



SIG CRM + Qallus Code = SmartCodes:

— Installation & User Guide—

Overview

This guide shows you how to install a single Qallus Code snippet that registers the SIG CRM SmartCodes to pull recent Strategic Income Group posts into email subject lines and bodies. You can insert full cards, two-column mini-cards, or simple lists; plus grab titles for the Subject field using dynamic selectors (latest, nth newest, by ID, ranges, or specific post ID lists).

Prerequisites

- Strategic Income Group WP admin access
 - SIG CRM (Admin credentials required)
 - Callus Code plugin installed & activated
 - Published blog posts (post type: post)
 - Custom Post Types (CPT) "Coming Soon"
-

Install the Qallus Code Snippet (WPCodeBox)

1. In Strategic Income Group WP Admin, go to the **Code tab** → **Add Snippet** → **PHP**.
 2. Name it, e.g., "SIG Latest Posts for SIG CRM".
 3. Paste the full PHP from the **Appendix** section below.
 4. Set **Run Everywhere** (or at least on frontend/admin where SIG CRM renders).
 5. Toggle the snippet to **Active** and click **Save**.
 6. Clear any caching (plugin/server) if SmartCodes don't render immediately.
-

SmartCodes You Can Use (Subject & Body)

Preset (visible in picker):

- {{sig_posts.single_latest}} – Most recent post (full card)
- {{sig_posts.prev2_cards}} – Previous two posts (2-col minis)
- {{sig_posts.cards_3}} – Latest 3 posts (cards)
- {{sig_posts.list_5}} – Latest 5 posts (list)
- {{sig_posts.title_latest}} – Title of most recent (Subject)

Dynamic (type directly in the editor):

- {{sig_posts.pick_N}} – Nth newest (1=latest) as full card
 - {{sig_posts.by_id_ID}} – Post by ID as full card
 - {{sig_posts.range_A_B}} – Posts A..B newest as stacked cards
 - {{sig_posts.ids_cards:1,2}} – Two post IDs as 2-col minis
 - {{sig_posts.ids_list:1,2,3}} – IDs as a simple list
 - {{sig_posts.title_pick_N}} – Nth newest TITLE (Subject)
 - {{sig_posts.title_by_id_ID}} – TITLE by ID (Subject)
-

Subject Line Examples (SIG CRM → Campaign Subject)

- New: {{sig_posts.title_latest}}
 - Featured: {{sig_posts.title_pick_2}}
 - Don't miss: {{sig_posts.title_by_id_123}}
-

Body Examples (Email Content)

- Latest full card → {{sig_posts.single_latest}}
 - Previous two (minis) → {{sig_posts.prev2_cards}}
 - Latest 3 cards → {{sig_posts.cards_3}}
 - Latest 5 list → {{sig_posts.list_5}}
 - 5th newest as full card → {{sig_posts.pick_5}}
 - Specific ID (full card) → {{sig_posts.by_id_123}}
 - Show posts 2..4 as stacked cards → {{sig_posts.range_2_4}}
 - IDs as 2-col minis → {{sig_posts.ids_cards:12,34}}
 - IDs as list → {{sig_posts.ids_list:12,34,56}}
-

Tips & Notes

- **Excerpts:** full cards show excerpt by default; adjust in the PHP if you want to hide it.
 - **Images:** cards use the post's featured image; add featured images for best results.
 - **Sticky posts:** ignored so your true newest are used.
 - **Email builders:** use these in SIG CRM classic HTML blocks for best rendering.
 - **Custom Post Types:** code targets post. Duplicate logic with a different WP_Query if needed.
-

Troubleshooting

- **SmartCode prints blank:** make sure you have published posts and caching is cleared.
 - **Subject shows braces:** confirm the SmartCode key matches exactly (e.g., title_latest).
 - **Only shortcodes, not SmartCodes?:** These are SIG CRM SmartCodes—ensure this file runs on the request where SIG CRM renders.
 - **Styling looks off in some clients:** these are table-based components with inline CSS for broad compatibility. Minor differences across clients are normal.
-

Uninstall / Disable

- In WPCodeBox, toggle the snippet **Off**, or delete the snippet entirely.
-

SIG CRM - Qallus Code “SmartCode” PHP

This code is designed for WordPress WP Codebox and SIG CRM.

```
<?php
/**
 * SIG CRM SmartCodes: SIG Latest Posts (cards, lists, & subject-line titles)
 *
 * Visible in SmartCode picker:
 * - {{sig_posts.single_latest}} → Most recent post (full card)
 * - {{sig_posts.prev2_cards}} → Previous two posts (2-col minimal cards)
 * - {{sig_posts.cards_3}} → Latest 3 posts (cards)
 * - {{sig_posts.list_5}} → Latest 5 posts (list)
```

- * - {{sig_posts.title_latest}} → Title of most recent post (for Subject)
- *
- * Dynamic (type directly in email subject/body):
- * - {{sig_posts.pick_N}} → Nth newest post (1 = latest) as full card
- * - {{sig_posts.by_id_ID}} → Specific post by ID as full card
- * - {{sig_posts.range_A_B}} → Posts A..B newest (stacked full cards)
- * - {{sig_posts.ids_cards:1,2}} → Given IDs as 2-col minimal cards (first two)
- * - {{sig_posts.ids_list:1,2,3}} → Given IDs as a simple list (title + date)
- * - {{sig_posts.title_pick_N}} → Nth newest post TITLE only (for Subject)
- * - {{sig_posts.title_by_id_ID}} → Specific post TITLE by ID (for Subject)
- */

```

add_action('fluent_crm/after_init', function () {
    if (!function_exists('FluentCrmApi')) return;

    $key = 'sig_posts';
    $title = 'SIG Latest Posts';
    $shortCodes = [
        // Body content presets:
        'single_latest' => 'Most Recent Post (card)',
        'prev2_cards' => 'Previous 2 (2-column minimal cards)',
        'cards_3' => 'Latest 3 (cards)',
        'list_5' => 'Latest 5 (list)',
        // Title preset (for subject line):
        'title_latest' => 'Title of Most Recent Post',
        // Note: dynamic patterns (pick_n, by_id_ID, etc.) are typed directly and not listed here.
    ];

    $brandBlue = '#003DA5';

    // ----- Renderers -----
    $render_card = function($post_id, $opts = []) use ($brandBlue) {
        $post_id = intval($post_id);
        if (!$post_id || get_post_status($post_id) !== 'publish') return "";
        $title = get_the_title($post_id);
        $url = get_permalink($post_id);
        $date = get_the_date('F j, Y', $post_id);
        $author = get_the_author_meta('display_name', get_post_field('post_author', $post_id));
        $excerpt = !empty($opts['show_excerpt']) ? wp_strip_all_tags(get_the_excerpt($post_id)) : "";
        $img = get_the_post_thumbnail_url($post_id, 'large');

        ob_start(); ?>

```

```

<table role="presentation" width="100%" cellspacing="0" cellpadding="0"
style="border-collapse:collapse;">
    <tbody>
        <tr>
            <td style="padding:16px 0;border-bottom:1px solid #e5e7eb;">
                <?php if ($img): ?>
                    <a href="<?php echo esc_url($url); ?>">
                        
                    </a>
                <?php endif; ?>
                <a href="<?php echo esc_url($url); ?>"

style="display:block;padding-top:25px;font-weight:700;font-size:22px;line-height:1.35;color:#0f1
72a;text-decoration:none;">
                    <?php echo esc_html($title); ?>
                </a>
                <div style="font-size:14px;color:#64748b;margin-top:4px;margin-bottom:10px;">
                    By <?php echo esc_html($author); ?> · <?php echo esc_html($date); ?>
                </div>
                <?php if ($excerpt): ?>
                    <div style="font-size:16px;color:#334155;margin-top:8px;line-height:1.6;">
                        <?php echo esc_html($excerpt); ?>
                    </div>
                <?php endif; ?>
                <div style="margin-top:20px;margin-bottom:20px;">
                    <a href="<?php echo esc_url($url); ?>"
                        style="display:inline-block;padding:12px 18px;border-radius:8px;background:<?php
echo $brandBlue;
?>;color:#ffffff;text-decoration:none;font-weight:700;font-size:16px;line-height:1;">
                        Read the full article
                    </a>
                </div>
            </td>
        </tr>
    </tbody>
</table>
<?php
return trim(ob_get_clean());
};

$render_minicard = function($post_id) use ($brandBlue) {

```

```

$post_id = intval($post_id);
if (!$post_id || get_post_status($post_id) !== 'publish') return "";
$title = get_the_title($post_id);
$url = get_permalink($post_id);
$date = get_the_date('F j, Y', $post_id);
$author = get_the_author_meta('display_name', get_post_field('post_author', $post_id));
$img = get_the_post_thumbnail_url($post_id, 'large');

ob_start(); ?>
<?php if ($img): ?>
    <a href="<?php echo esc_url($url); ?>">
        
    </a>
<?php endif; ?>
<a href="<?php echo esc_url($url); ?>"

style="display:block;font-weight:700;font-size:18px;line-height:1.4;color:#0f172a;text-decoration:
none;">
    <?php echo esc_html($title); ?>
</a>
<div style="font-size:14px;color:#64748b;margin-top:4px;margin-bottom:10px;">
    By <?php echo esc_html($author); ?> · <?php echo esc_html($date); ?>
</div>
<div style="margin-top:20px;margin-bottom:20px;">
    <a href="<?php echo esc_url($url); ?>"
        style="display:inline-block;padding:12px 18px;border-radius:8px;background:<?php echo
$brandBlue; ?>;color:#ffffff;text-decoration:none;font-weight:700;font-size:16px;line-height:1;">
        Read the full article
    </a>
</div>
<?php
return trim(ob_get_clean());
};

$render_minicards_2col = function($ids) use ($render_minicard) {
    $ids = array_values(array_filter(array_map('intval', (array)$ids)));
    if (empty($ids)) return "";
    ob_start(); ?>

```

```

        <table role="presentation" width="100%" cellpadding="0" cellspacing="0"
style="border-collapse:collapse;">
        <tbody>
        <tr>
        <?php for ($i=0; $i<2; $i++): ?>
            <td width="50%" valign="top" style="padding:10px;<?php echo $i==0 ?
'padding-right:12px;' : 'padding-left:12px;'; ?>">
                <?php if (isset($ids[$i])) echo $render_minicard($ids[$i]); ?>
            </td>
        <?php endfor; ?>
        </tr>
        </tbody>
        </table>
        <?php
        return trim(ob_get_clean());
    };

    $render_list = function($ids) {
        $ids = array_values(array_filter(array_map('intval', (array)$ids)));
        if (empty($ids)) return "";
        ob_start(); ?>
        <table role="presentation" width="100%" cellpadding="0" cellspacing="0"
style="border-collapse:collapse;">
        <tbody>
        <?php foreach ($ids as $pid):
            $pid = intval($pid);
            if (!$pid || get_post_status($pid) !== 'publish') continue;
            $title = get_the_title($pid);
            $url = get_permalink($pid);
            $date = get_the_date('F j, Y', $pid); ?>
        <tr>
            <td style="padding:12px 0;border-bottom:1px solid #e5e7eb;">
                <a href="<?php echo esc_url($url); ?>"

style="font-weight:700;text-decoration:none;color:#0f172a;font-size:18px;line-height:1.4;">
                    <?php echo esc_html($title); ?>
                </a><br>
                <span style="font-size:14px;color:#64748b;"><?php echo esc_html($date); ?></span>
            </td>
        </tr>
        <?php endforeach; ?>
        </tbody>

```

```

</table>
<?php
return trim(ob_get_clean());
};

// ----- SmartCode callback -----
$callback = function ($code, $valueKey, $defaultValue, $subscriber) use (
    $render_card, $render_minicard, $render_minicards_2col, $render_list
) {
    // ----- Title-only SmartCodes (for SUBJECT) -----
    // title_latest → newest title
    if ($valueKey === 'title_latest') {
        $q = new WP_Query([
            'post_type'      => 'post',
            'posts_per_page' => 1,
            'ignore_sticky_posts' => true,
            'post_status'    => 'publish'
        ]);
        if (!$q->have_posts()) return "";
        $q->the_post();
        $title = get_the_title();
        wp_reset_postdata();
        return $title ? ": ";
    }

    // title_pick_N → Nth newest title (1-based)
    if (preg_match('/^title_pick_(\d+)$/', $valueKey, $m)) {
        $n = max(1, intval($m[1]));
        $q = new WP_Query([
            'post_type'      => 'post',
            'posts_per_page' => 1,
            'offset'         => $n - 1,
            'ignore_sticky_posts' => true,
            'post_status'    => 'publish'
        ]);
        if (!$q->have_posts()) return "";
        $q->the_post();
        $title = get_the_title();
        wp_reset_postdata();
        return $title ? ": ";
    }
}

```



```

// title_by_id_ID → title by explicit ID
if (preg_match('/^title_by_id_(\d+)$/', $valueKey, $m)) {
    $pid = intval($m[1]);
    $title = $pid ? get_the_title($pid) : "";
    return $title ? : "";
}

// ----- Body content (HTML) dynamic routes -----
// pick_N → Nth newest post as full card
if (preg_match('/^pick_(\d+)$/', $valueKey, $m)) {
    $n = max(1, intval($m[1]));
    $q = new WP_Query([
        'post_type'      => 'post',
        'posts_per_page' => 1,
        'offset'         => $n - 1,
        'ignore_sticky_posts' => true,
        'post_status'    => 'publish'
    ]);
    if (!$q->have_posts()) return "";
    $out = "";
    while ($q->have_posts()) { $q->the_post(); $out .= $render_card(get_the_ID(),
['show_excerpt' => true]); }
    wp_reset_postdata();
    return trim($out);
}

// by_id_ID → specific post as full card
if (preg_match('/^by_id_(\d+)$/', $valueKey, $m)) {
    $pid = intval($m[1]);
    return $pid ? $render_card($pid, ['show_excerpt' => true]) : "";
}

// range_A_B → A..B newest as stacked full cards
if (preg_match('/^range_(\d+)_(\d+)$/', $valueKey, $m)) {
    $a = max(1, intval($m[1]));
    $b = max($a, intval($m[2]));
    $count = $b - $a + 1;
    $offset = $a - 1;
    $q = new WP_Query([
        'post_type'      => 'post',
        'posts_per_page' => $count,
        'offset'         => $offset,

```

```

        'ignore_sticky_posts' => true,
        'post_status'        => 'publish'
    ));
    if (!$q->have_posts()) return "";
    $out = "";
    while ($q->have_posts()) { $q->the_post(); $out .= $render_card(get_the_ID(),
['show_excerpt' => true]); }
    wp_reset_postdata();
    return trim($out);
}

// ids_cards:1,2 → first two IDs as 2-col minimal cards
if (preg_match('/^ids_cards:([\d,]+)$/ ', $valueKey, $m)) {
    $ids = array_slice(array_values(array_filter(array_map('intval', explode(',', $m[1])))), 0, 2);
    return $render_minicards_2col($ids);
}

// ids_list:1,2,3 → IDs as simple list
if (preg_match('/^ids_list:([\d,]+)$/ ', $valueKey, $m)) {
    $ids = array_values(array_filter(array_map('intval', explode(',', $m[1]))));
    return $render_list($ids);
}

// ----- Original fixed routes -----
switch ($valueKey) {
    case 'single_latest': {
        $q = new WP_Query([
            'post_type'        => 'post',
            'posts_per_page'   => 1,
            'ignore_sticky_posts' => true,
            'post_status'      => 'publish'
        ]);
        if (!$q->have_posts()) return "";
        ob_start();
        while ($q->have_posts()) { $q->the_post();
            echo $render_card(get_the_ID(), ['show_excerpt' => true]);
        }
        wp_reset_postdata();
        return trim(ob_get_clean());
    }

    case 'prev2_cards': {

```

```

$q = new WP_Query([
    'post_type'      => 'post',
    'posts_per_page' => 2,
    'offset'         => 1, // skip latest
    'ignore_sticky_posts' => true,
    'post_status'    => 'publish'
]);
if (!$q->have_posts()) return "";

$sids = [];
while ($q->have_posts()) { $q->the_post(); $sids[] = get_the_ID(); }
wp_reset_postdata();

ob_start(); ?>
<table role="presentation" width="100%" cellpadding="0" cellspacing="0"
style="border-collapse:collapse;">
    <tbody>
        <tr>
            <?php for ($i=0; $i<2; $i++): ?>
                <td width="50%" valign="top" style="padding:10px;<?php echo $i===0 ?
'padding-right:12px;' : 'padding-left:12px;'; ?>">
                    <?php if (isset($sids[$i])) echo $render_minicard($sids[$i]); ?>
                </td>
            <?php endfor; ?>
        </tr>
    </tbody>
</table>
<?php
return trim(ob_get_clean());
}

```

```

case 'cards_3': {
    $q = new WP_Query([
        'post_type'      => 'post',
        'posts_per_page' => 3,
        'ignore_sticky_posts' => true,
        'post_status'    => 'publish'
    ]);
    if (!$q->have_posts()) return "";
    ob_start();
    while ($q->have_posts()) { $q->the_post();
        echo $render_card(get_the_ID(), ['show_excerpt' => true]);
    }
}

```

```

    }
    wp_reset_postdata();
    return trim(ob_get_clean());
}

case 'list_5': {
    $q = new WP_Query([
        'post_type'      => 'post',
        'posts_per_page' => 5,
        'ignore_sticky_posts' => true,
        'post_status'    => 'publish'
    ]);
    if (!$q->have_posts()) return "";
    ob_start(); ?>
    <table role="presentation" width="100%" cellpadding="0" cellspacing="0"
style="border-collapse:collapse;">
        <tbody>
            <?php while ($q->have_posts()): $q->the_post();
                $title = get_the_title();
                $url  = get_permalink();
                $date  = get_the_date('F j, Y'); ?>
                <tr>
                    <td style="padding:12px 0;border-bottom:1px solid #e5e7eb;">
                        <a href="<?php echo esc_url($url); ?>"
style="font-weight:700;text-decoration:none;color:#0f172a;font-size:18px;line-height:1.4;">
                            <?php echo esc_html($title); ?>
                        </a><br>
                        <span style="font-size:14px;color:#64748b;"><?php echo esc_html($date);
?></span>
                    </td>
                </tr>
            <?php endwhile; ?>
        </tbody>
    </table>
    <?php
    wp_reset_postdata();
    return trim(ob_get_clean());
    }
}

return "";

```

```
};
```

```
    FluentCrmApi('extender')->addSmartCode($key, $title, $shortCodes, $callback);  
});
```