Save reusable content for self-service template use Open Discussion

- TR Tom Riley
- **Forum name:** #Verbetervoorstellen

Overview
Introduce the ability to save content blocks created within an email layout as reusable components, allowing users to quickly insert them into other email campaigns without having to recreate or copy the content manually.

Current Challenge
When building emails in Deployteq, content that is frequently reused across multiple campaigns must be recreated or copied from existing emails.

This creates unnecessary repetitive work, increases build times and introduces the risk of inconsistencies between campaigns.

Proposed Functionality
Allow users to select an existing content block or section within an email layout and save it to a reusable content library.

Users should be able to:

- Save content: Select a content block or section and choose a "Save as Reusable Content" option.

- Name and organise: Assign a descriptive name to saved content for easy identification.

- Reuse content: Browse and insert saved content into any compatible email layout.

- Preserve formatting: Retain the original HTML, styling, imagery, links and relevant configuration.

- Edit independently: Modify inserted content without affecting the original saved version or other emails using it.

- Manage saved content: Rename, update or delete reusable components from a central library.

Example Use Case
An email developer or CRM executive creates a promotional content section using a self-service template module containing an image, heading, body copy and CTA.

Rather than rebuilding this section for another campaign, they can save it as a reusable component called "Promotional Content Block".

When creating a new email, they can select this component from their saved content library and insert it directly into the layout, making any campaign-specific changes as required.

Desired Outcome
A more efficient and flexible email-building experience within Deployteq, where commonly used content can be created once, saved and reused across multiple campaigns without unnecessary duplication of work.

The clients workaround at the moment is to duplicate the entire email, just to re-use a single block, which is highly inefficient.