





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



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.

To learn more about how you can use Trumpia to communicate with your key stakeholders, visit our website, or contact us at 1-888-707-3030 or support@trumpia.com.



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.

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HOW OTHER FRANCHISES ARE USING TRUMPIA





CHALLENGES

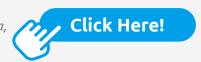
- Corporate wanted an effective way to drive traffic to their stores.
- Needed a way to organize contacts based on their location.
- Wanted to ensure that their campaign was "reputable and followed legal rules".

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







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.









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.



