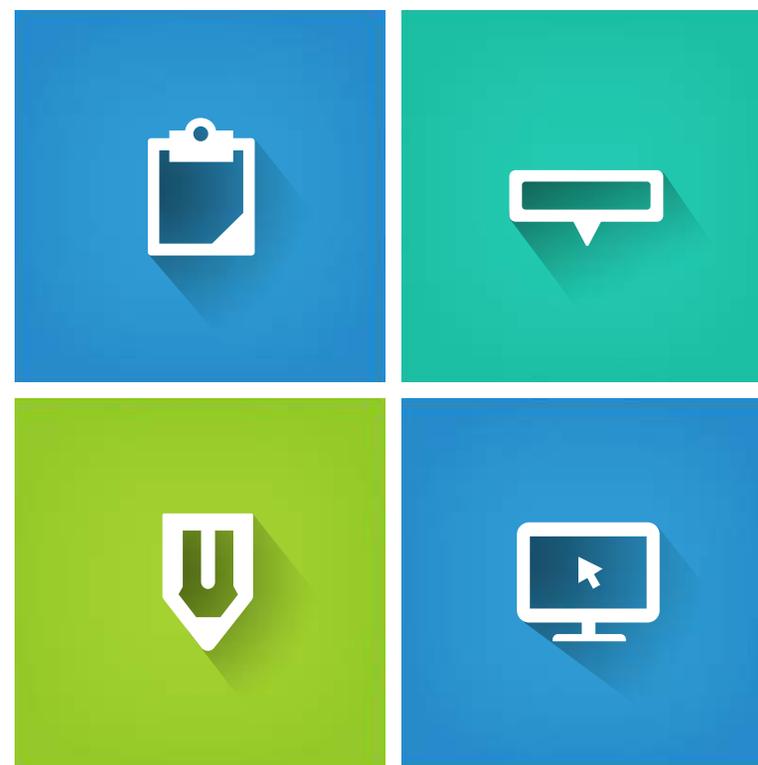


Online Sign-Up Page (OSP) GUIDE



In this Guide

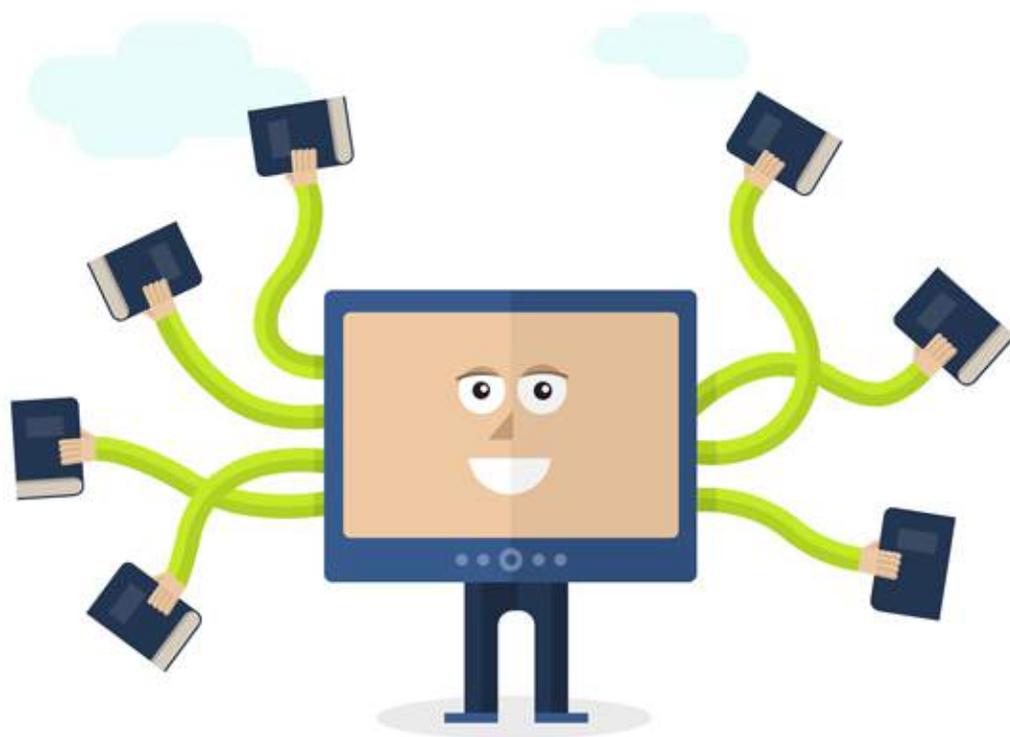
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Welcome!

Thanks for dropping by!

We're going to equip you with the knowledge and skill to incorporate Online Sign-Up Pages (or OSPs for short) in your communication efforts. As you're about to learn, it's a simple way to collect information from subscribers.



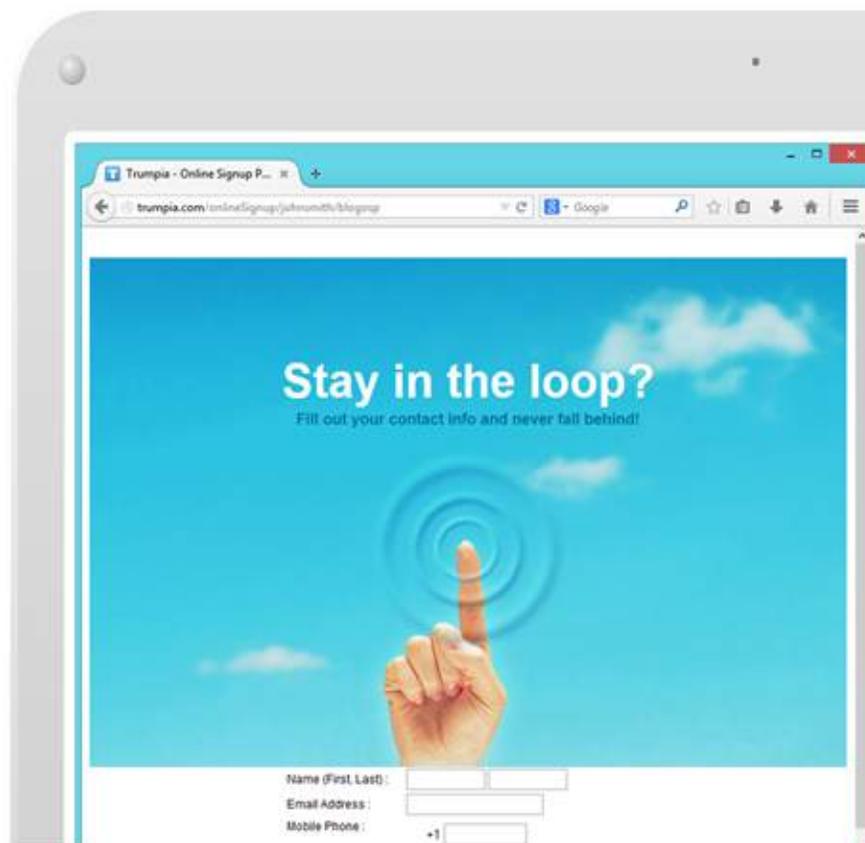


What is an **Online Sign-Up Page**?

An Online Sign-Up Page lets you collect contact information just like a paper form. But that's about where the similarities stop.

Paper forms are tedious. Once they're filled out, guess who has to take time to update your database of phone numbers, emails, and more? Guess who has to sit in front of a computer and input each form one by one?

Yeah, that didn't sound too exciting to us, either. If you're looking for efficiency and effectiveness in your communication purposes, read on!





Why would I want to use an **OSP**?

Anyone from Anywhere at Any Time can sign up.



Anyone

Signing up is not limited to a physical location! This means your scope of subscribers expands beyond your immediate location, city, state, and even country!



Anywhere

Subscribers aren't tied down to a desktop in order to sign up. Our mobile-friendly version makes signing up a breeze for on-the-go and mobile-savvy subscribers.



Any time

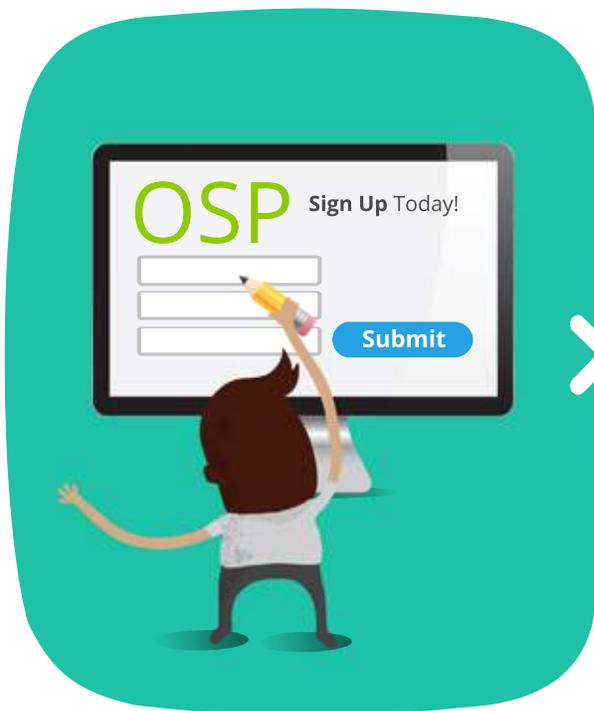
Your OSP is available 24/7 (with internet connection, of course). No need to worry about business hours, time zones, and other details.

Collecting contacts is as easy as creating the form. Once people fill out your OSP and submit, there's no extra work for you. Their information is automatically stored in a Distribution List in your own database online. When you're ready to send a message, all their contact information is ready for you.



How does it **work**?

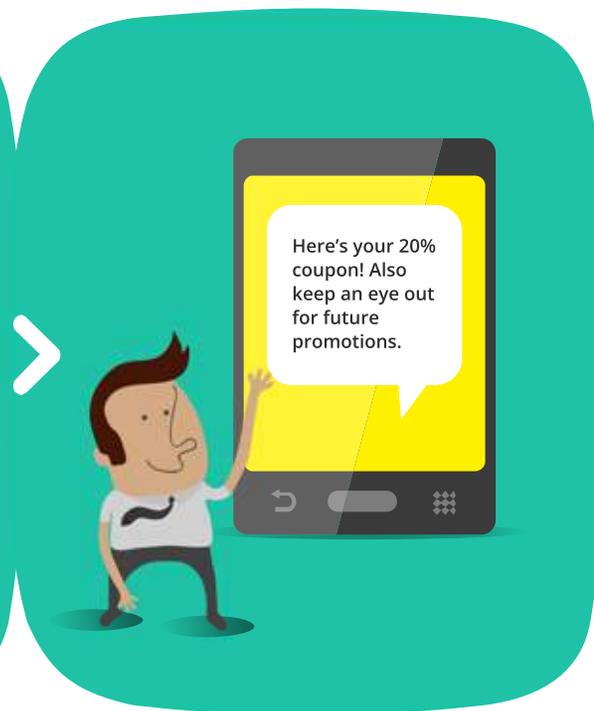
Step **1**



Step **2**



Step **3**

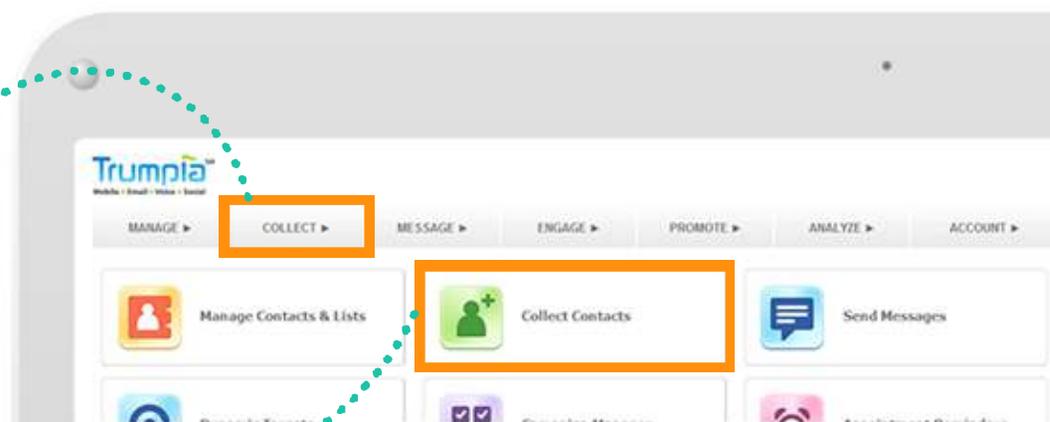




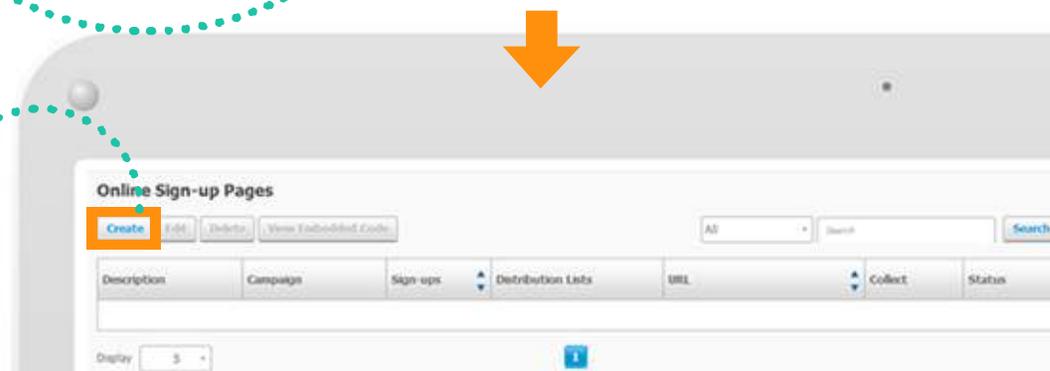
How do you **create** one?

It's easy. We're about to show you the way - every little detail. Starting now!

Click either the **Collect** menu at the top or **Collect Contacts** button.



Click **Create** under Online Sign-Up Pages on the next page.





Configuring Your OSP

Description and Campaign

Let's start with the basics. The description will help identify your OSP for future reference. Campaigns link different features together so you can get a "big picture" view of your communication efforts.

Enter a brief description of your OSP. This is for your reference and is visible only to you.

(Optional) You can link this OSP to an existing campaign or create a new one for comprehensive reporting.

Create A New Online Sign-up Page
[Home](#) > [Collect](#) > Create A New Online Sign-up Page

Description

Campaign

Sign-up Page Type

- Online (Hosted Web URL)
- Facebook Sign-up Page
- Embedded HTML

What data would you like to collect?

Order	Field Label	Type	Required
Please select a field.			



Configuring Your OSP

Sign-Up Page Types

We offer three (yes, three) different types of OSPs for you to start building your contact database.

Type 1 Online (Hosted)

Your OSP will be created and hosted as a webpage with its own link (URL) which can be shared anywhere on your website, inside an email, and more. Also, this page is mobile-optimized, meaning no teeny tiny text or miniscule buttons when viewed on a mobile device. (Super important for those mobile-savvy viewers!)

Type 3 Embedded HTML

Your OSP is integrated in an existing website for seamless sign-up.
 Don't worry if it's gibberish to you right now. That's what we're here for! Pages 9-14 go over each type individually so you can make the best decision for your needs.

Type 2 Facebook

Your OSP appears as a tab under Apps on a Facebook page of your choice. When clicked, it leads to an online form within the Facebook page.

Create A New Online Sign-up Page
[Home](#) > [Collect](#) > Create A New Online Sign-up Page

Description * My New OSP

Campaign NewWebsite (All things related to new website)

Sign-up Page Type *

- Online (Hosted Web URL)
- Facebook Sign-up Page
- Embedded HTML

What data would you like to collect? *

Order Field Label Type Required

Please select a field.



Configuring Your OSP

Sign-Up Page Types

If you're creating an Online (Hosted) OSP, you will need to set up a custom URL and let us know which pages will be hosting this custom URL. Your Online (Hosted) OSP will display no other content besides your sign-up form.

Enter a word or phrase (no spaces) to customize your URL.

Indicate the exact number of pages that will display your OSP URL link. Then provide the URL for those pages.

An important note: When choosing this option, please include ALL link URLs that you plan to share your OSP link on. Why? We want to protect the security and privacy of subscribers, and ensure the quality of our users' messages. For this reason, we require disclosure of where subscribers will be able to reach your hosted OSP.

Edit Online Sign-up Page

Home > Collect > Edit Online Sign-up Page

Description * My New OSP

Campaign NewWebsite (All things related to new website)

Sign-up Page Type *

- Online (Hosted Web URL)
 - Sign Up Page & Mobile Sign Up URL: You can use this url.
- Facebook Sign-up Page
- Embedded HTML

Linked URLs *

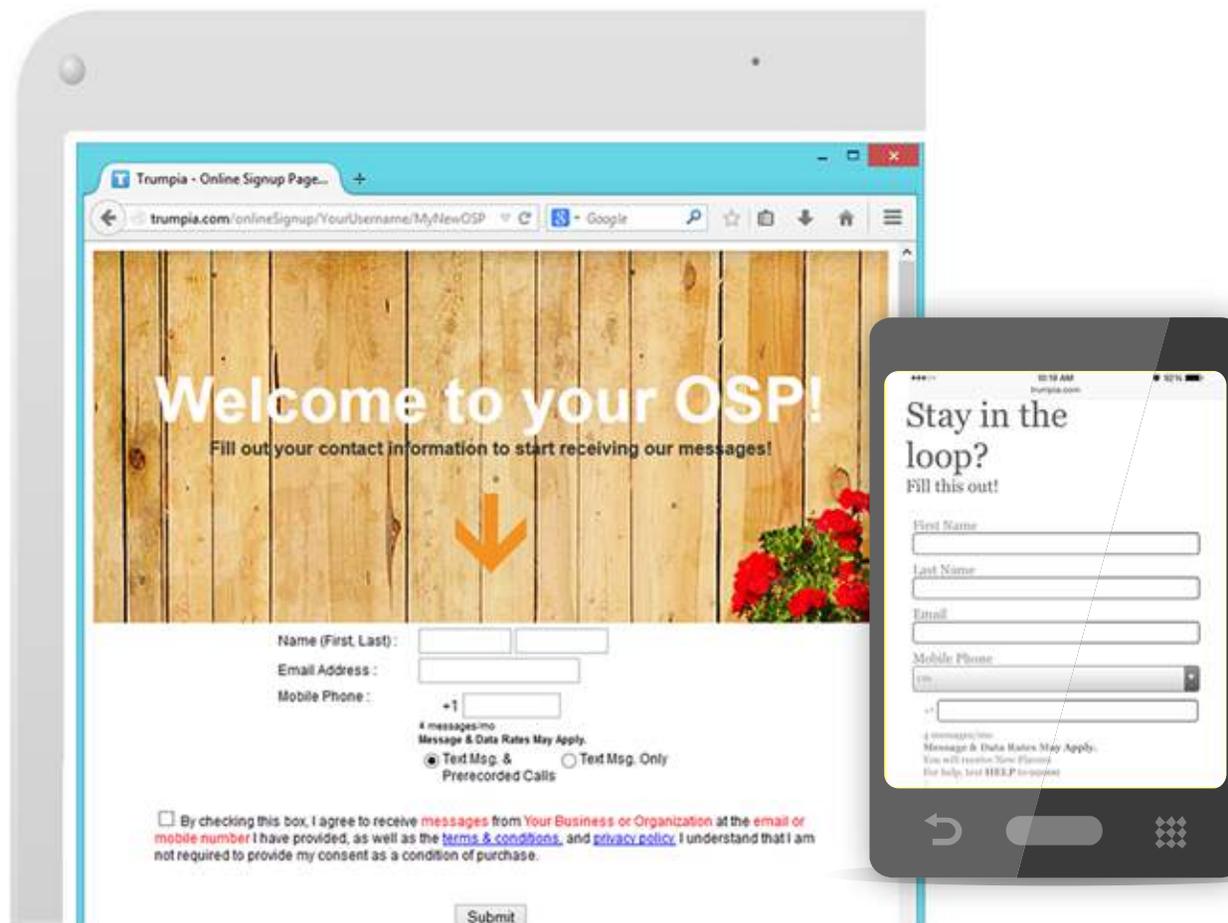
Number of URLs the Online Sign-up Page will be hosted on:



Sign-Up Page Types

Online (Hosted) OSP

Here's an example of what an OSP with its own URL looks like in a browser and mobile device.





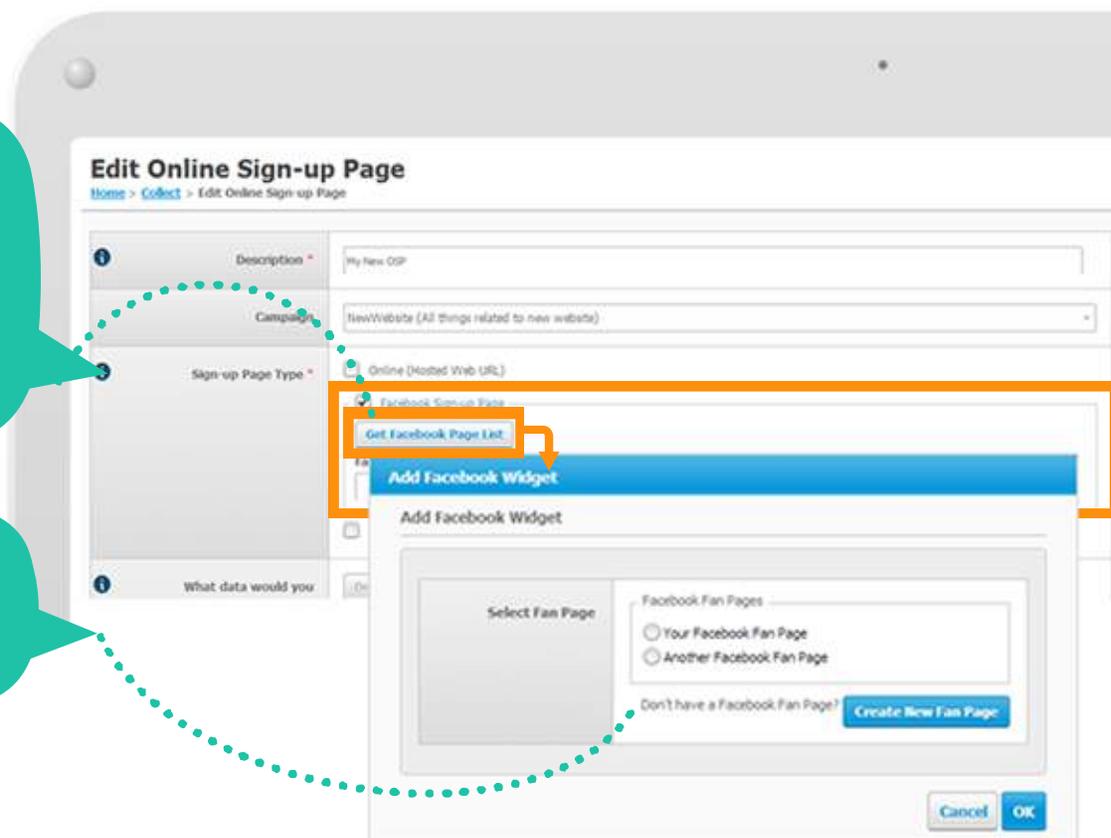
Sign-Up Page Types

Facebook OSP

If you choose to create a Facebook OSP, you will select which Page to display your OSP. Your Facebook OSP will be visible on your Facebook Page under the Apps section in the left column. Viewers will land on this OSP without leaving Facebook.

Check the box then click on **Get Facebook Page List**. This will display all the Pages managed by the Facebook account that's registered with us. If you would like to register a Facebook account, click on the Account menu at top of the page.

Select or create a Facebook Page you want to display your OSP. Keep in mind our OSPs are specifically designed for Pages, not personal profiles.

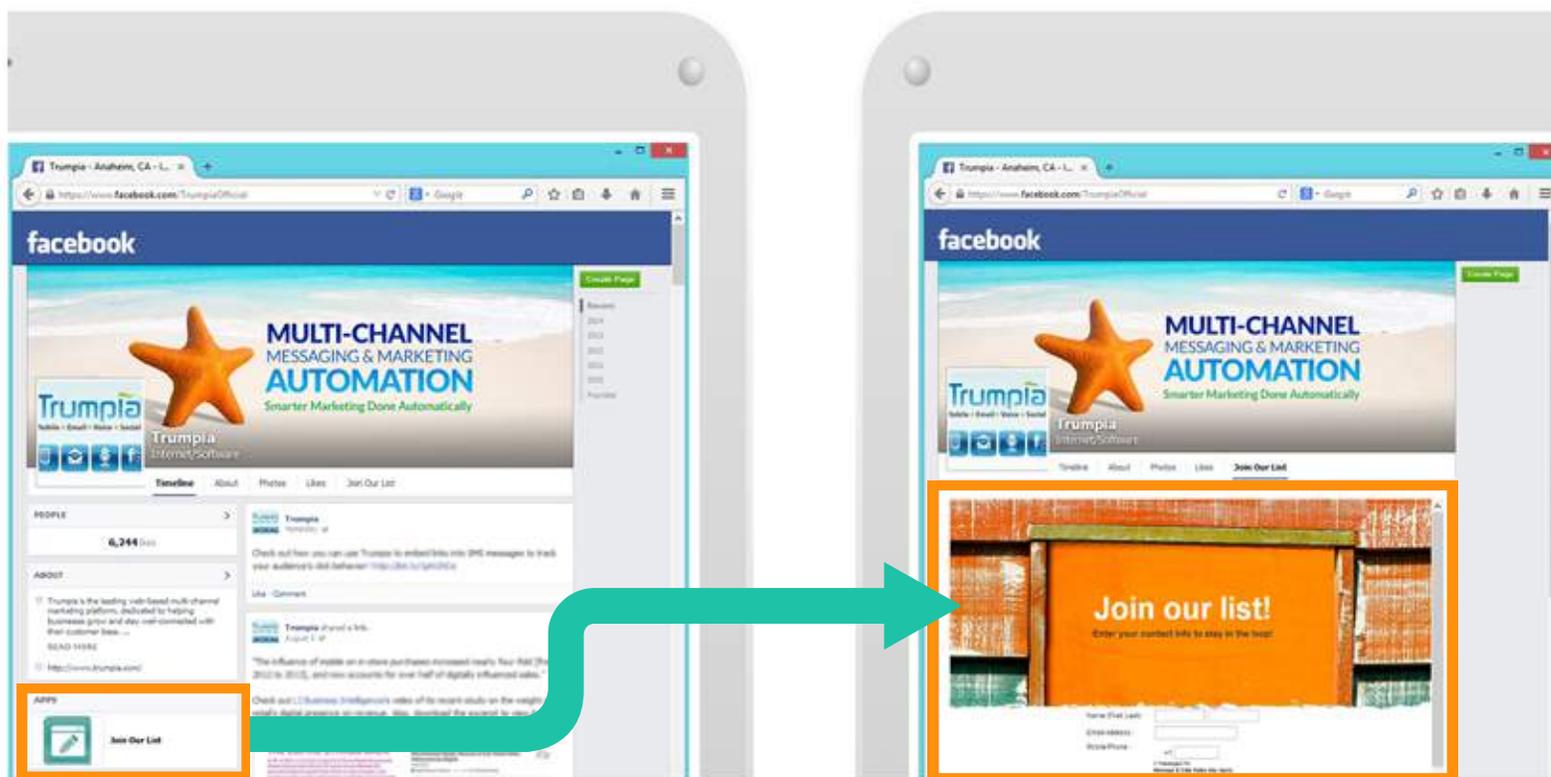




Sign-Up Page Types

Facebook OSP Example

Here's what your Facebook Page would look like with the OSP. When you click on the tab name or icon (left), you'll reach the sign-up form within Facebook (right). You will be able to create and customize the tab name and icon in a later step (page 20).





Sign-Up Page Types

Embedded HTML OSP

If you'd like to seamlessly integrate your OSP within your own content, then the Embedded HTML is the way to go. You will be able to create a sign-up form to insert in any existing webpage, such as your website or blog.

Check the **Embedded HTML** box to get started.

Indicate the number of pages you plan to embed your OSP code in and enter the URL links. For example, if you plan to embed this OSP in your personal website and blog, you would select 2, and then copy and paste the exact URL links for your website and blog.

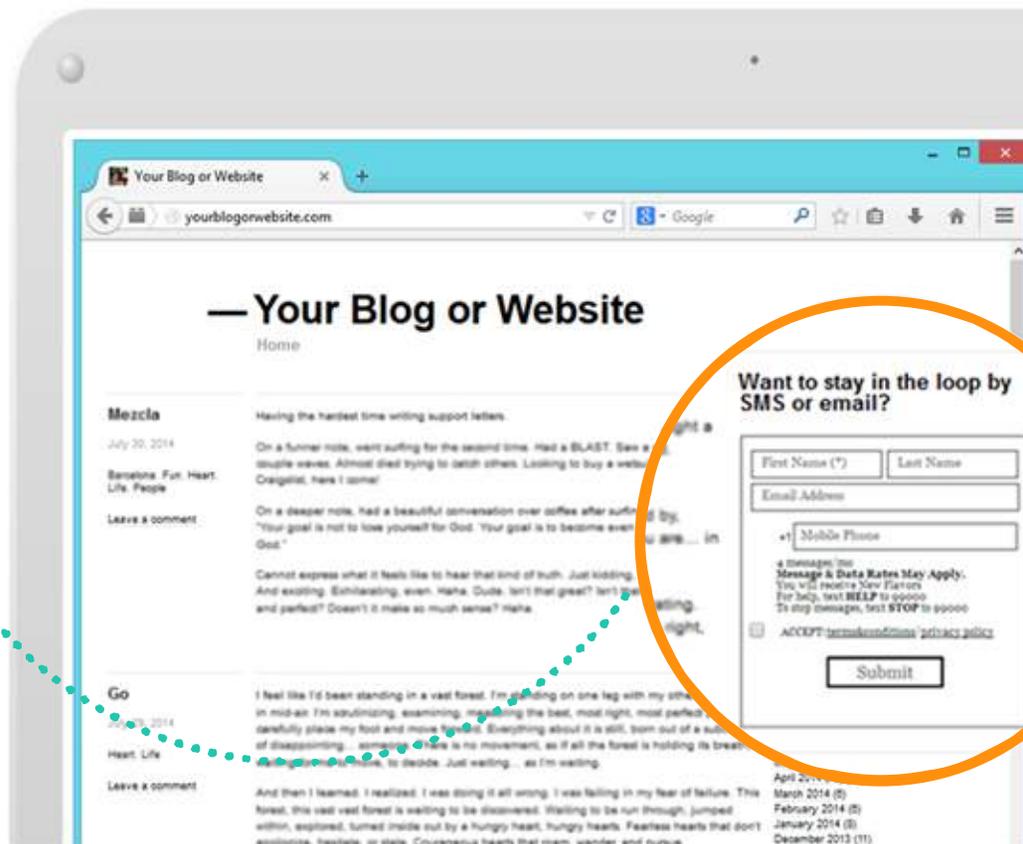
An important note: Your embedded OSP will only appear on the pages you list here, even if you insert the OSP HTML in other pages. Why? We want to protect the security and privacy of subscribers, and ensure the quality of our users' messages. For this reason, we require disclosure of where subscribers will be able to reach your embedded OSP.



Configuring Your OSP

Sign-Up Page Type

Here's what your embedded HTML could look like on your blog or website. You can place it anywhere (at the bottom, top, left side, right side... you get the idea).



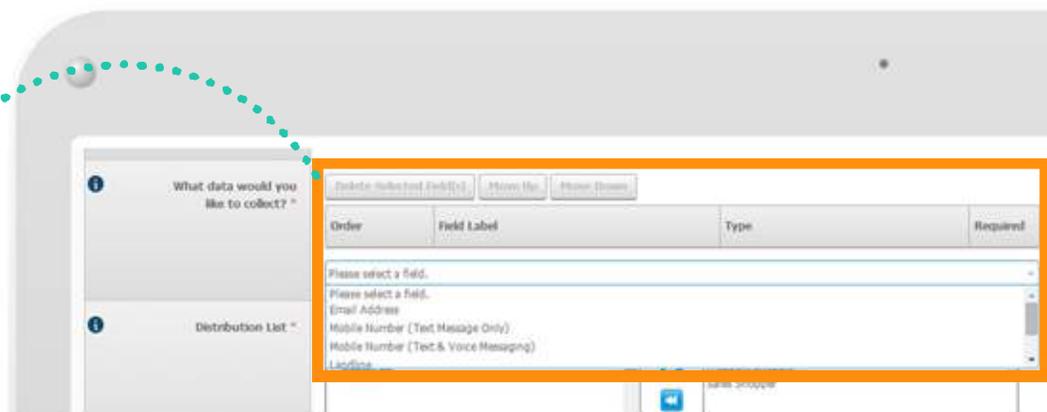


Configuring Your OSP

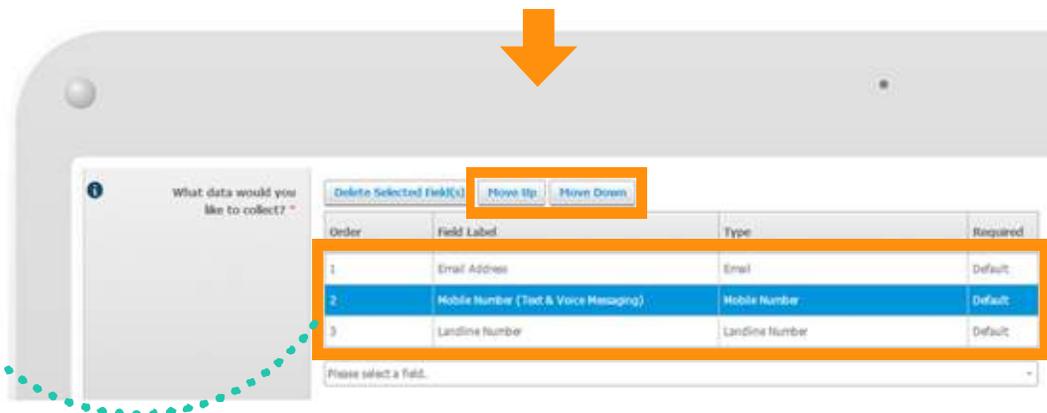
Data Capture

You would be pretty lonely without a way to contact your subscribers, right? Right. So here's where you select which contact information to collect from people who want to sign up!

Select the contact information you want to ask your subscribers. They will show up as form fields on your OSP.



If you select more than one contact data field, you can change the order by selecting it then clicking **Move Up** or **Move Down**.





Configuring Your OSP

You're almost done configuring your OSP! Here, you will select Distribution List(s), set up an Auto-Responder, minimum age, and whether International phone numbers will be allowed before designing your OSP!

1 You can give new subscribers the option to join different Lists for different kinds of messages. To give them options, select or create Distribution List(s) to link with this OSP. To select, highlight desired list(s) and click the right arrow.

2 Check this section if you want to follow up with new subscribers with an automated message.

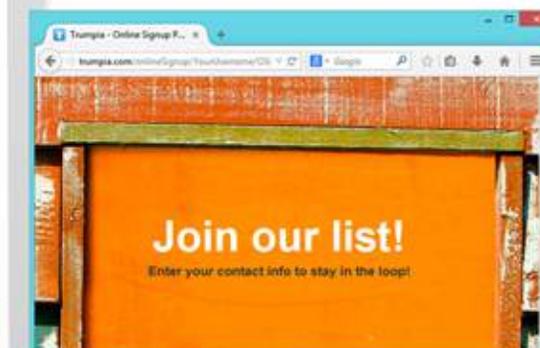
3 Enter the minimum age of your audience of your messages. Note that the legal minimum age is 13 years old.

4 Check this box if you plan to send SMS messages internationally. Messaging costs may vary by country.

The screenshot shows the configuration interface for an Online Sign-Up Page (OSP). It features four numbered callouts pointing to specific sections:

- 1** **Distribution List(s)**: A section with a dropdown menu containing options like '+ Create a new distribution list', '+ Select all', 'In-Store Shopper', 'Online Shopper', 'New Subscriber', 'Coupon Only Subscribers', and 'Updates Only Subscribers'. A right-pointing arrow is visible next to the dropdown.
- 2** **Sign-up Auto-responder**: A checkbox labeled 'Activate outbound auto-responder for Online Sign-up Page'.
- 3** **Age Restriction**: A text input field with the value '13' and a label 'Enter the minimum age of your intended recipients for your message/alert.'
- 4** **International Sign Ups**: A checkbox labeled 'Allow contacts to use international phone numbers when signing up.'

At the bottom right of the configuration area, there are 'Cancel' and 'Continue' buttons.





Overview of Your OSP

Once you've configured your OSP, all its details will be displayed here so you have an overview of your OSP. You can view the description, the information you're collecting, linked Distribution List(s), and location of your OSP(s).

This link takes the viewer to the hosted OSP webpage, which is dedicated to your OSP.

This link directs the viewer to the OSP within your Facebook Page.

This embedded code can be copied and pasted into your own website's HTML.

Online Sign-up: My New OSP
Home > Collect > Online Sign-up > My New OSP

Online Sign-up Page Information

Description	My New OSP
Information Collected	Email, Mobile
Distribution List(s)	My New Subscriber List
Sign Up Page URL	http://trumpia.com/OnlineSign-up/YourNewOnlineSign-up
Facebook Fan Page URL	http://www.facebook.com/pages/om/13174099217897787
Embedded OSP HTML	View Embedded Code

Customize Your Online Sign-up Page

Online Sign-up Template: Template not selected. [Select a template](#)

Online Sign-up Page Customization

Body | Header & Footer | Form Styles



Hooray!

You're ready to design your Online Sign-Up Page!

Now we move on to creating a pleasant experience for your new subscribers. You can start with one of our full array of templates, or even create or edit your own material using our rich HTML Editor. Please keep in mind you will only need to design the OSP type that you selected (on page 8).

Well, what are you waiting for? Your OSP awaits your creative genius.





Designing Your OSP

Hosted URL

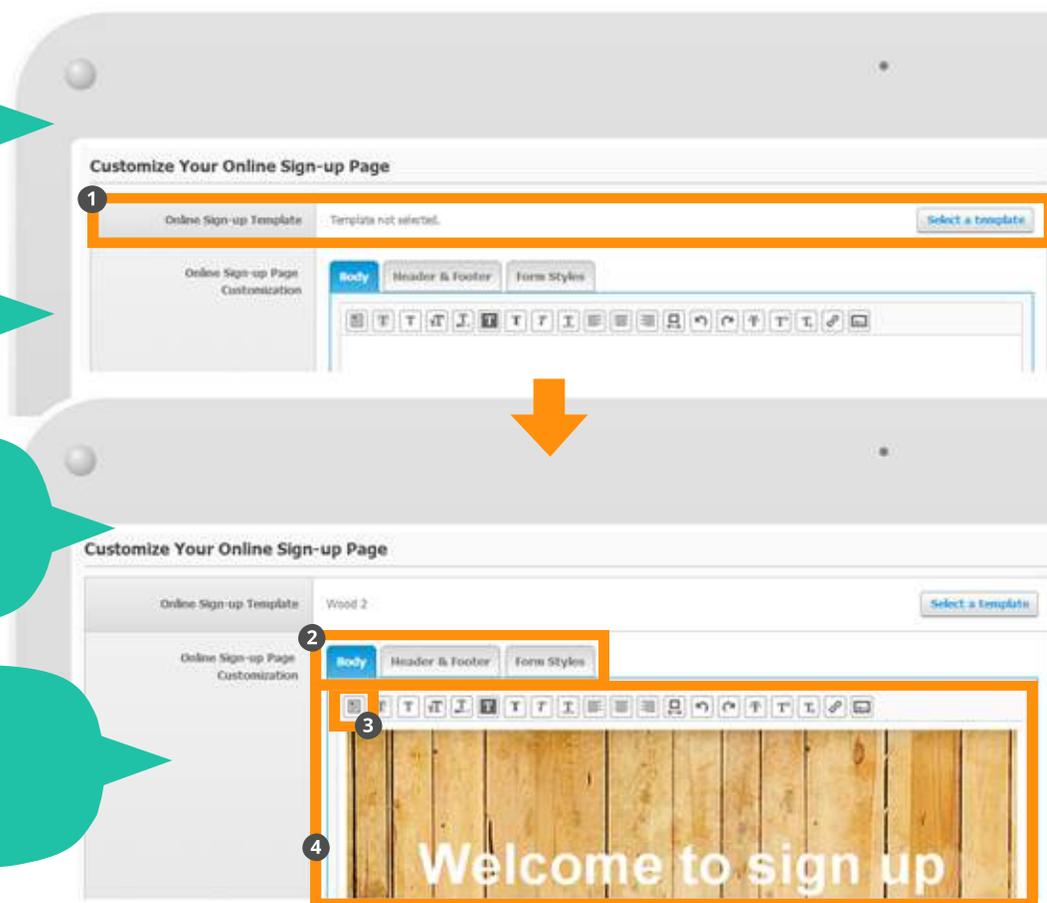
Our selection of templates will get you started with designing your OSP. Feel free to experiment and try out different looks!

1 Before you do anything, check out our selection of templates.

2 Click through these tabs to format your OSP in different styles.

3 Click on this little button to view the source code and create your OSP with HTML coding.

4 Once you settle on a general design, feel free to rewrite and format the text to match your brand and image.





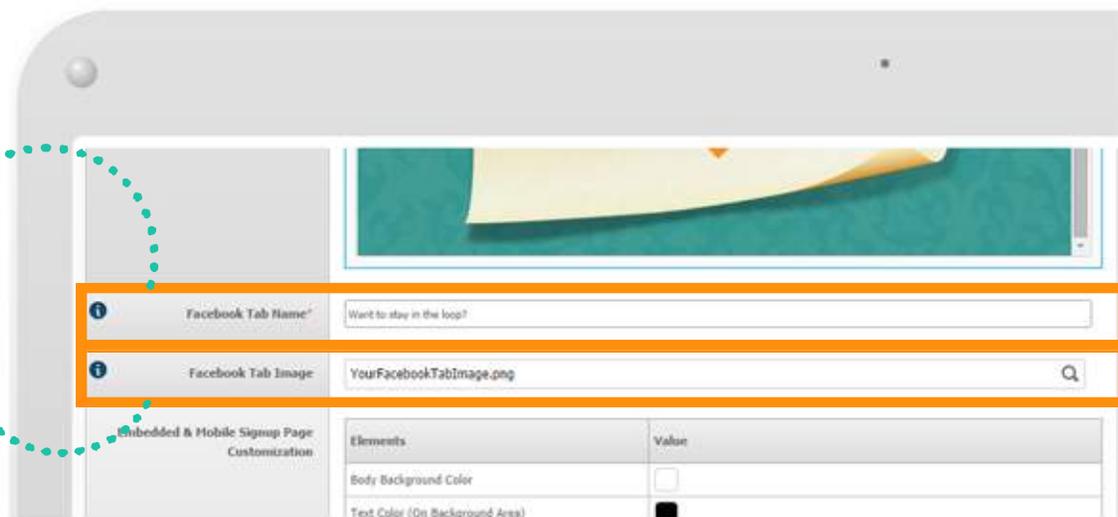
Designing Your OSP

Facebook Sign-Up Page

Here, you will design your Facebook OSP, Embedded OSP and mobile version of your OSP. The Facebook OSP is displayed in the left column under Apps.

Your Facebook Tab Name is the title people will see in the left column of your Facebook Page.

Your Facebook Tab Image will be used as an icon on your Facebook Page.





Designing Your OSP

Embedded and mobile OSP

You can design your Embedded OSP and mobile-optimized OSP here! They are similar in appearance which is why they're combined in one place. Sections that are specific to one type is indicated in parenthesis.

Select your color scheme, font, and text to match your brand and/or website. The preview will reflect the changes immediately so you can get an idea what it will look like.

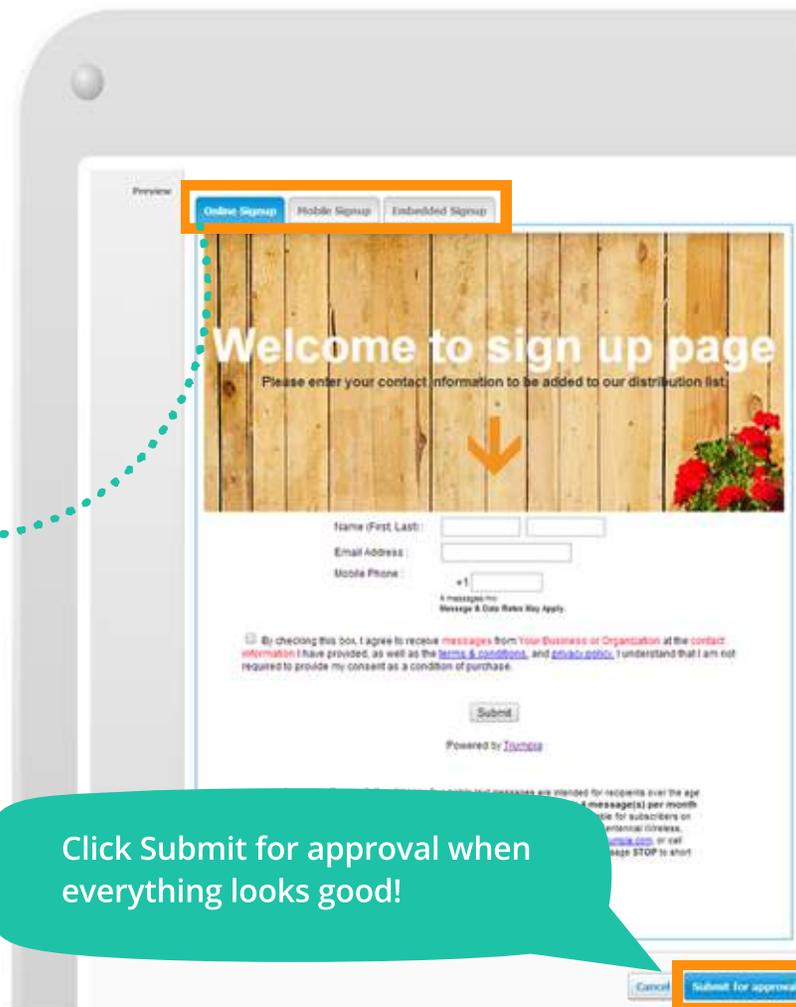
Elements	Value
Body Background Color	<input type="checkbox"/>
Text Color (On Background Area)	<input type="checkbox"/>
Text Color (On Input Box Area)	<input type="checkbox"/>
Font Family	Georgia
(Mobile) Title Header	My New OSP
(Mobile) Subtext Header	Join for updates!
(Mobile) Header Background Color	<input type="checkbox"/>
(Mobile) Text Color (On Header)	<input type="checkbox"/>
(Embedded) Border Color	<input type="checkbox"/>
(Embedded) Border Size	1 px
Submit Button Color	<input type="checkbox"/>



Preview

As usual, your works of art are available for preview before they are published. Changes are immediately displayed, so you can easily follow along with your edits.

Click through the tabs to view previews for your different OSPs. You will only see tabs for the ones you selected to create earlier.



Click Submit for approval when everything looks good!



My OSP has been approved - what now?

Now you're free to advertise and publish it on the web.

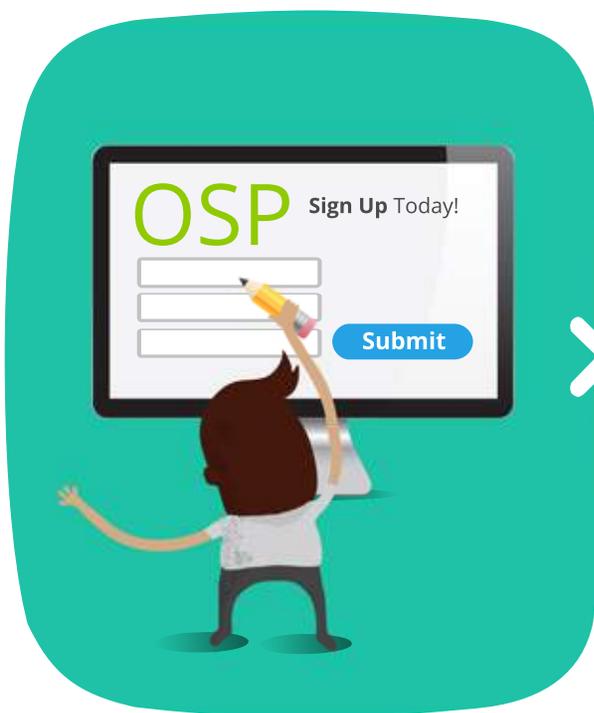
- 1 Your OSP URL should be displayed on your website, blog, or any page that belongs to you, as long as it's mentioned earlier (slide 10).
- 2 Your Facebook OSP will automatically be displayed in the left column under the Apps section on your Facebook Page - you don't need to do anything.
- 3 Your Embedded OSP will need to be integrated manually into your website, blog, or any page that belongs to you and has been indicated earlier (slide 14).





What does it look like to a **subscriber**?

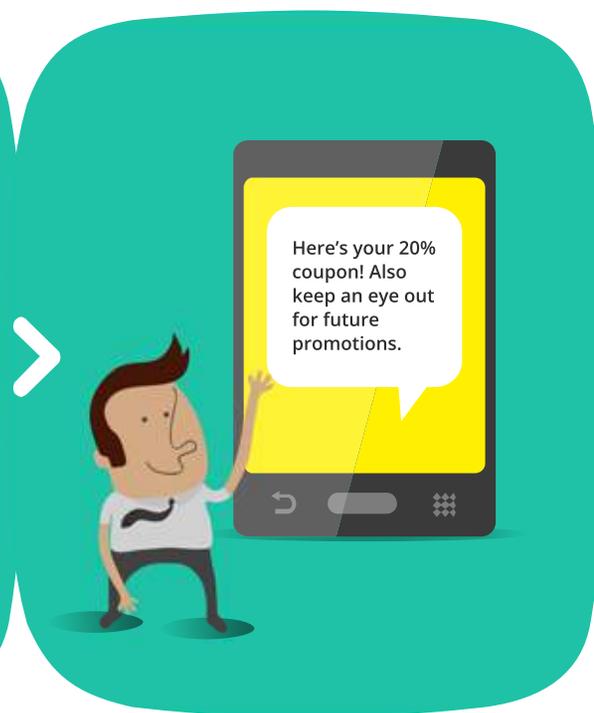
Step **1**



Step **2**

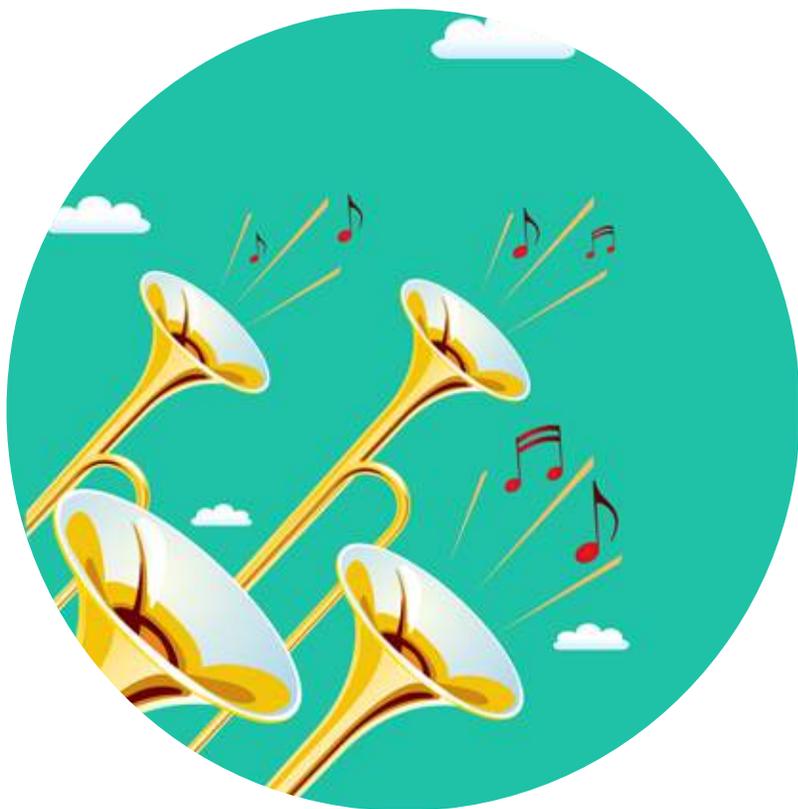


Step **3**





All done!



Thanks for taking the time to explore this feature! Our goal is to provide a valuable and relevant service, and this is just one way we can ensure that. If you have questions, please feel free to contact our support team at support@trumpia.com!

Thanks again!



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.