# 🛠️ Internal Templates Editor (Superadmin-Only)

## ✅ Module Overview

The **Internal Templates Editor** is a Superadmin-only module that allows platform administrators to define, update, and deploy prompt, content, and campaign templates across the SaaS ecosystem. It acts as a centralized control center for all reusable assets used in:

* Auto-replies (Inbox, Comments, DMs)
* Blog intros and CTAs
* Campaign prompts (Comment prompts, post ideas)
* Product description formats
* Reel/Shorts script skeletons
* UGC prompts & reward announcements

This module ensures quality, compliance, and tone consistency across hundreds of client brands while allowing brand-level overrides.

## 🎯 Goals

* Let Superadmins manage and deploy prompt/content templates globally
* Ensure brand-safe, optimized, and up-to-date templates
* Allow testing and performance logging for A/B versions
* Enable template targeting by industry, audience, or module

## 🧠 Features Breakdown

### 1. **Template Library (Global & Scoped)**

* Templates organized by type:
  + Inbox Reply Templates
  + Blog Templates
  + Campaign Post Captions
  + Gamified Prompt Scripts
  + Offer Announcements
  + Loyalty Point Messages
* Each template includes:
  + Template Name
  + Category (e.g., “Reels CTA”, “Delivery FAQ”)
  + Audience Tag (optional)
  + AI Prompt Body
  + Variables used (e.g., {brand\_name}, {discount\_value})
  + Preview Output
  + Status (Active/Draft/Deprecated)

### 2. **Versioning + A/B Management**

* Create multiple versions of a template
* Add test cases and compare outputs
* Set A/B % for brands using this template
* Logs engagement metrics (CTR, thumbs up/down, etc.)

### 3. **Targeting Logic**

* Template targeting by:
  + Module (Inbox, Blog, Campaign, etc.)
  + Industry vertical (e.g., Skincare, Apparel)
  + Brand size (Small, Medium, Large)
  + Audience segment (e.g., Gen Z, Moms)
  + Locale/language

### 4. **Lock & Push System**

* Superadmin can lock templates from being overridden at brand level
* Or push updates with override options for brand admins
* Push alerts sent to affected brand admins with changelog

### 5. **Template Editor Interface**

* Live Prompt Editor with syntax highlighting
* Variable suggestion engine
* Real-time output preview
* Industry best practices panel
* Testing input form (simulate brand profile)

## 🔧 Backend Tables

* templates
  + template\_id, name, type, category, audience, prompt, variables, version, status, created\_by, updated\_at
* template\_versions
  + version\_id, template\_id, prompt\_body, test\_cases, output\_samples, engagement\_metrics, live\_percent
* template\_logs
  + log\_id, brand\_id, template\_id, version\_used, module\_used, timestamp, result\_rating

## 🔐 Roles & Permissions

* **Superadmin**:
  + Full template management
  + Push/update/lock templates
  + View usage metrics
* **Brand Admins**:
  + View global templates
  + Customize only if not locked
* **Assistants/Editors**:
  + Suggest edits (approval required)

## 🔄 Integrations

* AI Blog Generator: uses blog intro/CTA templates
* Inbox AI: uses predefined reply types
* Campaign Engine: pulls from campaign CTA/post libraries
* Auto Poster: fetches announcement styles from this repo
* Rewards Engine: sends messages using template hooks

## 📊 Metrics Tracked

* Template engagement performance (by version)
* Usage frequency per brand/module
* Override frequency
* Template freshness (last updated)

## 🧠 Example Prompt Template

**Name:** Delivery FAQ - Bangla Casual **Module:** Inbox Reply **Prompt:**

Write a short Bangla reply to a customer's DM asking about delivery time. The tone should be friendly and warm. Limit to 70 words.

**Variables:** none **Version:** v1 **Output Preview:** “Apnar delivery usually 2-4 din er moddhe delivery hoy. Dhonnobad apnar order er jonno! 💕”

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