TravelmAPP

VISION:

Become the first option people use when traveling.

MISSION:

Make traveling easy and attractive.

MARKETING

PRODUCT

Our product, TravelmAPP is an app that helps plan journeys. Users of our app would have personalised accounts, connected to their social media and they can state their age, interests, eating habits and budget. Based on the interests and current location the app suggests events, or user can chose the place he/she wants to visit. It plans the routes, accommodation, transport, meals, suggests specialties from the place user is visiting, sights etc, but users can always choose something that is not suggested by the app. App will have special review writing policy. The hotels, restaurants, bars… we are working for will have QR code printed on the receipt and people will be able to write reviews only if they scanned the code. By implementing this, we will make sure that the reviews written are not fake or scam.

PROMOTION

Promotion of the app will mainly be on social media (Facebook, Twitter, Instagram…) so it will be Social media marketing. The promotion will include primatial videos like the one from the link below:

https://drive.google.com/open?id=0B6dVorvECnDndFBTY1o5bXNXQTg

Travelm**APP**

Besides SMM, promotion of our app will include guerrilla marketing. We have come up with the idea to set up a big map of the world on main squares or streets in different towns and places on which there will be a sentence: 'Scan the code and choose the place where you want to go.' On the map would also be the QR code which would lead every person to the place to download our app from App Store/Google Play.

Example how would that look like:

PRICE

The app will be free, but we will have pro version that will cost $1.99, and also we will earn from contracts with different hotels, restaurants, bars and banner advertisement in the app.

CUSTOMER PROFILE:

The perfect client is a person who likes or has to travel both domestically and international, uses smartphone, has at least one of the social media accounts and is between 15 and 50 years old.

Travelm**APP**

TARGET MARKET:

- 20% of people who are travelling abroad and domestic

- male and female gender

- Smartphone users - iPhone, Android, Windows Phone

- people traveling for business and pleasure

- people with any budget

SLOGAN

Make TravelmAPP home of your every journey.