

ACTIVATE

LIVE

How to Standardize Marketing Messaging for Maximum Efficiency

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Hi! I'm Bridget



(This is actually me!)



(This is also me)



Who is Care.com?



I Don't Like Tedious Work!



(This is sometimes me!)

Snippets to the Rescue!

What is this amazing time-saving tool?



Reuse the same content across multiple templates

- Headers and footers
- CSS
- CTAs
- Abstracted HTML blocks such as banner layouts

Receive the updated content immediately

- More efficient workflow than manually editing the same content multiple times in multiple templates

Reduce chances for error

- Because we are not retyping or copy and pasting code, we know the content of snippets is locked up safe

Agenda

You can (and should) use Snippets to:

1. Store reusable pieces of HTML
2. Store your CSS
3. Store complex logic blocks
4. Create abstract building blocks like buttons.



How to Create a Snippet



Settings | 487 | BO Care.com

+ CREATE NEW SNIPPET

Filter by snippet id or name



Create a snippet SAVE

Snippet name

my_snippet

This is what you'll use to reference this snippet in your templates. This name is unique within a project.

Positional Parameters

+ ADD NEW POSITIONAL PARAMETER...

Preview

```
>{{ snippet "my_snippet" }}
```

Description

A brief description of this snippet that's only used internally.

Markup

Source | Undo | Redo | Bold | Italic | Text Color | Background Color | Bulleted List | Numbered List | Indent | Outdent | Styles | Format | Font | Size | Load HTML file...

B I T [Color] [Background Color] [List] [List] [Indent] [Outdent] Styles - Format - Font - Size -

Help

How to Call a Snippet



```
</head>
<body style="min-width:100%;" topmargin="0" marginheight="0"
Here--> {{{ snippet "Email_Header_CareDotCom" }}}
  <table role="presentation" class="full-width" style="table
  <tbody><!--Variable Content Goes Here in Table Rows-->
  <tr>
```



This is the header that is called by the snippet

Look How Pretty!



Did you forget your password?

No worries, Jessica, To reset it, click the button below.

[Reset password](#)

This link is only good for 60 minutes.

The Care.com Team

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Snippets in Action



```
 {{{ snippet "Email_HeadCSS_All_v2" }}} {{{ snippet "Email_Header_CareDotCom" }}}  
  
 Did you forget your password?  
  
 No worries, {{{first_name}}}, To reset it, click the button below.  
  
 {{{ snippet "Email_Button_Red" url CTA }}}  
  
 This link is only good for 60 minutes.  
  
 The Care.com Team  
  
 {{{ snippet "Email_DividerLine_All" }}} {{{ snippet "Email_Social_CareDotCom" }}} {{{ snippet "Email_Verticals_CareDotCom" }}}  
 {{{ snippet "Email_Terms_CareDotCom" }}} {{{ snippet "Email_Apps_All" }}} {{{ snippet "Email_Disclaimer_CareDotCom" }}}
```

Look How Pretty!



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OOOOH, Dark Mode!



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CSS...

```
119 width: auto !important;
120 max-height: inherit !important;
121 }
122 ▼ td[class="button-fix"] {
123     display: table-row;
124 }
125 ▼ td[class="stack-left"] {
126     float: left !important;
127     width: 100% !important;
128 }
129 ▼ td[class="stack-left-ncny"] {
130     float: left !important;
131     width: 100% !important;
132     padding-left: 40px;
133 }
134 ▼ img[class="responsive-image"] {
135     width: 100% !important;
136     height: auto !important;
137 }
138 ▼ *[class="mobileHide"] {
139     display: none !important;
140 }
141 ▼ *[class="pad20"] {
142     padding-left: 20px !important;
143     padding-right: 20px !important;
144 }
145 ▼ *[class="width-95"] {
146     width: 95% !important;
147     height: auto !important;
148 }
149 ▼ *[class="full-width"] {
```



Four Audiences, One Email?



Care.com

WELC 🐾 ME

Every 3 minutes a caregiver gets hired. Let's get started!

[Find a job](#)

Care.com

WELC 🏠 ME

Every 3 minutes a caregiver gets hired. Let's get started!

[Find a job](#)

Care.com

WELC 🐻 ME

Every 3 minutes a caregiver gets hired. Let's get started!

[Find a job](#)

Care.com

WELC ❤️ ME

Every 3 minutes a caregiver gets hired. Let's get started!

[Find a job](#)

What is Handlebars?

And more importantly, what can it do for me?



Available User Fields

```
▼ Object
  city: "San Francisco"
  email: "sherry@iterable.com"
  state: "CA"
  lastName: "Chao"
  firstName: "Sherry"
  signupDate: "2014-05-23 18:43:28 +00:00"
  signupSource: "Import"
  gender: "F"
  first name: "Sherry"
  profileUpdatedAt: "2015-07-17 23:58:41 +00:00"
  go: "Subscribe"
  entity_id: "157"
  group_id: "1"
  entity_type_id: "1"
  firstname: "Sherry"
  lastname: "Chao"
  store_id: "1"
  parent_id: 0
  updated_at: "2014-07-15 07:33:04"
  created_in: "English"
  website_id: "1"
  disable_auto_group_change: "0"
  transactions: "150"
  status: "pro"
  searchUrl: "https://www.google.com/search?q=sherry+chao&oq=sherry+chao&ags=chrome..69i57j69i60j0i2j69i60i2.2402j0j8&sourceid=chrome&es_sm=91&ie=UTF-8"
  catName: "Lucifer"
```

```
14 <tr>
15 <td class="dark-copy" align="center" style="font-size: 16px;
padding: 0px 0px 20px 0px">No worries, {{firstName}}, To reset it, click
the button below.
16 </td>
17 </tr>
```



Did you forget your password?

No worries, Sherry, To reset it, click the button below.

[Find jobs](#)

This link is only good for 60 minutes.

The Care.com Team

Handlebars in Action!



```
Source | 🔍 | ⏪ | ⏩ | 📄 | 📄 | 🔗 | 🔗 | 🏠 | 📅 | ☰ | ☰ | ☰ | ☰ | ☰ | A- | A+ | Load HTML file...  
B | I | U | ☰ | ☰ | ☰ | ☰ | ☰ | Styles | Format | Font | Size  
1 ▾ <!--{{#ifMatchesRegexStr primary_service_id "SENIRCARE"}}-->Senior Caregivers  
2 ▾ <!--{{else}}-->  
3 ▾ <!--{{#ifMatchesRegexStr primary_service_id "HOUSEKEEP"}}-->Housekeepers  
4 ▾ <!--{{else}}-->  
5 ▾ <!--{{#ifMatchesRegexStr primary_service_id "PETCAREXX"}}-->Pet Sitters  
6 ▾ <!--{{else}}-->Babysitters & Nannies  
7 ▾ <!--{{/ifMatchesRegexStr}}-->  
8 ▾ <!--{{/ifMatchesRegexStr}}-->  
9 ▾ <!--{{/ifMatchesRegexStr}}-->
```

Four Audiences, One Email?



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Care.com

WELC ❤️ ME

Every 3 minutes a caregiver gets hired. Let's get started!

[Find a job](#)

Buttons Made Easy



```
<tr><!--{{#assign "url"}}{{ snippet "Email_Provider_SearchLinksByPrimaryServiceID_All" }}{{/assign}}-->
|<!--{{#assign "CTA"}}Find jobs{{/assign}}-->
|<td align="center">{{ snippet "Email_Button_Red" url CTA }}
|</td>
|</tr>
```



Find jobs

What are Positional Parameters?

Or, how can we pass data to a snippet?



Positional Parameters

heading	
body	
CTA	
url	

+ ADD NEW POSITIONAL PARAMETER...

Abstracting the Button



Snippet name

This is what you'll use to reference this snippet in your templates. This name is unique within a project.

Positional Parameters

+ ADD NEW POSITIONAL PARAMETER...

Preview

```
{{ snippet "Email_Button_Red" url CTA }}
```

Description

A brief description of this snippet that's only used internally.

1

Markup

The Markup editor displays a red button with rounded corners and a white border. The text inside the button is `{{CTA}}`. The editor includes a toolbar with various icons for undo, redo, copy, paste, and other editing functions, as well as a 'Load HTML file...' button.

2

Markup

The Markup editor shows the HTML code for the button. The code is as follows:

```
1 <table role="presentation" border="0" cellpadding="0" cellspacing="0">
2   <tbody>
3     <tr>
4       <td align="center" bgcolor="#eb4450" style="padding:18px 50px; -webkit-border-radius: 40px;
5         -moz-border-radius: 40px; border-radius: 40px; "><a target="_blank" href="https://{url}"><span
6           style="font-size: 18px; font-family: Helvetica, Arial, sans-serif; color:#ffffff; text-
7             decoration: none; display: inline-block; line-height: 100%"><strong>{{CTA}}</strong></span></a>
8     </td>
9   </tr>
</tbody>
</table>
```

3

Banners, Too!



```
29 <tr>
30 <td style="padding-top: 10px"><!--{{#assign "heading"}}Paying legally costs less
than you think.{{/assign}}--><!--{{#assign "body"}}Read how HomePay can help you save money.
{{/assign}}--><!--{{#assign "CTA"}}Read now >{{/assign}}--><!--{{#assign
"url"}}www.care.com/homepay/resource-center/summer-nanny/?rx=email|seeker|{{campaignName}}|
{{now format='yyyyMMdd'}}&_uid={{userId}}&utm=bannerArticle&usc={{optOutSecurityCode}}
{{/assign}}-->{{ snippet "Email_Banner_Seasonal" heading CTA url body }}
31 </td>
32 </tr>
```



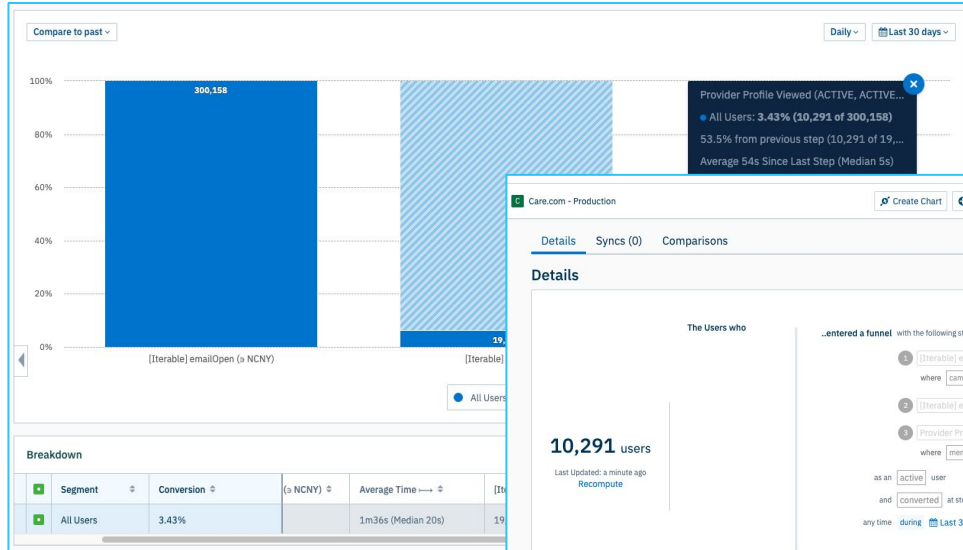
Paying legally costs less than you think.

Read how HomePay can help you save money.

Read now ›

So, What's Next

What is the future of automation at Care.com?



Care.com - Production

Details Syncs (0) Comparisons

Active Integrations: Braze, Iterable

The Users who

10,291 users

Last Updated: a minute ago

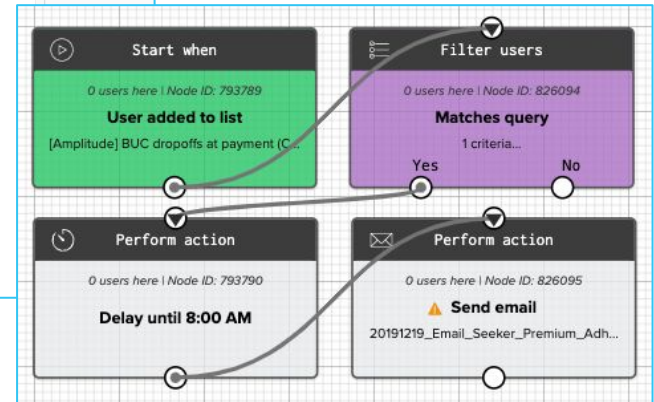
Recompute

..entered a funnel with the following steps in this order

- 1 [Iterable] emailOpen where CampaignName is NCNY
- 2 [Iterable] emailClick
- 3 [Provider Profile Viewed] where member_overall_status = ACTIVE, ACTIVE_BASIC

as an active user and converted at step 3 within 1 hours any time during Last 30 days

And also ..performed Event ..had been Active ..had been New ..had Property





Thank You!

LinkedIn Profile

<https://www.linkedin.com/in/bridgetoverson/>