SFMC-DYNAMIC-LOYALTY-EMAIL-EXAMPLE

- Purpose
- Steps to use

Purpose

Create a simple architecture for a dynamic, modular email and 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
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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.