We partnered with Trippie to create a digital marketing strategy for their free Airport Navigation App "Trippie". Our campaign took Trippie from the 10th most downloaded airport navigation app to the first.
The Challenge
Trippie's Growing Pains

Awareness

After development, the Trippie app had a great user interface and user design, but lacked awareness or downloads. Why have an incredible app with no users? In a world with more than 5 million apps to choose from Trippie had to stand out among the competition.

Personal Brand

Trippie's founder, Ryan Diew, had an amazing story to tell. Ryan was a college student, division 1 athlete, and entrepreneur. Painting this picture was something Ryan wanted to focus on to promote his app.
Our Solution
Video Production and Social Media Marketing

We made a series of promotional videos and mini-documentaries on the team. We also created social media accounts - Instagram, Twitter, and Facebook - for Trippie. These videos were shared thousands of times around the web. This created buzz and awareness around Trippie and its founder. We increased Trippie's following to over 20,000 people. Ultimately, content marketing and a strategic social media presence caused downloads to go up 1000%. The app went from having 100 downloads per month to 1000 downloads per month.

February Downloads:
Publishers and Press

Once Trippie had established relevance online, through original content and a prominent social media, we submitted Ryan's story to a number of publishers. Trippie was featured in Inc Magazine, Forbes, and Huffington Post! These publishers have millions of readers who were introduced to the application. Dunne Marketing then had the idea of recording a video of Ryan pitching his venture, and submitted it to the producers of Shark Tank, a show in the United States where startups pitch their ideas to investors. The producers loved the video and invited Ryan to be on it. Trippie was seen by Shark Tank's 5 million viewers. All of the press and news about Trippie got Trippie over 10,000 downloads. Trippie was featured on Apple's top travel apps and is the number one airport navigation app on the market today.
Ryan on Shark Tank:
“Luke Goodwin and Sheila Dunne are the most innovative, driven, and savvy marketers I have worked with. I highly recommend Dunne Marketing and would not be where I am without them.”

Ryan Diew
CEO of Trippie.
Results?

Trippie's downloads increased over 1000% and it is now the most downloaded airport navigation application. CEO, Ryan, was able to reach over 10 million people and his application ranked on the first page of the Apple iTunes travel applications. Trippie now has functionality in over 20 airports, partnerships with major corporations, and has received funding and support from hundreds of followers.
Scope of Work

Branding Services

- Mini-Documentaries
- Promotional Videos
- Social Media Management
- Social Media Marketing
- User Flow Mapping
- Brand Guidelines
- Monitoring and Reporting
- Publications
We're Ready.

If you have a creative challenge for the Dunne Marketing team we'd love to hear from - so let's continue the conversation.

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