**User Guide**

This comprehensive guide provides detailed instructions for using Milwaukee Tool’s custom email blocks in Salesforce Marketing Cloud (SFMC) Content Builder. These blocks are designed to create engaging, brand-consistent email content while maintaining compatibility across all email clients.

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**1. Getting Started**

**Prerequisites**

* Access to Salesforce Marketing Cloud Content Builder
* Basic understanding of email design principles
* Familiarity with Milwaukee Tool brand guidelines

**Installation**  
These custom blocks are pre-installed in your SFMC environment. You can find them in **Content Builder → Default → Blocks** and scroll to the bottom in the Custom Blocks section. If they don’t appear here, Jarrang may need to update your user permissions.

**2. Block Overview**

| **Block Name** | **Purpose** | **Key Features** |
| --- | --- | --- |
| Accordion | Expandable content | Interactive FAQ, collapsible sections |
| Checklist | Bulleted list items | Custom checkmark icons, rich text |
| Events List | Event listings | Date, location, CTA buttons |
| Full Width Button | Call-to-action buttons | Brand styling, alignment options |
| Full Width Image | Hero images | Responsive, link overlay |
| Full Width Story | Rich content blocks | Text or checklist format, optional button |
| Hotspots | Interactive image areas | Clickable regions with tooltips |
| Image Carousel | Multiple image display | Swipeable gallery, fallback support |
| Lead Banner | Header content | Background image, text/image overlay |
| One Column Story | Simple content layout | Image and text combination |
| Product Feature | Product highlights | Image, title, optional button |
| Spacer | Layout spacing | Adjustable height, background colour |
| Stats | Numerical data display | Titles + subtitles for key metrics |
| Two Column Story | Side-by-side content | Dual image/text columns, buttons |

**3. Individual Block Guides**

**Accordion**

**A red rectangular sign with white text

AI-generated content may be incorrect.**

**Purpose:** Expandable content sections for FAQs or structured info.  
**Configuration Options:** Background colour (red/black), add/remove/reorder items, rich text.  
**Usage Example:** *FAQ section with 3–5 questions/answers.*  
**Best Practices:** Limit to 5–7 items; concise titles; fallback text for Outlook.

**Checklist**

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AI-generated content may be incorrect.**

**Purpose:** Display branded checklists with Milwaukee checkmark icons.  
**Configuration Options:** Background colour, list items (add/remove), rich text.  
**Usage Example:** Feature highlights: ✓ M18 FUEL™ Technology, ✓ Longer runtime.  
**Best Practices:** 6–8 items max; parallel phrasing; bold key product names.

**Events List**

**A screenshot of a phone

AI-generated content may be incorrect.**

**Purpose:** Showcase upcoming events or trainings.  
**Configuration Options:** Background colour, add/remove/reorder events, each with image, title, date, location, optional button.  
**Usage Example:** Trade show listing with image + “REGISTER NOW” CTA.  
**Best Practices:** Include alt text for images; limit text length; keep consistent formatting.

**Full Width Button**

**A red and black rectangular sign

AI-generated content may be incorrect.**

**Purpose:** Standalone call-to-action button.  
**Configuration Options:** Background colour, button text (≤50 chars), URL, alignment.  
**Usage Example:** “SHOP M18™ TOOLS” centered button.  
**Best Practices:** Always use action verbs; test links; ensure colour contrast.

**Full Width Image**

**A person holding a tool

AI-generated content may be incorrect.**

**Purpose:** Responsive hero image or banner.  
**Configuration Options:** Background colour, image URL, link, alt text.  
**Usage Example:** Large campaign banner linking to landing page.  
**Best Practices:** Provide descriptive alt text; optimize image size; use for strong visuals.

**Full Width Story**

**A red screen with white text

AI-generated content may be incorrect.**

**Purpose:** Versatile storytelling block with text or checklist format.  
**Configuration Options:** Background colour, title toggle (size, alignment), body text (400 char limit) or checklist, optional button.  
**Usage Examples:**

* Body Text: Product intro with descriptive paragraph + CTA.
* Checklist: Feature list with Milwaukee checkmark styling.  
  **Best Practices:** Choose content type carefully; keep title ≤100 chars; button text action-oriented.

**Hotspots**

**Purpose:** Interactive images with clickable hotspots.  
**Configuration Options:** Background image, fallback image, link, add/remove hotspots (tooltip text, position).  
**Usage Example:** Product breakdown image with labeled hotspots (e.g., REDLINK™ Intelligence).  
**Best Practices:** Limit to 3–5 hotspots; ensure fallback image conveys essential info.

**Image Carousel**

**A red square with black circles and white text

AI-generated content may be incorrect.**

**Purpose:** Display multiple products or features in swipeable format.  
**Configuration Options:** Add/remove/reorder slides (image, link, alt text), fallback image.  
**Usage Example:** Showcase 3 products with rotating slides.  
**Best Practices:** First slide should stand alone; 3–4 slides max for clarity.

**Lead Banner**

**A person with a chainsaw

AI-generated content may be incorrect.**

**Purpose:** Hero header content for brand messaging.  
**Configuration Options:** Background image, content type (image or text), title/subtitle (with size and alignment), CTA link.  
**Usage Example:** Campaign headline + CTA button over brand imagery.  
**Best Practices:** Use transparent PNGs if brand fonts aren’t supported; short impactful messaging.

**One Column Story**

**A screenshot of a red and black sign

AI-generated content may be incorrect.**

**Purpose:** Single-column content block with image + text.  
**Configuration Options:** Layout (image left/right), subtitle toggle, title (size, alignment), body text or checklist, optional button.  
**Usage Example:** Customer testimonial with photo on left, quote on right.  
**Best Practices:** Checklist mode for benefits; balance image/text ratio.

**Product Feature**

**A hand holding a power tool

AI-generated content may be incorrect.**

**Purpose:** Highlight a single product or tool.  
**Configuration Options:** Product image, subtitle toggle, product title, optional button.  
**Usage Example:** Feature spotlight for new drill with “SHOP NOW” button.  
**Best Practices:** Keep product title consistent in size; ensure strong CTA.

**Spacer**

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**Purpose:** Add vertical spacing between sections.  
**Configuration Options:** Background colour, height (8–120px).  
**Usage Examples:** 24px spacer for small gap, 40px for section break.  
**Best Practices:** Keep spacing consistent; align with email background colour.

**Stats**

**A red and white rectangular object with white text

AI-generated content may be incorrect.**

**Purpose:** Display key performance numbers.  
**Configuration Options:** Background colour, multiple stats (title + subtitle).  
**Usage Example:** “5X Faster Drilling”, “60% More Runtime”, “2X More Recharges.”  
**Best Practices:** 3–4 stats max; keep subtitles concise; large impactful numbers.

**Two Column Story**

**A screenshot of a black and white page

AI-generated content may be incorrect.**

**Purpose:** Present side-by-side content (compare products or dual features).  
**Configuration Options:** Background colour, per-column image, subtitle, title, body text/checklist, optional button, vertical spacers.  
**Usage Example:** Compare two drill models with image + CTA in each column.  
**Best Practices:** Keep symmetry across columns; align buttons consistently.

**4. Best Practices**

**Content & Copy**

* Keep text concise and scannable.
* Use bold for product names and features.
* Always test links and include HTTPS.

**Design & Layout**

* Use brand colours consistently.
* Maintain 620px width.
* Use Spacer blocks for consistent vertical rhythm.

**Accessibility**

* Provide descriptive alt text for all images.
* Ensure sufficient colour contrast.
* Buttons must have meaningful text.

**Testing & Compatibility**

* Preview in Outlook, Gmail, Apple Mail, iOS/Android apps.
* Ensure fallback content for interactive elements (accordion, carousel, hotspots).

**5. Troubleshooting**

| **Issue** | **Solution** |
| --- | --- |
| Rich text not saving | Check character limits; refresh Content Builder |
| Images not displaying | Confirm URLs are public and use https:// |
| Button not clickable | Ensure full URL (https://) and retest |
| Inconsistent spacing | Use Spacer blocks; check mobile preview |
| SDK not available | Refresh Content Builder, clear cache, retry |
| Failed to load data | Check internet connection; ensure block config complete |

**6. Technical Support**

Before contacting support:

1. Document the issue (screenshots, error messages).
2. Try basics (refresh browser, clear cache, test another browser).
3. Provide environment details (OS, browser version, SFMC account).

Escalate to your SFMC administrator with all relevant information.

**7. Appendix**

**Character Limits (by Block):**

| **Block** | **Field** | **Limit** |
| --- | --- | --- |
| Full Width Story | Title | 100 |
| Full Width Story | Body Text | 400 |
| Full Width Story | Button Text | 50 |
| Full Width Button | Button Text | 50 |
| Checklist | Items | ~100 |
| Accordion | Item Title | ~80 |
| Accordion | Item Content | ~300 |

**Font Size Guidelines:**

| **Content Type** | **Range** | **Default** |
| --- | --- | --- |
| Main Titles | 20–32px | 24px |
| Body Text | 14–18px | 16px |
| Button Text | 14–18px | 16px |
| Subtitle | 12–16px | 14px |

**Client Support:**

| **Feature** | **Outlook** | **Gmail** | **Apple Mail** | **Mobile Apps** |
| --- | --- | --- | --- | --- |
| Interactive Elements | Limited | Full | Full | Varies |
| Rich Text Formatting | Basic | Full | Full | Full |
| Custom Fonts | Fallback | Limited | Full | Varies |
| Background Colours | Full | Full | Full | Full |
| Responsive Design | Limited | Full | Full | Full |