

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 | FirstNam e | Mobile | Loyalty Tier | Balance Points | Event Name | Event URL |
|----------|------------|-----------|--------------|----------------|--------------------|----------------------------|
| MB001 | john | 610000000 | Gold | 1200 | Tech Conference | bit.ly/tech-confere nce |
| MB002 | SARAH | 610000001 | Platinum | 2500 | Marketing Workshop | bit.ly/marketing-w orkshop |
| MB003 | Mike | 610000002 | Silver | 800 | Product Launch | bit.ly/product-laun ch |
| MB004 | emma | 610000003 | Diamond | 3000 | Tech Conference | bit.ly/tech-confere nce |
| MB005 | CHLOE | 610000004 | Gold | 1100 | Marketing Workshop | bit.ly/marketing-w orkshop |

| | | | | | | |
|-------|--------|-----------|----------|------|--------------------|--|
| 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 ampsscript.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)=%%