MarDreamin' by SERCANTE

Learn. Network. Grow.

MarDreamin' 2022

Intro to BLDR

An Open-Source Workflow Tool For Salesforce Marketing Cloud

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Marketing Champion

HowToSFMC Admin/Co-Founder

Web Application Developer

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Title

SERCANTE

salesforce

Platinum

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tray.io

Gold

FormAssembly

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STACK MOXIE

THE SPOT FOR PARDOT by SERCANTE

Silver

MarketingOps

Goldcast

THE SPOT FOR PARDOT JOBS

GREENKEY

FIONTA

What is the Inspiration for

`bldr()`

What is BLDR?

Development CLI for working with Salesforce Marketing Cloud

Workflow Tool

Update/Create from your local files

No more Copy/Paste

BYO Code Editor

BYO GIT Provider

Open-Source CLI App

Free CLI tool

Open to community contributions

Open code base

Free to use in other applications

Code Distribution [beta]

Package assets into a single file (with dependencies)

Share with community or internal team

Deploy code in any SFMC instance from your CLI

Why BLDR?

Comfort, Collaboration, Consistency

Code using YOUR tools

Don’t have to worry about losing work due to accidental browser refresh or loss of internet

Less clicks to edit assets

Leverage GIT in any way you want or not at all

Secure. All API credentials are managed by either Keychain (mac) or Credentials Manager (windows)

Use oAuth login to enforce SFMC login

Use BLDR packages to quickly share and deploy code into any SFMC instance

Work with / Create your assets in bulk

Download BLDR

Requirements

NodeJS

SFMC Instance

Download

npm install -g @basetime/bldr-sfmc

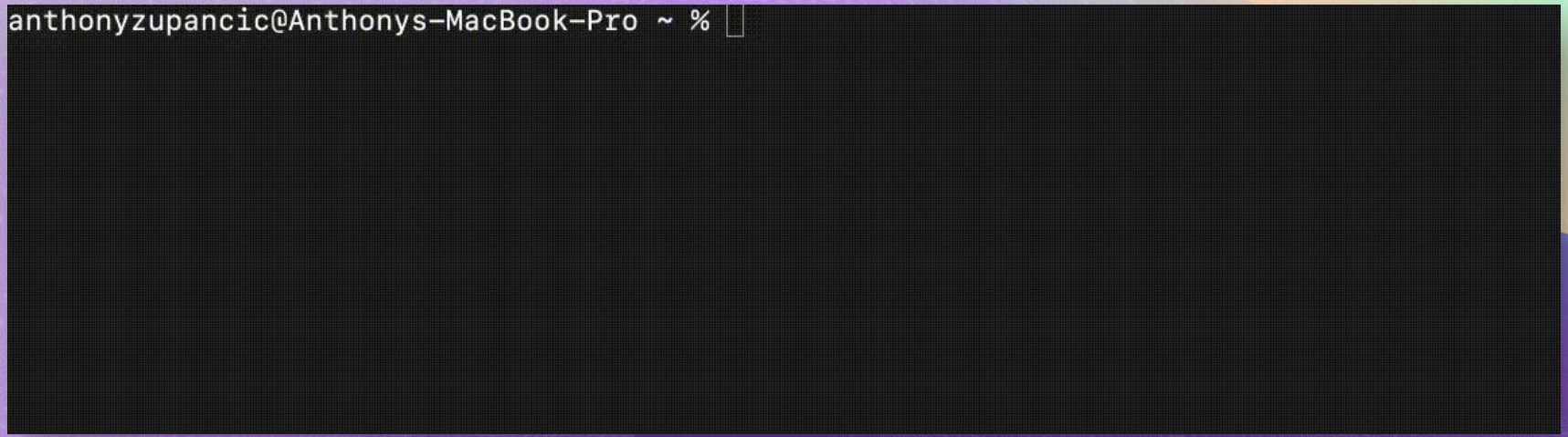
Full Getting Started documentation at bldr.io

Get Configured

Get up and running in minutes

Support for Multiple SFMC Accounts

Target a specific Business Unit



Search your Instance

Search for Folders and Assets by Name

Get Folder Ids and Asset Ids directly in your CLI

Retrieve context for each returned search result

Clone your Assets

Clone Folders and Assets by their Ids

Keep folder schema as you see it in SFMC

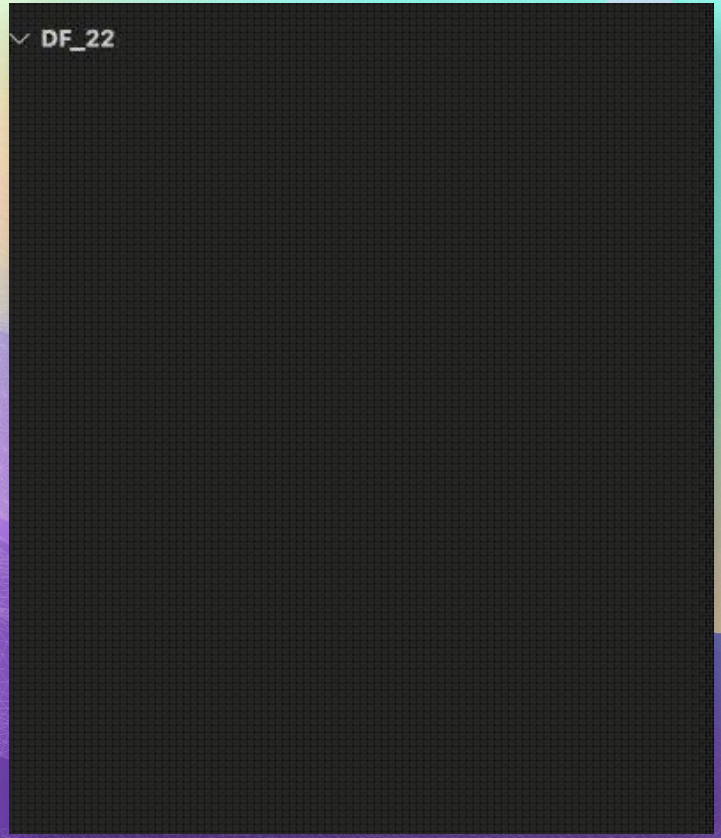
Put your assets where they can be version controlled

Local Files, More Control

Files are accessible to GIT/Version Control

Don’t lose file history when making changes

Efficiently create full file/folder schemas in SFMC



What can you Search and Clone?

Content Builder, Data Extensions, Automation Studio

Content Builder `--cb`

Folders -f

Assets -a

Data Extensions `--de`

Folders -f

Assets -a

Automation Studio `--as`

Automation Folders -f

Automation Assets -a

SQL Act. Folders -f:sql

SQL Act. Assets -a:sql

SSJS Act. Folders -f:ssjs

SSJS Act. Assets -a:ssjs

Update & Create Assets with BLDR

Update existing files within SFMC

Update one or more files at once

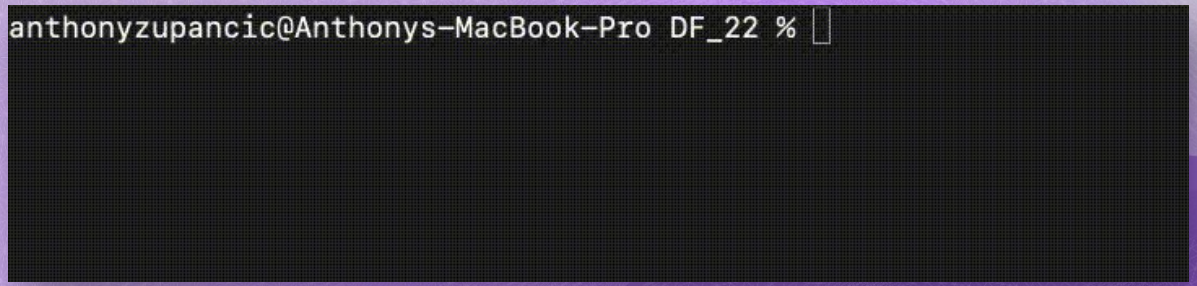
Fully Supported Assets: **HTML Email, Code Snippet Content Blocks, HTML Content Blocks, SQL Activities, Script Activities**

Package your Assets

Package Content Builder and Data Extension Assets and Folders

BLDR will gather dependencies (content blocks and data extensions)

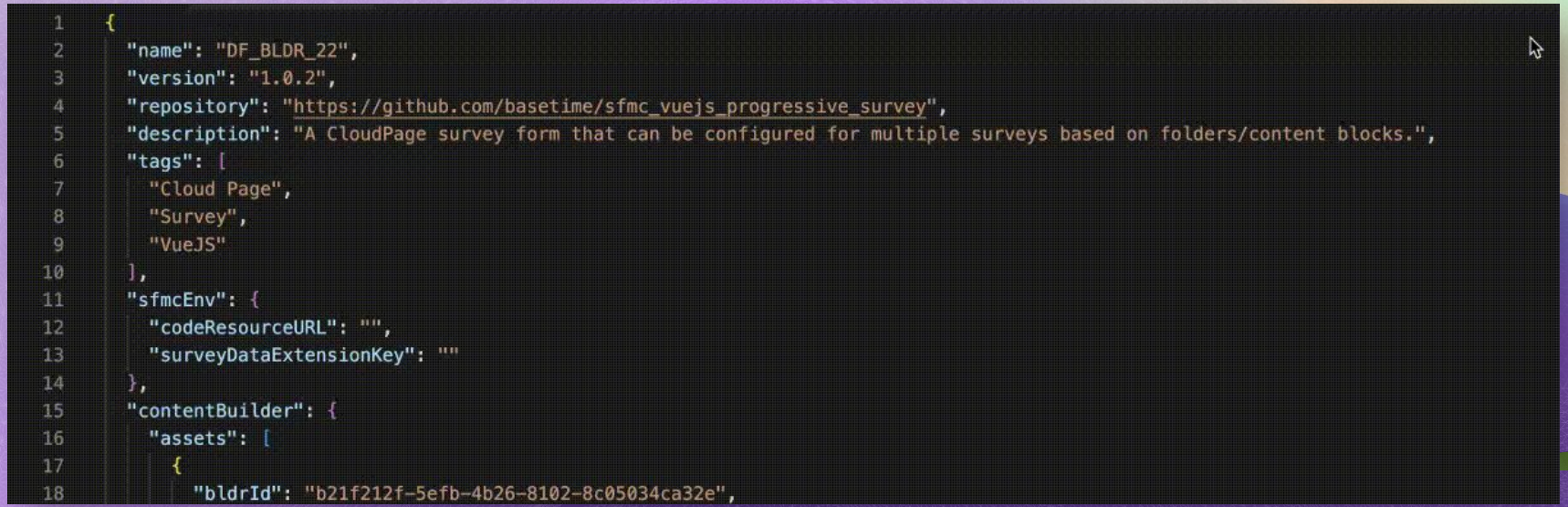
Creates a single, deployable file



Package output, one JSON file

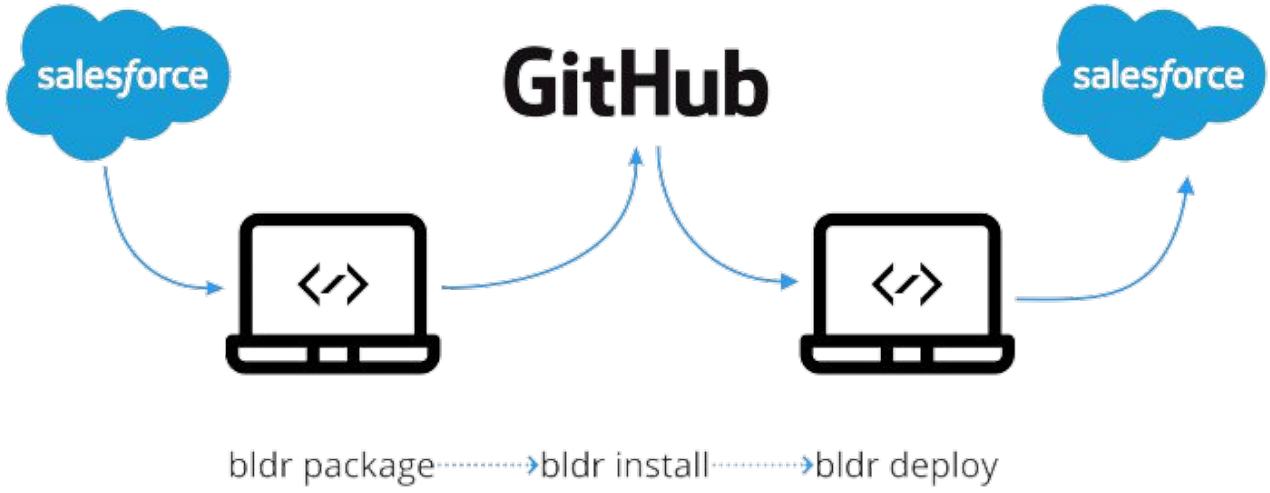
Package file contains all required info for deployment

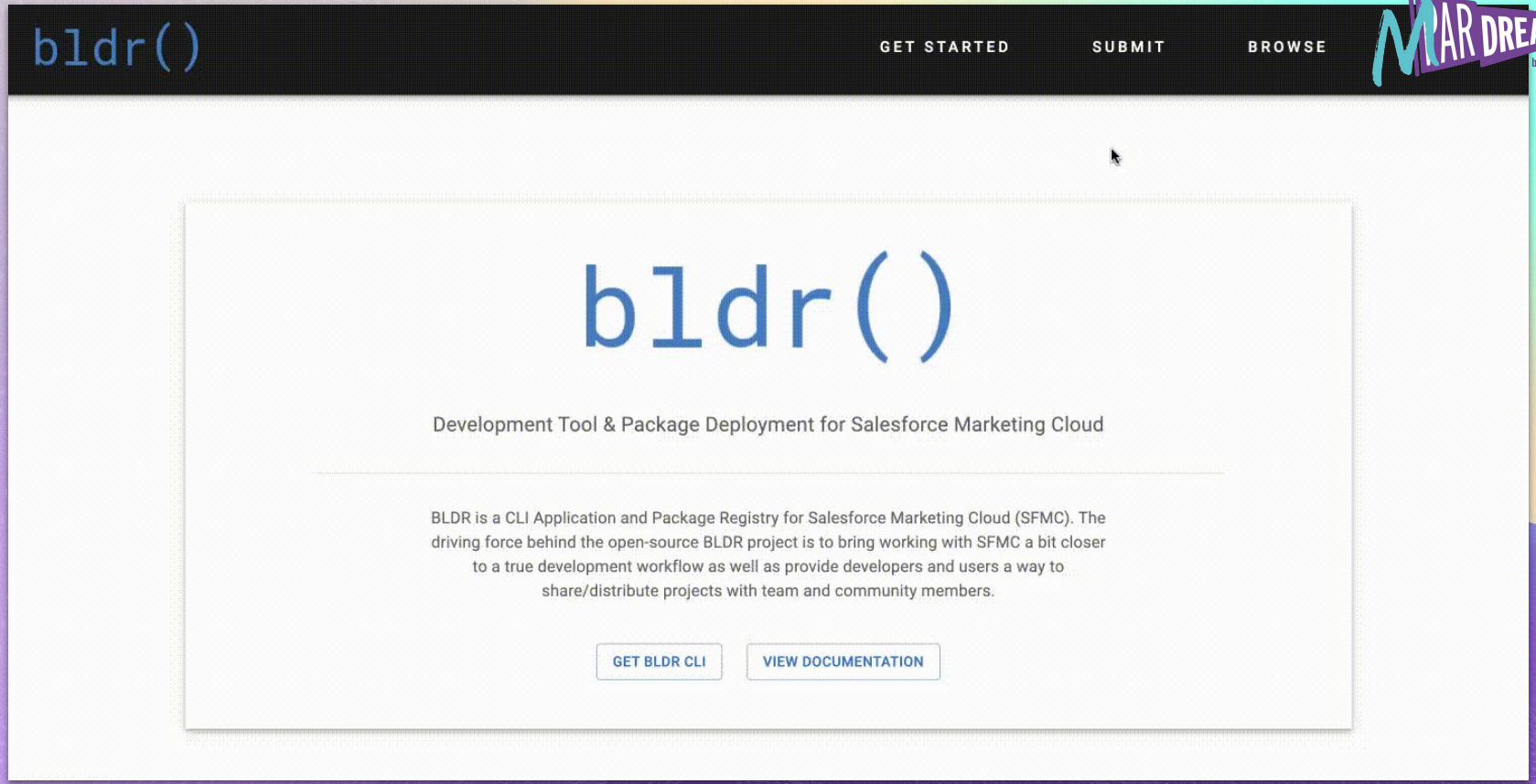
Dependencies get included with package



```
{
  "name": "DF_BLDR_22",
  "version": "1.0.2",
  "repository": "https://github.com/basetime/sfmc_vuejs_progressive_survey",
  "description": "A CloudPage survey form that can be configured for multiple surveys based on folders/content blocks.",
  "tags": [
    "Cloud Page",
    "Survey",
    "VueJS"
  ],
  "sfmcEnv": {
    "codeResourceURL": "",
    "surveyDataExtensionKey": ""
  },
  "contentBuilder": {
    "assets": [
      {
        "bldrId": "b21f212f-5efb-4b26-8102-8c05034ca32e",
```

Deploy Directly from GitHub




bldr()
GET STARTED
SUBMIT
BROWSE
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bldr()
Development Tool & Package Deployment for Salesforce Marketing Cloud
BLDR is a CLI Application and Package Registry for Salesforce Marketing Cloud (SFMC). The driving force behind the open-source BLDR project is to bring working with SFMC a bit closer to a true development workflow as well as provide developers and users a way to share/distribute projects with team and community members.
GET BLDR CLI
VIEW DOCUMENTATION

Come find me!

HowToSFMC
howtosfmc.com

Email Geeks
email.geeks.chat

@bldr_io

@tonyzupancic

twitch.tv/tonyzups

Take a quick survey and checkout a BLDR deployable package!

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Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!