



How-to-instruction on dynamic content

Dynamic content rules control what content a specific lead will see based on the information on that lead in your instance of SharpSpring.

To create dynamic content rules, do the following:

- 1 In SharpSpring's top toolbar, click Content > Emails.
- 2 Create or edit an email.
- 3 In the left sidebar, click Dynamic Content > Rules > Add rule group.
- 4 In the pop-up window that appears, click +Add.
- 5 Enter a name for the rule.
- 6 Select the desired audience and lead fields.
- 7 Click Create and Add Dynamic Content Rule to This Email.
- 8 In the rule, click the Rule Segments caret.
- 9 Click Build new segment.
- 10 Modify the rule segment.
- 11 Click Save.

Creating Dynamic Content Blocks

To create dynamic content blocks, do the following:

- 1 In SharpSpring's top toolbar, click Content > Emails.
- 2 Create or edit an email with dynamic content.
- 3 Click into a content block in the email.
- 4 Click Dynamic Content.
- 5 Click the desired dynamic rule.
- 6 Create the content that you would like to display when the lead has a field value equal to the Rule Segment.
- 7 Optionally, customize the messaging with Merge Variables.
- 8 Optionally, send specific Media Center links, depending on the lead.
- 9 Click Save.

