

Content Builder Learning Activities

Create Content Builder Folders

1. Review the folders on the left side of the screen under **Content**.
2. Right click on the **Training** folder.
3. Choose Create Folder.
4. Name the folder as **[Your Name]**.

**Note: All training content should be saved in this folder.*

Uploading Image Files

1. Unzip the **Roche Images.zip** file then select all images in the file.
2. Click **Create** in the top right-hand corner.
3. Hover on **Upload** in the menu.
4. **Drag & drop** the selected images into the window.
5. Click Unload & Publish.

Create an Image Content Block

1. Click **Create** in the top right-hand corner.
2. From the dropdown menu hover over **Content Block**.
3. Choose choose **Image** from the dropdown.
4. Under the **Content** tab, click **Browse**.
5. Click on an image you uploaded then click **Select**.
6. Deselect **Scale to Fit** from the left.
7. Adjust the **Width** and **Height** fields as desired.
8. In the **Alt Text** field, type a description of your image.
9. Click on the **Image Padding** rectangle and adjust the padding as desired.
10. Scroll down to the **Image Alignment** section and select the desired alignment button.
11. Click the **Link** button then click **Add**.
12. Enter an appropriate **web address** in the **Link URL** field.
13. In the Title field, type a Call-to-Action that will appear when hovering on image.
14. In the Tracking Alias field type a description of the content and link destination then click Save.
15. Click on the **Block Settings** tab at left.
16. Adjust the **Background** and **Border** as desired.
17. Click the blue **Save** button in the upper-right corner.
18. Name this block **[Name]_Image Block**.
19. Under **Location**, select **your folder** then click **Save**.

Images & Outlook

Outlook does not honor 100% width or the "Scale to Fit" option in Content Builder.

Best Practice is then to always set the width and height to the values for which you wish for them to display.

Create an Free-Form Content Block with HTML

1. Click **Create** in the top right-hand corner.
2. From the dropdown menu hover over **Content Block**.
3. Choose choose **Free Form** from the dropdown.
4. Open **the Header Module Left-Right.rtf.zip** file you received in Word.
5. **Select all** the HTML from the document
6. Click on the **HTML Editor** tab in the field at left.
7. **Paste** the HTML into the pane at left.
8. Review how the HTML renders in the **Preveiw** pane to the right.
9. Click on the **Content** tab.
10. Right-click on the **ACCU-CHEK** logo in the editor pane at left.
11. Choose **Edit Link** from the menu.
12. From the **Link to** dropdown choose **Website** or **Secure Website**.
13. In the **Link URL** field, enter the appropriate URL for the website in your market.
14. In the **Title** field, enter a **Call-to-Action**; leave the **Tracking Alias** as is.
15. Click **OK** to close the **Link Properties** window.
16. Click **Save** in the upper-right corner.
17. Name your content block **[Name] Header Module Left-Right**.
18. Under **Location** choose **your folder**, then click **Save**.

About Free-Form Blocks

Pasting HTML into the HTML tab of a Free-Form block allows users to use the editor under the Content tab. As a result, they can easily update links, text, and images without requiring HTML knowledge.

Build a Template-Based Email

Create an Email from a Template

1. Click **Create** in the top right-hand corner.
2. From the dropdown menu click **Email**.
3. From the **Create Email** dropdown, select **Template**.
4. Click on the **Saved** tab and choose **Roche Training Template**.
5. Click **Select** from the lower right-hand corner.
6. Name the email **[Name] November Newsletter**.
7. Under **Location** click **Select** then choose **your folder**.
8. Associate the email with your **Campaign**.
9. Click **Next** in the upper right-hand corner.
10. In the upper-right corner of the window, you should see a notification that your email has been saved.
11. Enter a subject line in the **Subject** field at top then click **Save** in the **Subject Line field**.
12. Enter a preheader in the **Preheader** field at top then click **Save** in the **Preheader field**.

Add a Saved Content Block to an Email

1. Click on the **Content** tab at left.
2. Click on the **Folders** button and select **your folder**.
3. Drag and drop **[Name] Header Module Left-Right** onto the canvas in the white block at right beneath the colored border.
4. Edit content in the pane at left as desired (optional).
5. Click **Done Editing** then click **Save** to save your email.

On Your Own

1. Click on the **Content** tab then drag and drop the following blocks onto the canvas beneath the **Header Module Left-Right** then **Save** your changes. *Do not make edits to these blocks yet.*

- **Header Module Navigation** (Same white block as the Header Module Left-Right area)
- **Bg-Gradient-CTA-Center** (First grey content area)
- **Secondary-2col** (First grey content area)
- **Footer Modules Social** (Bottom white content area)
- **Footer Modules Legal** (Bottom white content area)

Edit Text and Links in a Free Form Content Block

1. Hover on the **Bg-Gradient-CTA-Center** block (contains image of device and text) at right.
2. Click on the content block to edit.
3. Under the **Content** tab in the editor at left, highlight the headline and type a headline.
4. Highlight the supporting text then type new text.
5. **To change the button text**, highlight **Primary CTA** then type a new CTA.
6. **To change the button link**, **right click on the button** then click **Edit Link** from the menu.
7. Modify the **Link URL**, **Link Text**, **Title**, and **Tracking Alias** as appropriate then click **OK**.
8. Click **Done Editing** then click **Save** to save changes to your email.

On Your Own

In the **Header Module Navigation** content block, change the navigation text and links as appropriate to your global region.

Change an Image in a Free Form Content Block

1. Hover on the **Secondary-2col** block then click to edit.
2. **Right-click on one of the images** then choose **Image Properties** from the menu.
3. In the **Image Properties** window that appears, click the blue **Replace** link.
4. Click **Browse** to navigate to the image in **Content Builder** or **paste the URL** in the space provided.
5. Adjust **Image Border**, **Border Width**, **Image Padding**, **Image Alignment**, and **Link** as desired.
6. Click **OK** then click **Done Editing**.
7. Click **Save** to save the changes to your email.

On Your Own

In the **Secondary-2col** content block, edit the text for both columns and change the remaining original image. Then edit both the CTA button text and the links on the buttons in this block. Save the changes to your email.

Remove a Content Block

1. Hover on the **Footer Modules Legal** block in the footer.
2. Hover in the upper-right corner of the block and click on the drop down menu.
3. From the dropdown, select **Delete**.
4. Click **Delete** to confirm.

Add a Reference Block

1. Click on the **Blocks** tab then drag and drop the **Reference Content** block beneath the Free Form content area.
2. Find and select **Footer Modules Legal** content block from the **Training** folder then click **Select**.
3. Click **Done Editing**.
4. Click **Save** to save your email. **When this content block is edited the updated content will appear in your email.**

Create an Image Carousel

1. Click on the **Blocks** tab then drag and drop the **Image Carousel** block beneath the **Bg-Gradient-CTA-Center** block.
2. Click on the **Image Carosel** block to edit.
3. Under the **Content** tab for the **Primary Image** section, click **Browse**.
4. Choose a banner image then click **Select**.
5. Enter the **Alt Text** and **Link** as desired.
6. Adjust **Image Settings** as desired then click **Done Editing**.
7. Click the **Add Image** (beneath **Link**) to add additional images. *(Repeat steps 5-8 as desired.)*
8. Click **Done Editing**.

Note on the Image Carousel:

Currently, Apple mail clients support image scrolling in the carousel. All other clients display the primary image.

Add a Layout

1. Click on the **Layouts** tab in the left sidebar.
2. Scroll to locate the **Hero Image + Content (horizontal)** layout in the left panel.
3. Drag and drop the layout below the **Bg-Gradient-CTA-Center** block.
4. Click **Save**.

On Your Own

In the layout you just added to the canvas, remove the button content block. Add an image as the hero in the image content block. Add text to the text content block. *Use Arial as the font for the text.*

Create a Dynamic Content Block

1. Click on the **Blocks** tab in the left pane.
2. Drag and drop the **Dynamic Content** block above the Image Carousel block.
3. In the left pane define the **Default Content** (for a general audience) by clicking **Browse** to select a **saved Content Block**.
4. Click **Select** in the lower right corner of the window.
5. Click the **Select** button next to **Content** at the top of the window.
6. Choose a content block then click **Select**.
7. In the left pane, click **Create Rule 1** to define the first audience segment rules.
8. Select **Data Extension or Audience** then click **OK**.
9. Click on the **button next to the Data Extensions folder** at left to expose the **Training folder**.
10. Click on the **Roche Training Data** data extension then click **Ok**.
11. From the left pane drag and drop the **Mailing Country** attribute into the **Create Rule** window.
12. Configure rule **Mailing Country is equal to United Kingdom** then click **Save**.
13. Repeat **Steps 7-12** to configure a rule and content for **Mailing Country is equal to Germany** and another rule and content for **Mailing Country is equal to Switzerland**.
14. Click **Done Editing** then **Save** the changes to your email.