



Trumpia®

Trumpia.com

Trumpia for **FRANCHISES**

The most complete franchise text messaging software.

One of the biggest challenges franchisors face every day is how to help their franchisees succeed. Because 90% of all texts are read within three minutes, you can ensure that your most important messages, such as those dealing with corporate policy updates, will be read promptly by franchisees. Using the very same franchise communication software, franchisees can send promotional SMS or MMS messages that will bring traffic to their locations. Even if a franchise is a household name, keeping in touch with franchisees is not easy, and advertising for each individual location is cumbersome. Luckily, Trumpia offers a comprehensive mobile messaging solution paired with industry leading automation to keep your franchises running smoothly.

The Most Complete SMS Software

Meet Your Business Objectives



Generate More Revenue

Generate more revenue and promote repeat business by sending targeted mobile offers directly to customers. With our Smart Targeting, you can promote relevant sales and special offers as well as let customers know about new franchise locations in their area. In addition, mobile coupons are redeemed 10x more often than paper ones. With Trumpia, you can send targeted and highly relevant digital coupons through SMS or email and see a dramatic impact on store traffic and revenue.

Here's how Trumpia will help you grow more revenue across all locations:

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1. Create a mobile keyword for each franchisee to advertise in print and online to get more customers signed up to receive offers.
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2. Automatically collect information about your customers by asking questions about their interests and spending habits.
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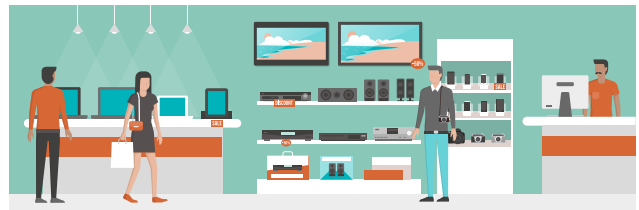
3. Send targeted offers to customers based on their closest location and what you know about them.
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4. Send follow-up texts to customers with additional offers and updates about new locations opening up nearby.
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5. Answer questions from customers with two-way landline texting from one inbox that management can monitor to track service and brand consistency.
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6. Solicit feedback quickly and easily from customers using SMS surveys.
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7. Schedule automated offers to be sent to loyal customers to drive traffic to your stores year-round.



Meet Your Business Objectives



Increase Operational Efficiency with Automation

With text messaging, franchisees and franchisors can quickly communicate with staff to fill any scheduling gaps or last minute openings that may occur. Or free up your marketing team by automatically sending a more desirable coupon to frequent buyers who haven't used an initial coupon, or simply send an announcement of a new store opening in the customer's area. With our API, you can integrate texting into your existing systems to streamline how you communicate with employees and customers.



Offer Better Customer Service

Over 33% of customers hang up immediately when they are put on hold, and 64% of consumers prefer texting over calling for customer service. With Trumpia, you can enable landline texting capabilities at each location, allowing employees to send texts and answer customer questions through their established business number. This gives customers the convenience of texting to ask for store hours, get directions, and make appointments. And, you can automatically follow up with customers by sending them an SMS survey to solicit feedback on service and brand representation.



Control Brand Standards Across All Locations

Trumpia provides you with the best suite of tools to keep your brand consistent across all messaging campaigns for all of your franchises. With customizable templates you can be sure each franchise follows the corporate branding standards. You can also brand Trumpia's messaging software as your own so it displays your name and logo when your users sign in, or receive an email or SMS message from you. And with centralized reporting, you can track what aspects of your campaigns are working and what you may need to change.

Meet Your Business Objectives



Manage Data and Access with Enterprise Features

With Trumpia's access control you can create specific rules so that each location only has access to their customers' contact information. This means that your Bay Area location won't accidentally send offers to customers in Los Angeles. For your corporate office, we offer a suite of enterprise grade tools that are designed to give you greater control and security of your brand and franchise operations. Email is not an effective way to make sure your franchisees see new policies or announcements as only 22% of emails are ever read, but with texting's 98% read rate you can be sure that they will be seen. And if you own a franchise, Trumpia has a variety of text messaging and cross channel marketing tools including mobile coupons and loyalty programs to keep your customers coming back for more.



Boost Employee Satisfaction

Your HR team can send reminders for benefits enrollment deadlines and see more results than email. With Trumpia you can send links for more information about corporate benefits, and then we can automatically follow up with employees who don't click the link. SMS is the perfect way to send company-wide announcements about new training or safety protocols, as well as details about upcoming events. Plus, we help onboard your employees to the Trumpia system, and our amazing support staff is available to help you 365 days a year.

Trumpia Franchise Customer Use Cases



7-Eleven Hawaii is a group comprising the 62 locations of the world-renowned convenience store chain on the islands. Using Trumpia's software, they were able to grow business by sending weekly product specials, building their contact database, and driving traffic to their stores. 7-Eleven needed a digital marketing solution that was easy to use and could handle the sheer volume of coupons they would need for all of their locations. 7-Eleven Hawaii first used Trumpia as a demo for their Oahu locations. They were quickly sending thousands of text promotions a week, but they didn't stop at simple message blasting. With our powerful automation, they were able to boost coupon redemption rates by sending a reminder five days before the coupon expired to anyone who hadn't redeemed it yet. After seeing the success of their demo campaign, they expanded it to all 62 locations!

Trumpia Franchise Customer Use Cases



Jamba Juice®



Jamba Juice of Bakersfield used Trumpia to enact mobile and social media marketing campaigns, not only to boost sales, but also to create conversations and relationships between the brand and their customers. First, they created the mobile keyword “JAMBA”, which customers could text to 99000 in order to subscribe to their marketing program. They also offered a free 16oz smoothie coupon, which was automatically sent to the subscriber the instant they texted the keyword. They also promoted the mobile program across their Facebook Fan Page and Twitter to increase awareness and tap into their customers’ networks to drive up new business. Over a span of just two months, Jamba Juice Bakersfield was able to grow their database to over 1,000 contacts, and increase in-store traffic by 10% across all four stores.