

System field Merges for (ie year), tied to the instance NOT a contact record/CDO

I dream of the ability to have system field merges that can be used for thing like our footers to field merge in the year for our footers.

For example, our footers all have a copyright year. We have 7 different business units and a handful of footers, some for our operational emails some for general marketing messages. Updating all of these at once is very manual and just a pain for our end users. As an admin, we need to update these every year to make sure we have the correct copyright year. So my thought was if we could automate this. It would be nice to have this as a system field merge for "Year".

What else could we think up for having as system field merges? What else could be functional for us while we are at it?

Thanks!

Dave