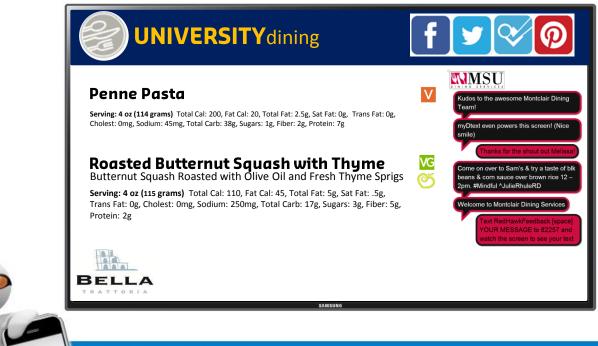


The key to any successful marketing tool is to captivate your participants and make them coming back for more. Text-To-Screen gives your participants the opportunity to send a personal message to a big screen that can be displayed for everyone to see.

myDtxt Text-To-Screen application is also a great tool to keep your audience engaged and interested. This app allows you to display questions, answers and comments on the screens such as wide screen TV during conference, JumboTron during a ball game, project on the in your resident or retail dining location.



## Get Started Today!

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Student

riences

Go online to www.mydtxt.com Need to sign up? Visit www.myDtxt.com , click [Sodexo Managers], and click [Sign Up]

#### Marketing Contact: David Trombetta David.Trombetta@sodexo.com 831-206-5723

#### Digital Solutions Contact: AJ Francavilla Alfonso.Francavilla@sodexo.com 716.932.2903







### MyDtxt.com Market



#### Text to Screen \$10 /Mo

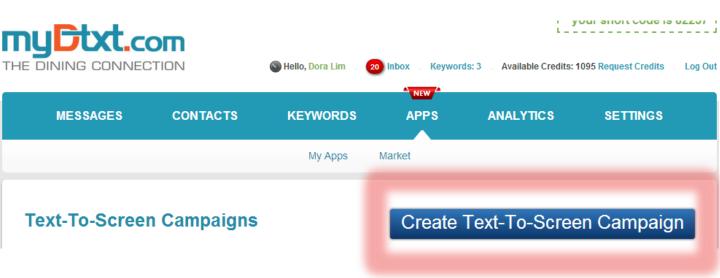
myDtxt Text-To-Screen application is also a great tool to keep you audience engaged and interested.

Activate

Once you are logged in you can simply click "Apps" and browse the myDtxt.com marketplace.

Some Apps are not preferred by Sodexo so please check with your local marketing representative for more information.

Once activated, the Text to Screen module page will allow you to create your "Text to Screen" campaign.





Keyword *	Auto-Reply Message *
Choose a keyword •	Thank you for your text message.
Add Keyword	
Campaign name *	
<u>à</u>	
	(116 characters left)
Number of messages on screen *	
3	Here is an idea how it will look on the mobile phone screens:
Display messages on screen *	
Post messages after approval	
	ant. 🗢 15:25 80% 🖚
"Text to Action" box on the messages' screen *	From : 82257
Please select •	
Time between checks for new messages *	Thank you for your text message.
10	mank you for your not moodage.
(in seconds)	
Rotate messages on screen *	
Rotate messages on screen •	~

#### Keyword:

Select a custom keyword to designate your on-screen experience. *IE: XYZDiningScreen* 

#### **Campaign Name:**

Name your campaign for easy reference *IE: XYZDining Feedback* 

## Number of Messages on Screen:

Select a number that meets your need based on screen size.

#### Display Messages on Screen: <u>MUST BE SET</u> to "Post messages after approval"

#### Text to Action:

If you would like your screen to have instructions within the window select "visible" or build the instructions into your branding

**Time between...:** 5-10 seconds is sufficient

## Rotate Messages on Screen: Select the format that

meets your location's needs

#### Auto-Reply Message:

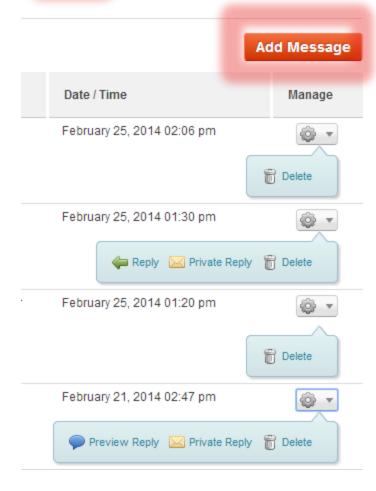
Custom reply message acknowledging receipt of your customer's text IE: "Thanks for sharing your feedback, keep an eye on the screen and as soon as a member of the team addresses your concern we will share it."



## **Text-To-Screen Campaigns**

## Create Text-To-Screen Campaign

Title	Keyword	Short Code	Screen Status	Manage
Demo Text-to-Screen	RedHawkFeedback	82257	PLAYING	
🌍 Manage 💿 Stop 🌍 Design Settings 🃡 Edit 1 Inbox 🚽 Forwarding 📾 Get Display URL 🔤 Get Embed Code 粪 Release Keyword				



## Add Message:

Seed the comment board with an inbound message. *IE: paper comment card* 

### **Reply:**

Respond on-screen (differentiated colors) to the comment / text

## **Private Reply:**

Text message back to the customer

**Delete:** Self explanatory

## **Preview Reply:**

View the previous reply on screen or edit the reply.



## **Text-To-Screen Campaigns**

## Create Text-To-Screen Campaign

Title	Keyword	Short Code	Screen Status	Manage
Demo Text-to-Screen	RedHawkFeedback	82257	PLAYING	
Stop Design Settings	📡 Edit 1 Inbox 🔊 Forward	ing 📾 Get Display URL 🛛	Get Embed Code 🙀 Release Keyword	🖥 Delete

#### Edit Design Settings Of Text-To-Screen Campaign

Reset To Default Settings

« back to list			Preview
Color & Size Settings		See Example 🍳	Logo
1 Page background color	FFFFF	<b></b>	
2 Color for "Text to Action" box	000000		DINING SERVICES
3 Size for "Text to Action" box	10	• рх	Delete »
4 Background color for "Text to Action" box	85E5FA	R	Upload logo
5 Border color for Incoming Messages box	ce0e41		Choose File No file chosen  • Accepted file types: jpg, jpeg, png, bmp, gif.
6 Background color for Incoming Messages box	131313		Recommended logo dimensions: max width: 300px max height: 90px
Color of the text for Incoming Messages box	ffffff	×	Upload
8 Size of the text for Incoming Messages box	29	▼ px	
9 Border color for Reply box	191919	E	
Background color for Reply box	ce0e41		
Color of text for Reply box	000000		
12 Size of text for Reply box	30	▼ рх	

Your local Area Marketing Manager or Sr Marketing Manager can provide you collateral in designing your Text-to-Screen page.

Your College/University may also have branding guidelines on the web to assist in matching the color settings accordingly.





## **Text-To-Screen Campaigns**

## Create Text-To-Screen Campaign

Demo Text-to-Screen RedHawkFeedback 82257 PLAYING	Manage		Screen Status	Short Code	Keyword		Title
🚳 Manage 💿 Stop 🕜 Design Settings 📡 Edit 1 Inbox 퉞 Forwarding 📾 Get Display URL 🥃 Get Embed Code 鐷 Release Keyword 👸 Dele	•		PLAYING	82257	RedHawkFeedback	io Text-to-Screen	Demo
	alete	Release Keyword	Get Embed Code	ing 📾 Get Display URL	🄀 Edit 🚺 Inbox 🔊 Fo	🗳 Manage 🌘 Stop 🌍 Design Settings	

#### Mobile Keyword Forwarding

« back to message forwarding			
You can set each mobile keyword to be forwarded to a specific email.		Filter:	
My Keywords Add New Email		RedHawkFeedback	•
Keyword	Forward Status		Manage
RedHawkFeedback	FORWARD IS OFF		
		0 Recipients 🚛 Add	Recipient
Display URL			
Display URL: http://newsystem.mydtxt.com/scree	n/14/RedHawkFeedr	View Screen	Feed
Display one. http:///ewsystem.injut/teom/scree	n/14/Rednawki cedi	New Jorcen	, ccu
h line un	000.050.0445		
			6
Get Embed Code			
Choose dimensions:			
Width * Height *			
600 700 Get Embed 0	lode		

### Forwarding:

You can set your text messages to reach an email address or set of email addresses to alert you to inbound texts.

This will increase your ability to respond quickly and approve/post replies to your inbound messages.

## **Display URL:**

This is the link you can embed on your Digital Signage

## Embed Code:

Web-Friendly coding