

DEPARTMENT BRIEF

Sales Department



Imagine how many more sales you could close if 98% percent of your leads actually read your collateral. That's the power that texting gives to sales, with prospects who are sent text messages converting at a 40% higher rate. SMS Marketing Services pairs this amazing channel with automation and targeting technologies, giving you an incredibly effective way to generate new leads, connect with them, and ultimately close more sales.

USE CASES

01

Increase the Number of Qualified Leads

leads

Automatically gather more information about your leads to better qualify them.

- Send a link in your texts that leads to a webpage with more details. Our software automatically tracks who clicked the link and what they did on your website, so you know how to best target them.
- Allow your leads to opt-in to your system with mobile keywords and then we can automatically ask them more questions to better qualify them.
- Trumpia offers the combined power of SMS, MMS, email, social media, and voice on a single platform, enabling you to reach your leads no matter their channel preference.

02

Automatically Follow up with Leads

Engage leads with immediate one-on-one text conversations. Better yet, with SMS Marketing Services, you can text-enable your existing business phone number, so you don't have to use your personal number to text for work.

- Avoid playing phone tag and reduce hold times.
- Engage in multiple threaded conversations at the same time.
- Texting has a response rate 7.5x higher and 60x quicker than email.

USE CASES

03

Automate Your Lead Nurturing Process

Don't let a hot lead run cold. Only SMS Marketing Services can automatically follow up with new leads, taking the heavy lifting off your plate.

- Our Lead Scoring tool can automatically assign scores to the most interested leads, allowing you to focus on those most likely to close first.
- Our system can then run a drip campaign, nurturing your leads automatically through both text and email with follow up information.
- Our intelligent Text Bot can answer common questions for you based on how the customer responds to your prompts.
 - For example, if a lead texts in asking for more information on one of your products, a link to the product brief can be sent to them instantly.

LIFECYCLE ENGAGEMENT

SMS Marketing Services texting solution goes beyond simple mass blasting services. It can automate your communications with leads and ultimately help you meet their needs as you move them down your sales funnel. Here's how:



1

Collect more leads with **mobile keywords** and online signup pages.



2

Gather information such as what products they're interested in, so you send only relevant information.



3

Automatically **assign scores to leads** based on behavior and attributes they take within our system, so you can easily determine who to target the most.



4

Let each rep answer questions via **two-way landline texting** using their existing business phone number instead of their personal mobile number.



5

Reduce no-shows by **automatically sending reminders** for sales calls and presentations.



6

Send **automated follow-up** messages after presentations.



7

Send SMS surveys to **solicit feedback** after the sales process.

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

