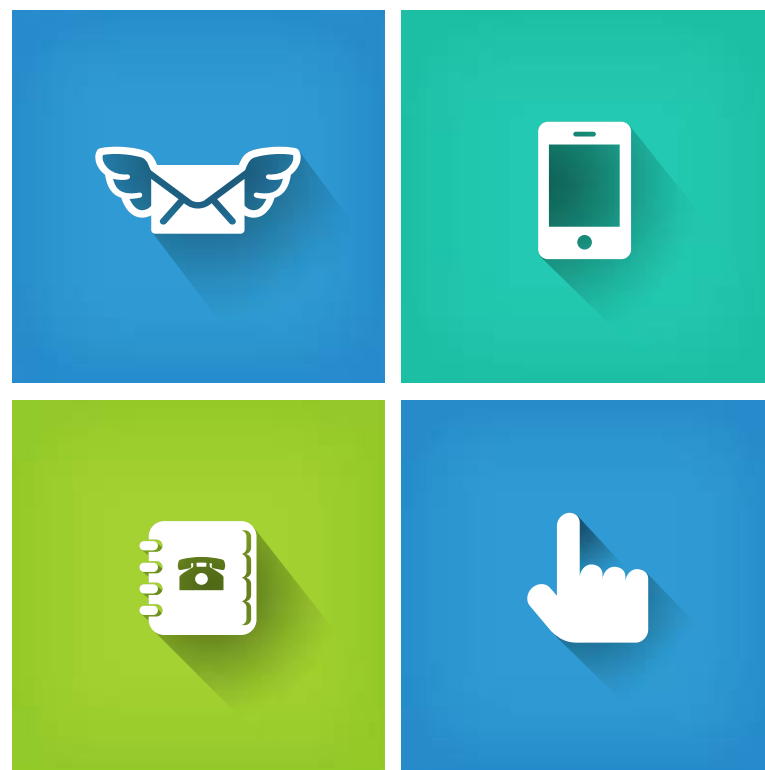


Send Messages GUIDE



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Welcome!

This guide was created with you in mind. Our Send Message feature will be even easier to understand once you've gone through this guide. We take pride in our service and want it to be useful and valuable to you.

You'll discover we offer more than a simple messaging software. Each page is filled with checkboxes, drop-down lists, and more - all to give you the most valuable platform to effectively serve your communication purposes. The best users are the most informed users.

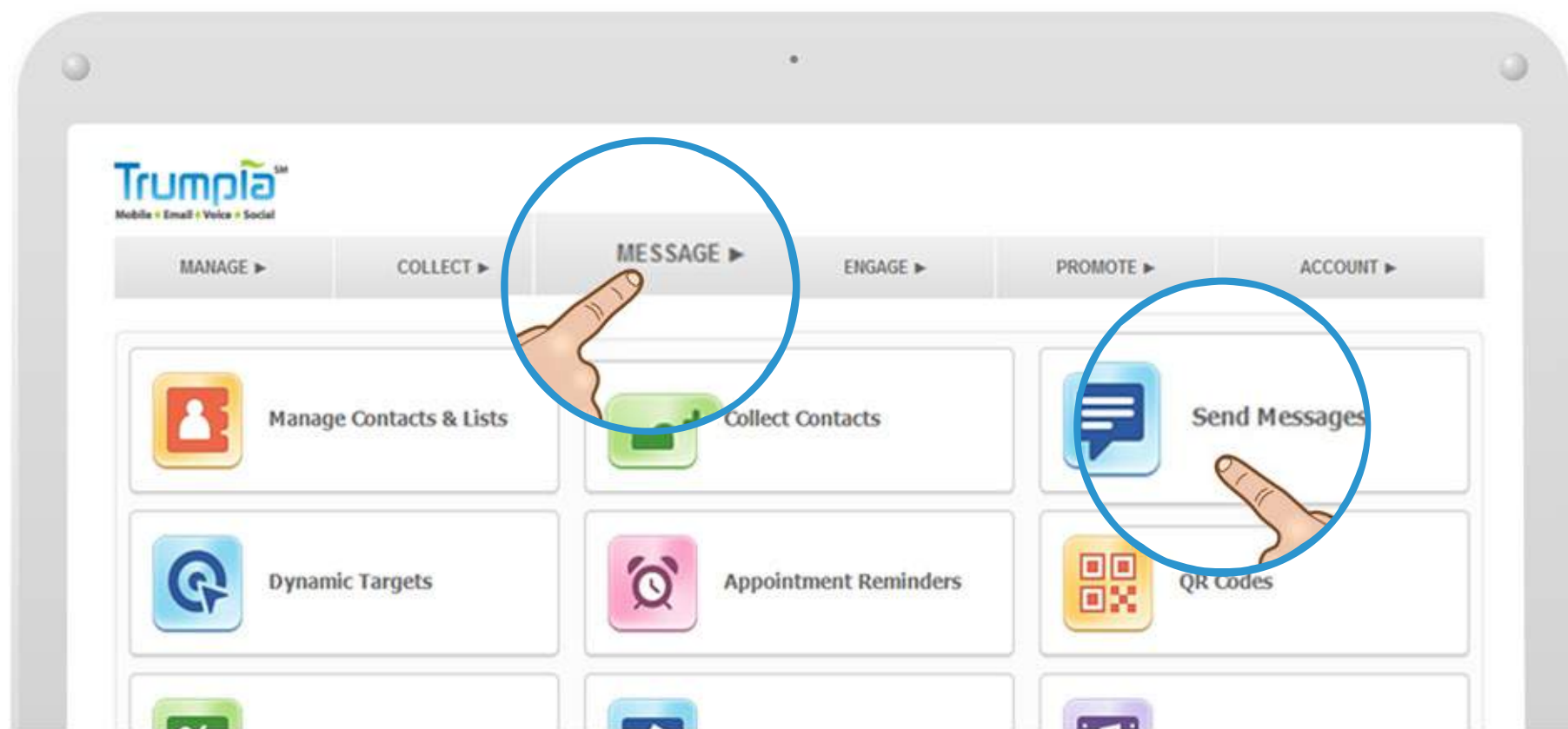
Are you ready?





How do I **send** a **message**?

Trumpia's multi-channel platform allows you to send SMS or MMS messages, emails, and social media posts.





Set Up Your message

Before actually composing your message, you will need to configure some settings.

Enter a brief description of this message for easy future reference (visible only to you).

Ex: "April update", "Event reminder", "Party invitation"

Select the messaging channels you wish to use.

The screenshot shows the 'Send Messages' interface. At the top, there's a breadcrumb trail: Home > Message > Send Messages. Below this, there's an information box stating: 'To view text message replies from your recipients, click the "Inbox" icon at the top of the page.' Below that, a warning box states: 'Federal law restricts sending of mobile text messages between 9PM and 5AM of recipient's local time. If you believe that the nature of your message does violate restriction (e.g. emergency alert), please call our support to discuss it.' The main form has several sections: 'Description' (with a text input field, highlighted by an orange box and a callout), 'Send Message via' (with radio buttons for 'Normal Blast' and 'Smart Blast', and checkboxes for 'Text Message(SMS & MMS)', 'IM', 'Email', 'Facebook', 'Facebook Page', and 'Twitter', all highlighted by an orange box and a callout), 'Message Type' (with radio buttons for 'One-time Message to Distribution Lists or Dynamic Targets', 'One-time Message to Individuals', 'Automated Message for New Subscribers', and 'Automated Enclosing Message to Distribution Lists'), and 'Campaign' (with a dropdown menu labeled 'Select a campaign'). A 'Compose Message' button is at the bottom right.



Set Up Your message

Here you can set up message recipients and message frequency. You can even include this message in a campaign. Campaigns bundle features (i.e. messages, keywords, emails, etc.) to create comprehensive reports and allow you to easily monitor contacts' activity and responses.

Option 1: Send a one-time message to all contacts on the selected Distribution List or Dynamic Target.

Option 2: Send a one-time message only to the selected individual contacts.

Option 3: Schedule an automated message only for new subscribers when they first join your list (e.g. welcome message or "Thank you").

Option 4: Schedule an automated message to send to Distribution Lists every day, week, month, or year.

(Optional) Include this message in a campaign to get a "big picture" view of other related messages, keywords, emails, etc.

The screenshot shows the 'Send Messages' interface. At the top, there's a breadcrumb trail: Home > Message > Send Messages. Below this is a blue information icon with the text: 'To view text message replies from your recipients, click the "Inbox" icon at the top of the page.' Below that is a yellow warning icon with the text: 'Federal law restricts sending of mobile text messages between 9PM and 5AM of recipient's local time. If you believe that the nature of your message does violate restriction (e.g. emergency alert), please call our support to discuss it.' The main form has several sections: 'Description' with a text input field; 'Send Message via' with radio buttons for 'Normal Blast' (selected) and 'Smart Blast', and checkboxes for 'Text Message (SMS & MMS)', 'IM', 'Email', 'Facebook', 'Facebook Page', and 'Twitter'; 'Message Type' with four radio button options: 'One-Time Message to Distribution Lists or Dynamic Targets' (1), 'One-Time Message to Individuals' (2), 'Automated Message for New Subscribers' (3), and 'Automated Recurring Message to Distribution Lists' (4); and 'Campaign' with a dropdown menu labeled 'Select a campaign'. An orange box highlights the 'Campaign' dropdown. A blue 'Compose Message' button is at the bottom right. A teal callout bubble points to the 'Compose Message' button with the text: 'Click here when you're ready!'.



Compose Message

Now, let's compose your message!

Only the messaging channels you chose during setup will be visible on the Compose Message page. For example, if you didn't choose Email under Normal Blast, you won't see a section to create an email.

Helpful Tip: You can save time by creating templates! View existing templates, or create new ones at [Manage menu > Templates](#).

The screenshot shows the 'Templates' form in the Trumpia application. At the top, there is a navigation bar with tabs: MANAGE (active), COLLECT, MESSAGE, ENGAGE, PROMOTE, ANALYZE, and ACCOUNT. Below the navigation bar, the title 'Templates' is displayed, followed by a breadcrumb trail: Home > Manage > Templates. The form itself is divided into several sections:

- Template Name:** A text input field with the placeholder 'Name'.
- Description:** A text input field with the placeholder 'Description'.
- Content Type:** A section with four checkboxes: 'Text Message(SMS & MMS)' (checked), 'Email', 'Facebook', and 'Twitter'.
- Category:** A dropdown menu with the placeholder 'Select a Category'.
- Text Message:** A section containing a preview of the message (showing 'Trumpia' and a logo) and a large text area for the message content. The text area has a 'Characters Left: 127' indicator.

At the bottom right of the form, there are 'Cancel' and 'Save' buttons.



Compose Message - SMS

If you selected to send an SMS message, this is where you will compose it. If you plan to send SMS messages, we recommend you get familiar with all the details.

1 Shorten a URL and insert it in your SMS message. You can also track how many people click on this link.

2 Use Mail Merge to personalize messages by addressing each recipient by name.

3 Promote a special by including a barcode coupon or QR code.

4 Modify your default SMS header if you'd like. Default is recommended to maintain consistency. (The SMS header identifies the sender of the message and is required by CTIA regulation.)

5 Select a custom template for your SMS message.

6 SMS messages are limited to 160 characters (including header). Messages automatically convert to MMS format if they exceed the limit.*

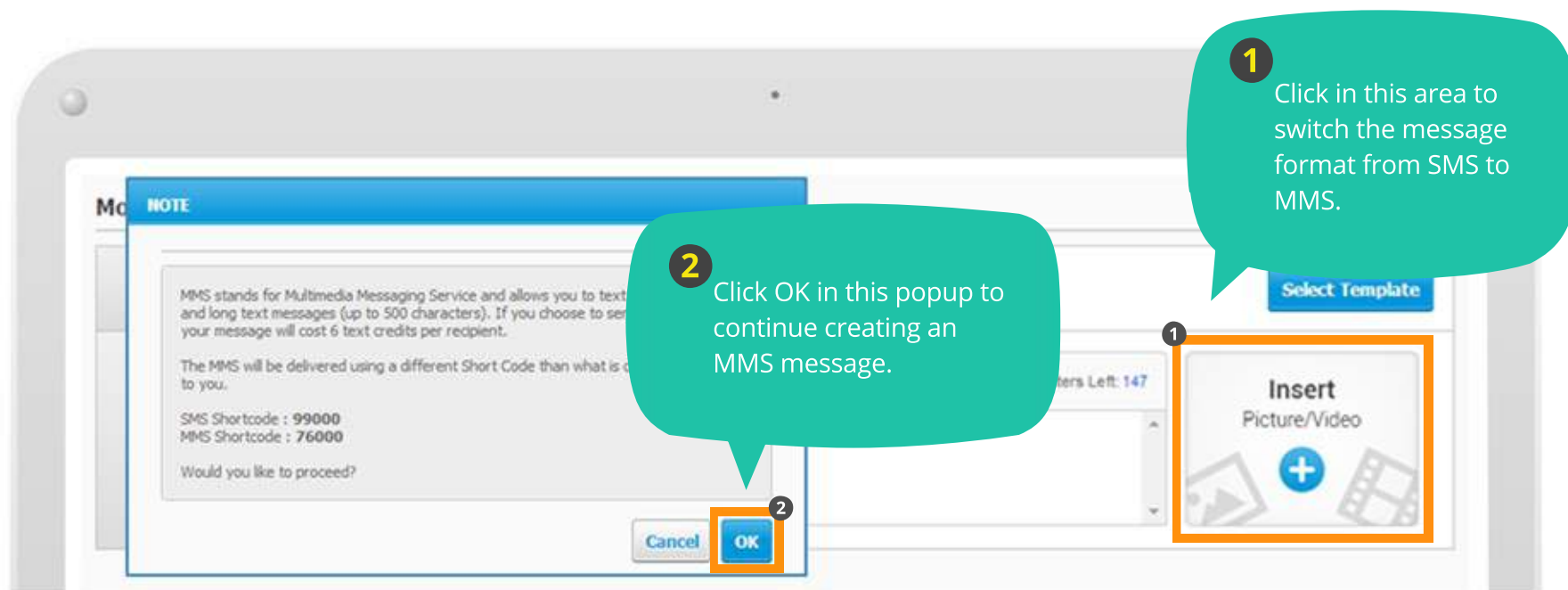
* MMS messages cost 6 credits per message and may not be successfully delivered to recipients serviced by carriers that do not support MMS messages.



Compose Message - **MMS**

You can create an MMS message by uploading an image or video to an SMS message. Click the Insert Picture/Video button and upload an image or video to automatically convert your message to MMS. Please note:

- MMS messages cost 6 credits per message.
- Not all carriers support MMS messaging; recipients serviced by such carriers will not be able to view the images or videos.
- Image and video files may be compressed to fit carriers' requirements, which may alter file quality for recipients.





Compose Message - MMS

Once your SMS message has been converted to MMS format, you can still include text to accompany your image or video. The new limit is 500 characters which includes the header and help instructions ("Reply HELP for help").

The screenshot shows the 'Mobile Text Message' interface with several callouts:

- 3** Click OK in this popup to continue creating an MMS message.
- 4** MMS messages are limited to 479 characters (including header).
- 5** Your uploaded image or video will show here.
- 6** Select a custom template for your MMS message.

The interface includes a 'Select a File to upload' button, a 'Characters Left: 471' indicator, a 'Select Template' button, and a 'Trumpla' logo placeholder. At the bottom, there are buttons for 'Description & Modes', 'Save', and 'Select Recipients'.



Compose Message - **Email**

If you selected to create an email, you can compose it here. You'll enter the subject, choose an optional template, and of course, create your content.

- 1 Enter a short and simple subject line for your email.
- 2 Select from an array of templates to give your email color and style. You can edit fonts, font color, font size, etc.
- 3 Click the View Source icon to toggle between the visual editor and viewing the actual HTML code.
- 4 Customize your email with rich text, HTML code, banner, logo, etc.
- 5 Click in the empty field to attach a file already on your computer.

The screenshot shows the 'Email Message' composition window. It includes a 'Subject' field (1), a 'Template' dropdown menu (2) with a 'Select Template' button, a 'Message' body area (3) with a rich text editor toolbar (4) and a large text area containing the text 'Create your email message here.', and an 'Attachment' field (5) at the bottom.



Compose Message - **Email**

At the bottom, you'll find other various features for your email. You can attach a file, set the sender address, sharing options, and more. Use the tabs on the left to select the settings for each.

Select the address to be seen as the sender and which address your recipients can reply to.

Allow recipients to share your email content on social media or by forwarding it.

Select email format. HTML & Plain Text ensures more recipients will be able to view your email.



Compose Message - Facebook

If you selected to create a Facebook post, you'll see this section on this page. You can share your post on your Facebook account page and/or fan page.

1 Shorten exhaustively long URLs here to save space in your post. It will not be embedded in your post with a preview.

2 Insert an image or video to capture your audience's attention.

3 Embed a link in your post complete with a preview and images.

4 Select the Facebook privacy settings for this post.

5 Select a custom template for your MMS message.

6 Facebook posts are capped at 420 characters. We've included a character counter so you don't have to keep track.

Create your Facebook post in this space.



Compose Message - **Twitter**

If you selected to create a Twitter post, you'll arrive at this section. You will be able to post your tweet directly onto the Twitter account you registered with us.

1 Shorten long URLs here to save space in your post.

2 Insert an image or video to capture your audience's attention. We will include it as a shortened URL to save you text characters!

3 Select a custom template for your Twitter post.

4 Tweets are limited to 140 characters.

5 Once you're done creating your message, click Select Recipients to go to the next step!

Create your Twitter post in this space.



Select Recipients

Now that you've created your message, you need to select your recipients. If you selected the One-Time Message to Distribution Lists or Dynamic Targets option (page 6), you'll land on this page.

You can apply Smart Filters to handpick your recipients. From a marketing standpoint, Smart Filters help target customers based on data such as location, preference, and more. From a non-marketing standpoint, Smart Filters help direct your messages to the exact people that need to receive them.

Choose just one or as many Distribution Lists or Dynamic Targets as you like.

Target the right contacts for this message using Smart Filters.



Select Recipients

This section will only be displayed if you chose the Mail Merge option while drafting a message. This section lets you enter a generic name for subscribers whose names you don't have on file. This way, you can still personalize messages even without all their information.

Please note that if you select a custom data field other than first or last name for the Mail Merge feature, there is no default text to set for recipients that do not have that information on file.

Enter a generic name such as "Valued Customer", or "Member" or "Friend" to address recipients whose names you don't have on file.



Select Recipients

If you selected the One-Time Message to Individuals, you can select specific contacts you want to message. You can search for individuals by phone number, email, first name or last name. If you input a sequence of numbers or letters, all contacts containing that sequence will show up in your search.

Create new message
[Home](#) > [Message](#) > [Send Messages](#)

Send Messages

Description & Modes Compose Message

5 Search for individual subscribers to add as recipients for this email.

Select Contact

Select Contact

The highlighted contact(s) will be added to the recipient list.

Type	First Name	Last Name	List(s)
Email/Mobile	Tom	Hart	Graces List

Display 5

6 Click Add Contacts to add this individual to your list.

Close Add Contacts

Search Contact First Name Tom Search

Last Name List(s)

Compose Message Save Preview & Send



Select Recipients

Once you've composed and beautified your message, and selected your audience, click the Preview and Send button to jump to the next and final step!

Promotion Keyword
Summer Subscribers
The Best List
Updates Keyword

Apply Filters

[Add](#) [Edit](#) [Remove](#) [Load Saved Filters](#) [Save All Filters As:](#)

Filters to be applied

No Data

☐ Only include contacts that meet ALL of the filter criteria above
☐ Only include contacts that meet at least ONE of the filter criteria above

Mail Merge Option

First Name

[Compose Message](#) [Save](#) [Preview & Send](#)



Preview and Send

Here, you'll find the general information about your message. This is the time to review message delivery time, recipients, and credits required. For the sake of saving space, our screenshot only showcases the preview page for a text (SMS) message.

Review general message information.

Review the cost of this message.

Create new message

[Home](#) > [Message](#) > Send Messages

Send Messages

Description & Nodes
Compose Message
Select Recipients
Preview & Send

Description & Send Time

Description	Welcome message for newest members
Delivery Time	Send Now
Selected Distribution Lists	Canada, DMTV1-0-Red_Sox_2010-10-26-1300, Graces List, Is everything ok? (Maybe), Loyalty_list_3404, question 2 (two), voiceimport563, wwr lgwrdg ? (greg)

Delivery & Cost Summary

Description	Mobile Domestic	Mobile International
# of Messages	17	1
Required Credits	17	\$5.5



Preview and Send

Here, you'll find the general information about your message. This is the time to review message delivery time, recipients, and credits required. For space sake, our screenshot only showcases the preview page for a text (SMS) message.

Preview your message to make sure its content is exactly what you had in mind.

View how many individuals from each source will be receiving this message. The number in red indicates manually added or imported contacts which are more at risk of violating CTIA regulations.

Text Message

Trumpia: You're one of us now!
Welcome to the best club in the world.
No really, Welcome! Reply HELP for help

Prior Express Written Consent *

IMPORTANT: As of October 16, 2013, CTIA requires **express written consent** from each text or voice message subscriber before you can send any solicitation message to phones. Click [here](#) for details. Any violation is subject to severe legal consequences.

The required written signature may be obtained in compliance with the E-Sign Act, including via e-mail, website form, text message, telephone key press, or voice recording. To ensure our system to collect contacts, we keep the written consent for you. If you collected them outside our system, you must be able to supply proof of written consent independently of our system.

Please review the following collection methods used for your contacts. **Pay close attention to your imported contacts** and ensure that all contacts have

Contact Collection Method	# of Contacts Who Will Receive Your Message
Added in using Trumpia sign-up tools. (Please make sure to supply full disclosure at sign-up.)	14
Collected outside Trumpia system and imported or manually added	1

Agree to Terms *

☐ I certify that the recipients of this message have fully consented to receive messages for the purposes he/she opted in for. I agree that if I am sending text or voice message with solicitation content, I am required to have proof of WRITTEN consent for the numbers imported or added manually. I also agree to the terms and policies described in the [Terms of Use](#), [Privacy Policy](#), [Terms Agreement](#) and [Anti-Spam Policy](#), and understand that these documents are subject to change.

I also certify that content related to the following subjects cannot be mentioned in my messages:

- Violence
- Adult content (examples: strip clubs and escort agencies)
- Intoxication
- Sexuality
- Illegal or Bad Drugs
- Marijuana
- Tobacco
- Alcoholic Beverages
- Firearms
- Gambling

Select Recipients Save Send



Preview and Send

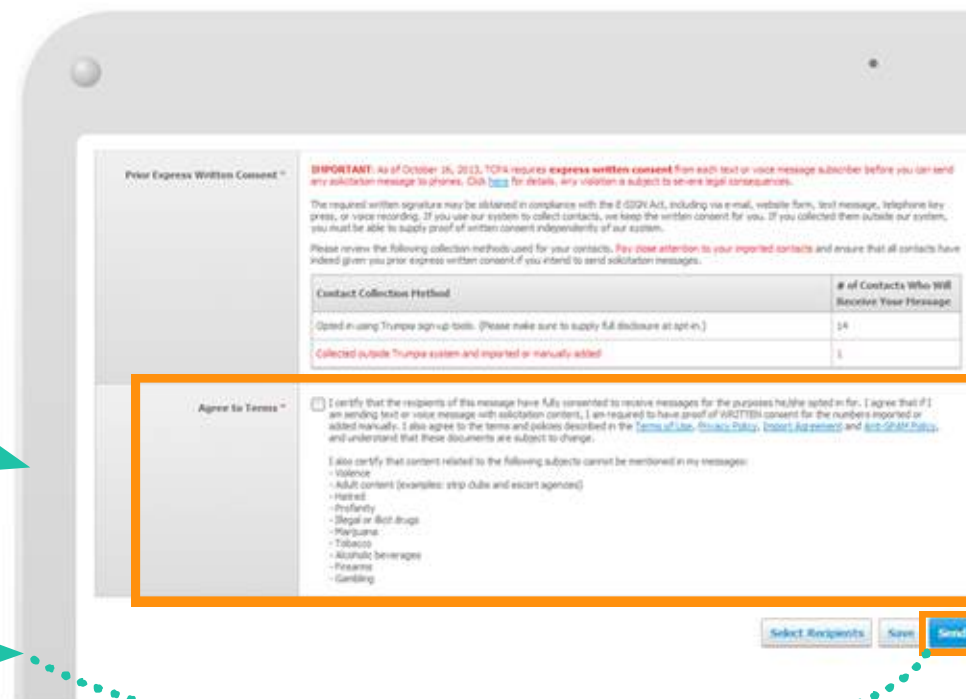
This section is extremely important and required for every message you send out. By checking the box you agree to two things:

1. All your recipients actually want to receive your messages and
2. Your message does not contain any mention of the items listed.

Messages generally get delivered within 10 minutes after submission. If you need to send a time-sensitive message, please plan accordingly.

Check this box if the preview looks good and you agree to ALL terms listed.

Click Send after agreeing to terms.



Prior Express Written Consent

IMPORTANT: As of October 16, 2013, TCPA requires **express written consent** from each text or voice message subscriber before you can send any solicitation message to phones. [Click here](#) for details. Any violation is subject to severe legal consequences.

The required written signature may be obtained in compliance with the e-SIGN Act, including via e-mail, website form, text message, telephone key press, or voice recording. If you use our system to collect contacts, we keep the written consent for you. If you collected them outside our system, you must be able to supply proof of written consent independently of our system.

Please review the following collection methods used for your contacts. **Pay close attention to your imported contacts** and ensure that all contacts have indeed given you prior express written consent if you intend to send solicitation messages.

Contact Collection Method	# of Contacts Who Will Receive Your Message
Opted in using Trumpia sign-up tools. (Please make sure to supply full disclosure at sign-in.)	14
Collected outside Trumpia system and imported or manually added	1

Agree to Terms

☐ I certify that the recipients of this message have fully consented to receive messages for the purposes hereby stated in for. I agree that if I am sending text or voice message with solicitation content, I am required to have proof of WRITTEN consent for the numbers reported or added manually. I also agree to the terms and policies described in the [Terms of Use](#), [Privacy Policy](#), [Import Agreement](#) and [Anti-SPAM Policy](#), and understand that these documents are subject to change.

I also certify that content related to the following subjects cannot be mentioned in my messages:

- Violence
- Adult content (examples: strip clubs and escort agencies)
- Harassment
- Profanity
- Illegal or illicit drugs
- Marijuana
- Tobacco
- Alcoholic beverages
- Firearms
- Gambling

Select Recipients Save **Send**



You made it!

Now you're ready to send messages like a pro! We want to thank you for taking the time to learn about our Send Message feature - we spent a lot of time and developer-energy to make it as easy and valuable as possible for our users. Feel free to come back anytime if you need to refresh your memory.

Happy messaging!





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.