

Dynamic Content Blocks

Overview

A company named "EventWave Solutions", relies on Salesforce Marketing Cloud to engage with their audience through personalized emails featuring upcoming events. However, the manual population of region-specific event tables has become cumbersome for their marketing team.

They seek your expertise in creating two dynamic content blocks to streamline the process and efficiently showcase diverse events in different geographic regions.

Background

EventWave Solutions is a dynamic event management company that orchestrates a multitude of events across various regions. They specialise in Marketing & Technology conferences, they take pride in delivering exceptional experiences to all attendees.

The marketing team, led by Sarah Anderson, has been diligently sending out personalized event emails using Salesforce Marketing Cloud. However, as the number of events grows, the manual task of updating and customizing event tables for different regions has become overwhelming.

The team at EventWave Solutions is composed of passionate individuals who believe in the power of well-curated events. Sarah, the Head of Marketing, is determined to enhance their email marketing strategy. The team recognizes the need for a more automated and efficient process that aligns with the dynamic nature of their events.

They've attached sample exports of data from their customer & event platforms to provide insights into the structure and content that needs to be dynamically incorporated into their emails.

Requirements

1. Develop 2 Dynamic Content Blocks based on the sample creative provided.
 - Event Hero
 - Event List
2. Each block must be populated with events based on the recipient's location, with between 0 and 4 events supported.
3. Content Blocks must be mobile responsive.

Acceptance Criteria

1. The Content Blocks must accurately reflect the event data provided in the sample export.
2. Content Blocks must display events in order of their event dates, with the earliest event on top.
3. If there are no suitable events for the given region, then the Content Block must not be shown.
4. Compatibility with both desktop and mobile views is crucial to guarantee a consistent user experience.
5. Content Block designs should closely resemble the provided examples.
6. The Content Blocks must be able to be dropped into any existing EventWave Solutions email.

Additional Information

Sarah has done some research and found a few emails example on ReallyGoodEmails.com that match her design goals.



"Event Hero" Content Block

Example: Salesforce Webinar Email

Full width. Event date and CTA along side event banner.
Create in Left & Right variations. Stack in Mobile view.

Schedule

9:00 a.m. PT | 12:00 p.m. ET

Main Show — Get More from Digital, from Anywhere

Tune in live for a special broadcast with Salesforce President and CMO Sarah Franklin and today's most inspirational Trailblazers from Rocket Mortgage and Herman Miller.



9:45 a.m. PT | 12:45 p.m. ET

Big Time Entertainment

You'll want to be here as we reveal our surprise celebrity guest. It's going to be epic.



"Event List" Content Block

Example: Salesforce Connections Email

Full event details with small event image. Create in Left & Right variations. Stack in Mobile view.