

## Trumpia

Print/Email

\$50.00



### Pros

It offers a [Quick](#) SMS feature that allows you to set up and [send a message](#) in less than a minute.

### Cons

The layout of the interface feels cluttered at times by the numerous features offered.

### The Verdict: 8.5/10

Trumpia [offers](#) a strong series of features that are sure to augment a mobile [marketing campaign](#), but its interface could use some work.

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Trumpia is an impressive resource that is among the top three options in our rankings of [text message marketing services](#). Through offering a competitive product with a comprehensive series of features, this service earned our TopTenREVIEWS Bronze Award. As an SMS marketing tool, it will help magnify your efforts at opening a dialogue with your customers that will drive business to your company and increase customer retention. With features such as keyword management, voting and text-to-screen, you can bring new life to your small business's marketing strategies.

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### Features: 8.8/10

AdChoices

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SUMOTEXT	Ez Texting	Trumpia	ProTexting	Mobivity	Cellit Spark	Stop N Text	Mozzo	Texting.ly
9.8	9.8	8.8	8.8	8.8	8.1	8.1	8	
								5

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The communication tools offered through Trumpia are nearly comprehensive, though they are lacking in certain areas. As a mobile marketing tool, it fulfills all of your most basic needs, from sending a mass text message to creating groups and encouraging voting and polls. The message sending process is surprisingly broad and allows you to set up your messages based on a variety of factors. You can pick the method of delivery, such as SMS, instant message or email. You can set the message to be a one-time delivery or an automated, recurring message. At this point, you can then create the body of text for your message and insert elements such as coupon codes, pictures and special characters.

Subscription management is an important tool to be utilized in a mobile marketing campaign. Trumpia puts the necessary methods at your disposal to add to and oversee your contact base. From the Manage Contacts page, you can easily add or export your contacts, remove failed numbers or filter numbers. The filtering capability is unique to Trumpia and allows you to separate mobile numbers from regular landline numbers.

In addition to the ability to send text messages regarding polling and contests, you can also create appointment reminders. If you are a restaurant that takes reservations in advance or a medical clinic, for example, you can utilize this service to remind guests of upcoming appointments. Simply select the appointment time and date, set when to send the reminder, select the recipient and write the text or select a template message to send.

To extend the reach of your mobile marketing efforts further, Trumpia offers the ability to connect to your social networking efforts. Utilizing this feature, you can post your text messages directly to popular social networking sites such as Facebook and Twitter. To do so, you'll need to create a Ping.fm account and then enter the application ID (provided by Ping). At this point, you can start posting status updates from the comfort of Trumpia.

Numerous additional features give a personality to your text message marketing campaigns. For example, you can enable picture and video messaging, mobile coupons and custom data fields. Another unique feature we found is the shuffle responder, which allows you to randomize the auto-responders that are sent out when a contact opts-in for a keyword list.

## Reporting: 8.8/10

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Reporting is one area where Trumpia really shines. It offers reporting features that allow you to view summaries of subscriptions, opt-outs and message deliveries. The reports are easy to read, though their location may not be readily apparent. To view the reports, simply navigate to the Manage Contacts page that displays details for contact participation in such areas as keyword signups, online signups and blocked numbers. Once you locate the reports, prepare to bask in the glow of information. This service offers all major reporting functions and will make you feel like you are in control of your marketing strategies.

## Ease of Use: 7.5/10

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From a navigability standpoint, Trumpia is quite easy to utilize. The main menu is located on the left-hand side of the screen and clearly describes where each page will direct you. We found little difficulty performing tasks like adding new contacts, sending messages and viewing reports. At times, we felt a little daunted by the number of things we could do with the service, but our experience proved to be an otherwise positive one. Navigating from one page to the next is easy, and filling out necessary information for text messages is a simple process of creating the body of text, selecting your audience, picking a delivery time and clicking Send.

The only downside to Trumpia's ease of use is the layout and design of each page. It feels as if you are continually being barraged with colors, images and text. We feel this is detrimental to an otherwise simple product.

## Help & Support: 8.8/10

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Support follows a traditional approach for this service in that you can contact a representative via email if your issue isn't urgent, or by phone for immediate assistance. Tips are also offered within the application to ease the learning curve. Three tools will help you with taking the plunge into your mobile marketing campaign.

The first is the FAQs. While there are only seven FAQs answered here, it provides something of a quick approach to problem solving.

The second feature is Quick SMS, which condenses the entire delivery process to a single screen. Simply enter the message title, set the delivery time, select your contacts and write the body of the message.

The third tool is the Quick Start Guide. This six-page series of instructions will help acclimate you to the nuances of the software and direct you through the process of building your SMS marketing campaign.

## Summary:

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This product offers a refreshingly simple design and layout, though with some apparent flaws. Despite whatever confusion may arise from what looks like coupon cutouts on each screen, the site makes up for any flaws in navigation through its ease of use. This service gives you quick access to major features and allows you to get your mobile marketing campaign going in a matter of minutes. When it comes to opening up the lines of two-way communication, Trumpia will enable you to reach your lofty goals.

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