

WELCOME JOURNEY only DRAG AND DROP

COMPANY DEPORTES PUEBLO

(Disclaimer: the company does not exist in real world and is created only to showcase my skills for creation of the Welcome Journey in Journey Builder)

Email 1

I HAVE CREATED FOLDERS IN CONTENT BUILDER TO UPLOAD IMAGES AND STORE THE READY EMAILS

The Emails created contains several blocks:

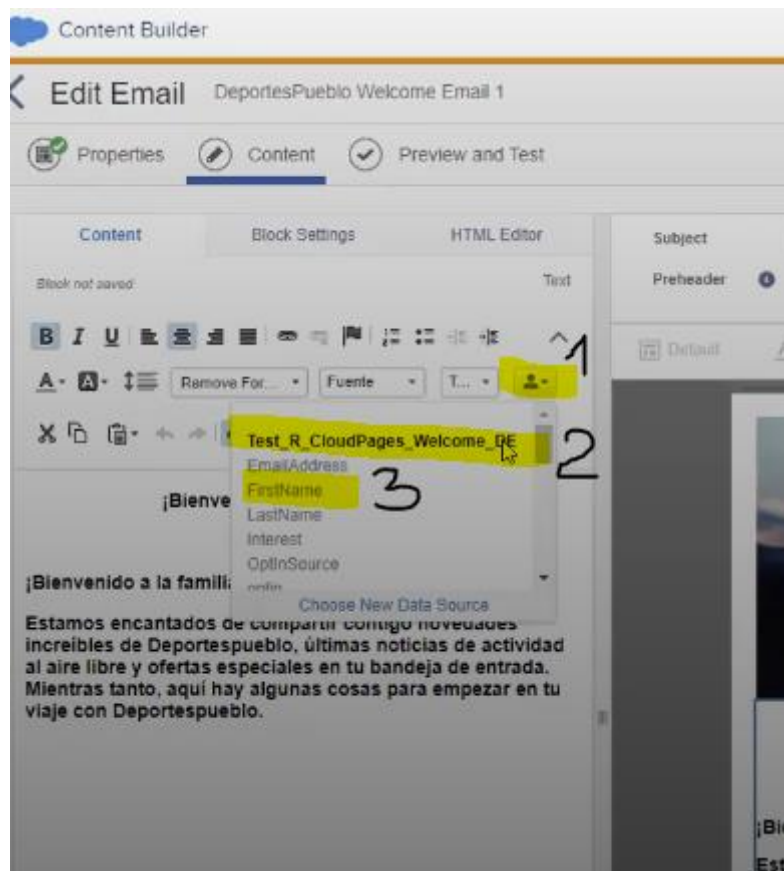
Image Block above

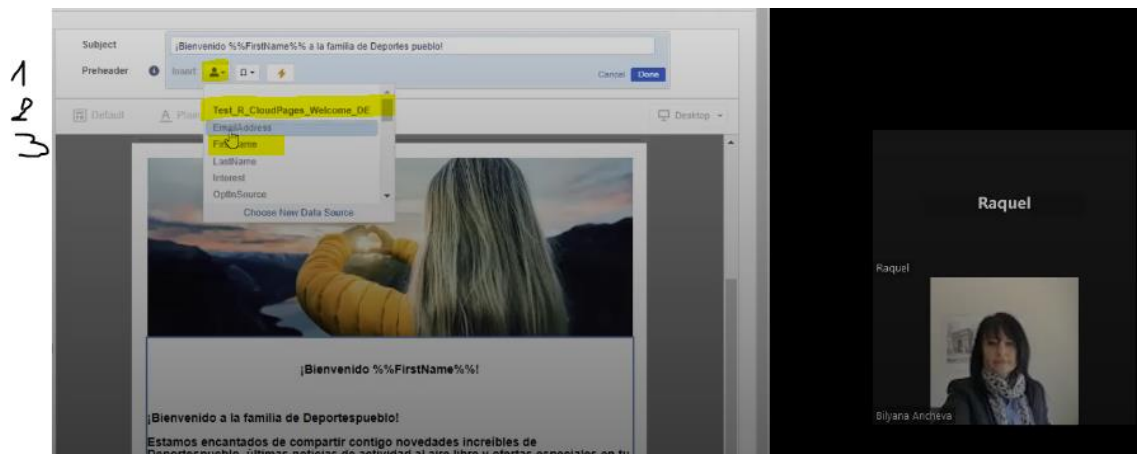
Layout- Header image + Text Block with Personalization String for the customer's name

The personalization string is assigned from the Icon marked in the image as nº 1.

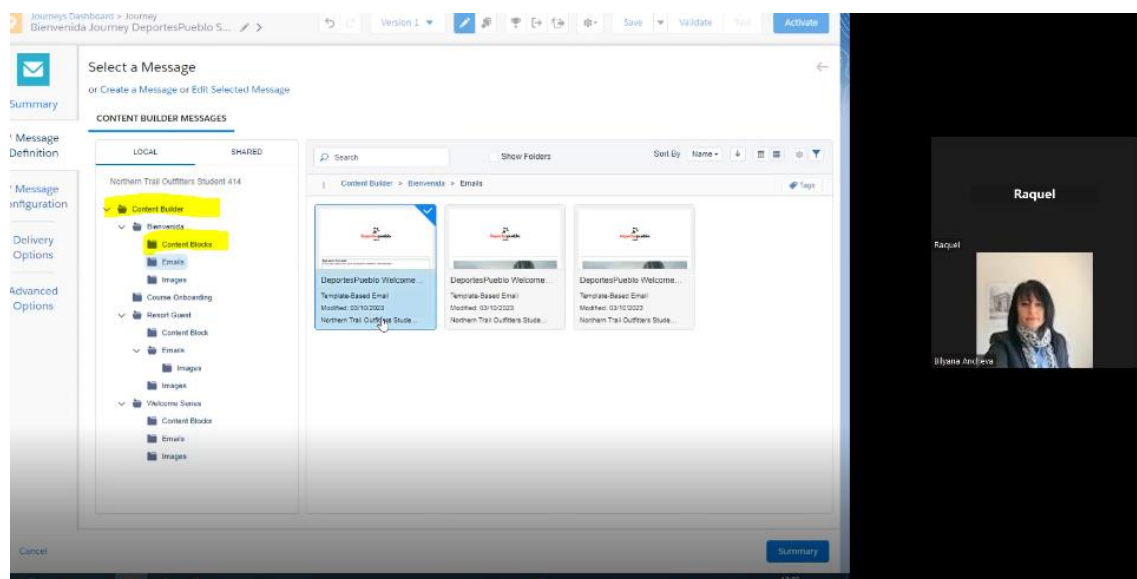
nº2 on the image below stands for the data extension that will be used

nº3 is the Attribute for the personalization string

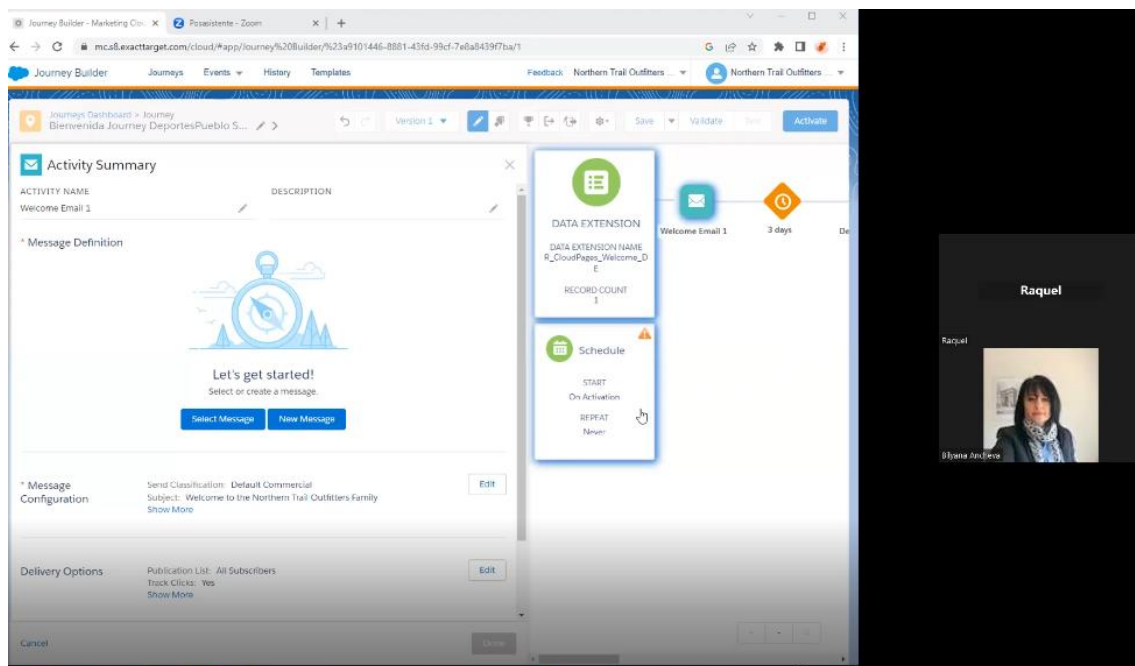




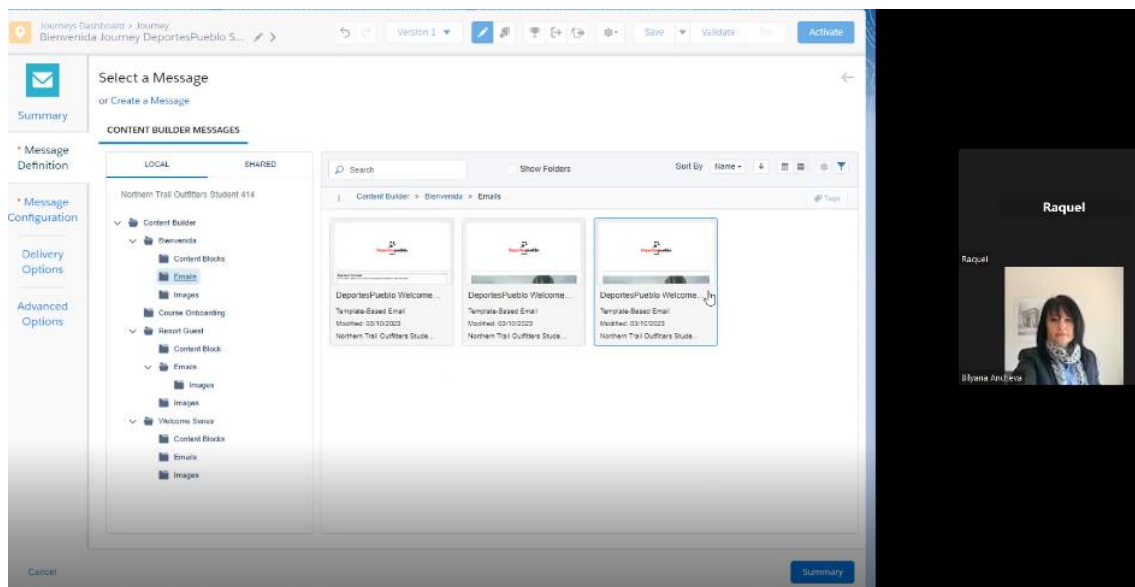
The Subject and Preheader also can be personalized with String in the same way



From Journey Builder I click on the EMAIL icon on the canvas to select the email message. From SELECT MESSAGE I choose the desired email designed, select it, button DONE



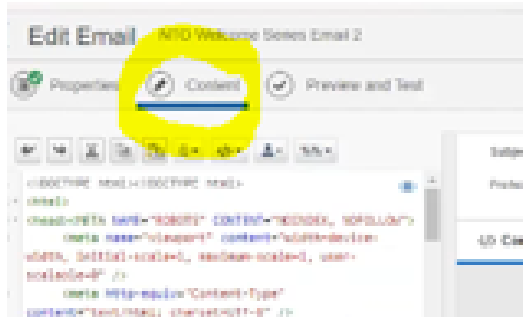
Email Studio I select the previously created Email



Email 2

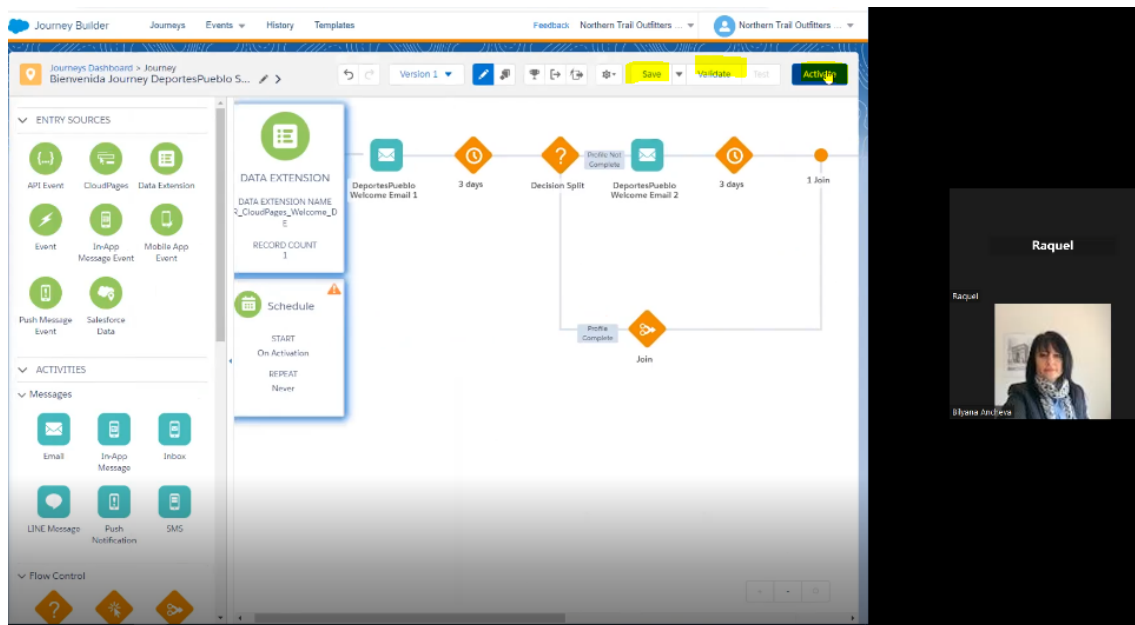
Click over Email 2 on the Canvas

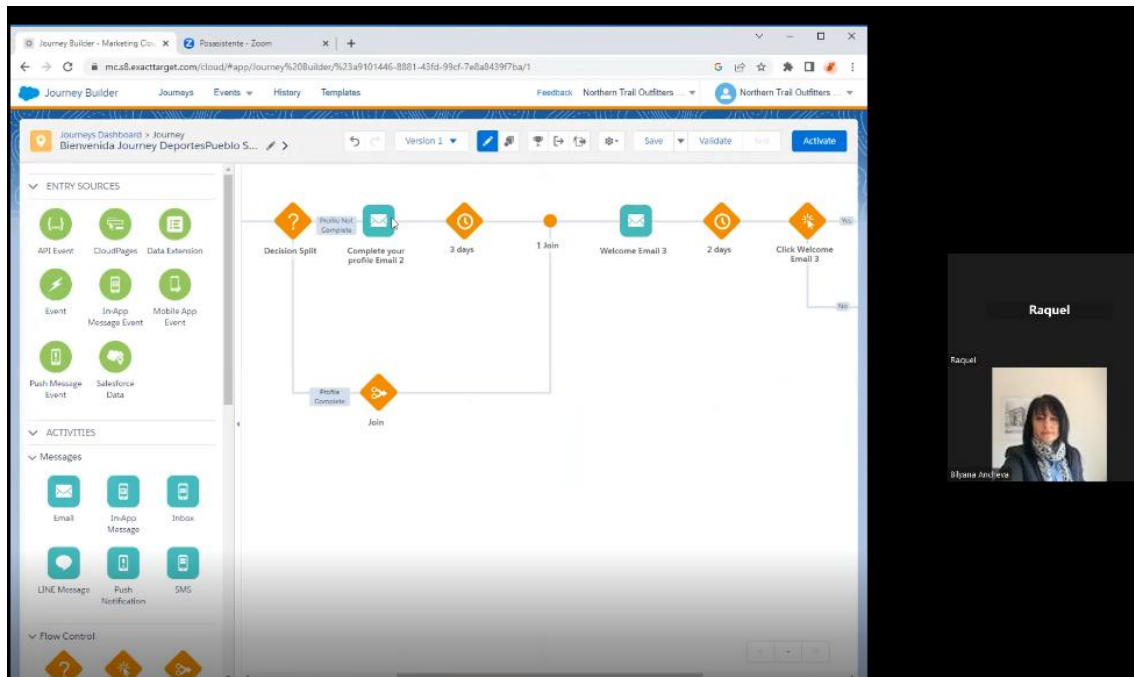
To paste a ready HTML I go under Content *2nd tab marked in yellow



Important in Journey Builder is to click frequently SAVE the journey because JB does not automatically save it.

Button Validate when all the journey is created,





A screenshot of the Journeys created

Journeys Dashboard

9 Journeys

Search Journeys

Create New Journey

Journeys	JOURNEY ↑	STATUS	PERFORMANCE	LAST MODIFIED
All Journeys				
Scheduled Single Sends	<div><div></div><div><div>Bienvenida Journey DeportesPueblo Split</div><div>Version 1</div></div></div>	<div><div></div><div>Draft</div></div>	<div><div>--</div><div>--</div></div>	<div>03/10/2023 10:21 AM</div>
Recent Single Sends	<div><div></div><div><div>Bienvenida Simple Journey DeportesPueblo</div><div>Version 1</div></div></div>	<div><div></div><div>Draft</div></div>	<div><div>--</div><div>--</div></div>	<div>03/10/2023 10:21 AM</div>
Transactional				
Folders	<div><div></div><div><div>Bityana Welcome Journey Draft - February 7 2023 at 2:54 PM</div><div>Version 1</div></div></div>	<div><div></div><div>Running</div></div>	<div><div>6 Entries</div><div>5%</div></div>	<div>02/09/2023 11:20 AM</div>