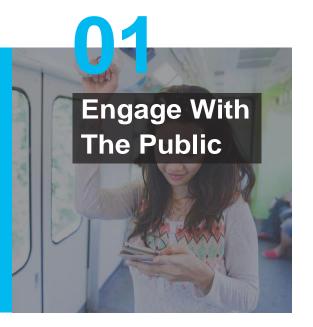**INDUSTRY BRIEF**

Government

98 percent of texts are read within three minutes, making texting the most immediate and attention-grabbing way to communicate with the public. SMS Marketing Services' powerful targeting and automation tools go further than common mass texting solutions, helping governments provide better service, save time, and securely manage employees.

USE CASES

01

Engage With The Public

SMS Marketing Services' texting solution allows for both mass and personalized messaging. Only SMS's powerful Smart Targeting can sort contact into different distribution groups based on information like their location, preferences, and behavior, so you send only relevant alerts.

- Keep the public updated with the latest status on events that affect their community by sending precisely targeted alerts.

- Texting lets the public ask questions, report problems, and get more information without risking being put on hold or have emails lost in an inbox.

- Trumpia offers SMS, MMS, email, voice, and social media from an integrated platform, so you increase your chances of reaching your target audience.

02
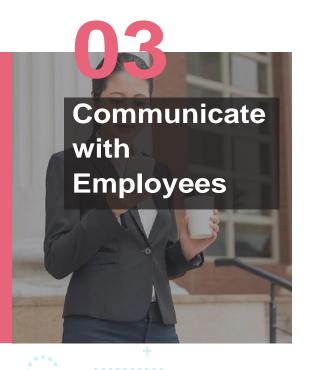
Communicate During Critical Situations

With 90% of text messages being read within 3 minutes of delivery, it offers the safest and most reliable way to send critical alerts.

- In critical situations, you won't always have immediate access to your computer. With SMS Marketing Services, you can send a text alert from your mobile phone to everyone stored in your account.

- If someone is hiding from danger, texting offers a discreet way to contact you as opposed to a noisy phone call.

- With SMS's Smart Targeting, send alerts to the right person at the right time, so you only notify those affected without needlessly worrying those who are safe.

USE CASES

03

Communicate with Employees

Use the same software to communicate with your staff or field crews, reducing dependency on two-way radios and making sure that they show up to service appointments on time. In addition:

- SMS Marketing Services' access control and data segregation allow management to regulate which employees have access to certain features or databases.

- With custom templates you can maintain a consistent image throughout all your departments and communications with the public.

- SMS Marketing Services' powerful reporting allows you to track and analyze your messaging campaigns.

LIFECYCLE ENGAGEMENT

SMS Marketing Services' texting solution goes beyond simple mass blasting services. It can automate engagement with the public and help you meet their needs quickly. Here's how:

1

Collect contact information from the public using **mobile keywords** and online sign-up tools.

2

Automatically **capture more information** like name, address, and emergency contact information.

3

Our unique **Smart Targeting** automatically filters distribution lists based on the collected data, allowing you to only send relevant targeted messages.

4

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

5

Automatically **send payment and past due reminders** to increase things like property tax collections.

6

Send **mass notifications** to alert customers about upcoming community events or meetings.

7

Automatically answer common questions from the public with our interactive **Text Bot**.

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