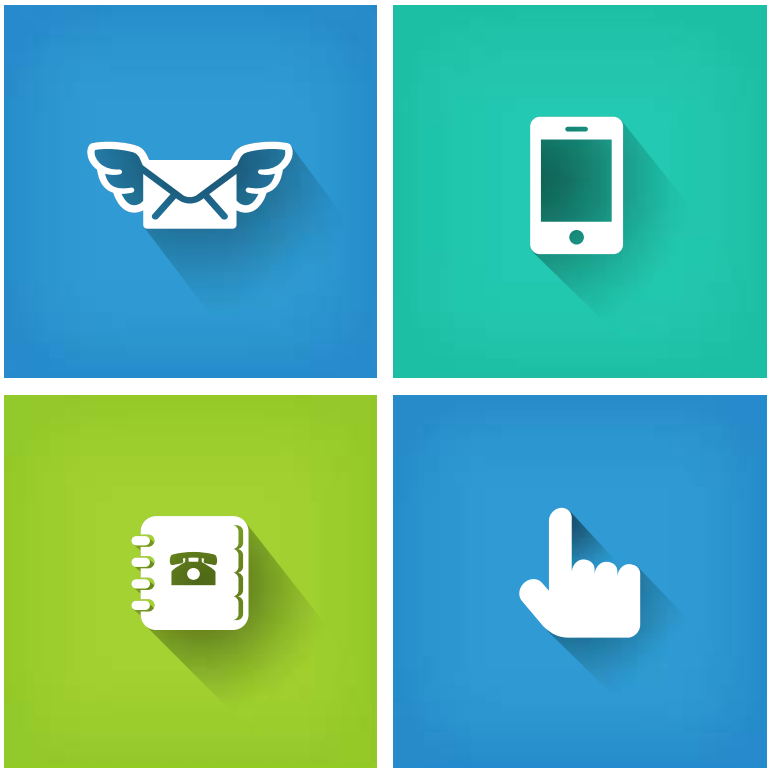
Trumpia®
Mobile + Email + Voice + Social

# Send Messages
# GUIDE



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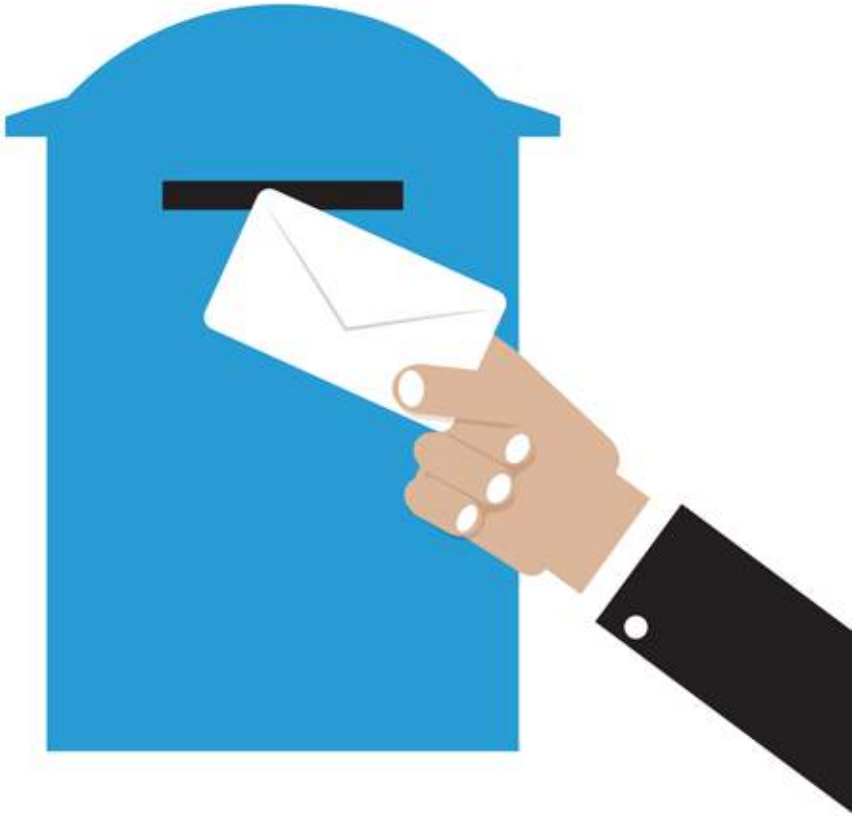
# Welcome!

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?





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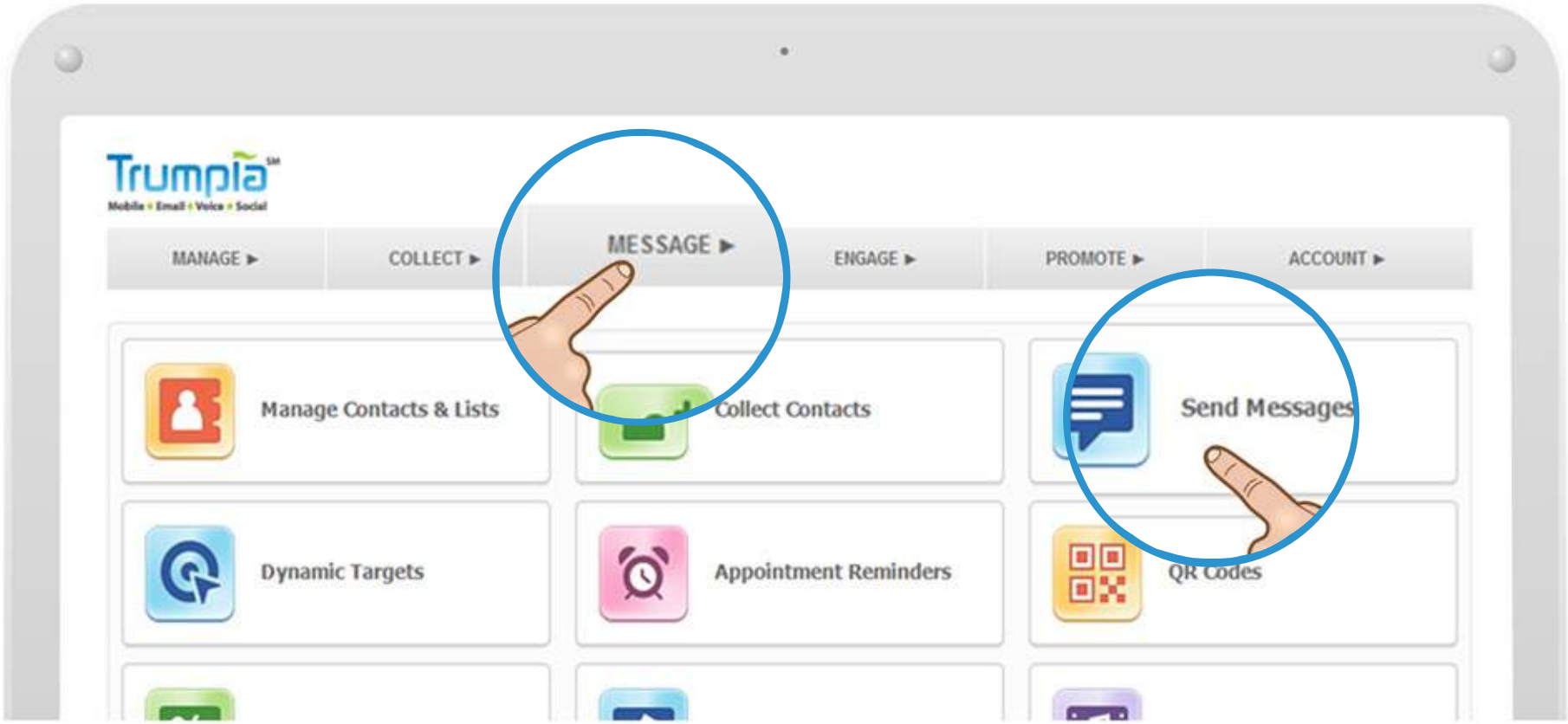
# How do I **send** a **message?**

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



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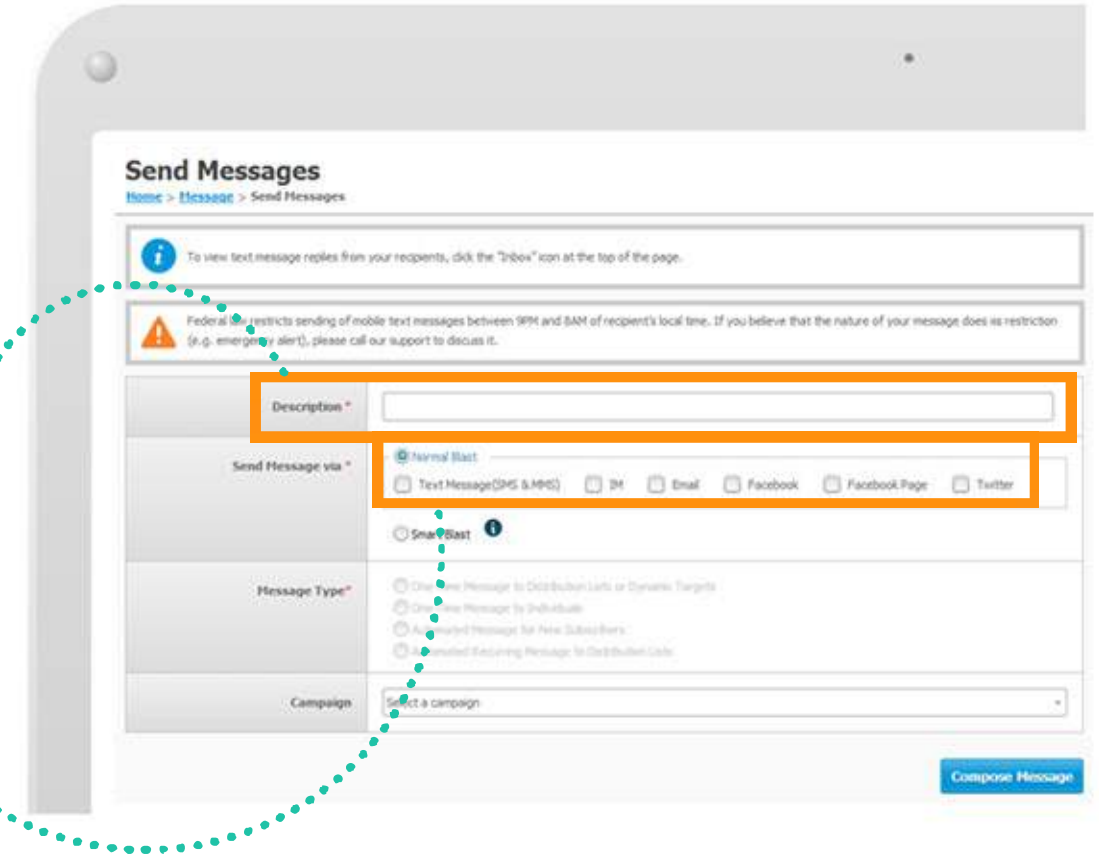
# Set Up Your message

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.





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# 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.

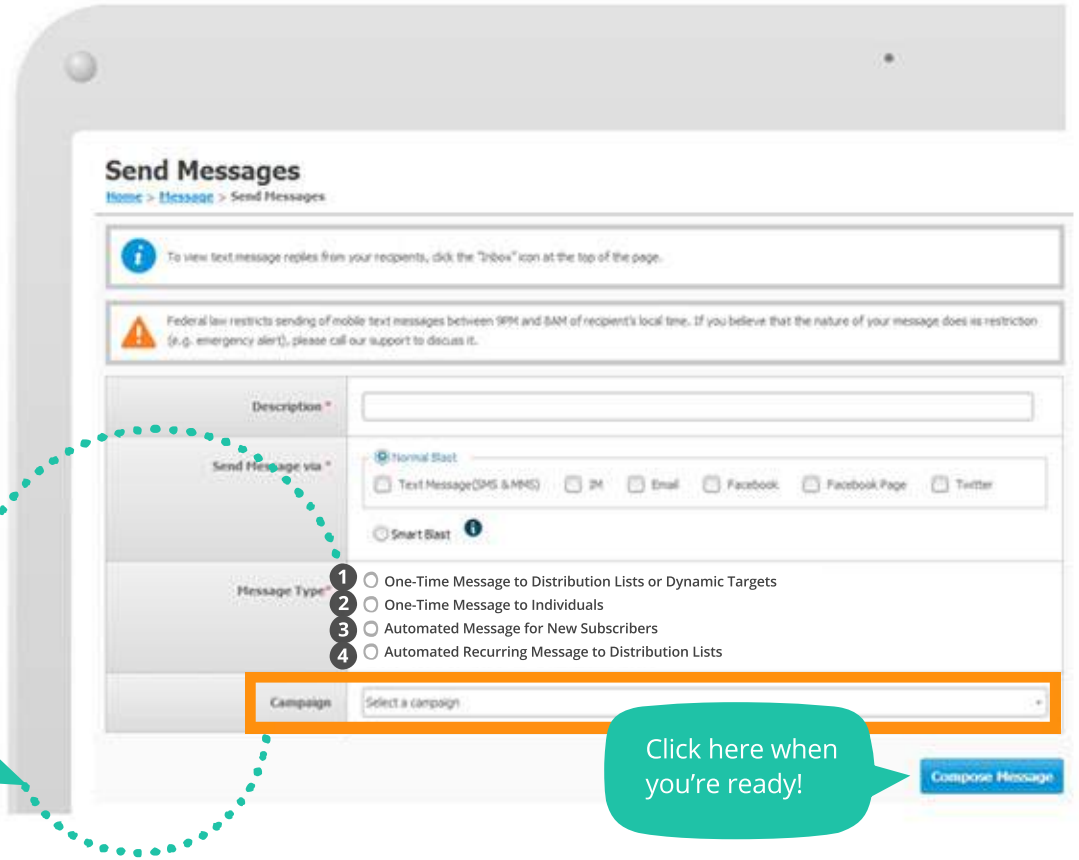
**Option 1:** Send a one-time message to all contacts on the selected Distribution List or Dynamic Target.

**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.





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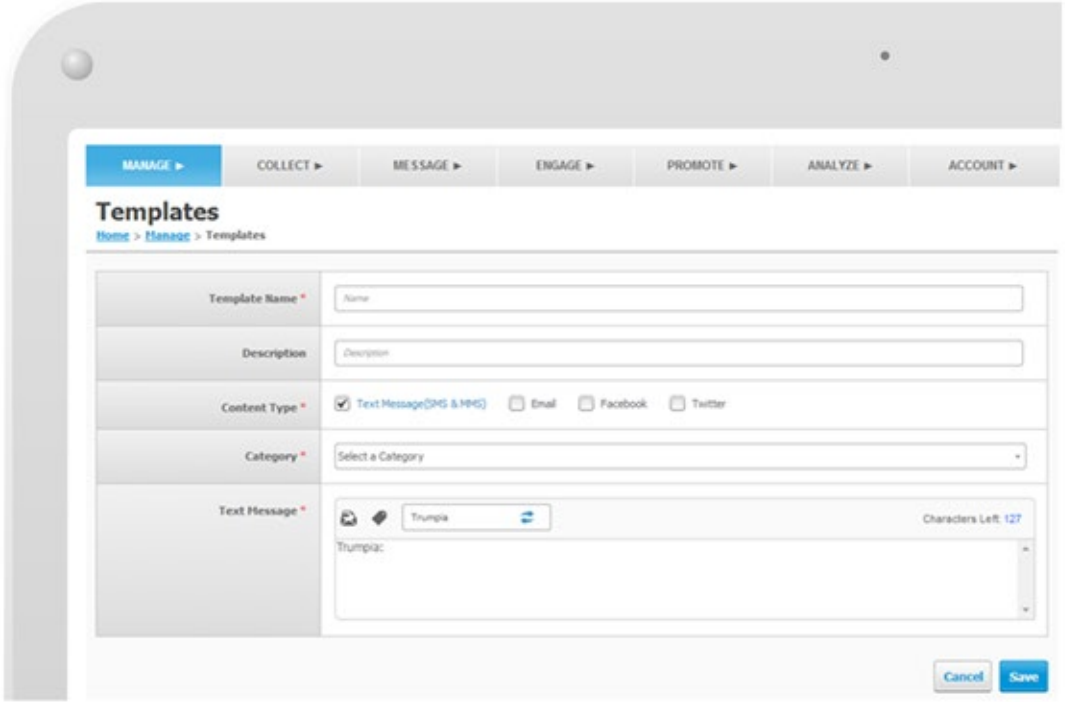
# Compose Message

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.





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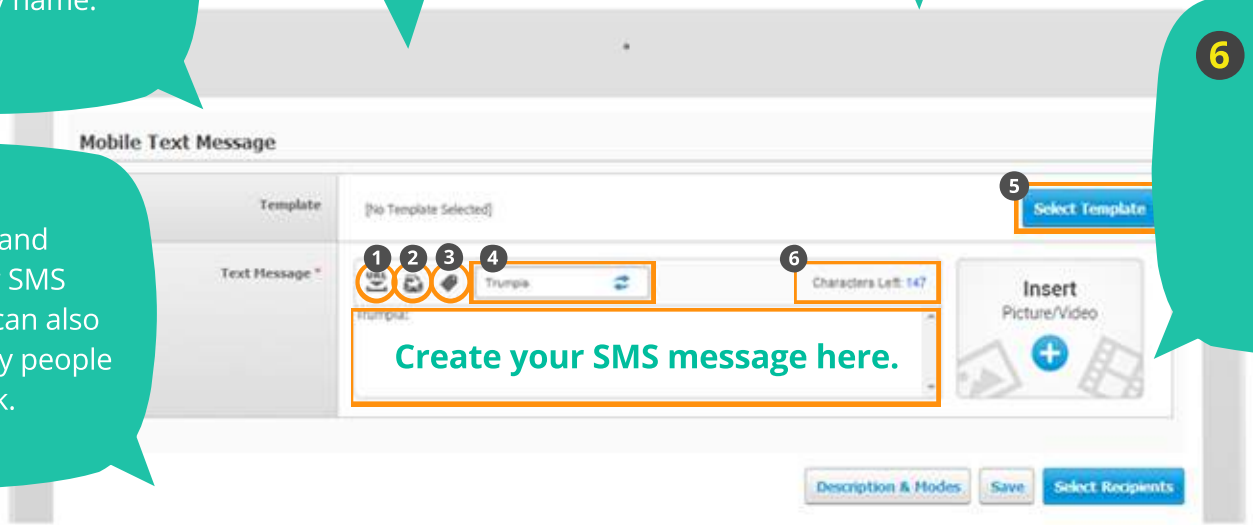
# Compose Message - **SMS**

**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.



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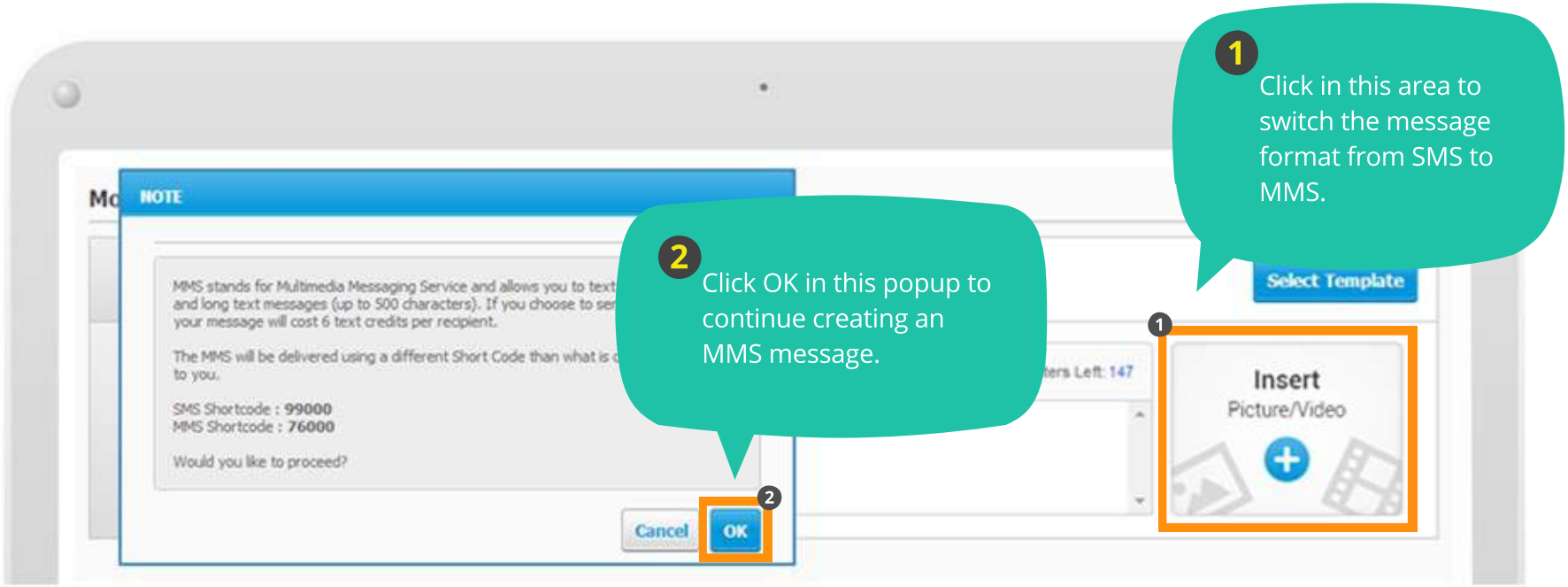
# Compose Message - **MMS**

**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.





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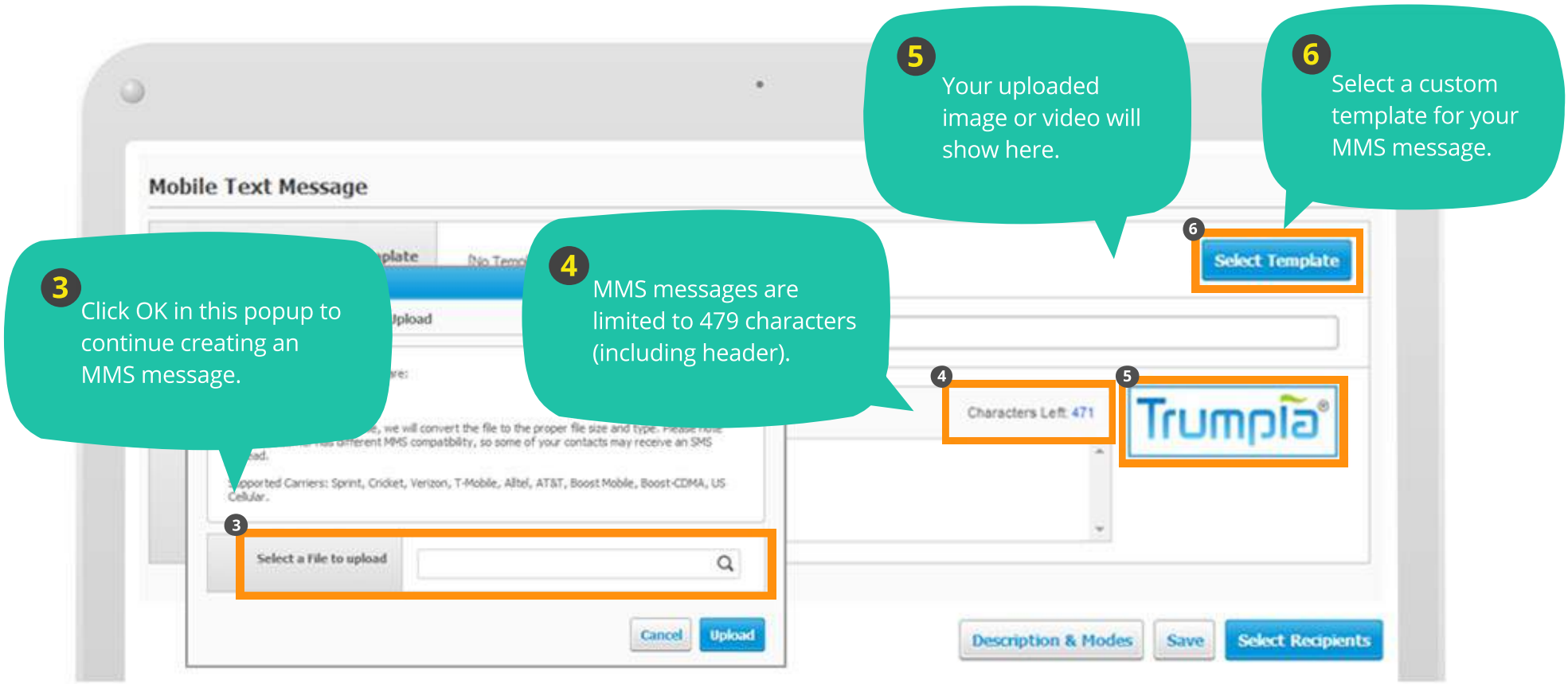
# Compose Message - **MMS**

**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”).



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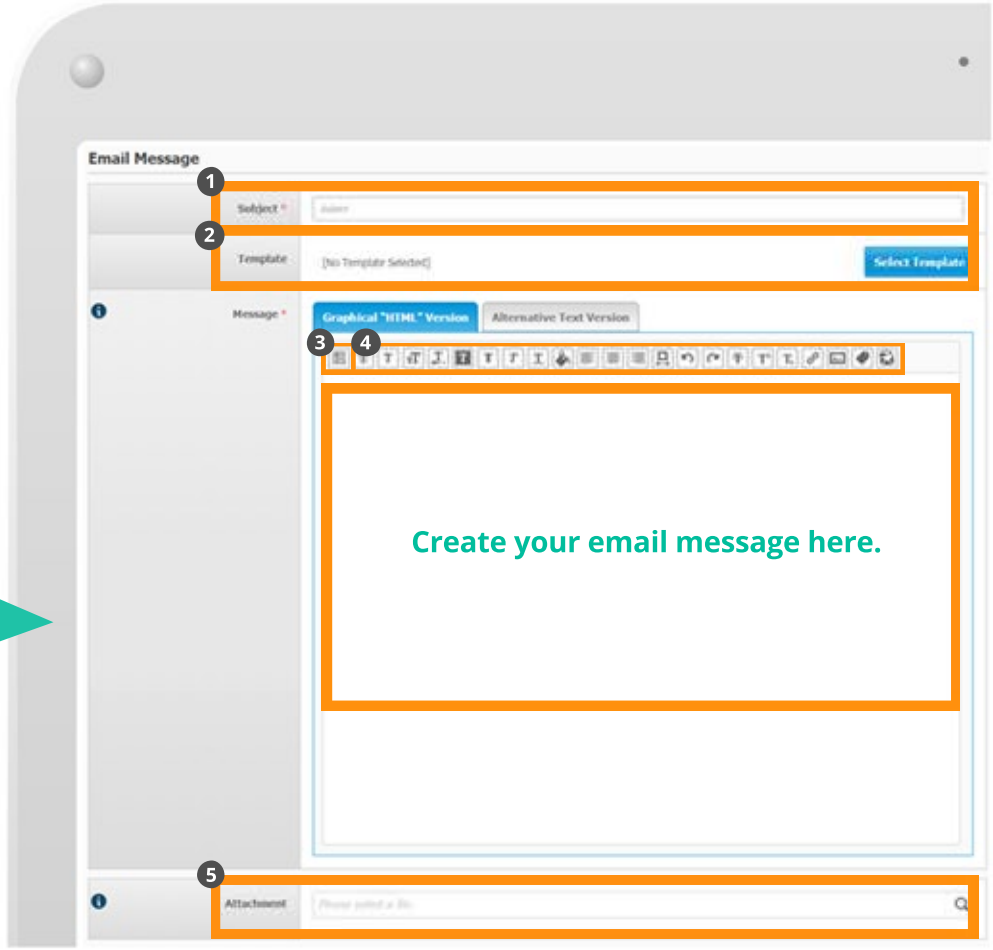
# Compose Message - **Email**

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.





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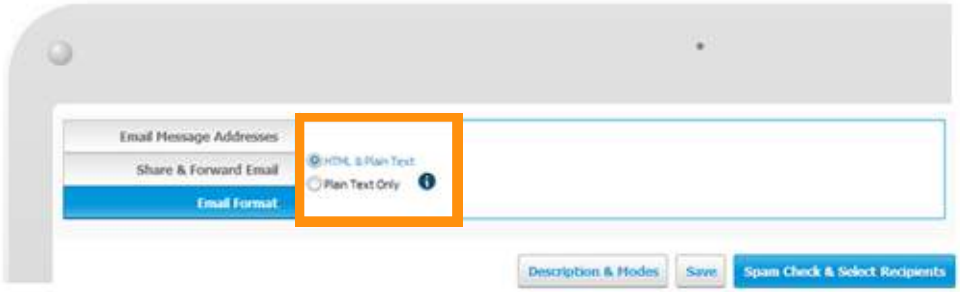
# Compose Message - **Email**

**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.



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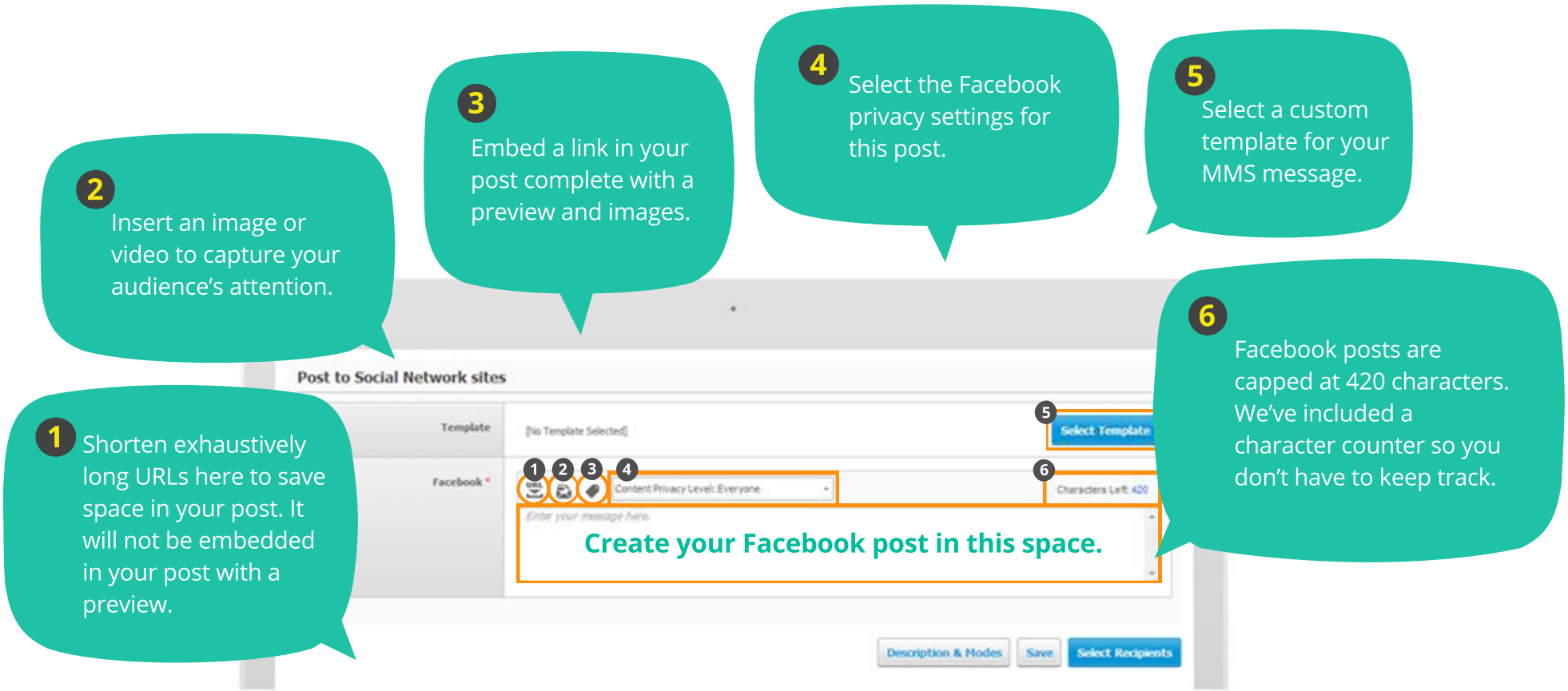
# Compose Message - **Facebook**

**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.**



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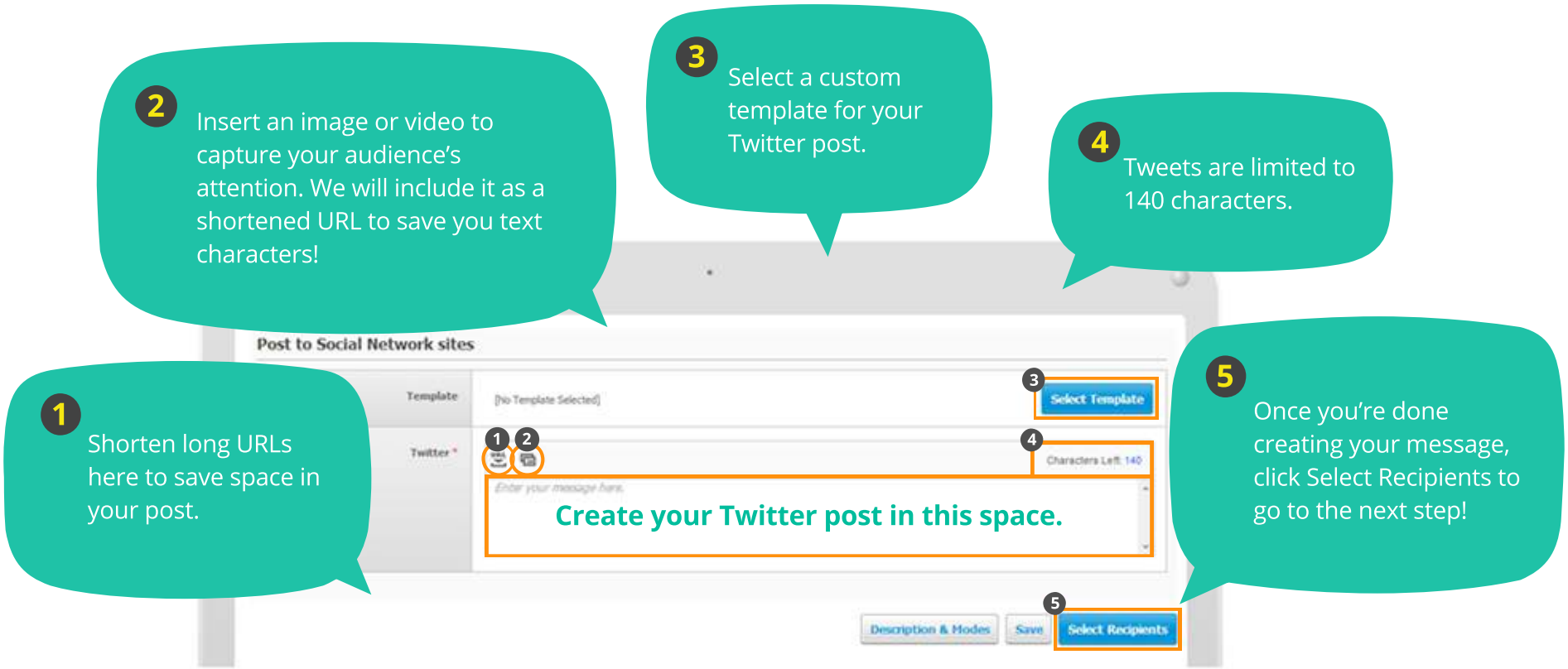
# Compose Message - **Twitter**

**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.**



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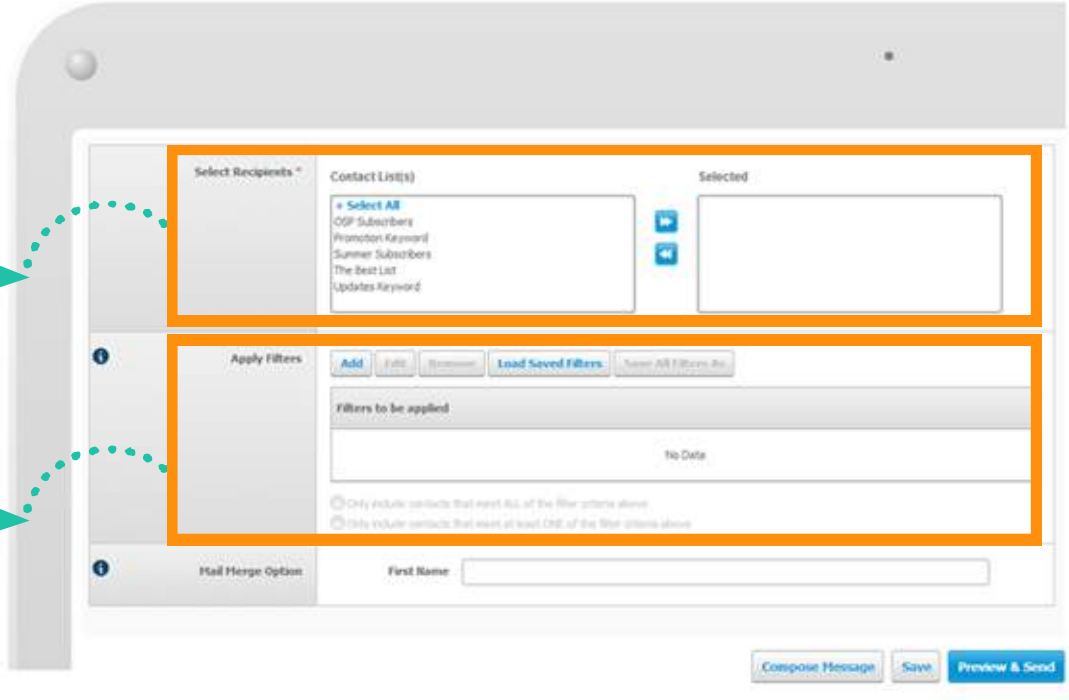
# Select Recipients

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.



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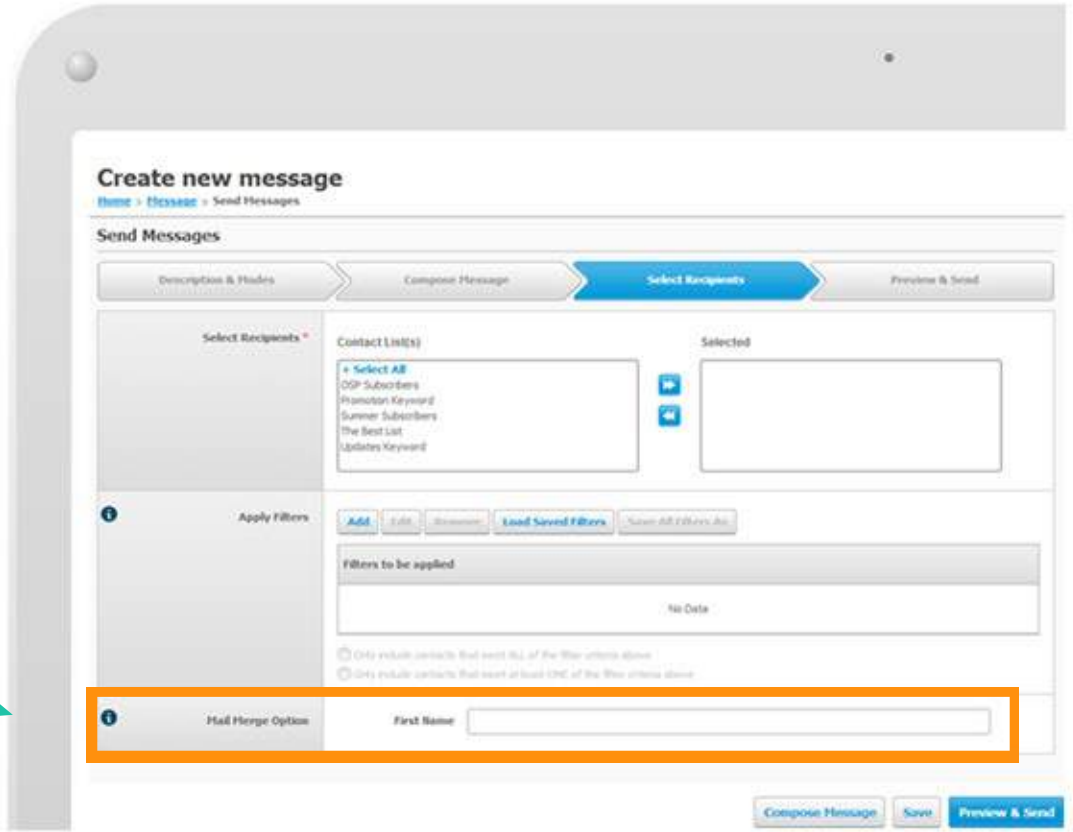
# Select Recipients

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.





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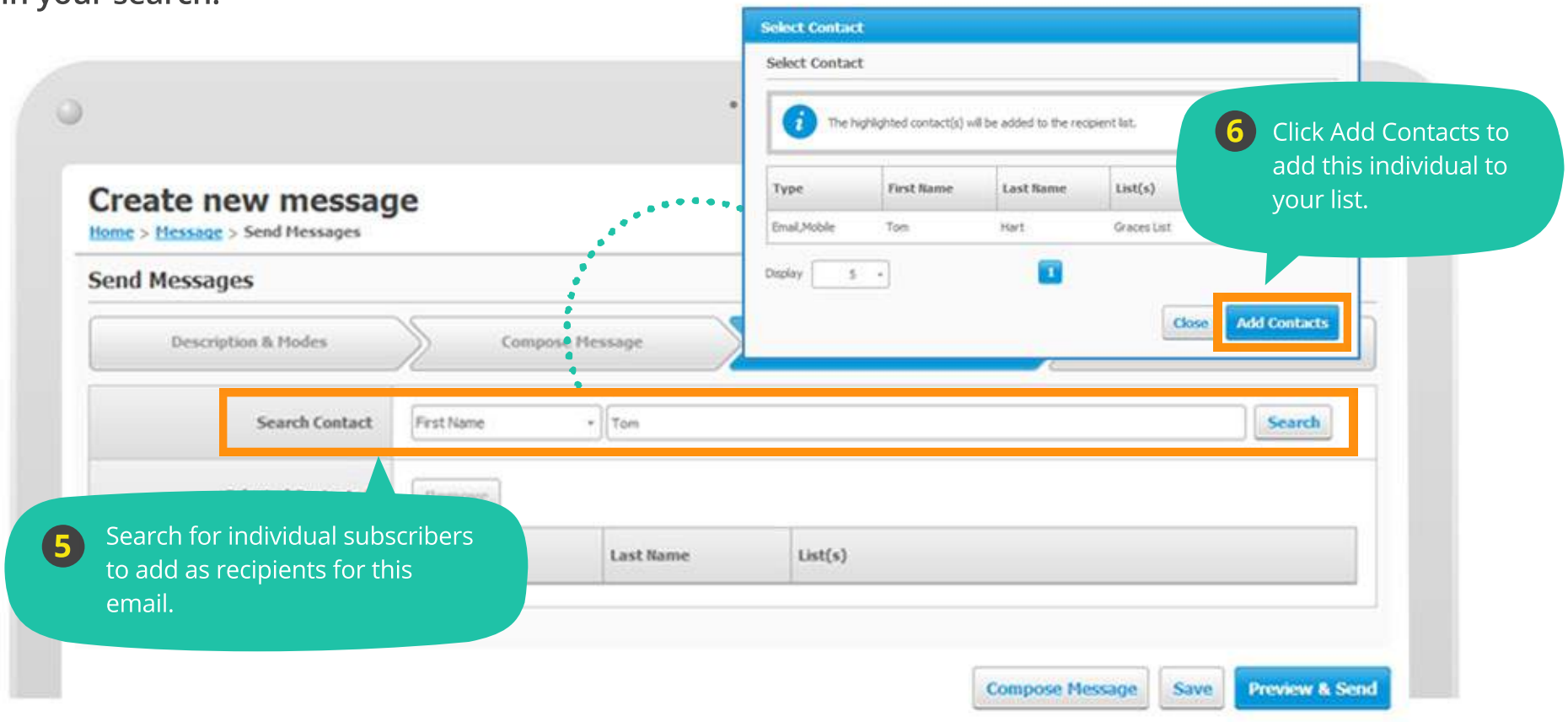
# Select Recipients

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.





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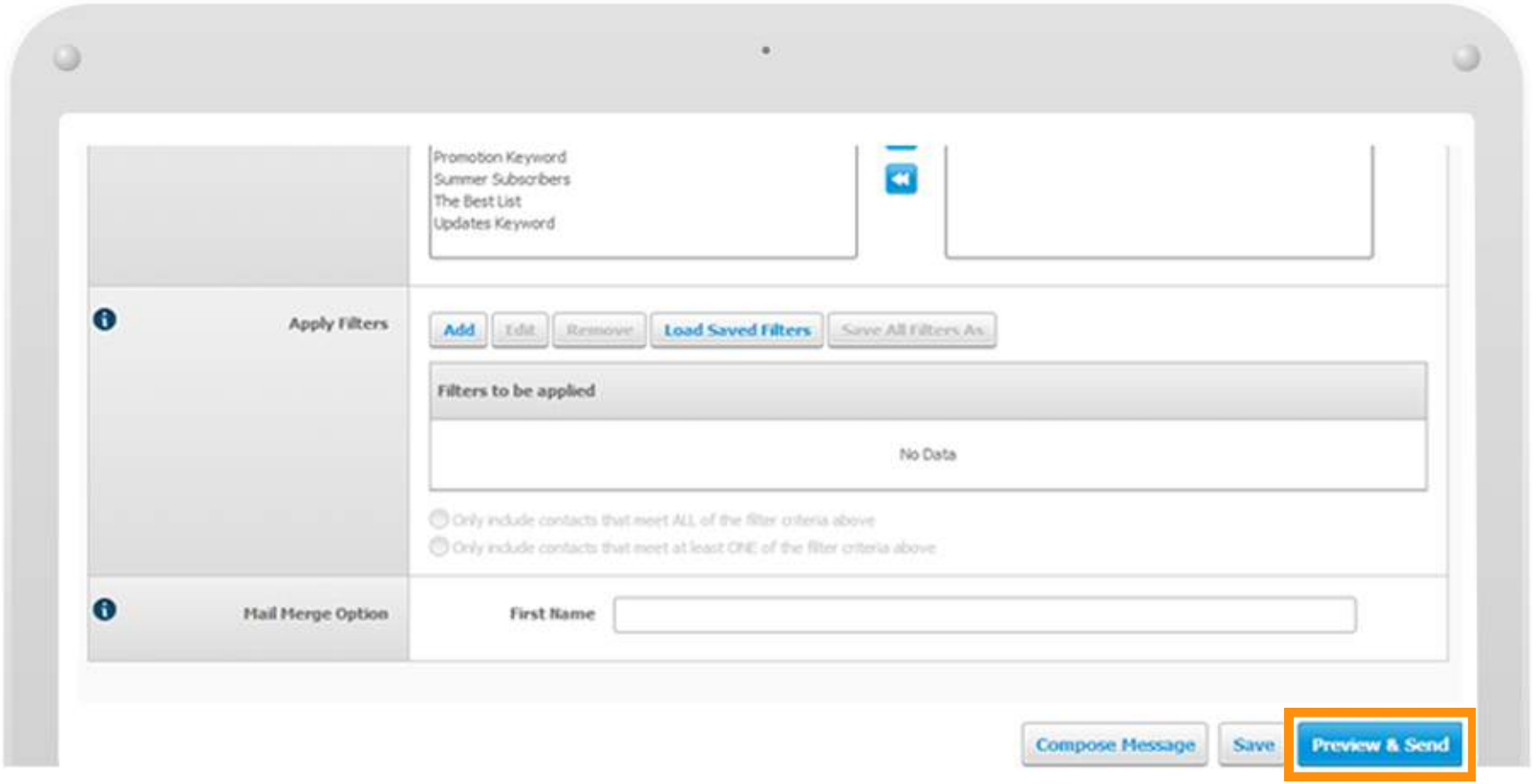
# Select Recipients

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!





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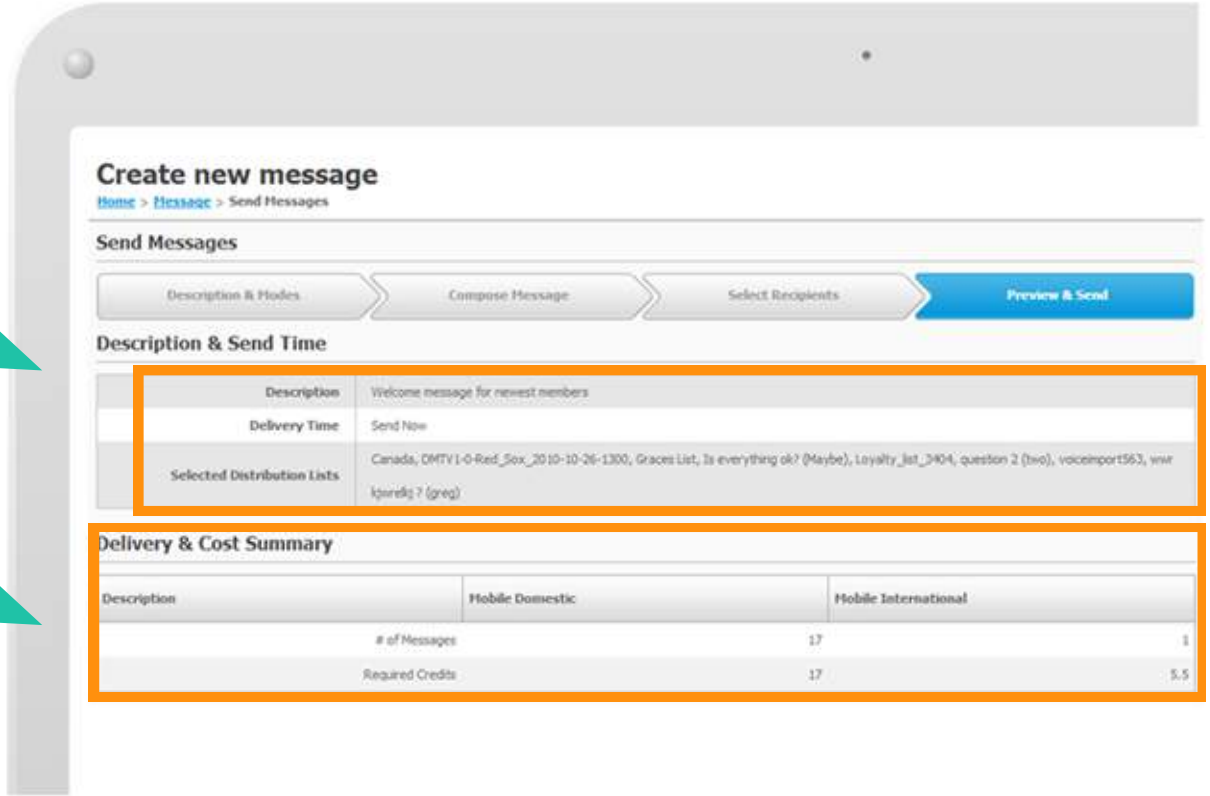
# Preview and Send

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.





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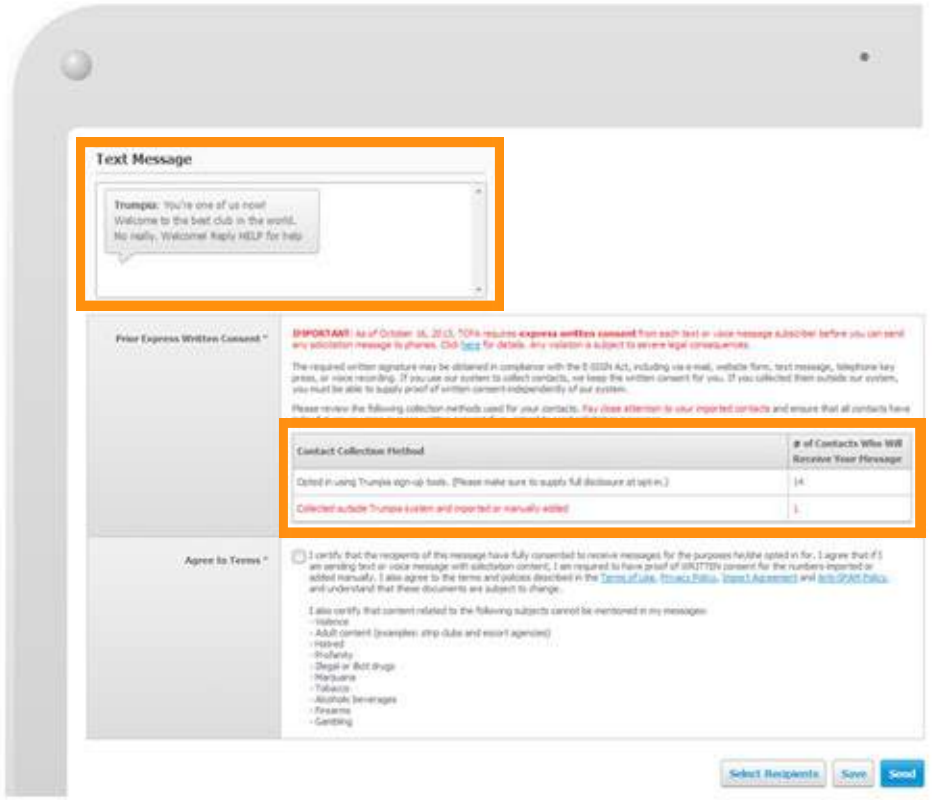
# **Preview** and **Send**

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.





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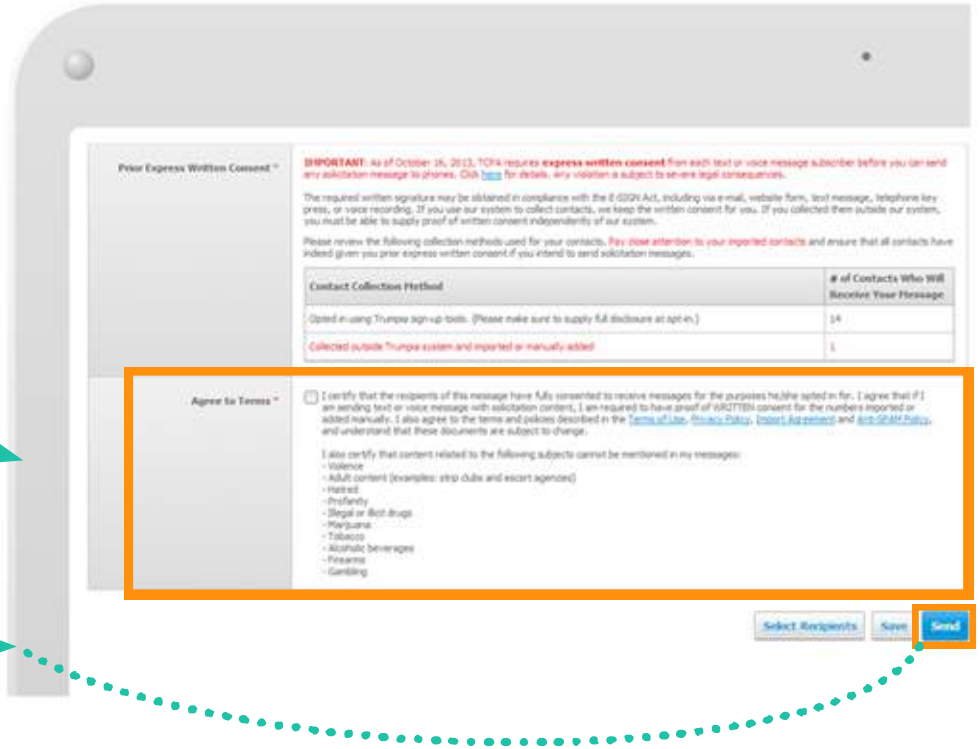
# **Preview** and **Send**

**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.



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# 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!



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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.



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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.



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