

Client Case Study: Coordle



Coordle

Industry: Travel
Location: Baltimore, MD

Our Role

Coordle is an inclusive group travel company with a more intuitive, hassle-free, complete ecosystem platform that enhances travel by providing comprehensive information and sharing tools. It creates a seamless inclusive travel experience that is a central location to manage all user information and assist with all of their needs.

Coordle has requested Loyola Consulting Group at Loyola University Maryland, Inc. support in social media and influencer marketing execution. The startup is open to various strategies and methods to increase engagement, downloads, and partnership opportunities.

Solution

LCG worked with Coordle to create effective and engaging content in graphic, photograph, and video formats. The team developed 15 posts, 15 stories, and 15 reels for Instagram with cohesive branding. LCG performed diligent research on diverse amounts of influencers with complex descriptions and content methods, recording over 115 new contacts for Coordle and providing an outreach template. Lastly, the team performed market research to provide feedback and recommendations to improve the app's function and usability.

LCG Team Composition

Consultant - Kayla Iwanowski
Analysts - Bella LoRusso, Brenda Okoye,
Charlotte Barnard, Clodagh Ryan, Gil
Carlson, Maria Blangiforti, Racquel Benson

Business Results



Developed 15 carousel posts to highlight travel tips, recommendations, and information



Generated list of 100+ influencers of varying identities and demographics and crafted language to engage with them



Performed market research to provide recommendations to improve app functionality

