

# Week 1: Sample Brief Exercise 2

## Practice Assignment: SMS Event Promotion Reminder

### Assignment Brief:

You are tasked with sending out an SMS message to promote an upcoming event to customers in your loyalty program. The goal is to encourage attendance at the event and reward customers with balance points based on their loyalty tier.

#### Requirements:

##### 1. SMS Content:

- o Create an SMS message template to promote the event.
- o Include personalized details such as the customer's first name, event name, loyalty tier, balance points, and a shortened URL to the event website.
- o First Name is required to be cleaned up for the SMS.
- o Display the total balance points of the customer's loyalty tier in this format (i.e., 1,000).
- o Display the Event Name in all caps.
- o Display the Loyalty Tier in lowercase for sense of continuity.
- o **Challenge (Optional):** Create the SMS message as one variable.

#### Sample Data:

MemberNo	FirstName	Mobile	Loyalty Tier	Balance Points	Event Name	Event URL
MB001	john	610000000	Gold	1200	Tech Conference	bit.ly/tech-conference
MB002	SARAH	610000001	Platinum	2500	Marketing Workshop	bit.ly/marketing-workshop
MB003	Mike	610000002	Silver	800	Product Launch	bit.ly/product-launch
MB004	emma	610000003	Diamond	3000	Tech Conference	bit.ly/tech-conference
MB005	CHLOE	610000004	Gold	1100	Marketing Workshop	bit.ly/marketing-workshop

MB006	alex	610000005	Bronze	500	Product Launch	bit.ly/product-launch
MB007	Olivia	610000006	Platinum	1500	Tech Conference	bit.ly/tech-conference
MB008	eTHAn	610000007	Gold	800	Marketing Workshop	bit.ly/marketing-workshop
MB009	sophia	610000008	Silver	900	Product Launch	bit.ly/product-launch
MB010	liam	610000009	Diamond	2800	Tech Conference	bit.ly/tech-conference

*Code Snippet:*

*Hint: Code in ampscript.io and then copy and paste into below.*

```
%%[

/* RETRIEVING FIELDS FROM SENDING DE */
SET @firstName = [FirstName]
SET @tier = [Loyalty Tier]
SET @points = [Balance Points]
SET @eventName = [Event Name]
SET @eventURL = [Event URL]

/* LOGIC FOR FIRST NAME */
SET @firstNameTrim = Trim(@firstName)
SET @finalName = Propercase(@firstNameTrim)

/* LOGIC FOR BALANCE POINTS */
SET @pointsFormatted = FormatNumber(@points, "#,###")

/* LOGIC FOR EVENT NAME */
SET @eventNameCaps = Uppercase(@eventName)

/* LOGIC FOR TIER */
SET @tierTrim = Trim(@tier)
SET @tierLower = Lowercase(@tierTrim)

/* LOGIC FOR SMS MESSAGE */

SET @smsMessage = CONCAT("Hey ", @finalName, "! 🎉 Don't miss out on the ",
@eventNameCaps, " happening in the next 3 days. Attend the event and earn 250
balance points towards your ", @tierLower, " membership! You currently have
", @pointsFormatted, " balance points. Tap ", @eventURL, " for more details.")

]%%
```

*Input the variables into the SMS template below.*

*SMS Template – v1:*

Hey %%=v(@finalName)=%%! 🎉 Don't miss out on the %%=v(@eventNameCaps)=%% happening in the next 3 days. Attend the event and earn 250 balance points towards your %%=v(@tierLower)=%% membership! You currently have %%=v(@pointsFormatted)=%% balance points. Tap %%=v(@eventURL)=%% for more details.

*SMS Template – v2:*

%%=v(@smsMessage)=%%