

Mozeo

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\$5.00



Pros

The support offered here is comprehensive and allows you to pursue support by phone, [email](#), [web chat](#) and knowledgebase.

Cons

There is no live-chat support feature with this service.

The Verdict: 7.33/10

Mozeo is an excellent resource to use as you begin working your way into the [mobile marketing](#) world.

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Mozeo is one of the many frontrunners for effective [text message marketing services](#), and it attempts to make the transition from traditional marketing to the modern mobile marketing platform easier for its clients. This service includes many of the most basic features needed for text message alert campaigns, in addition to some new resources that make this a product worth considering.

Mozeo starts strong from a features standpoint. It allows you to send coupons or redemption codes, polls, text message blasts and even to manage your subscribers. When you first start using the service, you will want to make sure you go through the process in a particular order so that you're not forced to skip all over the place when you start sending text message alerts.

To start, you'll want to add contacts. You can do this by adding individual contacts manually or easily by uploading a list of contacts you've built up in the past. After that, you'll want to set up contact groups if needed. Then you can set up a text message blast and create a campaign from it.

Mozeo also offers auto-responders. This tool helps you manage communications with large numbers of contacts and enables you to send out a text message automatically when contacts opted in or subscribed to keywords.

Reporting is quite basic with Mozeo. Rather than offering a line graph or some sort of pictorial representation of your messaging statistics, it provides numeric counts. Simply put, all the details you will find in the reporting tools are the total number of something, whether it is keyword responses, messages sent or opt-outs recorded. You can also run reports by day, week, month or year.

Navigation is simple and straightforward with Mozeo. They offer tabs on the top of the screen that allow you to navigate into the appropriate areas of the site. These tabs include: My Account, My Reports, My Contacts, Text Messaging and Mobile Websites. Mozeo also offers a large button at the bottom of the webpage to contact their support department for questions.

Support through Mozeo is quite thorough because the company offers all of the most common forms of technical support. If you have questions, you can easily access support by phone or email. Even better, you

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have immediate access to live chat support, which you can use from any screen by clicking the tab at the bottom of the page.

In addition, you can access FAQs and a knowledgebase by navigating to the Help Center, which is located at the top-right corner of the website. This will direct you to tutorials and walk-throughs of the most basic functions. We would have given Mozeo a perfect score in this category, except that it's difficult to find a number of resources such as the FAQs, and the tutorials are not very comprehensive.

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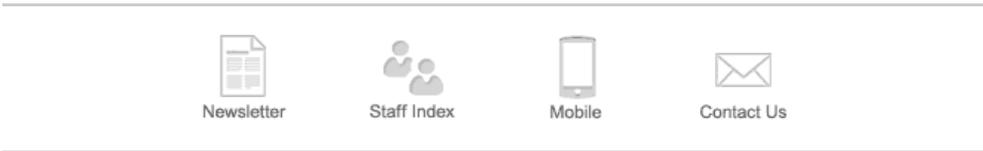
Mozeo offers some unique and new features that will work to your advantage to market yourself or your business effectively in a mobile environment. While they may have a few shortcomings, they have several added perks. You will certainly want to consider this service for your text message marketing needs.

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