Content Builder Learning Activities

Create a Template and Define Template Style

1. Click **Create** in the top right-hand corner.
2. From the dropdown menu hover over **Template**.
3. Choose **From Existing Template** from the menu.
4. Under the **Basic** tab, select the **1-2-3 Column Image**.
5. Click **Select**.
6. Click on the **Design** tab from the left.

7. Click on the down arrow next to **Template** to configure **Background**, **Border**, and **Padding** as desired.

8. Click on the down arrow next to **Body** to adjust the **Font** and **Line Height** to configure as desired.

9. Click on the down arrows for **Primary**, **Secondary**, and **Tertiary Titles** to configure the **Font, Size**, **Color**, **Line Height**, **Weight**, and **Style** as desired.

10. Click on for **Links** to configure the **Link Color** and **Text Decoration** (underline) as desired.

11. Click on the down arrow for Buttons to adjust the **Font Size** and **Font Color**; **Background Color** and **Line Radius**; **Padding**; **Border Color**, **Border Width**, and **Border Style** as desired.

12. Click on the down arrow for **Mobile Styles** to define **Padding**; **Font**, **Font Size**, **Font Color**, and **Line Height**; **Primary**, **Secondary**, and **Tertiary Titles**; **Links**; and **Buttons**.

13. Click on the **Mobile** button in the upper right-hand corner to preview your template for mobile devices.
14. Adjust as necessary, then click the blue **Save** button.
15. Name your template **[Name] Template**.
16. Click **Location** and select the **Training** folder then click **Save**.

Remove a Content Block

1. Hover on the text content block in the template 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.

Delete a Layout

1. Hover on the dark grey bar at the top of the section.
2. Hover on the Layout you wish to remove.
3. Click on the down arrow in the white circle at right.
4. Click **Delete** then click **Delete** to confirm.

Edit a Section Properties

1. Click on the dark grey layout bar for the **Footer**.
2. Click on down arrow on the bar.
3. Choose **Properties** from the dropdown.
4. In the left side panel, click on the **Properties** tab
5. Type Header – No Editing in the Content Design Assistance field.
6. Set the **Max Number of Blocks** for this area as desired.
7. Select the appropriate boxes for the**Types of Blocks**.
8. Click on the **Settings** tab then configure as desired.
9. Click Done Editing.

Define Template Content

1. Click on the **Content** tab at left.
2. Drag and drop the **Footer HTML Content** block into the footer of the template.
3. Review how it displays on **Desktop** and on **Mobile**.
4. Edit the HTML as necessary.
5. Click **Done Editing**.

6. Hover on the **Image** content block in the **Header**.
7. Click to **Edit** the image.
8. In the left panel beneath the image URL, click the blue **Replace** text**.**
9. Click **Browse** and choose **waxcenter_top.png** then click **Select** from the lower-right corner.
10. In the right side panel under **Link**, click the **Add** button.
11. Enter your web address into the **Link URL** field.
12. In the **Title** field, type **Go to website**.
13. In the **Alias** field, type **Template Header to Home**.
14. Click **Done Editing**.

Add a Layout

1. Click on the **Layouts** tab in the left sidebar.
2. Drag and drop the desired layout onto the template in the desired location.
3. Click **Save**.

Lock a Section from Editing

1. Click on the dark grey layout bar for the **Header**.
2. Click on down arrow on the bar.
3. Choose **Lock** from the dropdown.

Create a Dynamic Content Block

1. Click on the **Blocks** tab in the left-hand panel.
2. Drag and drop the **Dynamic Content** block onto the template in the desired location.

3. In the left pane define the **Default Content** (for a general audience) by either dragging/dropping a new image onto the pane or click **Browse** to select a **saved Content Block**.
    - If uploading a new image, click **Upload and Publish** then **Select** to use the new image.
4. In the left pane, click **Create Rule 1** to define the first audience segment rules.
5. To create dynamic content based, select the **Data Extension or Audience** radio button then click **Ok**.
6. Navigate to and select the data extension used for the send, then click **Ok**.
7. From the **Library** at left, drag and drop the relevant attributes into the **Create Rule** window.
8. Configure rules with appropriate value for each attribute. Use the **AND/ OR** operators to create conditions for groupings as necessary.
9. Click the **Select** button next to **Content** above the **Library** in the left pane.
10. Click and drag a **Our Content Block** from the left panel to the **Select Content** pane or click the **Create** button and choose **Upload** to select an image from your computer to upload.
11. Click the **Save** button in the upper right corner to save this content with this rule.
12. Repeat **Steps 4-10** as necessary until all rules and content have been mapped.
13. Add **Dynamic Content Block** to template-based email as desired.

Personalization Strings:

%%Field_Name%%

AMPscript Formatting for Personalization Strings:

%%=PROPERCASE(Field_Name)=%%
%%=LOWERCASE(Field_Name)=%%
%%=UPPERCASE(Field_Name)=%%

AMPscript Conditional Logic:

%%[IF <Condition A> THEN]%%
<Result A>

%%[ELSEIF <Condition B> THEN]%%
<Result B>

%%[ELSE]%%
<Default Result>
%%[ENDIF]%%

Previewing and Testing Your Template or Email

1. Click on the back arrow in the Content Builder window to go back to the main screen.
2. Click on the **Create** button and choose **Email** then choose **Template** as the creation method.
3. Click on the **Saved** tab then select **[Name] Template** then click **Select**.
4. Name the email then select the **_Training** folder as the **Location** then click **Save**.
5. Once you have finished editing the content of your email, click **Next** in the upper right-hand corner.
6. Above the **Preview** pane to the right, click the **Mobile** button to review how the content displays in mobile view.
7. Above the **Preview** pane to the right, click the **Plain Text** button to review how the plain text version of the email displays and edit accordingly.
8. Click the **Next** button from the upper-right corner above the editor.

Subscriber Preview

1. In the left pane, click on the **Contact** icon to review the **Subscriber Preview and Attributes** panel.
2. Click on the folder then select the appropriate **audience** type from the **dropdown** (For **Salesforce Reports and Campaigns**, choose **All Subscribers**) or **Search** for the name of the approapriate List, Group, or Data Extension.
3. Click on the appropriate List, Group, or Data Extension in the left pane.
4. Click on a **contact record** in the Subscriber view pane at right or **search for an email address**.
5. Click the **Select** button from the lower-right to preview the email for this subscriber.
6. Click on the **Arrow** button at top of the **Subscriber** pane to scroll to the next subscriber.
7. Review the email for changes based on subscriber data (personalization string, dynamic content, etc.).