

Reseller **Quick Start** Guide

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Reseller Quick-Start Guide

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WLW Reseller Account Setup Checklist

Use the following as a checklist of items needed to set up your Reseller Account.

1. Sign & Fax Your Signed Reseller Agreement (10 pages)

FAX to 1-888-300-3002

2. Sign & Email Your WLW Reseller Application (6 pages)

Email your completed application back to your Trumpia Sales Representative.

You will receive a confirmation email from Trumpia White Label Support with your name server information.

3. Set up Your Domain & Name Servers

Your Admin Control Panel and website will be LIVE after completion.

See Page 3 for additional information.

4. Set up Your Payment Gateway (optional)

Providers to choose from: Authorize.net and/or Paypal Pro.

See Page 4 for additional information.

5. Complimentary Reseller Training

We offer a complimentary training session to review the reseller control panel and back office.

For more information about this training session, or to learn more about additional training packages, call 1-888-707-3030

6. Set-up Dedicated Email Server (optional)

All Resellers start on a shared email server. However, if you plan on offering email marketing services, a fully managed dedicated email server and email credits must be purchased through Trumpia. The dedicated email server costs \$150 a month, and email credits start at 50,000 email credits for \$150. See Page 5 for Pricing Plans.

7. Set up a Landing Page & Website

See Page 6 for additional information.

8. Create Pricing Plans

See Page 7 for additional information.

For additional questions, please contact support at 1-888-707-3030.

Domain & Name Servers

Domains are used to mask IP addresses that servers use. For example, instead of remembering a specific IP address, your customers will simply go to your domain (i.e. www.restauranttexter.com).

Name servers make it possible for visitors to access your website using a familiar domain, instead of having to memorize a series of numbers.

Purchasing a domain can be done online through a number of providers. We recommend that you select a domain that best reflects your company, making sure to keep it simple and relevant to the product you are selling.

After a domain has been purchased and submitted with your application to whitelabel@mytrum.com, a reply email will be sent out with more information regarding your name servers. We will create a name server entry for your domain that correctly points to our web server and send you an email asking you to update the name servers listed with your domain registrar. Please use this information to point your domain to the indicated name servers. As soon as that is completed, simply confirm it with our engineers by sending an email to whitelabel@mytrum.com. (Please be sure to include your white label username in the email.)

* If you have questions regarding changing or pointing your name servers, please contact your domain provider. Please be aware that domain and name server changes may take up to 72 hours to fully propagate online. We advise that you take this time to complete other items required for setting up your Reseller Account.

Payment Gateway(s)

Setting up your payment gateway, which includes integration with your website, can take up to 2-3 weeks to finalize. Due to this time frame, we highly recommend that you start this process as soon as possible.

To make payments easier for you and your customers, Trumpia offers automatic recurring billing (ARB) integration. However, in order to accept and process credit card transactions through the user interface, a payment gateway must be set up. Currently, there are two providers you can choose from: Authorize.net (via merchant account) and/or PayPal Pro.

A) Setting up Authorize.net Account via Merchant Account

Authorize.net is an online payment gateway that many merchant services use to provide online credit card processing. As a Reseller, you will need a dedicated Authorize.net account to be able to automatically process credit card payments. If you already have a merchant account, please check with them to see if they offer Authorize.net compatibility.

*Please note that your Authorize.net account must be dedicated to our platform to maintain utmost security with payments. If you are currently using an Authorize.net account for any other business, please contact your merchant account to create a new Authorize.net account for our platform.

If you do not have a merchant account or your existing merchant account is not compatible with Authorize.net, you will need to open a new merchant account.

B) Setting up PayPal

As an alternative (or addition) to Authorize.net, you can set up a dedicated PayPal Pro account for automatic payment processing.

To use this option, you'll need a PayPal Payments account that you can dedicate solely to this service. Please see file, "PaypalProSetup.pdf" for instructions on how to configure the settings in the PayPal Pro account to work with our platform.

If you have any questions about the merchant account application, please contact us at MerchantApplication@mytrum.com

Dedicated Email Server (Optional)

As a Trumpia Reseller, you have the option to offer Email Marketing to your customers. However, in order to offer this service, a dedicated email server and email credits must be purchased.

You can purchase an email server from Trumpia for \$150/month. The email server will be fully managed and maintained by Trumpia and regularly monitored for public blacklists. In the rare event that the email server does end up on a blacklist(s), we will work with ISPs to remove you from them. Trumpia also monitors your email reputation score* and will alert you if it drops significantly so that corrective action can be taken.

*An email reputation score is determined by the trustworthiness of an email source. Factors that affect email reputation scores include, but are not limited to, deliverability, message content, and spam filtering.

Benefits of having a dedicated email server:

- Ability to provide another high-impact marketing channel (email marketing) for your customers.
- Ability to edit System Templates.
 - System Templates are administrative email messages required to run your online business. The templates include emails like: Welcome messages, New Trial Sign-ups, Confirmations, Verifications, Message Monitoring, Forgotten Passwords, etc.
 - You can find the System Email Templates by going to Account & System Settings → System Templates.

Email Credits

- System emails cost 1 email credit per email address.
- Outbound emails cost 1 email credit per email address.
- Here are the email credit buckets available for purchase:

EMAIL MESSAGE CREDITS	BLOCK PRICE	Price Per "Roll-over" Text Credit
50,000	\$150	\$0.0030
100,000	\$280	\$0.0028
200,000	\$520	\$0.0026
500,000	\$1,100	\$0.0022
1,000,000	\$1,800	\$0.0018
3,000,000	\$4,200	\$0.0014
5,000,000	\$6,000	\$0.0012
10,000,000	\$10,000	\$0.0010

To purchase an email server or email credits, contact our sales at 1-888-707-3030.

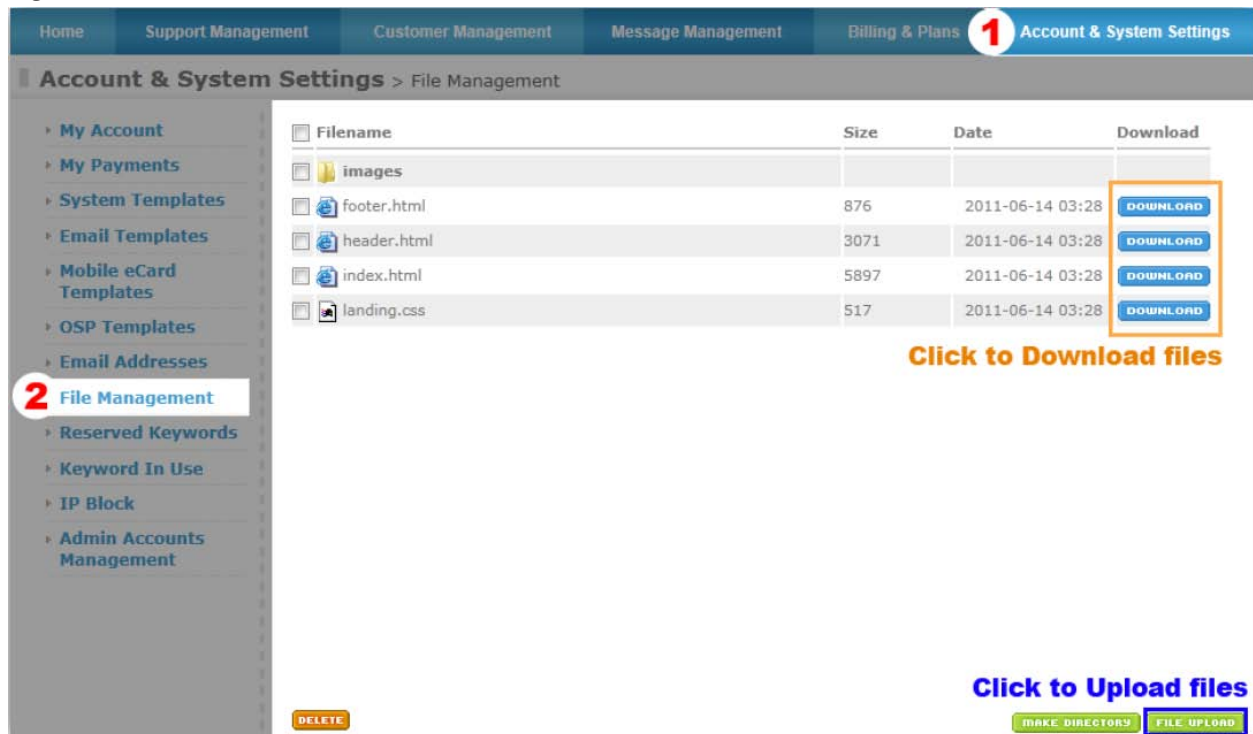
Landing Page & Website Setup

- After confirming that your name servers have been properly changed, Trumpia will provide you with a default website that can be configured and customized at any time.
- Be advised that there are some restrictions when using the default templates. For Design Guidelines, see Page 7.
- There is no File Transfer Protocol (FTP) access to the website. In order to view the server files, please go to Account & System Settings → File Management in your admin panel. (See Fig. 1)
- Please note that Resellers can maintain a separate domain that is NOT hosted by Trumpia and hence, unrestricted by any limitations listed in the “Design Guidelines.”
- A Log-in/Sign-up Bar can be added to the Private Domain to direct clients to the WhiteLabel Domain, where the User Interface is located.

The Log-in/Sign-up Bar can be integrated by using either HTML Post form or iFrame.

- a. [Download Login Bar HTML code.](#)
- b. [Download Sign-up HTML code.](#)
- c. *.rar type files are compressed files. It requires compression software to decompress. (EX: Winzip, Winrar, etc.)

[Figure 1]



Website Design Guidelines

Only the following file types should be used: HTM, HTML, JS, GIF, JPEG, JPG, and PNG

- Any server side scripts (PHP, ASP, JSP, C# and etc.) are not allowed.
 - Use UTF-8 encodings on HTML, HTM, and JS files.
-

It is recommended that you create files for an HTML header and HTML footer.

- The header and footer files have to be separated from the content. This is so the header and footer do not interfere with the page's content design.
 - Reference to images, CSS, or Javascript files must be a full URL, not a file path.
 - It is strongly recommended that you do not use PrototypeJS or JQuery for the header and footer.
-

Directories:

- Store all image files in the Image Directory.
 - Place other types of files (HTM, HTML, JS, CSS) in the Root Directory.
 - Use UTF-8 encodings on HTML, HTM, JS files.
-

CSS Files:

- Define styles with class and ID, and avoid global rules that match with HTML tags.
 - ex) `div{.....}`, `input{.....}`, `span{.....}`.
 - Use prefixes in the forms of 'wlv_XXXXXXX' for Class, ID, and Names.
-

Javascript:

- Avoid using PrototypeJS, JQuery in header.html and footer.html to avoid abnormal/erroneous behaviors.
 - Avoid implementations with '\$(.....)' in HTML header and footer
-

HTML:

- We recommend following DTD4.01.
 - Include the login code from the default index.html page when creating a Sign-in form.
-

The Sign-in form must have the same structure and elements as the LoginForm from the provided default index.html file.

The following pages are provided by Trumpia.com and the header and footer will be automatically applied to the pages

- /main/privacypolicy_intro.php
 - /main/termsfuse.php
 - /manageAccount/signup.php
 - /main/contactus.php
-

In order to avoid any collisions with existing pages provided by Trumpia.com, it is highly recommended to use a prefix on the class name IDs and Names.

Set Up Your Pricing Plans

Before creating your pricing structures and credit plans, be sure to understand which settings can be configured first.

Text Credits:

You can define how many text credits are distributed each month and how long they will be valid for (roll-over period). You may also offer credit buckets for your customers to purchase if they ever run low.

Email Credits:

You can define how many email credits are distributed each month and offer credit buckets for your customers to purchase if they ever run low.

Keep in mind that this information is only applicable to Resellers who are offering Email Marketing for their customers. There is also a separate monthly fee for email servers for these Resellers.

Basic Vs. Premium Plans

You are able to set a "pricing threshold," which will determine which plans have access to premium features.

Setup Fees

You have the option to charge a setup fee for each new account. Whether you charge for all plans or only for specific plans is up to your discretion.

Prepaid Discounts

For individuals who wish to prepay for 3, 6, or 12 months, you have the option to discount the total purchase price in percentage increments.

Premium Short Code Access

If you are interested, you are able to procure rights to a premium short code, such as 76000. Premium short codes are easier to remember than the default short code, 96362.

Custom Offerings

When configuring your plan categories, you have the option to input custom entries. This allows you to build your product offerings around your business.

Consultation

We offer consultation services from professional multi-channel marketing experts. Call us at 1-888-707-3030 to schedule an appointment.

As the Reseller, you have the ability to fully customize your own monthly plans and pricing structures. (Fig. 1 - Reseller Admin Control Panel → Billing & Plans → Create New Plan)

Create New Plan

1 Category	Multi-Mode Plans <input type="button" value="[Create New Plan Category]"/>						
2 Plan Name	<input type="text"/>						
3 Email Messages (set maximum monthly limit)	<input type="text" value="0"/> <input type="button" value="Max(Free)"/>						
4 Instant Messages (set maximum monthly limit)	<input type="text" value="0"/> <input type="button" value="Max(Free)"/>						
5 Text Credits	<input type="text" value="0"/> Expiration Date : <input type="text" value="None"/>						
6 Mobile Keywords (set maximum limit)	<input type="text" value="0"/> <input type="button" value="Max(Free)"/>						
7 Contact Max	<input type="text" value="0"/> <input type="button" value="Max(Free)"/>						
8 Monthly Fee	<input type="text" value="0"/> \$						
9 Default Plan :	<input type="radio"/> Yes <input checked="" type="radio"/> NO						
10 Default Short Code	<input type="text" value="69302"/>						
11 Trial Period	<input type="text" value="0"/> days						
12 Private	<input type="radio"/> Yes <input checked="" type="radio"/> NO						
13 % Discount Off Monthly Plan (Valid range = 1~99. 0 is disable.)	<input checked="" type="radio"/> Set to Default <input type="radio"/> Disable <table border="1"> <tr> <td>3 Months</td> <td><input type="text" value="10"/> %</td> </tr> <tr> <td>6 Months</td> <td><input type="text" value="20"/> %</td> </tr> <tr> <td>12 Months</td> <td><input type="text" value="30"/> %</td> </tr> </table>	3 Months	<input type="text" value="10"/> %	6 Months	<input type="text" value="20"/> %	12 Months	<input type="text" value="30"/> %
3 Months	<input type="text" value="10"/> %						
6 Months	<input type="text" value="20"/> %						
12 Months	<input type="text" value="30"/> %						

1. Select the Category for the plan.
2. Enter a Plan Name.
3. Set the max. number of Email Credits.
4. Set the max. number of Instant Message Credits
5. Set the max. number of Text Credits, and select when credits “roll over” with the Expiration Date.
6. Set the maximum number of Mobile Keywords.
7. Set the maximum number of Email Contacts.
8. Set monthly fee.
9. Set this plan as your default “Trial” plan if you’d like. Only one plan can be set to default.
10. Select the short code this plan will be using.
11. If this is your trial plan, set the number of days the trial period will be valid for.
12. You have the option to make this plan private if you wish to reserve it only for select users.
This is a good way to give custom pricing plans for elite customers.
13. Set your prepaid discounts (Optional).

* If DO NOT want to offer a Free Trial Plan, please set all values to 0 for each setting. You will also need to set Private to YES.

(Fig. 2 - Reseller Admin Control Panel → Account & System Settings → System Configuration)

1	Setup Fee	<input checked="" type="radio"/> No <input type="radio"/> Yes \$ <input type="text" value="0"/>	UPDATE
2	Prepay discount	<input type="radio"/> No <input checked="" type="radio"/> Yes	UPDATE
	Referral Program	<input type="radio"/> No <input checked="" type="radio"/> Yes	UPDATE
3	FAQ	<input type="radio"/> No <input checked="" type="radio"/> Yes	UPDATE
4	Premium Features	<input type="radio"/> No <input checked="" type="radio"/> Yes [Start Premium Plans At The] Category : <input type="text" value="Multi-Mode Plans"/> Plan name : <input type="text" value="Multi 3,400"/>	UPDATE

1. You can charge your customers a one-time setup fee.
2. You can enable Prepay Discounts for your monthly plans.
3. You can enable a FAQ, which will appear in the footer.
 - a. To edit the FAQs go to: Support Management → FAQ
4. You can enable Premium Features to divide plans into Basic and Premium plans.
 - a. The plan that you select will be the default base Premium plan that comes with Premium Features.
 - b. All plans priced higher than this plan will also have access to Premium features.
 - c. All plans priced lower will only offer Basic Features (SMS, Appointment Reminders, and Keywords).
 - d. To edit settings go to Account & System Settings tab and look under System Configuration.

If your customers ever run out of text credits, buckets of text message credits are available for purchase.

1. Go to Billing & Plans → Prepaid Message Credits to set this up.
2. Click “Create New Block” to add a block of credits.
3. Enter the amount of credits you would like to offer, the price, and set whether or not you’d like to make it visible to your customers. (When Visible is marked as “NO,” customers will not be able to view the text block.)

Pricing Plan Examples

Example 1:

PLAN NAME	PRICE	TEXT CREDITS	KEYWORDS	Max # of Email Contacts	EMAIL	INSTANT MESSAGE
SILVER	\$49	250	1	1000	FREE	FREE
GOLD	\$99	1000	2	2500	FREE	FREE
ELITE	\$149	2000	5	5000	FREE	FREE

Example 2:

PLAN NAME	PRICE	TEXT CREDITS	KEYWORDS	ROLL OVER CREDITS
Studio Basic	\$25	100	1	n/a
Studio Starter	\$49	500	2	yes
Studio Senior	\$59	600	2	yes

Example 3:

PLAN NAME	PRICE	TEXT CREDITS	KEYWORDS
Pay As You Go	\$20	0	1
Lite Start	\$30	200	1
Basic	\$44	500	1
Plus	\$49	1000	1
Advanced	\$94	2000	2
Premium	\$149	3300	3

To see an example of Trumpia's pricing structure and plans, click [here](#).