Course	Marketer IV - The rezora Template Builder
Audience	Marketers, Administrators and Designers who are involved with the creation / design and distribution of custom marketing content
Description	Are you a Company Marketer, Admin or Designer? Want to learn how to create and distribute custom content through the rezora system, including use of the rezora Template Builder? This stand-alone course if for you. While it would be helpful to have attended prior courses (Marketer I, Marketer II and Marketer III), we'll give you a basic overview of the rezora system and then equip you to: - Use XXX - **Bring your questions – webinar followed by Q&A !**

Agenda
1. Intro to the rezora system
   - What is rezora? What makes it special?
   - User Account types (Admin, Group and Agent)
   - Accessing the system
   - What is a Marketing Piece? How do I manage Marketing Pieces?

2. Templates Types and Management
   - Template Types (V1 – V2)
   - Template management and reporting
   - Ordering a custom template/ template edits
   - Template Support

3. Template Creation
   - Email, Display Ad, PDF templates
   - Sections
     - Header
     - Footer
     - Columns
   - Custom Blocks
     - Body block
     - Listing block
     - RSS article block
     - Market Data
     - Third-party integrations

Resources
Marketer I Syllabus
Marketer II Syllabus
Marketer III Syllabus
rezora: Marketing Piece Resources

Template Builder Videos (Vimeo)
- Template Builder 1 - Overview
- Template Builder 2 - Sections
- Template Builder 3 - Listing and RSS Blocks
- Template Builder 4 – Market Data Blocks
- Template Builder 5 – PDF's and Display Ads

rezora – recommends a using a graphic designer

How to use the Template Builder

How to save section blocks

How to save content blocks

- Eventbrite
- Wellcome Mat video
- Updating a block
- Publishing a block
- Hashtags
  - Listing hashtags
  - Agent profile info hashtags
  - Social media icons/ footer hashtags
- Dynamic Images
  - Listing photos
  - User profile photos
  - Market data charts
  - Eventbrite images
  - Wellcome mat images
  - Links
- Mobile Styles

4. Copying custom templates

5. Uploading your own HTML

6. Q&A

[How do I edit mobile styles in the template tool?](#)

[How to copy a template created in the template builder](#)

[How to upload your own HTML](#)