



# CLUB CADDIE

a *Jonas* Software Company

Email Marketing Automation Training

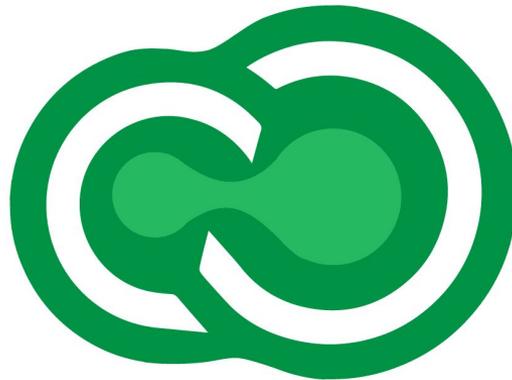
Content Blocks + Dynamic  
Content

# Email Marketing Automation Training

## Courses

1. Advanced Automation
- 2. Content Blocks + Dynamic Content**
3. Edit Footers
4. Automated Messages
5. Survey Creator
6. Site Visitor Signup Box
7. Template Editor

# Content Blocks + Dynamic Content

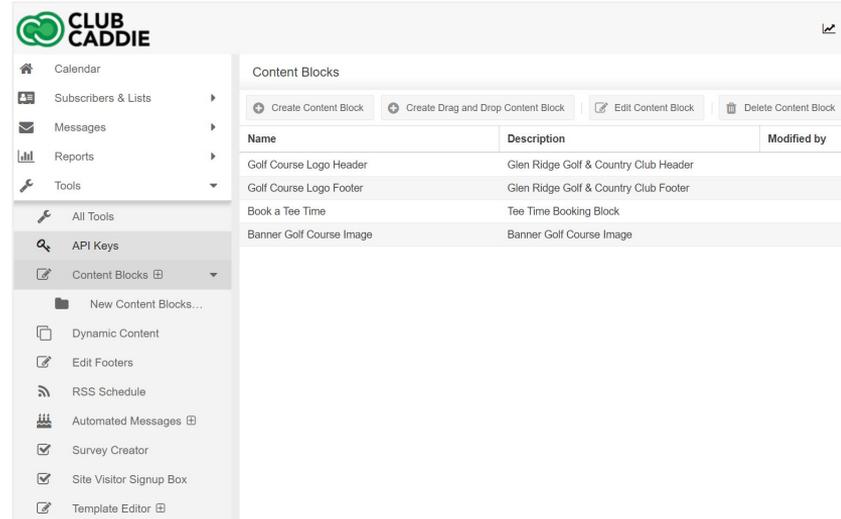


# Create and Insert Content Blocks

For each email message, you'll be able to insert Content Blocks to pull in the appropriate content. Content blocks can be any content (images, text, etc) that you would like to save and use in future emails.

To build a portfolio of content, simply create Content Blocks:

1. Click **Tools**
2. Click **Content Blocks**
3. Click **Create Content Block**
4. Enter a Name and optional Description
5. Select a folder location
  - a. To add a folder, right click on **Content Blocks** in the left menu section under the **Tools** folder
6. Add content into the editor section or click **Source** to edit the HTML
7. Click **Save**
8. Click **Close**

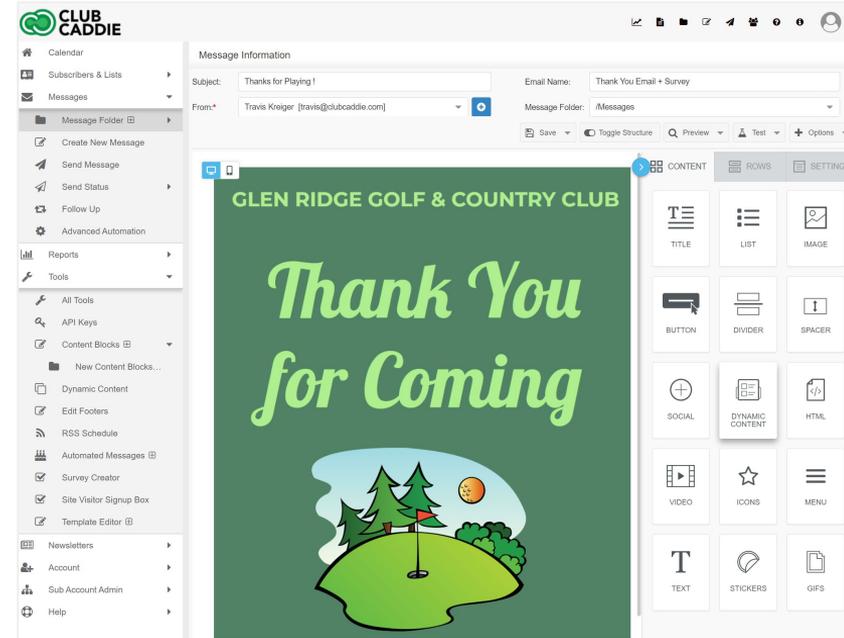


The screenshot shows the CLUB CADDIE interface. On the left is a sidebar menu with 'Tools' selected, and 'Content Blocks' expanded. The main area displays a table of existing content blocks.

Name	Description	Modified by
Golf Course Logo Header	Glen Ridge Golf & Country Club Header	
Golf Course Logo Footer	Glen Ridge Golf & Country Club Footer	
Book a Tee Time	Tee Time Booking Block	
Banner Golf Course Image	Banner Golf Course Image	

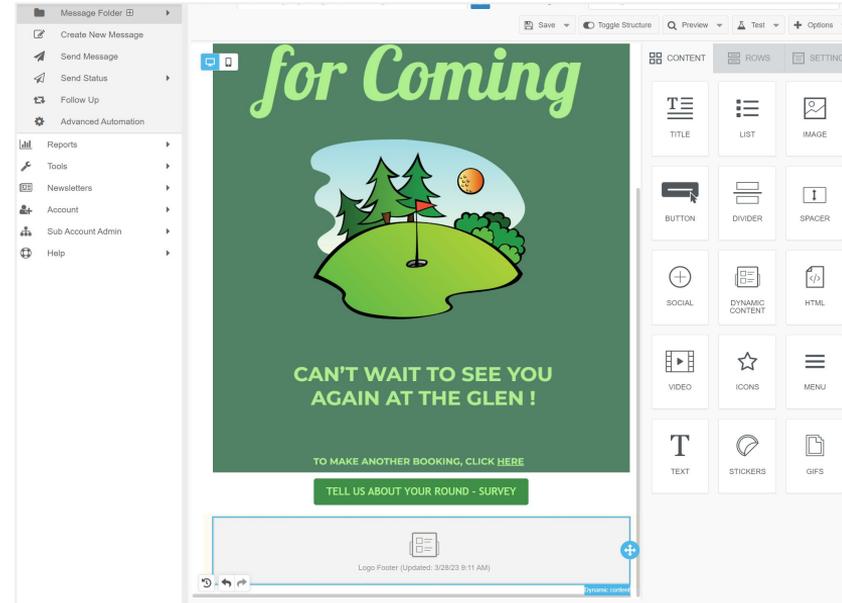
# Insert Dynamic Content into a Message

1. Open a message saved in the Messages folder
2. Click the **Insert Dynamic Content** icon in the message editor toolbar
  - a. Note: If you are using the drag and drop editor, please read the instructions in this [article](#).
2. **Name** the Content and add an optional description
3. Select the **Default Content** to show by default
4. Click the green addition sign to add a Dynamic Content Rule
5. Create a content rule by selecting content to show to specific lists of subscribers
6. Click **Select List** to select the list of subscribers who will see the selected content
  - a. Use dynamic lists as filters for dynamic content. Read more: [Create a Dynamic List](#)
7. Click **Select Content** to select the content block to show when the subscriber is on the selected list
  - a. If a subscriber is on multiple lists, the first matching content rule will show
  - b. If a subscriber is on none of the selected lists, the default content will show
8. Click the add or delete buttons to add or delete content rules
9. Click **Save**



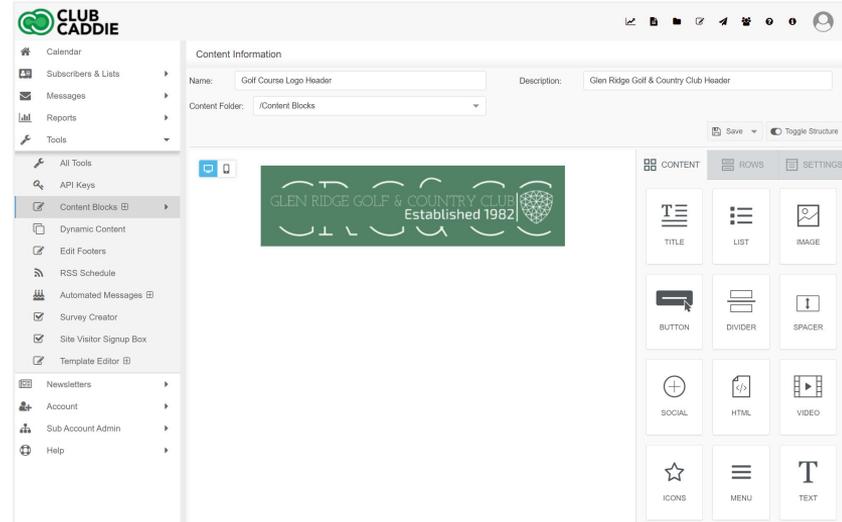
# Insert Previously Created Dynamic Content

1. Open a message saved in the Messages folder
2. Click the **Load Dynamic Content** icon in the message editor toolbar
3. Follow the same steps as listed above to edit the Dynamic Content



# Edit Dynamic Content

1. Open a message that contains dynamic content
2. Double click on the dynamic content to edit
3. Click on any of the previously selected lists to change the list
4. Click on any of the previously selected content to change the content
  - a. To edit the content, click on the content from the rules
  - b. Then click **Edit** on the next pop up window
  - c. This will show a new window where you can edit/save the content



The screenshot displays the CLUB CADDIE user interface. On the left is a navigation sidebar with categories like 'Calendar', 'Subscribers & Lists', 'Messages', 'Reports', 'Tools', 'All Tools', 'API Keys', 'Content Blocks', 'Dynamic Content', 'Edit Footers', 'RSS Schedule', 'Automated Messages', 'Survey Creator', 'Site Visitor Signup Box', and 'Template Editor'. Below these are 'Newsletters', 'Account', 'Sub Account Admin', and 'Help'.

The main area is titled 'Content Information' and contains the following fields:
 

- Name:** Golf Course Logo Header
- Description:** Glen Ridge Golf & Country Club Header
- Content Folder:** /Content Blocks

 There are 'Save' and 'Toggle Structure' buttons at the top right of this section.

The central part of the interface shows a preview of a green banner with the text 'GLEN RIDGE GOLF & COUNTRY CLUB Established 1982' and a golf ball icon. To the right of the preview is a 'CONTENT' palette with various widget options:
 

- TITLE
- LIST
- IMAGE
- BUTTON
- DIVIDER
- SPACER
- SOCIAL
- HTML
- VIDEO
- ICONS
- MENU
- TEXT