
Trumpia®
www.trumpia.com

The Most Complete
SMS Software

TRUMPIA FOR FRANCHISES

Even if a franchise is a household name, keeping in touch with franchisees is not easy, and advertising for each and every location can be confusing. Luckily, Trumpia offers a comprehensive mobile messaging solution paired with industry-leading automation to keep your franchises running smoothly. For your corporate office, we offer a suite of enterprise-grade tools that are designed to give you greater control and security of your brand and franchise operations. And if you own a franchise, we have a variety of text messaging and cross channel marketing tools including mobile coupons and loyalty programs to keep your customers coming back for more.

To learn more visit [our website](#), call or text us at 1-888-707-3030, or email support@trumpia.com.

OUR
FEATURES



**Personalized
Messages**



**Mobile Keywords and
Online Signup Pages**



**Landline
Texting**



**Mobile Coupons and
Loyalty Program**



**Automated
Campaigns**



Multi-Channel Communication
(SMS, MMS, email, social media, voice calls)



**Access
Control**



Consulting



**Private
Branding**



CORPORATE OFFICE
BENEFITS

INCREASE ORGANIZATION

Access Control lets you set which features and data each staff member can view.

- ✓ Allow marketing to send out promotions and access customer information or feedback.
- ✓ Create specific rules so that each location only has access to their customers' contact information. This ensures that your California branch isn't texting a customer in Texas.
- ✓ Enable your corporate office to contact all franchisees, ensuring they follow through on new procedures.

ENTERPRISE FEATURES

Trumpia is designed to scale to the needs of even the largest organizations.

- ✓ Private branding displays your logo and name on our software when your users log into the system.
- ✓ Create custom branded templates for all your locations to use, maintaining a consistent brand image across your franchises.
- ✓ Improve the way your HR department interacts with employees across all franchises by ensuring items such as benefit announcements are read.
- ✓ If you have a business solution that you want to integrate texting into, we offer REST, HTTP, SMTP, and Java APIs.

FRANCHISE BENEFITS

SEND MASS ALERTS

Instantly notify a large number of people with alerts and notifications.

- ✓ Increase attendance at events with a text invitation and reminder.
- ✓ Promote new products and sales events to all your customers.
- ✓ Personalize your offers to drive higher redemption rates.

BOOST SALES

Generate more revenue and promote repeat business with our marketing tools.

- ✓ Increase traffic to your stores with mobile coupons.
- ✓ Gain customer loyalty with a customizable rewards program, run entirely through SMS.
- ✓ Use Smart Targeting to promote relevant sales and special offers.

STREAMLINE OPERATIONS

Save time and energy by automating your day to day tasks.

- ✓ Our powerful Auto Campaign feature allows you to automate common tasks such as sending out sale reminders or informing customers when their coupons are going to expire.
- ✓ Send a link about an upcoming release to all your customers. Then, have a text automatically sent to anyone who clicked the link when the product is on your shelves.
- ✓ Quickly communicate with staff to fill any scheduling gaps that may occur.

SUPERCHARGE SUPPORT

Offer better customer support with landline texting, which enables each franchise location to send and receive text messages using the phone number their branch already operates and advertises.

- ✓ 64% of consumers would now rather text than call for customer service.
- ✓ Allow customers to text instead of call to ask simple questions like store hours, address, and wait time.
- ✓ Automatically follow up with customers by sending them a survey to see how your service is doing.

**HOW OTHER
FRANCHISES ARE
USING TRUMPIA**



CHALLENGES

- ✓ Corporate wanted an effective way to drive traffic to their stores.
- ✓ Needed a way to organize contacts based on their location.
- ✓ Wanted to ensure that their campaign was “reputable and followed legal rules”.

SOLUTION

- ✓ Created a separate legally-compliant mobile keyword for each location, collecting over 10,000 contacts.
- ✓ Sends text messages and mobile coupons to a targeted audience.
- ✓ Automatically sorts customers by the keyword they used to opt-in, so they can send store-specific promotions and information.

“The software is easy-to-learn and user friendly. We can definitely change a day’s sales with a message, even during a hurricane.”

- Amy Moler, marketing director for High Five

To read more about how High Five Frozen Yogurt uses Trumpia,



Click Here!



CHALLENGES

- ✓ Needed a way to coordinate 63 locations across Hawaii.
- ✓ Their paper coupons were not yielding the results they had hoped.
- ✓ Wanted a system that could compel customers to come into their stores.

SOLUTION

- ✓ Collected over 3,700 signups using the mobile keyword "PROMOS".
- ✓ Sends thousands of mobile coupons, as well as an automatic reminder five days before it expires to anyone who hadn't redeemed it yet.
- ✓ If that still doesn't get customers to redeem the coupon, they have an even stronger coupon automatically sent a week later.

A photograph of a 7-Eleven store exterior, showing the building, palm trees, and people walking. The image is overlaid with a dark green tint.

7-Eleven Hawaii collects over 3,700 contacts and boosts sales by using automated mobile coupon campaigns.

To read more about how 7-Eleven Hawaii uses Trumpia,



Click Here!




CHALLENGES

- ✓ Needed an easy way for customers to opt-in to receive promotions.
- ✓ Wanted a way to connect with their growing base.
- ✓ Paper coupons weren't effective at driving traffic.

SOLUTION

- ✓ Created a mobile keyword, quickly collecting over 2,000 contact numbers.
- ✓ Sends greetings, promotions, coupons, and location alerts.
- ✓ Nearly 20% of subscribers redeemed one of their mobile coupons.

A photograph of a Chick-fil-A restaurant exterior at dusk. The building has a prominent sign with the Chick-fil-A logo and the text "THE ORIGINAL CHICKEN SANDWICH". The entrance is visible, and there are outdoor seating areas with tables and chairs in the foreground.

**Chick-Fil-A Virginia uses Trumpia to drive customers
to their store, seeing a redemption rate of 20%.**

To read more about how Chick-Fil-A uses Trumpia,

