

# SFMC-DYNAMIC-LOYALTY-EMAIL-EXAMPLE

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## Purpose

Create a simple architecture for a dynamic, modular email template in Salesforce Marketing Cloud.

## Steps to use

1. Review architecture/mapping image - [email-sample-mapping.png](#)
2. Create required Data Extensions
  - **LoyaltySubscribers** - Your primary sending and preview audience

```
SubscriberKey, Text(254)
EmailAddress, EmailAddress
FirstName, Text(50)
DiscountPct, Decimal(4,2)
ReferralCode, Text(36)
ReferralLink, Text(300)
```

- **LoyaltySubscribersDemographic** - Demographic data related to each Loyalty Subscriber

```
SubscriberKey, Text(254)
Language, Text(15)
```

- **LoyaltyReferrals** - Subscribers referred by Loyalty Subscribers

```
SubscriberKey, Text(254)
ReferralSubscriberKey, Text(254)
ReferralName, Text(100)
ReferralDate, Date
```

3. Upload sample data into each Data Extension

- **LoyaltySubscribers** - `example-LoyaltySubscribers.csv`
- **LoyaltySubscribersDemographic** - `example-LoyaltySubscriberDemographics.csv`
- **LoyaltyReferrals** - `example-LoyaltyReferrals.csv`

4. Create Blocks in Content Builder using the following HTML files

- Template - `example-template.html`
  - Name: `Example-Template`
  - External Key: `Example-Template`
- Init - `example-init.html`

- Block type: Code
  - Name: Example-Init
  - External Key: Example-Init
  - Header - example-header.html
    - Block type: HTML
    - Name: Example-Header
    - External Key: Example-Header
  - Body - example-body.html
    - Block type: HTML
    - Name: Example-Body
    - External Key: Example-Body
  - Footer - example-footer.html
    - Block type: HTML
    - Name: Example-Footer
    - External Key: Example-Footer
5. Create a new email using the Example Template
    - Drag each saved element to email as indicated in mapping diagram
  6. Preview email against LoyaltySubscribers data extension
  7. If you're pleased with the results, set the @debug value to 0 in the init block.