



**HENRY FORD HEALTH SYSTEM
CAMPAIGN LANDING 1
ITEMS BREAKDOWN TRAINING MANUAL**

Welcome to Sitecore

Welcome to the Campaign Landing 1 Items Breakdown Training Manual. In this document, we will breakdown all the elements found on your Campaign Landing 1. View these elements on the front end and then find the corresponding location on the back end to make any edits.

Note: If any field is not populated on the back end, it will not display on the front end and the information below it will roll up into its place.

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Call today for more info: ☎ (800) 436-7936

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 [Learn More >](#)

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Healthcare inspired by you. Because we believe care should be built around just one person: You.

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Patient Story Heading

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 [Learn More >>](#)

Patient Story Heading

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8

Tabbed Content 1

Tabbed Content 2

Tabbed Content 3

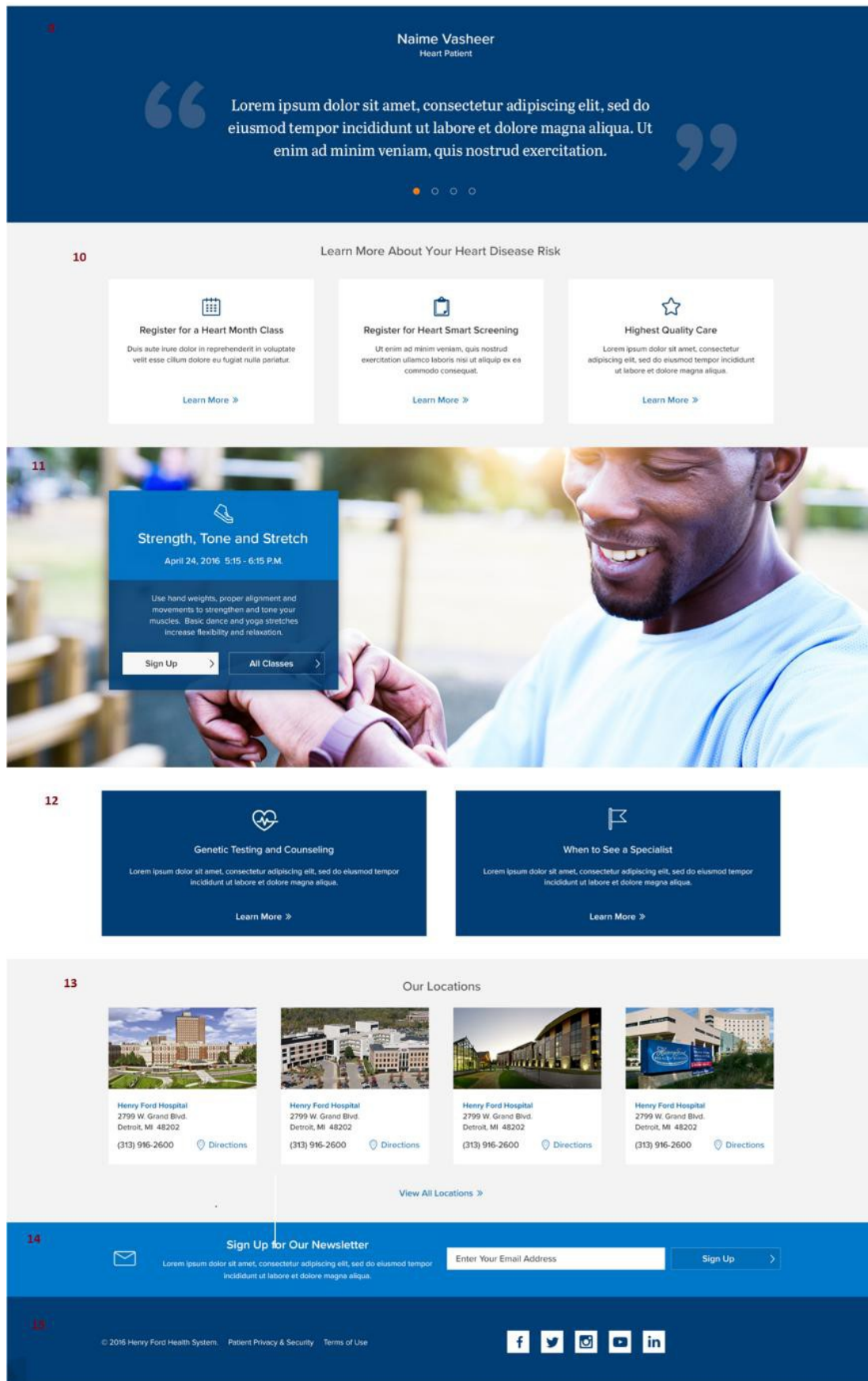
Heading Lorem Ipsum

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2



- 1. Header.** Use the Campaign Logo, Campaign Logo High Resolution SVG and Campaign Logo Link fields within the Global Content Properties to insert a logo image.

Global Content Properties

Campaign Logo:
Browse Properties Open media library Edit image Clear Refresh

/Images/Logos/HenryFordLogo



Dimensions:
Default Alternate Text: "HenryFord HEALTH SYSTEM Areg."

Campaign Logo High Resolution SVG:
Browse Properties Open media library Edit image Clear Refresh

This media item has no details.

Campaign Logo Link:
Insert link Insert media link Insert external link Insert anchor Insert email Insert JavaScript Follow Clear

/Home/Style Guide

- 2. Phone.** Use the Phone Text, Phone Number, and Phone Value fields to set the phone number that will display in the header.

Header Phone Properties

Phone Text:
Call today for more info.

Phone Number:
1-800-234-5678

Phone Value:
61750-7501

Mobile Link:
Insert link Insert media link Insert external link Insert anchor Insert email Insert JavaScript Follow Clear

/Home/GenMed

- 3. Banner.** Use the Landing Slides field within the Landing Slides section of the Section Home page to select the Hero that should appear on the page.

Hero

Camera:

All

- Hero Banner
 - Campaign 2 Hero Banner
 - Campaign Hero Banner
 - Campaign AP
 - Call Center Banner
 - HQ
 - Henry Ford

Selected

Alt text: Campaign landing text

To edit or create a new Hero item, go to /Global/Hero Banner/Henry Ford/Campaign Hero. Each item is made of 3 different components:

1. **Image.** Edit the image that displays using the Hero Image, Hero Image Tablet, and Hero Image Mobile fields. Refer to style guide for image dimensions.
 - a. The Hero Image field displays in desktop mode.
 - b. The Hero Image Tablet field displays in tablet mode.
 - c. The Hero Image Mobile field displays in mobile view.
2. **Content Copy.** Edit the text that displays using the Content Copy field. The text used here should be limited to roughly 150 characters and should include a Headline (H2).
3. **Button.** Edit the button link using the Link field. The text that appears on the button should be edited using the Description field for the link, and should be limited to roughly 25 characters. Select the Show Button checkbox to display the button.

Set the alignment for the headline, teaser, button, and rotator control by selecting Left within the Text Position dropdown field.

Content

Hero Image:

Browse Properties Open media library Edit image Clear Refresh

/images/hero-images/henry-ford/mc01



Dimensions: 1620 x 706
Warning: Alternate Text is missing

Content Copy:

Show editor Suggests Edit HTML

All For You

Content placeholder text, content will display after

Image Gallery:

Browse Properties Open media library Edit image Clear Refresh

This media item has no details

Link:

Insert link Insert media link Insert external link Insert anchor Insert email Insert JavaScript Follow Clear

None

☒ Show Button

Text Position:

Left

Hero Image Tablet:

Browse Properties Open media library Edit image Clear Refresh

/Images/Hero Images/Henry Fordimg01-medium



Dimensions: 769 x 400
Warning: Alternate Text is missing.

Hero Image Mobile:

Browse Properties Open media library Edit image Clear Refresh

/Images/Hero Images/Henry Fordimg01-small



Dimensions: 320 x 371
Warning: Alternate Text is missing.

Button Style:

Right Arrow Default

Button Label:

Learn More

- Form Section.** To select a Form, navigate to Presentation Details>Form. Set the data source (FormID) to the applicable item: /sitecore/system/Modules/Web Forms for Marketers/Henry Ford/Campaign Page Forms/Request a consultation.

Layout Details
The details of the assigned layout, controls and placeholders

DETAILS | LAYOUT

Default

CampaignMain

Controls

- Campaign Header
- Campaign Landing Form
- Campaign Landing Banner Full Width Image
- Form**
- Two Column Wide Left Custom
- One Column
- Campaign Landing Quote
- Content Display
- Text Image Feature
- Tab
- Header Quotes
- Text Feature Strip
- Background Image CTA
- Text Feature Strip Blue
- Feature Locations
- Full Width CTA Single Button
- Campaign Footer

Edit Copy To

Control Properties

Data

FormID

/sitecore/system/Modules/Web Forms for Marketers/Henry Ford/Campaign Page Forms/Request a consultation

☐ ReadQueryString - Reads initial values from the url query string

General

Placeholder

Campaign Form

Data Source:

Revert Rollback Publish Cancel

OK Cancel

- Quote.** Use the RTE Quote field under the Campaign Landing Quote section to insert a quote. If left blank, no text will appear on the campaign page.



6. **Content Copy.** The landing page template has multiple areas to enter content. The content within the Content Copy field in the Page Data section will appear above the Text Feature Gray areas on the front end of the page.



7. **Text Feature Gray.** The Text Feature Gray will appear between the content copy and Tab sections of the page. Use the Text Image Features field to select the items that should appear on the page.

These can be created in /sitecore/content/Global/Callouts/HenryFord/Text Image Feature using templates Image Callout or Video Callout. You can also organize these using the Callout Folder.

- Campaign landing supports the gray background. To set this to gray in the Alignment field enter Henry Ford/Locations/Right Text or Henry Ford/Locations/Left Text.



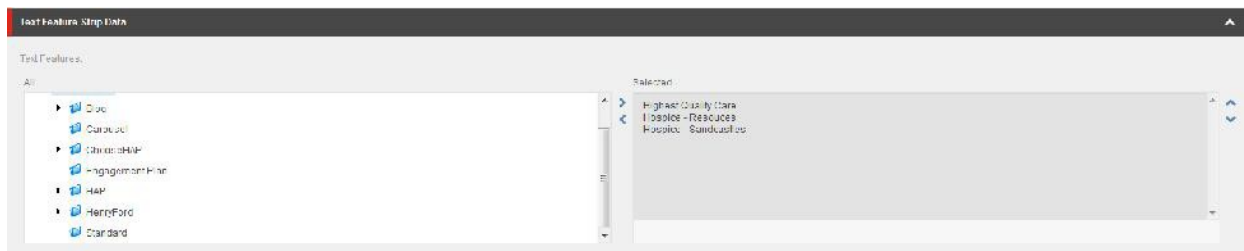
8. **Tabs.** If filled out, the Tabs control will display directly below the Text Feature Gray Call-to-Action, on the front end of the page. This control uses the Content Panel placeholder, so it can be reordered with other elements also using that placeholder.



9. **SliderQuote.** Use the Slider Quotes field to select the items that should appear on the page.



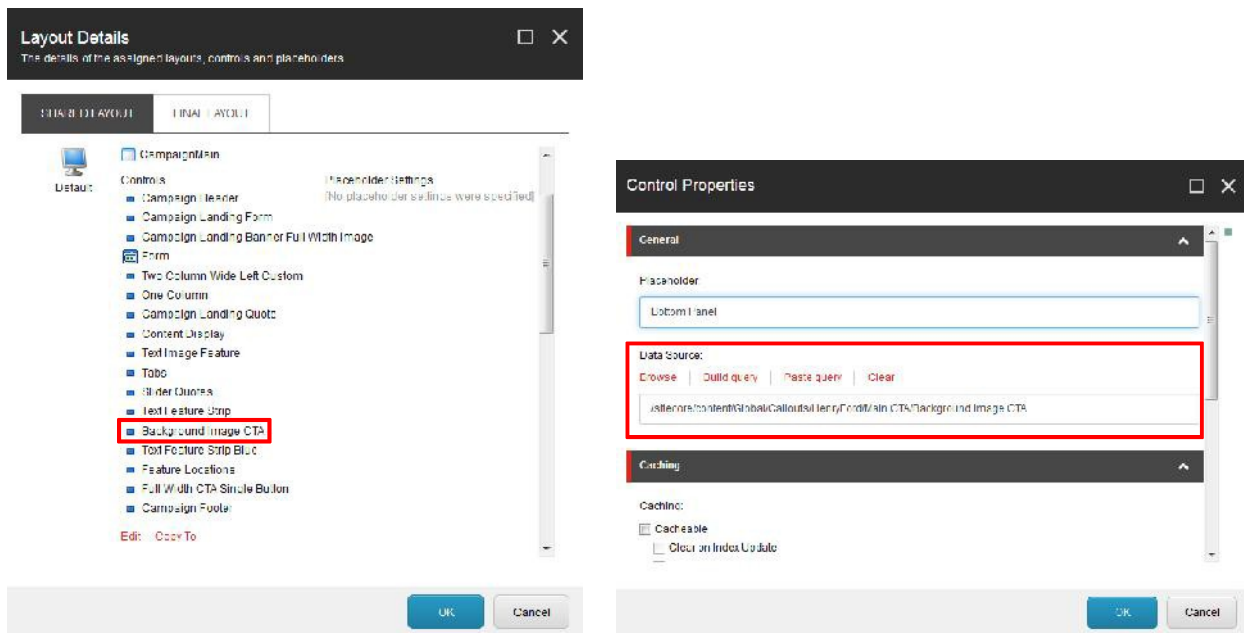
10. **Text Feature Strip.** Select a Text Feature Call-to-Action from the Text Feature field in the Text Feature Strip Data section.



To edit or create a new Call-to-Action, go to /Global/Callouts/HenryFord/Text Based Feature Blue Background. There are 5 main sections of each CTA. Each section is optional.

1. **Image.** This is the icon that appears on the CTA. These icons are stored in /Global/FontIcons
2. **Title.** This is the text that appears above the copy paragraph. It should be limited to approximately 50 characters. Edit this text within the Headline field of the CTA.
3. **Text.** This is the text that appears above the link. It should be limited to approximately 150 characters. Edit this text within the Copy field of the CTA.
4. **Link Label.** This is the text that will appear as the Link in the CTA. This text should be limited to approximately 30 characters.
5. **Feature Link.** This is the destination for the Link in the CTA. Use the Insert Link option to select a page within the site tree.

11. **Background Image with Call to Action.** To select a Background Image with Call-to-Action, navigate to Presentation Details>Background Image CTA. Set the data source to the applicable item in the Global Source: /sitecore/content/Global/Callouts/Henry Ford/Campaign Background Image CTA.



To edit or create a new Background Image Call-to-Action, go to /sitecore/content/Global/Callouts/Henry Ford/Campaign Background Image. There are 9 main sections of the CTA.

1. **Image.** This is the image that appears on the CTA.
2. **Font Icon.** This is the icon that appears on the CTA. These icons are stored in /Global/FontIcons
3. **Title.** This is the text that appears above the copy paragraph. It should be limited to approximately 50 characters. Edit this text within the Headline field of the CTA.
4. **Subhead.** This is the text that appears below the headline.
5. **Text.** This is the text that appears above the link(s). It should be limited to approximately 150 characters. Edit this text within the Copy field of the CTA.
6. **Button Label.** This is the text that will appear as the Link in the CTA. This text should be limited to approximately 30 characters.
7. **Button Style.** This is where the arrow direction is selected.
8. **Button Link.** This is the destination for the Link in the CTA.
9. **Text Position.** This where the text position is selected. If 'Left' is selected, the text will appear on the left side of the page.

Hero

Background Mobile Image:
Browse Properties Open media library Edit image Clear Refresh

/Images/Hero Images/Fordling7-small-2x



Dimensions: 323 x 227
Warning: Alternate Text is missing.

Tablet Image:
Browse Properties Open media library Edit image Clear Refresh

/Images/Hero Images/Henry Fordling1-medium



Dimensions: 769 x 400
Warning: Alternate Text is missing.

Desktop Image:
Browse Properties Open media library Edit image Clear Refresh

/Images/Hero Images/Henry Fordling01-small



Dimensions: 320 x 371
Warning: Alternate Text is missing.

Font Icon [standard value]:

Font Icons/Default Icons/Henry FordPhone

Headline:

Strength, Tone and Stretch

Subhead:

April 24, 2016 5:15 - 6:15 PM

Content Copy:
Show editor Suggest fix Edit HTML

Use hend weighs, proper Use hend weighs, proper Use hend weighs, proper Use hand weighs, proper Use hend weighs, proper Use hend weighs, proper Use hend weighs, proper Use hend weighs, proper

Button Style 1
Right Arrow Default

Button Label 1
Sign Up

Button Link 1
Insert link Insert media link Insert external link Insert function Insert email Insert JavaScript Follow Clear
/home/brand

Button Style 2
Right Arrow Default

Button Label 2
All Channels

Button Link 2
Insert link Insert media link Insert external link Insert function Insert email Insert JavaScript Follow Clear
/home/Contact Us

Text Position
Left

12. **Text Feature Strip Blue.** Select a Text Feature Strip Blue Call-to-Action in the Text Features Blue field of the Text Feature Strip Blue Data section of the template.

Text Feature Strip Blue Data

Text Features Blue

Left

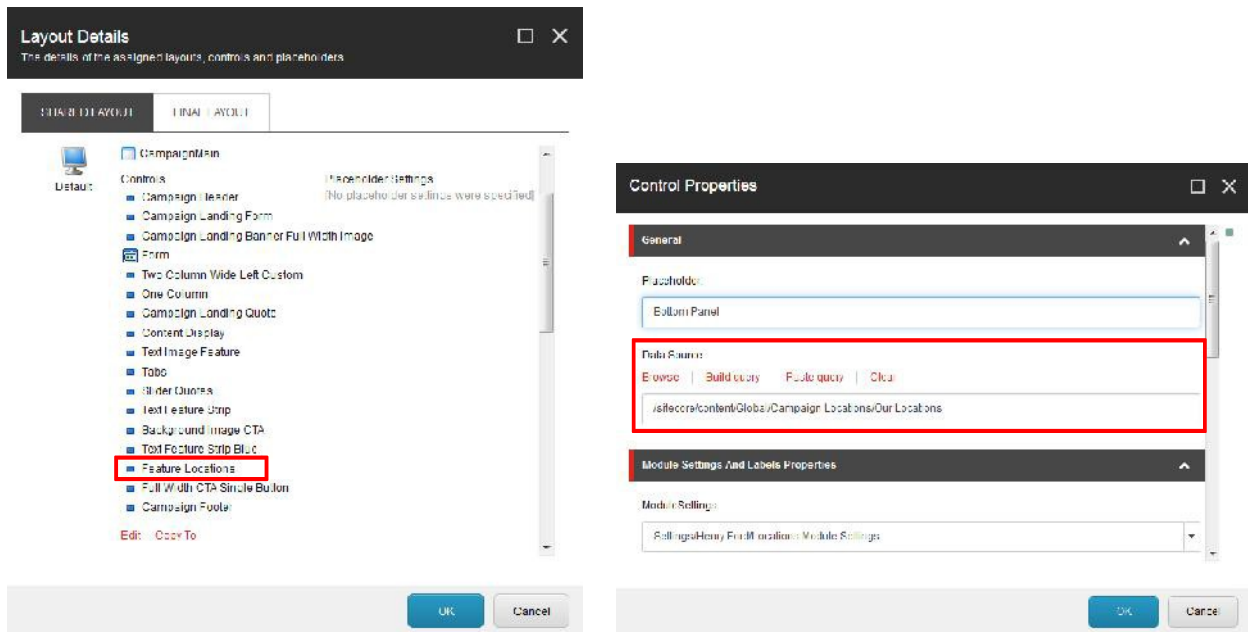
- sitecore
 - Content
 - Brand - Agave
 - Brand - Baseball Cap
 - Brand - Bandana
 - Blog
 - Home

Right

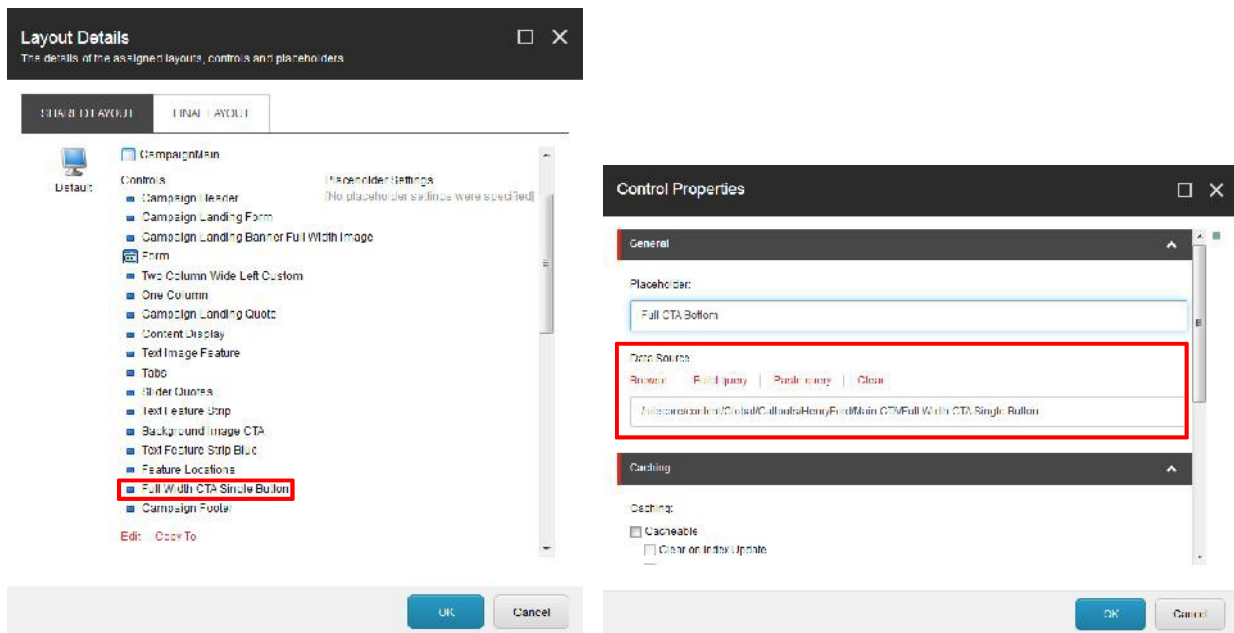
Selected

Brand - Baseball Cap

13. **Featured Locations.** To select a Feature Location, navigate to Presentation Details>Feature Locations. Set the data source to the applicable item in the Global Source: /sitecore/content/Global/Campaign Locations.



14. **Full Width CTA.** To select a Full Width CTA Button, navigate to Presentation Details>Full Width CTA Single Button. Set the data source to the applicable item in the Global Source:
/sitecore/content/Global/Callouts/HenryFord/Main CTA/Full Width CTA Single Button.



15. **Footer.** Use the Footer Social Links field to select the social media icons and links that will appear on the page. Edit the RTE content field to input footer text.

