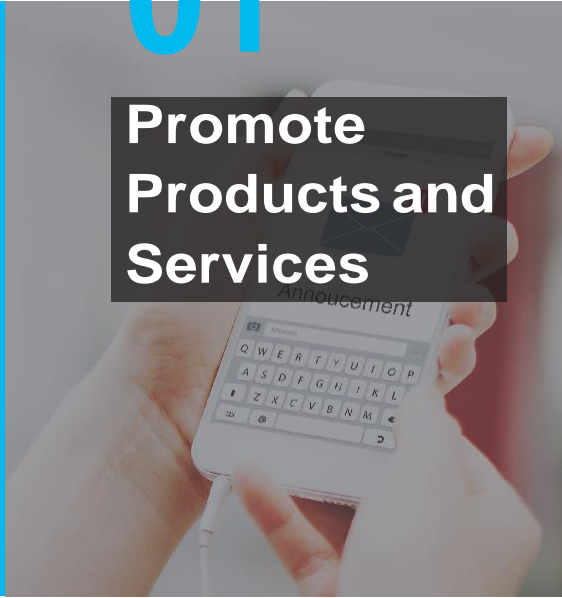INDUSTRY BRIEF

Marketing Agencies

You tried email and flyers but they don't work, and radio ads or mobile apps are too expensive and don't deliver a tangible ROI. SMS Marketing Services' texting solution includes powerful targeting and automation tools that go further than common mass texting solutions, helping marketing agencies promote products and services and streamline their campaigns with automation.

USE CASES

01

Promote Products and Services

Texting has an unmatched read rate of 98%, making it the most effective way to promote your agency and the brands your represent.

- Increase in-store traffic and revenue with mobile coupons. SMS's coupons can be tracked, so you can have automated reminders sent the day before they expire.

- Make new product announcements to all of your customers or just the ones who expressed interest in the product with our exclusive Smart Targeting.

- Move overstocked items by sending targeted text alerts to customers who inquired about that specific product.

02

Engage Your Audience

Texting is perfect for keeping your audience up-to-date about new product offerings.

- Reach your audience through their preferred channel from our integrated platform (text, email, voice and social media).

- Text-enable your existing business number, so customers can text or call the same number for service.

- Conduct surveys via text for an increased participation rate. Only Trumpia's SMS surveys can branch according to their responses to get more nuanced information.

USE CASES

03

Run Effective Campaigns

SMS's tools and automation make it easy to run more personalized and successful campaigns.

- Run text-to-win promotions to build your subscriber database. Our data capture can then learn more about your subscribers based on how they respond to your prompts.

- Automate common tasks like sales events reminders.

- Use Smart Targeting to promote relevant sales and special offers. Our system learns more about your customers' behavior so you can send more relevant offers in the future.

LIFECYCLE ENGAGEMENT

SMS Marketing Services' texting solution goes beyond simple mass blasting services. It can automate your communications with customers and boost your brand recognition.

1

Create a **mobile keyword** to advertise in print and online to secure sign-ups for mobile coupons, loyalty programs and promotional offers.

2

Automatically collect demographic information about contacts such as birthdays, region, and favorite products.

3

Send **targeted offers** to customers based on demographic data, preferences, or behavior.

4

Schedule **automated reminders** to use their coupons or promotional offers if they have not redeemed them.

5

Answer questions from customers by engaging in **two-way** landline texting for customer service.

6

Send promotional offers to your customers who complete **SMS surveys**.

7

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

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