



The Client

Hipmunk is the fastest, easiest way to plan travel. Hipmunk's website and mobile apps help save time and money by comparing top travel sites to show the perfect flight or hotel at the cheapest price.



The Situation

Hipmunk needed to gain exposure online among influencers and consumers in the travel space.

Hipmunk needed to scale quality onsite content for a variety of landing page types such as city destinations, hotel properties, and other various landmark pages used to research when planning a trip. These crafted content pages would be created to help increase sales year over year and increase traffic based around organic channels, including direct traffic and traffic from search engines.



The Solution

CopyPress recruited a team of dedicated travel writers and bloggers to produce a high volume of unique quality content.

Travel Bloggers make up a heavy portion of online influencers and share a demographic makeup consistent with Hipmunk's customer base. Through CopyPress's influencer program, travel writers were consistently vetted and onboarded over the duration of the program incorporating new demographics and readership value. As part of the program, Hipmunk included a link to the bloggers Google+ URL and bio on each individual landing page of content they wrote over time.

Influencer Examples: www.leaveyourdailyhell.com & www.mappingmegan.com

Content Example: www.hipmunk.com/Hotels-In-London



The Results

In a 2-year span, CopyPress was able to manage over 100 reputable travel writers and bloggers who have produced over 15,000 pages of unique content across a variety of custom built webpages on Hipmunk.com. With this program, Hipmunk has experienced a 330% organic traffic increase across desktop and mobile since January of 2015.

330% increase
in traffic from
organic sources

CopyPress makes Content Marketing simple

CopyPress is a full service content marketing company that provides copy, digital media, and influencer services. Our process, quality, and customer service set us apart. Contact us today to find out what CopyPress can do for you!