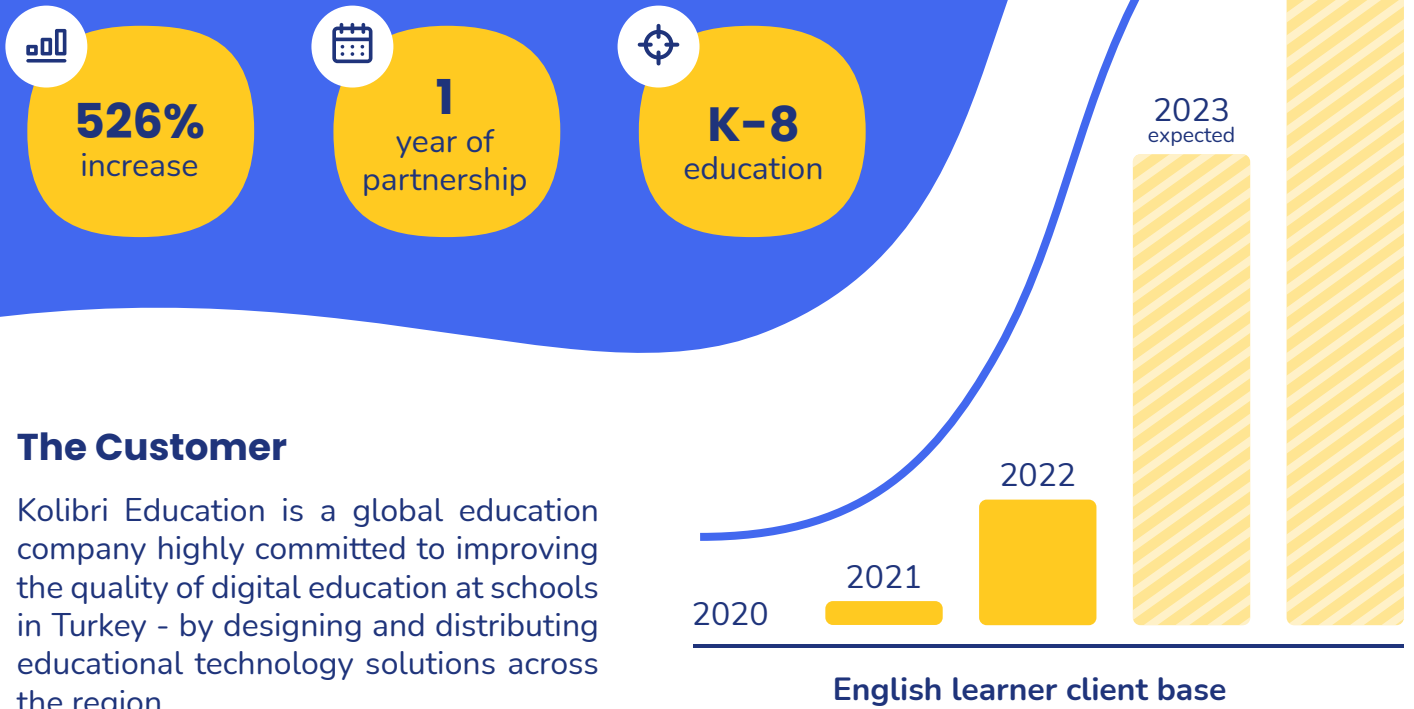


# The Power of Strategic Partnership: Achieving 5x Growth



This case study focuses on the partnership between Kolibri Education, a global education company, and BOOKR Class, an award-winning European English learning and teaching app. A distribution partnership that resulted in significant growth for Kolibri Education, with a 526% increase in their English learner client base. Delve into the details and uncover the secrets behind their success!

# OVERVIEW

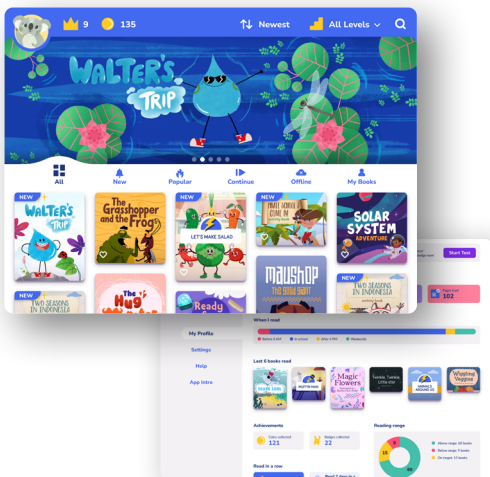


## The Customer

Kolibri Education is a global education company highly committed to improving the quality of digital education at schools in Turkey - by designing and distributing educational technology solutions across the region.

## The Challenge

Kolibri found itself in need of a digital solution using the power of storytelling and **interactive, stimulating books to enhance the level of K-8 students learning English as a foreign language**. It needs a partner that reflects its **vision of bringing ever-innovating teaching solutions to classrooms** in the region and that follows up with the rapidly changing English learning expectations. There are many solutions in the market offering parts of what Kolibri was looking for, but one of them stood out in meeting their expectations. **BOOKR Class is the only player offering both high-quality and quantity content with astonishing visual content, meanwhile keeping prices at a reasonable level.**



## Solution & Results

In 2021, Kolibri Education partners with the award-winning European ESL app, **BOOKR Class**. After the first year of partnership, Kolibri accomplished to **multiply its English learner client base by 5 times**.

The recipe for this achievement? A combination of a

- **focused and personalised marketing and sales plan**
- **market knowledge and relational capital**
- **a state-of-the-art, innovative product**

# THE CUSTOMER

## Kolibri is here to Change the Future of Education in Turkey

Kolibri Education is a global education company highly committed to improving the quality of digital education at schools.

Kolibri Education is dedicated to enhancing the quality of digital education in schools on a global scale. To achieve this goal, the company **conducts research, develops, improves, and distributes digital educational materials**. The education software and apps they design or work with are created for K12+ University students. Kolibri partners with the best edtech solutions from around the world to bring the highest quality products closer to home.



“

*At Kolibri Education, our focus is on utilizing digital technology to assist educators in making the most effective use of digital education materials. We understand that the **demand for digital education content in language teaching is rapidly increasing**, and therefore, we have curated a comprehensive catalog that provides solutions for all levels, catering to language skills such as reading and writing across all age groups from kindergarten to university.*

”

**Cem Susuz**, Founder & Managing Director at Kolibri Education, shares that they focus on establishing and designing foreign language education programs, and their distribution, and the conversion of traditional learning materials into the digital environment. They are one of the leading experts when it comes to digitalized learning tools in the Turkish region, with a long history in the sector:

“

*I've been in the industry for 20 years and started the company 6 years ago. All those years of experience and building connections were essential to stay in the game and create an innovative solution to make an impact on education in the region.*

”



## THE CHALLENGE

### Today's young kids have higher-quality visual and learning preferences



In today's world, technology has become an integral part of our lives, and young learners are growing up in a world where digital devices and screens are ever-present. As a result, **their visual preferences have evolved**, and they now have higher expectations when it comes to the quality of visual content.

A wide range of visual stimuli on a daily basis can be distracting, from the graphics in their favorite video games to the animations in their favorite movies and TV shows, kids' attention is easy to grab but hard to keep. Therefore, they have developed a keen eye for high-quality visuals and expect the same level of quality in all forms of visual content.

This has significant implications for businesses that provide for children, particularly those in the entertainment and education sectors. These businesses need to ensure that their visual content meets the high standards of today's youth or risk losing their attention and not achieving the educational goals their product's for.

Kolibri Education, as an expert in digital education, **needed to meet the evolving needs of today's pupils - especially regarding reading and language learning:** engaging and visually stimulating. They also need to stay up-to-date with the latest trends and techniques in the visual arts, to ensure that their content remains fresh and relevant.



While meeting the visual preferences of young kids can be a significant challenge for businesses, it also presents an opportunity to stand out in a crowded market. By investing in high-quality visuals, businesses can differentiate themselves from their competitors and build a loyal customer base.

The backbone of Kolibri's philosophy focuses on constant innovation and keeping one eye on the market needs - which we know are ever-changing. You might have an amazing product today, and become outdated tomorrow. Best partnerships are the ones that are based on similar values, so that is what they seek: a solution that caters to the changing English learning expectations.

There is no escaping it, edtech companies that stay afloat invest in creating high-quality visuals to ensure their success in this competitive market. That's where Kolibri is and wants to stay a key player in the Turkish market - distributing the most present-day educational tools.





## THE SOLUTION

The solution is an educational technology product that understands the needs of the new generation of learners and readers, nurturing a love for reading and language acquisition. They needed a product to work globally, to be respectful to different cultures while providing a wide range of knowledge - in the form of educational stories - about the world.

In 2021, Kolibri Educational started a partnership with award-winning European edtech startup BOOKR Kids, to become the exclusive distributor of their English teaching product BOOKR Class. This ESL tool is an interactive digital library app with 1000+ books and songs, all graded and designed for children aged 4-14 to learn English as a second language in an authentic context. With additional educational games after each book, children don't only practice grammar, vocabulary, and pronunciation, but the stories and games are designed to help develop 21st-century skills at a young age.

After the first year of partnership, Kolibri achieved to **multiply its English learner client base by 5 times.**

Comparing the licences that were sold by Kolibri in 2021 with the data from 2022, we can see an increase of 526 percentage points. Their estimation is to generate 4 times more by the end of 2023.

The recipe for this achievement?  
A combination of a **great marketing and sales plan + market knowledge + a state-of-the-art product.**

With the right strategy and a visually appealing, pedagogically well-thought-out product, Kolibri experiences a 90% sales success rate when reaching out to schools.

### Let's compartmentalize this formula. How can you achieve that?

- ★ **Great network in the educational sector** 1 *(more details later)*
  - Meetings and school visits, face-to-face visits
  - Kolibri team gained more experience selling the product,
- ★ **Knows how to position the product on the market,** 2 *(more details later)*
  - which unique selling point, which attribute made schools tick
  - Brand awareness has grown thanks to marketing and sales efforts
  - They started to attend face to face events
- ★ **Support from team of BOOKR Class** 3 *(more details later)*

## 1

## How to build a network in the educational sector

Cem explains the importance of consistency and patience when it comes to building your network.



*'Conferences and school visits are essential. We mostly conduct in-person meetings, that's why it takes a long time. After some time, you get recognition in the market as well, and you get to know potential clients through recommendations. Word of mouth is a key element to building your network system.'*



In Cem's experience, building a network in the educational sector is multifaceted. He suggests starting by attending top conferences, as these offer invaluable opportunities for networking and exchanging ideas. For immediate, ongoing communication, Cem found that digital tools like WhatsApp proved to be crucial, providing a platform to quickly respond to teacher queries and foster a sense of community.

In understanding teachers' diverse needs and preferences, Cem also highlights the importance of conducting focused group research. He further emphasizes the value of establishing an ambassador and agent network aligned with your brand's mission and creating localized marketing content. Cem's approach is collaborative: BOOKR delivers the content, and they localize it. It's a personalized touch that makes a significant difference.

These collective efforts, Cem believes, can forge a strong and far-reaching network in the educational sector.

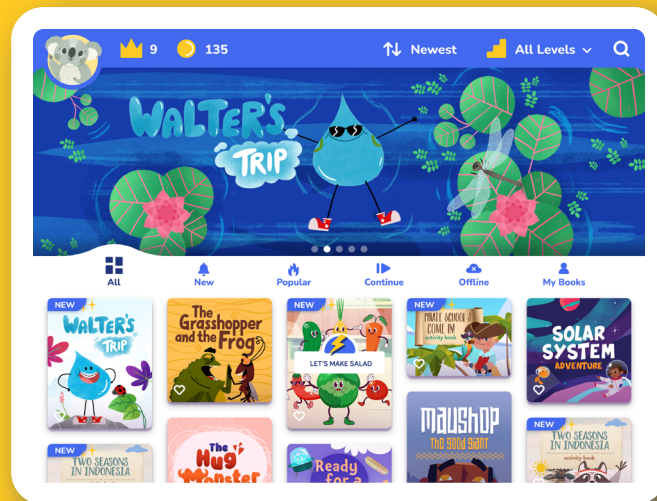


## 2 Knowing what makes schools tick

Conducting needs analysis should be your starting point, says Cem after spending more than 20 years in the education sector.

*‘Our marketing and sales team is trained to conduct a needs analysis first thing. During the first meeting with their leads, they ask directed questions to learn about the schools’ needs in detail, then they analyze it and make a presentation based on it.*

*Customer needs dictate the strategy and the presentation we come back with, so we absolutely customize and alter the presentation and don’t go around showing the exact same information to each client.’*



### What do you find important to mention about BOOKR Class?

- It is fun, engaging, and all pages are really well worked out - you could call it an “art masterpiece”
- It’s a real game-changer, very high-quality
- BOOKR Class is responsive to the changing expectations of language learners

*‘We say to teachers: “You have an iPhone 14, but you show kids old and low-quality textbooks. It’s no wonder keeping their attention is a challenge.”*

*It’s important because today’s young kids have higher quality visual preferences, and teachers are the ones experiencing the difficulties that it brings about every day.’*



### 3 How does BOOKR support your marketing and sales strategy?

BOOKR's team supports distributors and checks with them about local needs and expectations. It's really about the merging of two sets of know-how: BOOKR knows the product better than anyone, while Kolibri is the expert on the market. Only with the marriage of those two competencies can success be achieved.

#### BOOKR supports distributors' work with



Excessive training to Kolibri's marketing and sales team, including information on the latest developments



Webinars and roundtable discussions with industry experts



Marketing materials from digital to print



An onboarding process that is meticulously designed for the target group



Occasional in-person support at events and school visits



# RESULTS IN A NUTSHELL

## English learner client base



Growth rate: **526%**

Years of partnership in a chart : **2 years**

By 2022 Kolibri multiplied its English learner client base by **5 times.**

**Nine out of 10** school presentations end with a successful deal.



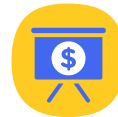
## Types of schools they're after



international primary schools



international secondary schools



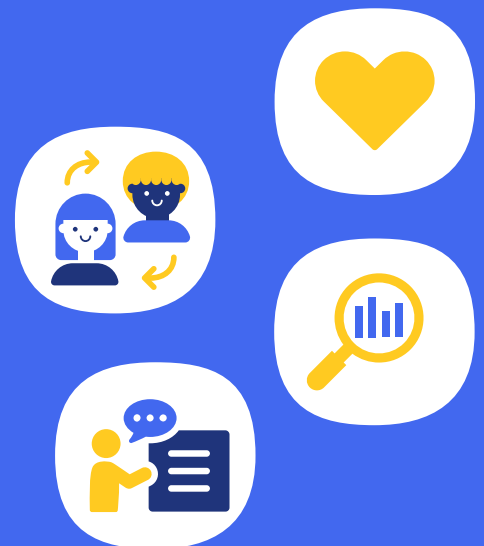
private institutions



bilingual schools

## TAKEAWAYS/ KEY IDEAS

- 1 The importance of networking**  
attend conferences, build digital communities, and establish an ambassador and agent network
- 2 Find your trusted partner**  
cultivating meaningful partnerships is the key
- 3 The power of face-to-face communication**  
and a chance for schools to live the BOOKR experience
- 4 Personalise your offer**  
analysis & market knowledge, plus it allows us to tailor our system to your specific use cases



**BOOKR**

CLASS

## CONTACT US

Can we help you achieve similarly remarkable results by distributing edtech solutions?  
Reach out to [sales@bookrclass.com](mailto:sales@bookrclass.com) and ignite your journey to growth with BOOKR Class!

