

INDUSTRY BRIEF

# Clubs and Promoters



Text messaging isn't new; it's been around for over 25 years! What is new however is how Trumpia helps your company tap into this powerful channel with targeting and automation tools that go further than common mass texting solutions. Get more guests in for events, provide better service, and better manage your employees with mass texting.

## USE CASES

### 01

#### Get Guests In For Events

Texting has an unmatched read rate of 98%, making it the most effective way to promote upcoming events.

- Build your subscriber database with mobile keywords and increase event attendance and revenue with more people actually seeing your ads.
- Target your event promotions to only those customers who would be interested in it, rather than spamming everyone with the same message.
- Automatically send event reminders based on the scheduling software you already use today.

### 02

#### Provide Better Service

Text-enable your business's existing phone number, so your guests never have to wait on hold or play phone tag for customer service.

- 60% of people nowadays would rather text than call for service.
- Use our Text Bot to automatically answer common questions and direct guests to the right information.
- Employ two-way texting to answer guest questions and make them feel valued.

## USE CASES

### 03

#### Manage Employees During Events

SMS Marketing Services makes sending important announcements and coordinating employees during events faster and more effective.

- Find shift coverage quickly using two-way texting.
- Send critical alerts through text, as over 90% get seen within 3 minutes of delivery.
- Recruit new employees by promoting mobile keywords and filtering candidates for jobs that best match their qualifications.

## LIFECYCLE ENGAGEMENT

SMS Marketing Services texting solution goes beyond simple mass blasting services. It can automate your communications with guests and build your brand to keep them coming back for more.



1

Create a **mobile keyword** and advertise it in print and online.



2

Automatically **collect information** about your guests like birthdays, the events they're interested in, and favorite location.



3

Send **targeted offers** to your VIP guests to ensure your events are well attended.



4

**Schedule** automated reminders prior to special events or upcoming holiday events.



5

**Send and receive** text messages using your existing **landline phone number**, so you can answer questions via text without exposing your personal mobile number.



6

Solicit feedback from guests using **SMS surveys**.



7

Send **follow-up texts** to incentivize repeat visits.



8

Automatically answer frequently asked or guest service questions with our **intelligent TextBot**.

## UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.



**365-day**  
Technical Support



**1 Hour**  
Initial Response Time



**9.5/10**  
Customer Service Rating

