

How-to – Content Promo Banner

V0.1-Global Marketing Technology-AEM

Component Name: Content Promo Banner

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Creation Date: May 15, 2020

Last Updated: May 15, 2020

Version: [V0.1](#)

1 Document History

The following important changes have been made to this document:

Date	Version #	Description of Changes Made	Author	Approved By
May 15, 2020	V0.1	Draft	Syed Faheem	
Aug 13, 2020	V0.2	Final		Syed Faheem

2 Introduction

This document provides “How to Instructions” for the component **Content Promo Banner**.

2.1 *Short Description*

- Used to feature a product, report or article with an optional CTA. Links to the respective informational page.

Feature Overview

- Imagery (photo), headline text, supporting copy and CTA

Variations

- Two background color options: gray or white
- Two CTA options: button or text link
- Two color bar options: enabled or disabled

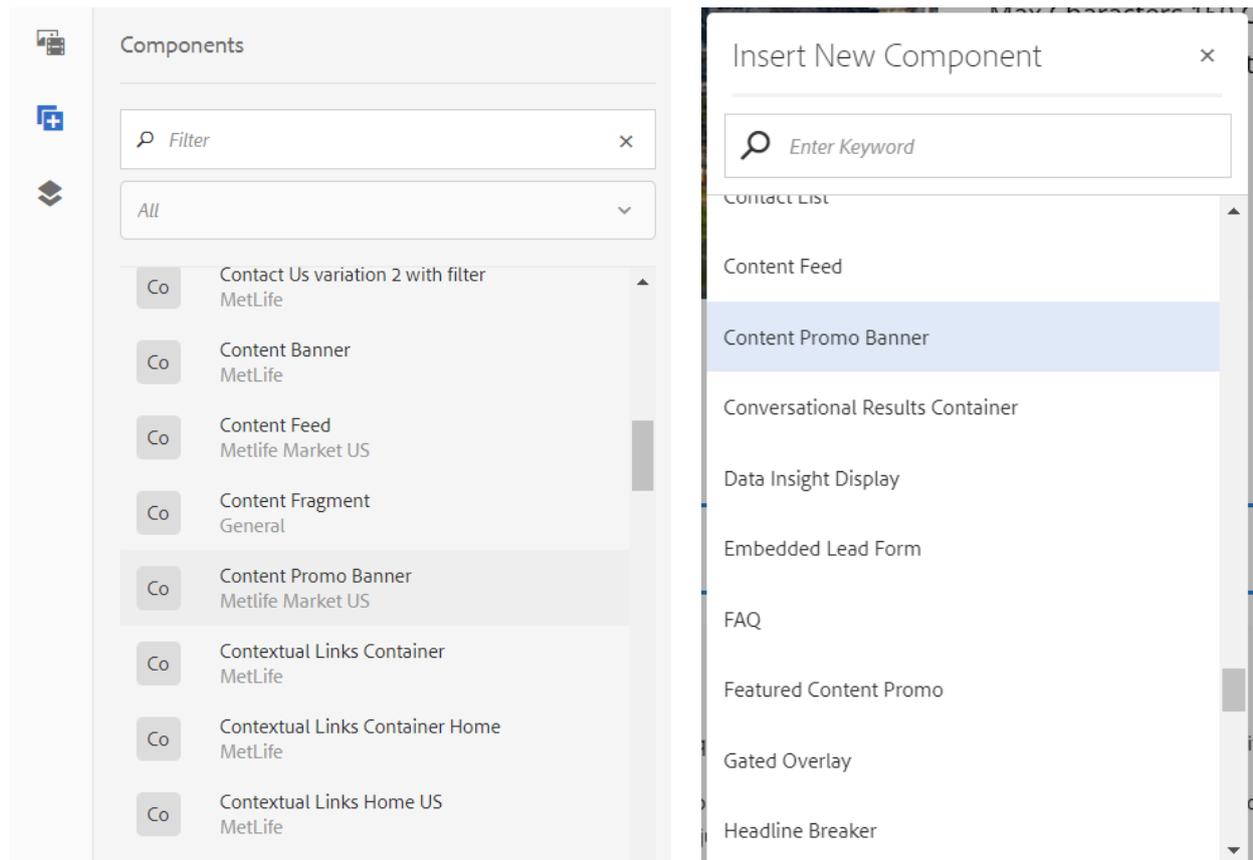
2.2 Intended Audience

The primary audience of this design is:

- Content Authors
- Agencies
- Marketers

3 How to Enable/Turn-On the Component

This component is available in the Side Panel and the page level “Insert Component” menu.



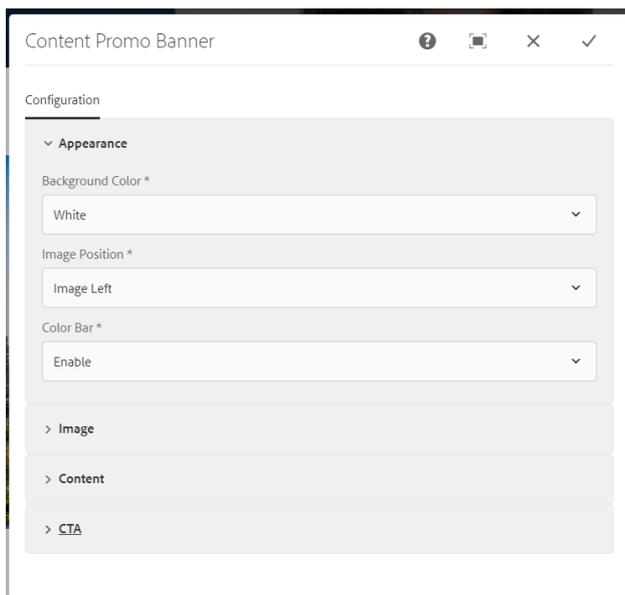
4 Component Dialog

This dialog for the Featured Content Promo contains one tab, **Configuration**.

Configuration Tab

This tab contains the main content configuration:

- **Appearance Section**
 - **Background Color** – This changes the background color (white/gray).
 - **Image Position** – This changes the image position (left/right).
 - **Color Bar** – This enables/disables the color bar.
- **Image Section**
 - **Desktop/Tablet Image** – This selects the desktop/tablet image.
 - **Mobile Image** – This selects the (optional) mobile image.
- **Content Section**
 - **Eyebrow** – This is the eyebrow above the headline.
 - **Headline** – This is the main headline for the component.
 - **Copy** – This is the copy.
- **CTA Section**
 - **CTA Variation** – This selects the CTA variation (none/button/link).
 - **CTA Text** – This is the CTA text.
 - **CTA Path** – This is the CTA path.
 - **CTA Target** – This is the CTA path target.



Content Promo Banner

Configuration

▼ Appearance

Background Color *

White

Image Position *

Image Left

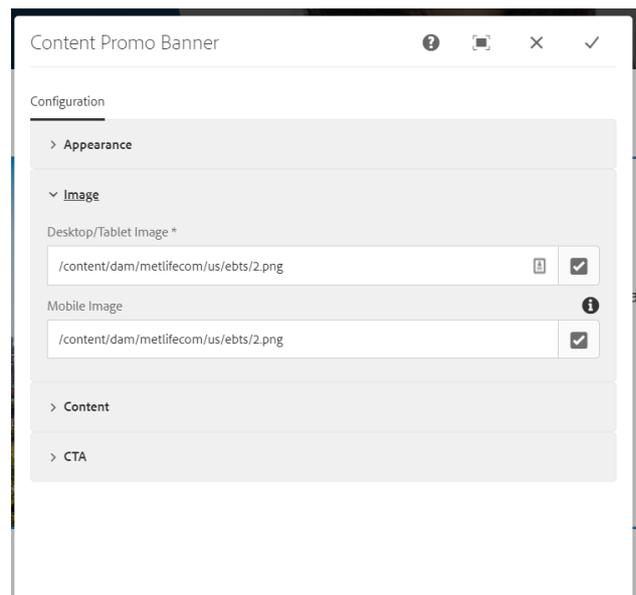
Color Bar *

Enable

> Image

> Content

> CTA



Content Promo Banner

Configuration

> Appearance

▼ Image

Desktop/Tablet Image *

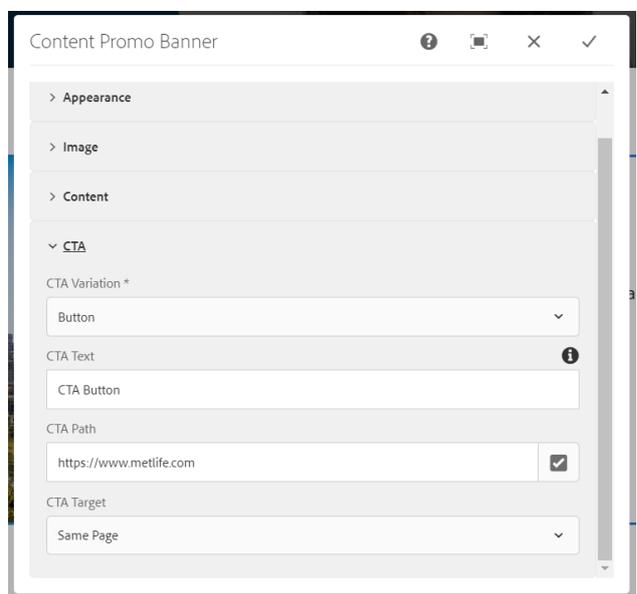
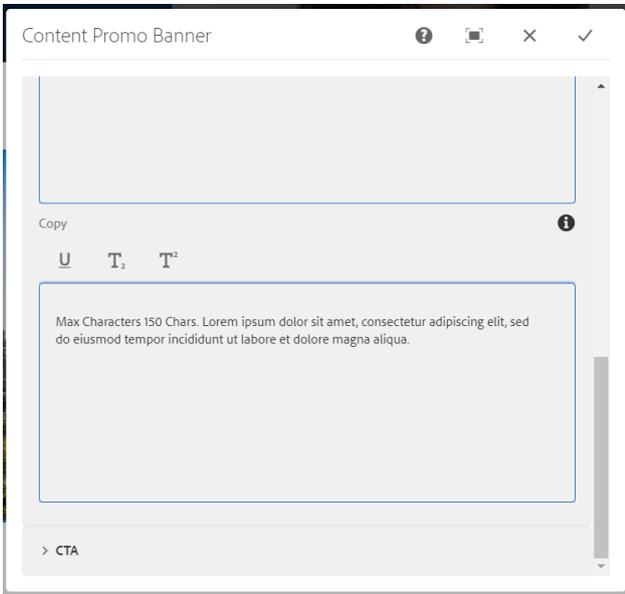
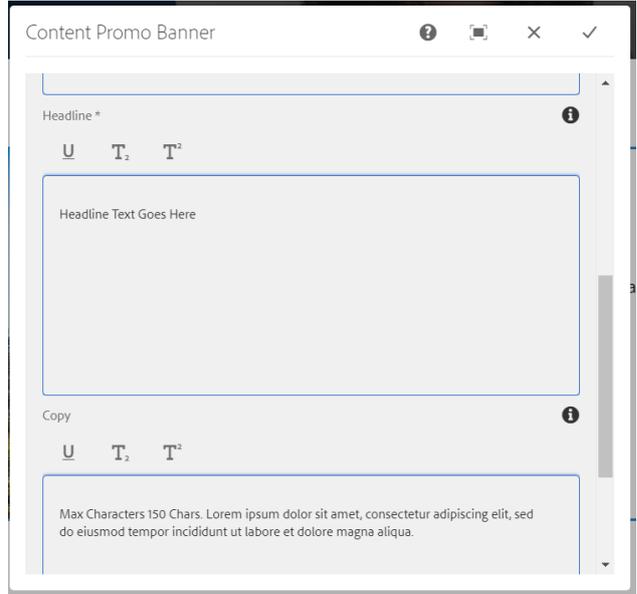
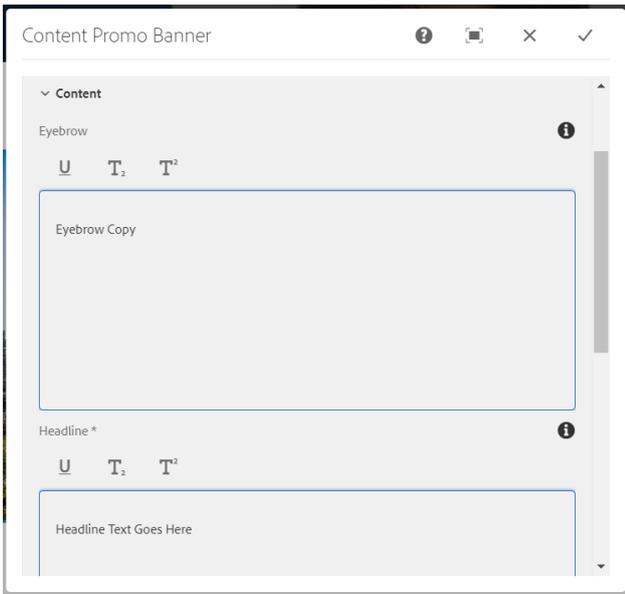
/content/dam/metlifecom/us/ebs/2.png

Mobile Image

/content/dam/metlifecom/us/ebs/2.png

> Content

> CTA





Eyebrow Copy

Headline Text Goes Here

Max Characters 150 Chars. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA BUTTON

Content Promo Banner

Configuration

- Appearance
 - Background Color *
White
 - Image Position *
Image Left
 - Color Bar *
Enable
- Image
- Content
- CTA

Eyebrow Copy

Headline Text Goes Here

Max Characters 150 Chars. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA BUTTON



Content Promo Banner

Configuration

- Appearance
 - Background Color *
Gray
 - Image Position *
Image Right
 - Color Bar *
Disable
- Image
 - Desktop/Tablet Image *
/content/dam/metlife.com/us/ebts/2.png
 - Mobile Image
/content/dam/metlife.com/us/ebts/2.png



Eyebrow Copy

Headline Text Goes Here

Max Characters 150 Chars. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA BUTTON

A screenshot of a configuration panel titled 'Content Promo Banner'. The panel has a 'Configuration' section with several expandable categories: 'Appearance', 'Image', 'Content', and 'CTA'. The 'Image' section is expanded, showing 'Desktop/Tablet Image *' and 'Mobile Image', both with a file path: '/content/dam/metlifecom/us/ebts/2.png'. Callouts 'A' and 'B' are placed over the 'Image' section.



Eyebrow Copy

Headline Text Goes Here

Max Characters 150 Chars. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA BUTTON

A screenshot of a configuration panel titled 'Content Promo Banner'. The 'Content' section is expanded, showing three text input fields: 'Eyebrow Copy', 'Headline *', and 'Copy'. Each field has a text editor toolbar above it with options for underline, bold, and italic. The 'Copy' field contains the text: 'Max Characters 150 Chars. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' Callouts 'A', 'B', and 'C' are placed over the respective text fields.



Eyebrow Copy

Headline Text Goes Here

Max Characters 150 Chars. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA BUTTON



Content Promo Banner

- > Appearance
- > Image
- > Content
 - ▼ CTA
 - CTA Variation *
Button
 - CTA Text
CTA Button
 - CTA Path
<https://www.metlife.com>
 - CTA Target
Same Page



Eyebrow Copy

Headline Text Goes Here

Max Characters 150 Chars. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA Button >



Content Promo Banner

- > Appearance
- > Image
- > Content
 - ▼ CTA
 - CTA Variation *
Link
 - CTA Text
CTA Button
 - CTA Path
<https://www.metlife.com>
 - CTA Target
Same Page

AEM Component Data Model

Tab	Field Name	Field Group	Field Type	Validation	Accepted values
Configuration	Background Color	Appearance	Select	Mandatory	Gray White
	Image Position	Appearance	Select	Mandatory	Image Left Image Right
	Color Bar	Appearance	Select	Mandatory	Enable Disable
	Desktop/Tablet Image	Image	Image	Mandatory	Valid Image
	Mobile Image	Image	Image	Optional	Valid Image
	Eyebrow	Content	Richtext	Optional, Max Length 40 Char	Text
	Headline	Content	Richtext	Mandatory, Max Length 80 Char	Text
	Copy	Content	Richtext	Optional	Text
	CTA Variation	CTA	Select	Mandatory	None Button Link
	CTA Text	CTA	Text	Optional, Max Length 25 Char	Text
	CTA Path	CTA	Path	Optional	Valid Path
	CTA Target	CTA	Select	Optional	Same Page New Page