10 TopTen REVIEWS

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Web Services » Internet / Ecommerce » Text Message Marketing Review » Cellit Spark

Cellit Spark   [Print/Email]

$49.00

Pros
It allows you to send long text messages ↗ for improved communication with your contacts ↗.

Cons
Cellit Spark does not offer the ability to send out surveys or voting texts.

The Verdict: 7.98/10
Cellit Spark is backed by a well-known text message marketing service ↗ and is an affordable marketing solution ↗ for small businesses.

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| Review | Specifications | Images | Side By Side Comparison | Learning Center |

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Cellit Spark, one of the numerous text message marketing services offered through Cellit, helps make mobile marketing more accessible to small businesses at an affordable rate. This basic introductory service includes many of the features offered by its parent program, Cellit Studio, but without some of the features big companies tend to focus on.

One distinctive feature offered through Cellit Spark is the ability to extend the length of a text message. Whereas other mobile marketing services restrict you to sending out a single text with fewer than 160 characters, this service allows you to double the available number of characters for a message by activating the Double-Length Message option from its Create/Edit a Message screen. Utilizing this feature means that you now have another 160 characters you can use. You should be cautious in using this feature, however, because it also doubles the message count and will cost you even more to send out messages en masse.

To begin sending out text messages, you simply need to create a message and then set up a campaign to revolve around that message. Establishing your campaign is simply a matter of setting rules that determine how and when your text messages are delivered. You can set the message delivery options to send the message to everyone immediately, or to send them only to people who have never received the message before. We feel that the ability to set individual rules and conditions for when a text message is delivered is quite useful, and that it is one of Cellit Spark's defining features.

The main feature that is absent from this service is a voting or polling tool. While it is included in Cellit Studio, because Spark is a more affordable solution, some features inevitably had to be cut. Likewise, there is no feature for manually subscribing contacts to your lists. With this product, if you want to get people to subscribe, you have to advertise your keyword and get folks to opt-in by texting it to your short code.

From the Review screen, you can examine all of the tracking details for your messaging campaigns at a glance. You can review your subscribers based on keyword activity, opt-outs and subscriptions. You can also view all activity within a date range based on message responses, coupon codes redeemed and location. The reports are updated continually, which means you will always get live results for any details you are collecting.

Cellit Spark is divided into three sections: Create, Review and Settings. From this point, it doesn't get any

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more difficult. Going to the Create screen allows you to set up new messages, create campaigns and establish auto-responders. For auto-responders, you can attach a message to each keyword so that you can individualize responses. The Review screen gives you access to all reporting features. The Settings screen gives you access to your account details. As a mobile marketing service, this is moderately easy to navigate.

Along the right-hand side of the screen, Cellit Spark offers some quick tips and tricks to help you navigate its interface. While the product is already easy to find your way in and use successfully, these tips still help to flesh out your understanding of the terminology used with this product. For example, the help tips explain what it means to "clone" a message, which essentially entails creating a carbon copy of it.

These tips change depending on which page you are on within the interface. If you are creating a campaign, the tips define varying terms relating to campaign creation. If you're sending a message, the tips define options associated with message management.

Summary:

Cellit Spark suffers from the absence of specific features such as surveys and scheduled messaging. From a pricing standpoint, sacrificing these features enables it to maintain something of an edge over the competition. Even in the absence of such features, however, this strong product will help set you on the path toward a productive mobile marketing campaign.

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