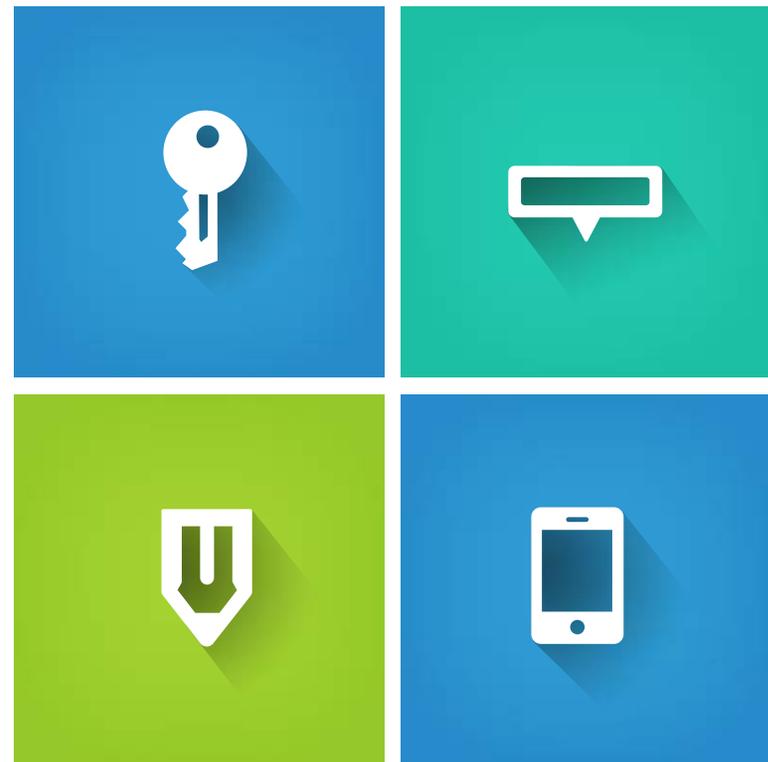


Keyword Sign-up GUIDE



In this Guide

-  What is Keyword Sign-up? ... 3
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-  What can it do for me? ... 5
-  How do you create one? ... 7
-  What does it look like for a subscriber? ... 22
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What is a **Keyword Sign-up?**

Have you ever texted a word or phrase to a 5-digit number to start receiving SMS messages from an organization or business? If you have, you've already used a Mobile Keyword. You've probably seen them on TV, billboards, and the internet without even realizing it!

A Mobile Keyword is a memorable word or phrase that people can text in to subscribe to your organization or business' text messages. The 5-digit number that people text to is called a short code and acts like a phone number that organizations and businesses can use for SMS or MMS messaging.

The purpose of a Mobile Keyword is to collect subscriber information easily and automatically so your organization or business can focus on messaging and engaging subscribers instead of haggling with an address book.

Read on to find out exactly how it works!



How does a Mobile Keyword work?

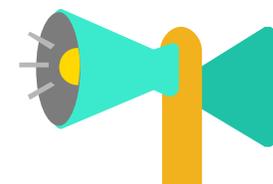
Four steps are all you need to use your Mobile Keyword from beginning to end!

Step 1



Create a Mobile Keyword. We'll show you exactly how in this guide.

Step 2



Promote the Mobile Keyword and short code on ads, websites, emails, newsletters, blogs, etc. Radio and TV commercials aren't out of the picture, either. It's time to get creative.

Step 3



Sit back and watch your list grow as people text in your Mobile Keyword to subscribe for your messages.

Step 4



Send messages and engage with subscribers. It's that easy!



What can it **do** for **me**?

Where do we even begin? Read on to find out different ways businesses use Mobile Keyword Sign-up in their marketing and operational strategies.

Kyle's BBQ House



Kyle advertises his Mobile Keyword **"EatRibs"** around the restaurant. Guests text it to receive messages about special deals, new menu items, and more.

Shane's Surf Store



The day before an annual sales event, Shane posts a Mobile Keyword **"SurfVIPSale"** on his social media pages. Customers who text in his keyword the day before get into the store first and receive an extra discount.

It doesn't stop at retail stores and restaurants!

Churches, radio stations, universities, and more engage their entire audience with announcements, information, contests, etc.

And don't forget about internal communication!

Corporate offices, organizations, and franchises in all industries (medical, financial, manufacturing, etc.) streamline communication with team members, employees, and clients.

The possibilities are endless. We're sure you can already think of ways to use Mobile Keywords for engaging with your audience.



What can it **do** for **me**?

Mobile Keywords help businesses and organizations:

Grow subscriber lists organically

No more chasing down people to join subscriber lists. People who are genuinely interested will join if and when they want to. The no-pressure environment creates a natural platform to initiate and maintain subscriber rapport.

Grow subscriber lists automatically

No more updating subscriber information manually, which is tedious and prone to error. With Mobile Keywords, subscribers can join lists immediately and automatically – no extra work needed on the sender's side.

Give subscribers what they want when they want it

Subscribers can text in your keyword to receive immediate information or a coupon. For example, a home buyer can text in **HOME** to receive information about property specifications on the spot. Or a customer can text in **SALE** to receive a coupon.

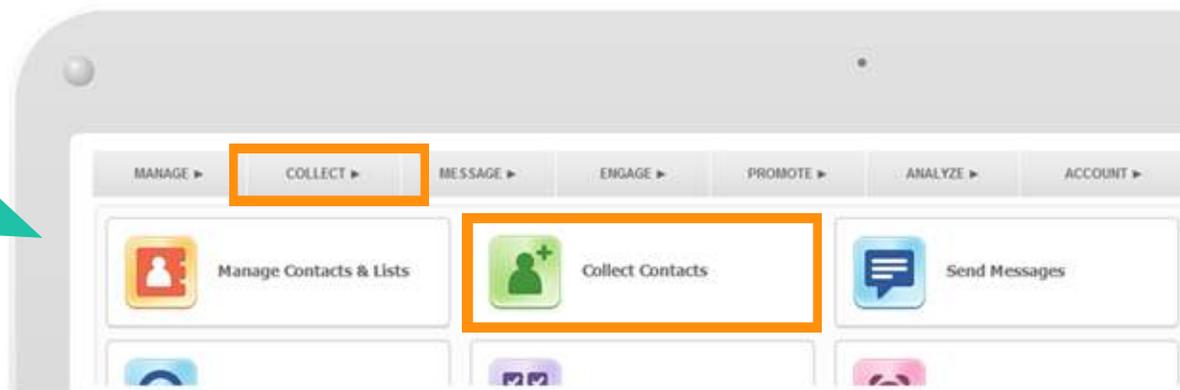
With a bit of help, you'll become a pro in no time! Ready?



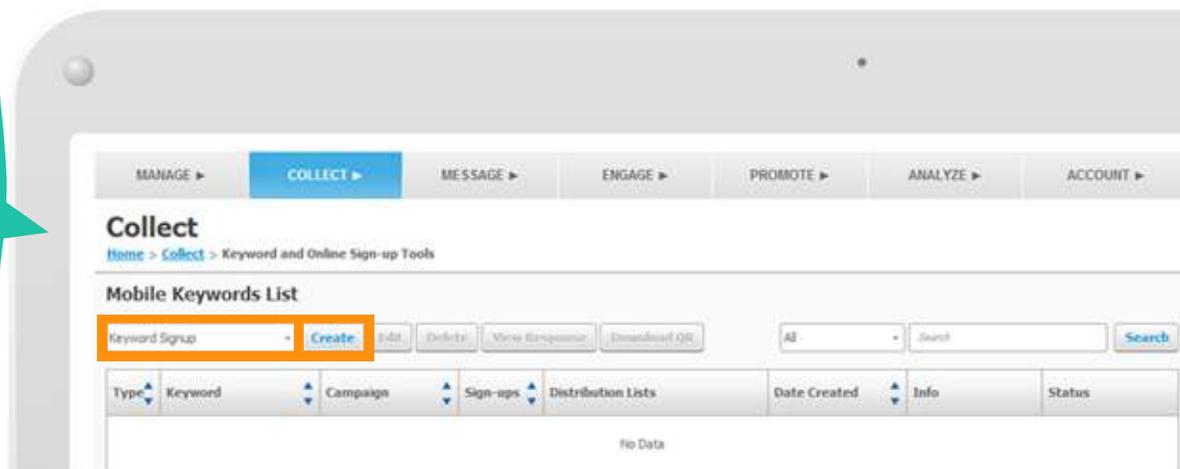
How do you **create** a **Mobile Keyword**?

We offer many other features that use keywords but in this guide, we're going to focus on the simple Mobile Keyword, designed for easy subscriber signup.

1 Click on the Collect tab at the top or the Collect Contacts button.



2 Then select a Keyword type from the dropdown menu and click the Create button. For this guide, we will focus on the simple Mobile Keyword.





Create Mobile Keyword

Quick! Think of a word or phrase to use as a keyword! We kid, you have more time to think it over. Make sure it's simple and memorable so people can share it easily. The remaining options and fields are details, some of which are required by law, and others which you can get creative with.

- 1 Enter your desired keyword. Spaces and punctuation are not allowed. Some suggestions:
 - **Business or organization name** (ex: TRUMPIA)
 - **Slogan** (ex: TEXTMORE or TEXT2U)
 - **"JOIN+business name"** (ex: JOINTRUMPIA)

- 2 Select or create a group you want subscribers to automatically join when they text your keyword.

- 3 Your default SMS header is required by the CTIA and is already entered into this field. You may edit this, but it is not recommended.

The screenshot shows the 'Mobile Keyword' configuration page. It includes the following fields:

- Mobile Keyword:** A text input field with a placeholder 'Please enter the mobile keyword you want to create'. Callout 1 points to this field.
- Distribution List:** A section with a dropdown menu for 'Distribution List(s)', a '+ Create a new distribution list' button, and a '+ Select all' button. Below the dropdown is a list of existing distribution lists with their creation dates. Callout 2 points to this section.
- Selected List(s):** A text input field for selecting a distribution list. Callout 3 points to this field.
- SMS Header:** A text input field containing 'Joe's Sporting Goods'.
- Campaign:** A dropdown menu with the option 'Select a campaign'.
- Auto-Response:** A text input field containing 'Joe's Sporting Goods:' and a 'Characters Left: 134' indicator.
- Age Restriction:** A checkbox and a text input field for 'Enter the minimum age of your intended recipients for your message/alert'.



Create Mobile Keyword

Here you can include your keyword in a campaign, set up a response message with a coupon and comply with the law (thanks!).

1 Bundle this keyword in a campaign to easily monitor all messages and features in the same place.

2 Shorten and insert a URL here. You can track how many people opened your message and clicked on the link.

3 Include a coupon in your Auto-Response as an incentive for customers to sign-up.

4 Enter your Welcome message here. Note that "Reply HELP for help" will be added to the end to let subscribers know message cost, how to opt out, and more.

5 Enter the minimum age of your target audience. This is required by CTIA regulations. The very minimum age is 13 years.

The screenshot shows the 'Mobile Keyword' configuration page. It includes several sections: 'Mobile Keyword' (with a text input field), 'Distribution List' (with a list of existing lists and a 'Selected List(s)' box), 'SMS Header' (with a text input field), 'Campaign' (with a dropdown menu), 'Auto-Response' (with a text input field and a 'Characters Left: 134' indicator), and 'Age Restriction' (with a text input field). Orange callout boxes with numbers 1 through 5 point to the Campaign dropdown, the Auto-Response text field, and the Age Restriction text field.



Additional Options

But wait, there's more! Check out your additional options so you can get the most out of your Mobile Keyword. We'll walk you through it one by one so you're fully equipped to use them.

The diagram illustrates the 'Additional Options' configuration form with six callouts pointing to specific settings:

- Keyword Followed by a Message**: Points to the 'Keyword Followed By A Message' option.
- Data Capture**: Points to the 'Data Capture' option.
- Follow-up Auto-Response**: Points to the 'Follow-Up Auto-Response' option.
- Send Auto-Response**: Points to the 'Send Auto-Response' option.
- Alternate Auto-Response**: Points to the 'Alternate Auto-Response' option.
- Notification**: Points to the 'Notification' option.

The 'Additional Options' form contains the following settings:

Option	Description
Keyword Followed By A Message	<input type="checkbox"/> Allow subscribers to text your mobile keyword with an SMS text.
Data Capture	<input type="checkbox"/> Collect the following contact info from subscribers: <input type="text" value="Select data type"/> <input type="button" value="Add"/>
Follow-Up Auto-Response	<input type="checkbox"/> Send up to 10 follow-up auto-responses. Set the amount of follow-up auto-responses to: <input type="text"/>
Send Auto-Response	<input type="checkbox"/> Send an auto-response. Frequency: <input type="text" value="Every time"/>
Alternate Auto-Response	<input type="checkbox"/> Send an alternate auto-response.
Notification	<input type="checkbox"/> Send a notification to my phone and/or email address when someone texts in this keyword.

Buttons:



Additional Options

New subscribers can send a message in the same text with your mobile keyword. For example, a radio station invites listeners to text in a keyword to start receiving messages. They also allow listeners to share their favorite song in the same text as the mobile keyword. That way, the radio station can also take a poll for the most popular song. The following page gives an example for this option.

Additional Options

Keyword Followed By A Message	<input checked="" type="checkbox"/> Allow subscribers to reply to your mobile keyword with an SMS text.
Data Capture	<input type="checkbox"/> Collect the following contact info from subscribers: <input type="text" value="Select data type"/> <input type="button" value="Add"/>
Follow-Up Auto-Response	<input type="checkbox"/> Send up to 10 follow-up auto-responses. Set the amount of follow-up auto-responses to:
Send Auto-Response	<input type="text" value="Every time"/>
Alternate Auto-Response	<input type="checkbox"/> Send an alternate auto-response.
Notification	<input type="checkbox"/> Send a notification to my phone and/or email address when someone texts in the keyword.



Additional Options

Option 1 Example Keyword Followed by a Message

Radio KTRM advertises a keyword (JOINRADIO) and invites listeners to text in the keyword and request their favorite song. After listeners text in the keyword and share their favorite song, KTRM can respond.

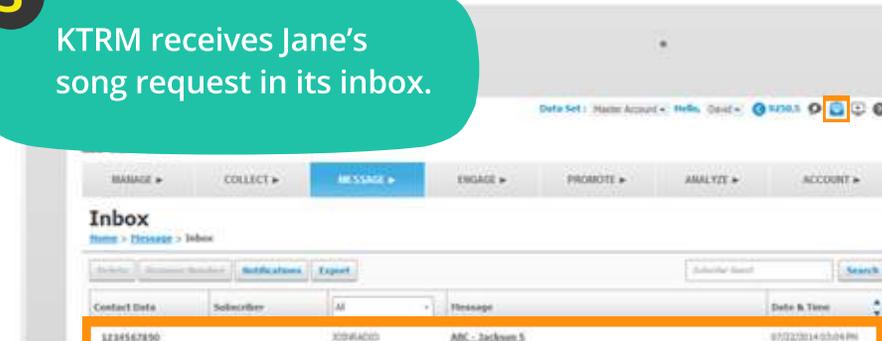


1 KTRM promotes keyword and invites listeners to share their favorite song.



2 Jane, a listener texts in JOINRADIO and her favorite song.

3 KTRM receives Jane's song request in its inbox.



4 KTRM receives Jane's song request in its inbox and responds.





Additional Options

Option 2 Data Capture

You can create more complete profiles of your subscribers using Data Capture. You can ask for information such as first and last name or email address, nearest store location, favorite restaurant, zip code, birth month, gender, and more.

With more contact information, you can:

Personalize messages with subscribers' names

Send messages via different channels (e.g. email)

Distinguish subscribers based on answers and send messages accordingly. For

The screenshot shows the 'Additional Options' configuration interface. The 'Data Capture' option is highlighted with an orange border. It is checked, and the text reads: 'Collect the following contact info from subscribers: Select data type - Add'. Other options include 'Keyword Followed By A Message', 'Follow-Up Auto-Response', 'Send Auto-Response', 'Alternate Auto-Response', and 'Notification'. At the bottom right, there are 'Cancel' and 'Create' buttons.



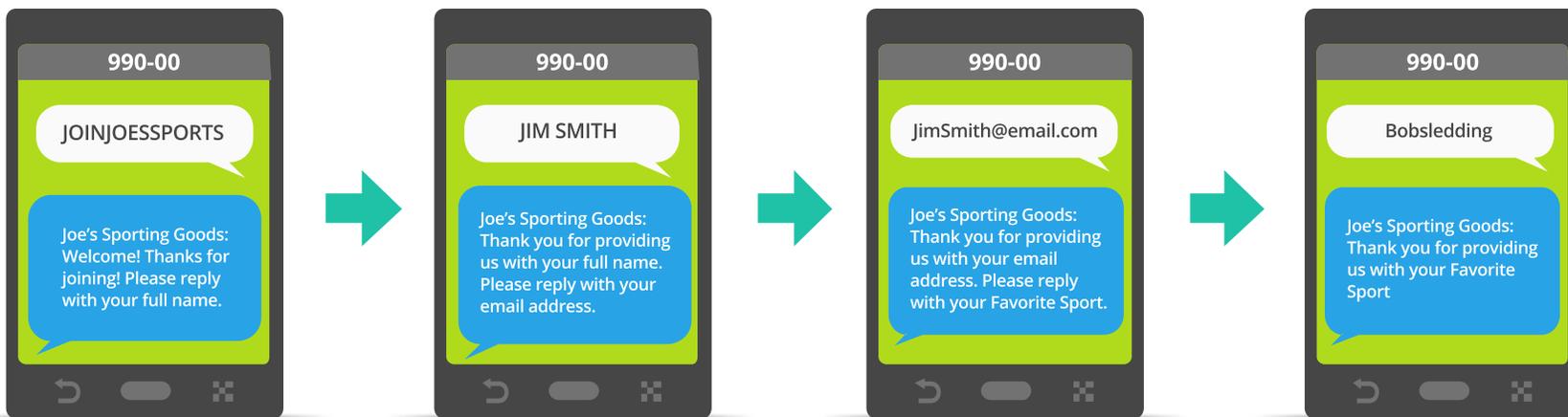
Additional Options

Option 2 A little more on Data Capture

Once you select a data type and click Add, you will see additional text added to your Auto-Response as well as a new text box. You can ask as many questions as you'd like. However, it's probably wise not to bug your subscribers with tons of questions!

Note Hover over Manage menu and click Custom Data Fields to create additional categories (beyond first/last name and email address) that apply to your business or organization.

Here's an example so you can get a better idea about Data Capture!





Additional Options

Option 3 Follow-Up Auto-Response

Follow-Up Auto-Responses are useful for reaching out to new subscribers within the same day of opting in. For example, Joe's Sporting Goods store can follow up with a coupon an hour after subscribers opt in. Then four hours later, subscribers can receive a reminder to get involved via social media. The possibilities are endless! Just don't forget to be considerate of the frequency of your messages since subscribers can opt out.

Note Follow-Up Auto-Response messages will only be sent to subscribers who opt in to a new Distribution List. If more than one keyword is linked with a Distribution List, the subscriber will only receive Follow-Up Auto-Responses from the first keyword.

Additional Options

- Keyword Followed By A Message**
 - Allow subscribers to reply to your mobile keyword with an SMS text.
- Data Capture**
 - Collect the following contact info from subscribers:
- Follow-Up Auto-Response**
 - Send up to 10 follow-up auto-responses. Set the amount of follow-up auto-responses to:
 - Send this response message : after Characters Left: 5

Joe's Sporting Goods: We want to thank you with a special deal! Enjoy 30% of one regularly priced item when you show this text message to the cashier!
 - Send this response message : after Characters Left: 13

Joe's Sporting Goods: If you haven't used your special coupon just yet, no worries! You'll always be up to date by liking our Facebook page!
- Send Auto-Response**
 -
- Alternate Auto-Response**
 - Send an alternate auto-response.
- Notification**
 - Send a notification to my phone and/or email address when someone texts-in this keyword.



Additional Options

Option 4 Send Auto-Response

How many times do you want subscribers to receive your Auto-Response? If jim texts in your keyword twice, do you want him to receive the same message twice? Or only the first time? Or once every day or week or year?

Tip If your Auto-Response contains coupons or Follow-Up Auto-Responses, you may not want to allow it to send more than once to the same subscriber.

Additional Options

Keyword Followed By A Message	<input type="checkbox"/> Allow subscribers to reply to your mobile keyword with an SMS text.
Data Capture	<input type="checkbox"/> Collect the following contact info from subscribers: Select data type Add
Follow-Up Auto-Response	<input type="checkbox"/> Send up to 10 follow-up auto-responses. Set the amount of follow-up auto-responses to:
Send Auto-Response	<div style="border: 1px solid #ccc; padding: 2px;"> Every time Every time Only once per mobile number Only once every... </div>
Alternate Auto-Response	
Notification	<input type="checkbox"/> Send a notification to my phone and/or email address when someone texts-in this keyword.

Cancel Create



Additional Options

Option 4 Send Auto-Response

You can choose to deliver an Alternate Auto-Response to subscribers that already texted in this keyword to opt in to your messages.

Let them know that you are already receiving your messages and thank them for their support and interest!

Additional Options

Keyword Followed By A Message	<input type="checkbox"/> Allow subscribers to reply to your mobile keyword with an SMS text.
Data Capture	<input type="checkbox"/> Collect the following contact info from subscribers: Select data type: - Add
Follow-Up Auto-Response	<input type="checkbox"/> Send up to 10 follow-up auto-responses. Set the amount of follow-up auto-responses to:
Send Auto-Response	Every time
Alternate Auto-Response	<input checked="" type="checkbox"/> Send an alternate auto-response. <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> 📱 📧 Characters Left: 54 Joe's Sporting Goods: Hey! You're already signed up to receive our messages! Thanks for the interest! </div>
Notification	<input type="checkbox"/> Send a notification to my phone and/or email address when someone texts in this keyword.

Cancel Create



Additional Options

Option 5 Notification

Get notified in real time whenever a new subscriber texts in your keyword and opts in to your messages.

Select whether to receive notifications when all subscribers (new and current) or just new subscribers text in your keyword. We recommend New Subscribers Only.

Enter email addresses and/or mobile numbers to receive notifications.

Additional Options

- Keyword Followed By A Message** Allow subscribers to reply to your mobile keyword with an SMS text.
- Data Capture** Collect the following contact info from subscribers:
- Follow-Up Auto-Response** Send up to 10 follow-up auto-responses. Set the amount of follow-up auto-responses to:
- Send Auto-Response**
- Alternate Auto-Response** Send an alternate auto-response.
- Notification** Send a notification to my phone and/or email address when someone texts in this keyword.
 - The mobile notifications will contain the following information:
 - [M] = [mobile phone number]; [K] = [keyword text]; [M] = [response message]
 - Send a notification for keyword text messages from:
 - All Subscribers
 - New Subscribers Only
 - Email Addresses and Mobile Phones to Notify:

<input type="text" value="Your email address"/>	<input type="button" value="Test"/>	<input type="text" value="Your mobile number"/>	<input type="button" value="Test"/>
<input type="text" value="Your email address"/>	<input type="button" value="Test"/>	<input type="text" value="Your mobile number"/>	<input type="button" value="Test"/>
<input type="text" value="Your email address"/>	<input type="button" value="Test"/>	<input type="text" value="Your mobile number"/>	<input type="button" value="Test"/>
<input type="text" value="Your email address"/>	<input type="button" value="Test"/>	<input type="text" value="Your mobile number"/>	<input type="button" value="Test"/>
<input type="text" value="Your email address"/>	<input type="button" value="Test"/>	<input type="text" value="Your mobile number"/>	<input type="button" value="Test"/>



Click Create!

When you're ready, click Create and sit tight! Your Mobile Keyword isn't active just yet – it still needs to be approved by our team. Our team checks to see that your keyword complies with CTIA and TCPA regulations (see end of guide for more information). When your keyword is activated, you'll get a notification in your account and an SMS message!

Age Restriction * Enter the minimum age of your intended recipients for your message/alert

Additional Options

- Keyword Followed By A Message** Allow subscribers to reply to your mobile keyword with an SMS text.
- Data Capture** Collect the following contact info from subscribers:
- Follow-Up Auto-Response** Send up to 10 follow-up auto responses. Set the amount of follow-up auto responses to:
 - Send this response message after Characters Left: 8
 Joe's Sporting Goods: We want to thank you with a special deal! Enjoy 30% of one regularly priced item when you show this text message to the cashier!
 - Send this response message after Characters Left: 13
 Joe's Sporting Goods: If you haven't used your special coupon just yet, no worries! You'll always be up to date by liking our Facebook page!
- Send Auto-Response**
- Alternate Auto-Response** Send an alternate auto response.
 - Send this response message after Characters Left: 54
 Joe's Sporting Goods: Hey! You're already signed up to receive our message! Thanks for the interest!
- Notification** Send a notification to my phone and/or email address when someone texts in this keyword.



What to **Do** with **Active Mobile Keywords**

Once your Mobile Keyword is active, the next step is to make sure it's visible to your desired audience. You can design your display any way you want but you absolutely need to have three items clearly visible:

- 1 Your keyword
- 2 Your short code
- 3 Compliance message (check next slide)

To join our mobile club!

1 text
"Keyword"
to
2 69302

Organization Name

Opt-in Terms: Summary Terms & Conditions: Our mobile text messages are intended for subscribers over the age of 19 and are delivered via USA short code 99000. You may receive up to 4 message(s) per month of text alerts. Message & Data Rates May Apply.

This service is available for phones with text messaging capabilities, and subscribers on AT&T, Verizon Wireless, T-Mobile®, Sprint, Virgin Mobile USA, Cincinnati Bell, Centennial Wireless, Unicel, U.S. Cellular®, and Boost. For help, text HELP to 99000, email iforgot@what.com, or call +1 7147850995. You may stop mobile subscriptions at any time by text messaging STOP to short code 99000.



What to **Do** with **Active Mobile Keywords**

According to CTIA regulations, the compliance message needs to be visible on all advertisements, fliers, posters, etc. that display your Mobile Keyword and short code. It informs subscribers of message frequency, terms of use, and more. Below is a sample compliance message. You don't need to copy and paste this text since we customize it for you when you create your keyword.

Opt-in Terms: Summary Terms & Conditions: Our mobile text messages are intended for subscribers over the age of 19 and are delivered via USA short code 99000. You may receive up to 4 message(s) per month of text alerts. **Message & Data Rates May Apply.**

This service is available for phones with text messaging capabilities, and subscribers on AT&T, Verizon Wireless, T-Mobile®, Sprint, Virgin Mobile USA, Cincinnati Bell, Centennial Wireless, Unicel, U.S. Cellular®, and Boost. For help, text **HELP** to 99000, email iforgot@what.com, or call +1 7147850995. You may stop mobile subscriptions at any time by text messaging **STOP** to short code 99000.

To join our mobile club!

text
“Keyword”
 to
69302

Organization Name

Opt-in Terms: Summary Terms & Conditions: Our mobile text messages are intended for subscribers over the age of 19 and are delivered via USA short code 99000. You may receive up to 4 message(s) per month of text alerts. Message & Data Rates May Apply.

This service is available for phones with text messaging capabilities, and subscribers on AT&T, Verizon Wireless, T-Mobile®, Sprint, Virgin Mobile USA, Cincinnati Bell, Centennial Wireless, Unicel, U.S. Cellular®, and Boost. For help, text HELP to 99000, email iforgot@what.com, or call +1 7147850995. You may stop mobile subscriptions at any time by text messaging STOP to short code 99000.



What does it **look like** for a **Subscriber**?

So you created your keyword, promoted it, and our friend, Jim, texted in. This is what Jim might see.

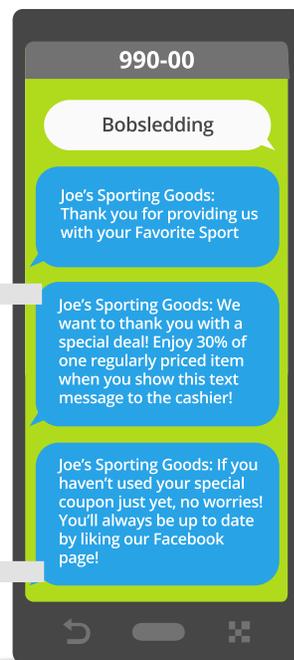


1

When Jim texts in **JOINJOESSPORTS** for the first time, he receives your Auto-Response. Then he answers Data Capture requests.

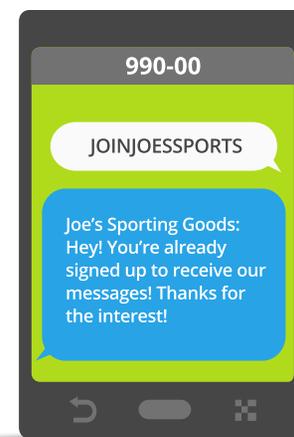
2

Jim will later receive **Follow-Up** Auto-Response messages to engage him and call him to action.



3

Here's what Jim would see if he tried to text in the same keyword again. This is the **Alternate Auto-Response**.





IMPORTANT

CTIA and TCPA Compliance

Trumpia was created with everyone in mind – text message senders and recipients alike. We adhere strictly to the law and have **ZERO** tolerance for violators.

Our goal is to provide a platform that is beneficial to both the sender and their recipients. If any messages, Mobile Keywords, or **OSPs** are found to be in violation of **TCPA** guidelines, we reserve the right to reject it and/or suspend the offending account. Please refer to our Terms of Use for more information.



IMPORTANT

CTIA and TCPA Compliance

Help us help you by:

- Not mentioning alcohol, marijuana, tobacco, illegal substances, adult content, and firearms in messages.
- Carefully review your text messages, Mobile Keywords, and OSPs before submitting them. Your message may not be approved if it contains a hint of the above-mentioned content. If anything you submit is rejected, you will have to spend more time drafting and submitting another version.