

---

# Campaign Management Implementation Guide

Salesforce, Spring '24

'24





# CONTENTS

Campaign Management Implementation Guide .....	1
Prepare Campaigns .....	1
Define Campaign Goals .....	2
Determine How to Target Campaigns .....	2
Categorize Campaigns .....	3
Track Campaign Responses .....	4
Define Campaign Access .....	5
Set Up Campaigns .....	6
Campaign Picklists .....	7
Create Custom Fields .....	11
Set Up Field-Level Security (Enterprise, Unlimited, and Performance Editions) .....	11
Modify Page Layouts .....	12
Create and Modify Profiles .....	12
Set Up Campaign Sharing .....	13
Customize Campaign List Views .....	14
Customizable Campaign Influence .....	15
Manage Campaign Workflow .....	15
Create a Campaign (Strategy & Planning) .....	15
Create Target Lists .....	16
Execute a Campaign .....	16
Track Responses .....	16
Analyze Campaign Effectiveness .....	17



# CAMPAIGN MANAGEMENT IMPLEMENTATION GUIDE

This guide outlines the necessary steps to set up and use campaign management.

The guide is divided into the following major sections:

- [Preparing Campaigns](#)—Review the marketing business review questions to ensure you have the information you need to set up and use campaign management.
- [Setting Up Campaigns](#)—Configure Salesforce to begin using campaign management.
- [Managing Campaign Workflow](#)—Review the recommended steps to plan, execute, and analyze your campaigns.

## [Prepare Campaigns](#)

Before implementing campaign management, we recommend that you review the marketing business review questions in this section to ensure that you have all of the information you need to set up and use campaigns.

### [Set Up Campaigns](#)

Set up and configure your campaign.

### [Manage Campaign Workflow](#)

Managing campaigns involves the five major steps listed in this section.

## Prepare Campaigns

---

Before implementing campaign management, we recommend that you review the marketing business review questions in this section to ensure that you have all of the information you need to set up and use campaigns.

The business review questions are divided into the following sections:

- [Defining Campaign Goals](#)—Analyze your campaign goals.
- [Determining How to Target Campaigns](#)—Analyze who you want to target with your campaigns.
- [Categorize Campaigns](#)—Categorize your campaigns so that you will have the relevant data for future campaign analysis.
- [Track Campaign Responses](#)—Determine the different channels by which prospects will respond to your campaigns.
- [Define Campaign Access](#)—Decide who in your organization should have access to campaigns.

### [Define Campaign Goals](#)

Do you want to use your campaign to generate leads or build your brand?

### [Determine How to Target Campaigns](#)

Decide which groups, contacts, or leads you want to target with your campaign.

### [Categorize Campaigns](#)

One of the key benefits of campaign management is that you can use reports to analyze statistics based on the types of campaigns you run. So, consider how you want to analyze and report on your campaigns during the planning stage of implementation. For example, you can analyze whether web seminars or trade shows are a better use of your marketing dollars. Using custom campaign fields, you can categorize your campaigns so that you can easily compare and report on which types are the most effective.

### [Track Campaign Responses](#)

You can track campaign responses in various ways, like Web forms, phone, email, and so on.

### [Define Campaign Access](#)

Determine and define which groups and teams you want to allow access to your campaign.

## Define Campaign Goals

Do you want to use your campaign to generate leads or build your brand?

### What are your campaign goals?

Campaigns usually have one of the following primary goals:

- Lead generation

Lead generation campaigns include direct mail, email blasts, web seminars, conferences, and trade shows. These types of campaigns directly generate new prospects. In Salesforce, you can easily track the effectiveness of each campaign in terms of the amount of new business generated.

- Brand building

Brand-building campaigns include print advertisements, billboards, and radio advertisements. These types of campaigns may not generate direct responses, so the calculation of campaign ROI may not be as straightforward.

If you want to analyze your marketing budget by campaign goal, we recommend that you add a custom campaign picklist called `Campaign Goal` to track the primary goal of each campaign. This picklist should include values such as Brand building, Lead generation, and any other campaign goals your organization might have.

## Determine How to Target Campaigns

Decide which groups, contacts, or leads you want to target with your campaign.

### To whom do you typically market your products and services?

In general, there are two main groups to whom you can market:

- Existing customers

You can use Salesforce contact reports to create target lists of customers for direct mail, email blasts, or other types of campaigns.

- Prospects, including:

- Existing leads. These are individuals that have already been entered as leads in Salesforce. You can use Salesforce lead reports and list views to create target lists of existing leads for a campaign.
- New leads. New leads can include anything from names on business cards that you acquired at a conference or a list of names that your organization has purchased or rented. You can add leads individually to Salesforce or use the Data Import Wizard to import a list of names as leads and directly associate them with a particular campaign.

### What information do you use for creating target lists?

When marketing to existing contacts or leads, you can use Salesforce reports to create your target lists. You should determine what criteria you typically use to segment your target lists. Common criteria include:

- Geography
- Title (for example, CFO, Director of Sales)


- Industry
- Company size
- Installed products/services
- Previous campaign and response history

If the lead or contact pages don't currently include the type of information you need to create targeted lists, you can create custom lead or contact fields to record this information. You should also be familiar with how to create lead or contact reports that segment names according to your criteria.

## Categorize Campaigns

One of the key benefits of campaign management is that you can use reports to analyze statistics based on the types of campaigns you run. So, consider how you want to analyze and report on your campaigns during the planning stage of implementation. For example, you can analyze whether web seminars or trade shows are a better use of your marketing dollars. Using custom campaign fields, you can categorize your campaigns so that you can easily compare and report on which types are the most effective.

Campaign hierarchies provide a powerful categorization tool. A campaign hierarchy, which is a group of related campaigns associated with one another via the Parent Campaign field, includes aggregate statistics that you can use to analyze the health of your marketing programs or initiatives.

 **Note:** Many of the recommended custom fields don't apply to all types of campaigns; therefore, you don't want to make them required fields within the campaign page layouts.

## What specific types of campaigns do you run?

The Type field on your campaign indicates the general method or channel for your campaigns, such as Direct Mail or Referral Program. To organize the types of campaigns that your business runs, customize the picklist for this field. When marketers monitor campaign performance, they can use the Type field to see how specific campaign types are performing against others.

## Are you using campaign hierarchies?

If your organization is using campaign hierarchies, consider creating a `Hierarchy Level` custom picklist that includes all hierarchy levels, such as Tactic, Program, and Initiative. If each campaign is assigned to the appropriate hierarchy level, you can use campaign-hierarchy statistic fields to report on all the campaigns at any level. Each campaign in a hierarchy can have one parent and a parent can have an unlimited number of children. A maximum of five hierarchy levels are allowed in a campaign hierarchy. You can add campaign members to any level in the hierarchy.

## Do you want to see how campaigns are influencing your opportunities?

If you want to see how your campaigns are influencing opportunities, consider setting up Campaign Influence. Campaign influence tracks pipeline and revenue for multiple campaigns, and ties all campaigns of a contact role to that opportunity for pipeline and ROI reporting. This is especially helpful for longer deal cycles when more than one campaign contributes to a closed deal or a converted lead.

## Do some campaigns target a specific product or service?

If some campaigns focus on different aspects of your business, you can create a custom campaign picklist called `Product` or `Focus Area` to categorize your campaigns based on their focus. This allows you to track the marketing programs for a particular product or service.

## What types of advertisements do you run?

If your organization runs different types of advertisements, you can track which types are the most effective. You can create a custom campaign picklist called `Ad Type` with values such as Magazine, Newspaper, Online, and Billboard. Tracking this information for all advertising campaigns enables you to compare the effectiveness of different advertising channels. For example, you could create a campaign report subtotaled by `Type` and then further subtotaled by `Ad Type` to analyze the effectiveness of different advertising campaigns by channel.

## What publications or media do you use for ads?

A key component of tracking the effectiveness of your campaigns is knowing which types of publications and which specific publications generate the most prospects and the most business. We recommend you create two custom campaign picklists for advertisement campaigns:

- `Publication Type` — Include values such as Magazine, Newspaper, and Online News.
- `Specific Publication` — Include the names of the publications your organization uses, for example, Fortune, USA Today, and Business Week.

## Do you use multiple agencies to create marketing materials?

If your organization uses different agencies to create advertisements, graphics, or other creative material, you can track which agency was used for each campaign. You can create a custom campaign picklist called `Creative Source` to track which agency created the campaign materials. Be sure to include a value of "In-house" to mark campaigns that were designed by your Marketing team.

## What creative pieces do you use in your campaigns?

You might want to track which graphic or image was used in a particular advertisement or mailing. This can help you determine which images are the most effective marketing tools. You can create a custom campaign picklist called `Creative Piece` to track the different creative pieces that your organization uses. Add every major image your organization uses to this picklist.

## What offers do you use?

Determine what types of high-level offers your organization uses, such as whitepapers, demos, webinars, and live events, then create a custom campaign picklist that includes these offers. You can also create dependent picklists that include the titles of specific offers so you can track which offers were used in each campaign as well as their overall effectiveness.

## Do you do any partner marketing?

If your organization runs marketing campaigns with your partners, you can track which partner was involved in a particular campaign. We recommend you create two custom campaign picklists for partners:

- `Partner Type` — Include values for the types of partners your organization has; for example, Service Partner and Technology Partner.
- `Partner Name` — Include the names of all of your partners.

## Track Campaign Responses

You can track campaign responses in various ways, like Web forms, phone, email, and so on.



## What channels do customers and prospects use to respond to a campaign?

Some common response channels include:

- Web form
- Phone
- Personal email
- Registration/attendance for a conference, trade show, or Web seminar

## What are your campaign Member Status values?

Every campaign has a specific outcome. In Salesforce, the values in the `Member Status` picklist capture campaign outcomes. Customize your member status values to represent the possible outcomes for your campaigns. For example, for an event campaign, your member status values may include Sent, No Response, Registered, Registered - Attended, Registered - No Show, and Registered - Canceled.

## What types of responses do your campaigns elicit?

Every campaign normally includes a “call to action” for the customer or prospect; for example, “Call our sales team at 1-800-DIAL-US.” The type of call to action determines how customers and prospects respond, and in addition, it determines how you track those responses.

The types of responses can be divided into the following groups based on the response tracking mechanism:

- **Website Response.** Customers and prospects respond by filling in a form on your website. Campaigns that might elicit this type of response include:
  - Conference or Web seminar with online registration
  - Any campaign that directs individuals to a form on your website

To track these types of responses, you can use Salesforce Web-to-Lead functionality to create a form for your landing page. You will want to include the `Campaign ID` and `Member Status` fields in the Web-to-Lead setup and have your webmaster hide these fields so that you can track the values but prospects are not aware of them.

- **Individual Manual Update.** Customers and prospects respond via phone or mail. Typically, responses come in one-by-one rather than in bulk. Common responses of this type include:
  - A call to your sales team or other department
  - A card that customers and prospects mail to your office

To track these types of non-automated responses, a sales or marketing team member can manually update the Campaign History for the lead or contact in Salesforce.

- **Mass Update.** Another type of response is any response that you track in an offline list. Common examples include:
  - Trade show attendance tracked in an Excel spreadsheet
  - Email responses that have been collated into a list by your email agency

The names contained in these offline lists can be imported into Salesforce as new campaign members. With the campaign import wizards, you can directly associate a lead or a contact with a particular campaign, and specify their individual responses to each campaign. You can also mass update the status of campaign members using the campaign update wizard.

## Define Campaign Access

Determine and define which groups and teams you want to allow access to your campaign.

## Which groups of users should have access to campaigns?

Before setting up campaign management, you need to determine who should have access to campaigns. By default, all users have read access to campaigns, while only users with the `Marketing User` checkbox selected on their user record can create, edit, or delete campaigns. Consider the following information when determining campaign access:

- Marketing Users can view, create, edit, and delete campaigns as long as they have the “Read,” “Create,” “Edit,” and “Delete” permissions for campaigns.
- Marketing Users can run campaign reports and configure advanced campaign setup, which includes managing letterheads, HTML email templates, and public documents.
- Users with the `Marketing User` checkbox selected can mass manage campaign membership.
- To use the campaign import wizards, users must have the `Marketing User` checkbox selected on the user detail page for Professional, Enterprise, Unlimited, Performance, and Developer Editions. They must also have the “Import Leads” permission in Enterprise, Unlimited, Performance, and Developer Editions.
- Users that don't have the `Marketing User` checkbox selected only have access to view campaigns and advanced campaign setup, edit the Campaign History for a single lead or contact, and run campaign reports if they have the “Read” permission for campaigns.
- You can segment campaign visibility between organizational units by customizing the campaign sharing model. For instance, if you only want non-marketing users to view campaigns in their region, campaign sharing can be used to meet this need.

## What access should your marketing team have to leads, accounts, contacts, and opportunities?


At a minimum, your marketing team should have read access to all leads, contacts, and opportunities that could be associated with campaigns. See [Setting Up Campaign Sharing](#) for more information about campaign access.

## Set Up Campaigns

---


Set up and configure your campaign.

Follow these steps to set up and configure campaign management for your organization. Your answers to the business review questions in [Preparing Campaigns](#) should guide your setup choices.

 **Note:** If you don't have access to perform this setup, ask your administrator to make these changes.

Campaign management setup involves the following steps:

- [Add or delete values from the standard campaign picklists](#)
- [Create custom fields](#)
- [Modify field-level security to show or hide campaign fields \(Enterprise, Unlimited, and Performance Editions\)](#)
- [Modify page layouts to organize campaign fields and related lists on detail and edit pages](#)
- [Modify user profiles to control user access to campaigns \(Enterprise, Unlimited, and Performance Editions\)](#)
- [Set the organization-wide sharing default for campaigns and create any necessary sharing rules](#)
- [Modify the campaign list views to show any custom information you need to access](#)
- Optionally, set up campaign influence to see how your campaigns influence opportunities

 **Note:** If you have Enterprise, Unlimited, or Performance Edition, you can create a copy of your organization in a separate environment to test your customizations before implementing them in your Salesforce organization.

### [Campaign Picklists](#)

If necessary, you can modify the values in standard campaign picklists. In particular, consider modifying the `Type` and `Member Status` picklists to include only the values your organization needs.

### [Create Custom Fields](#)

Create custom fields for your campaigns.

### [Set Up Field-Level Security \(Enterprise, Unlimited, and Performance Editions\)](#)

You can set field-level security to restrict a user's ability to view and edit specific fields on detail and edit pages and in list views, reports, Connect Offline, search results, and when synchronizing data.

### [Modify Page Layouts](#)

You can modify page layouts to organize the fields and related lists on the page and control which fields users see on detail and edit pages.

### [Create and Modify Profiles](#)

You can modify which page layouts apply to users with the Marketing User profile.

### [Set Up Campaign Sharing](#)

Customize your campaign sharing model to fit the level of visibility your users should have.

### [Customize Campaign List Views](#)

You can create customized list views to provide quick access to campaigns based on specific criteria. For example, create a list view to show all direct mail campaigns or modify the standard list views to include some of your custom fields.

### [Customizable Campaign Influence](#)

Campaign Influence is a tool that helps you attribute a percentage of success to influential campaigns. Two versions are available: Campaign Influence 1.0 for Salesforce Classic and Customizable Campaign Influence for Classic and Lightning Experience. The customizable version offers more flexibility in how you assign influence to your marketing activities.

## Campaign Picklists

If necessary, you can modify the values in standard campaign picklists. In particular, consider modifying the `Type` and `Member Status` picklists to include only the values your organization needs.

For more information, see [Categorize Campaigns](#) on page 3.

### [Customize Campaign Types](#)

The `Type` field on your campaign indicates the general method or channel for your campaigns, such as Direct Mail or Referral Program. To organize the types of campaigns that your business runs, customize the picklist for this field. When marketers monitor campaign performance, they can use the `Type` field to see how specific campaign types are performing against others.

### [Campaign Member Statuses](#)

Campaigns can help you monitor prospects as they interact with your marketing assets. After a person or an account is added as a campaign member, users can apply a member status that reflects their recent activity. To allow users to create a member status at any time, a Salesforce admin must add a related list to campaign records.

## Customize Campaign Types

The Type field on your campaign indicates the general method or channel for your campaigns, such as Direct Mail or Referral Program. To organize the types of campaigns that your business runs, customize the picklist for this field. When marketers monitor campaign performance, they can use the Type field to see how specific campaign types are performing against others.


The default values on the Type field are Advertising, Direct Mail, Email, Telemarketing, Banner Ads, Seminar/Conference, Public Relations, Partners, Referral Program, and Other.

You can also create dependent picklists to define subcategories of your campaigns. When you customize the Type picklist values, try to use 10 or fewer values.

 **Note:** The Record type field makes certain picklist values available only to certain user groups. If you plan to manage picklist access with record types, set up the record types before your other picklist values.

Check out Salesforce Help: [Tailor Business Processes to Different Users Using Record Types](#)

1. From Setup, open Object Manager, and in the Quick Find box, enter *Campaign*.  
If you're using Salesforce Classic, open Setup, and in the Quick Find box, enter *Campaign*.
2. Select **Campaign**, and click **Fields & Relationships**.
3. Find and select **Type**.
4. Edit the picklist values or add a picklist value.
5. To create a dependent type, click **New** under Field Dependencies.

 **Example:** Ami's company places ads in many places. She uses the default picklist value Advertising and then creates a dependent picklist. The dependent picklist includes Billboards, Transit, Print, and Digital. She's also considering adding a second dependent picklist under Digital to track efforts on social media versus traditional websites.

### [Customize Campaign Types in Lightning Experience](#)

For your campaigns, you can set up campaign types to categorize the kinds of campaigns your business runs.

### [Customize Campaign Types in Salesforce Classic](#)

For your campaigns, you can set up campaign types to categorize the kinds of campaigns your business runs.

## Customize Campaign Types in Lightning Experience

For your campaigns, you can set up campaign types to categorize the kinds of campaigns your business runs.

1. From Setup, enter *Object Manager* in the Quick Find box. Then click **Object Manager**.
2. Click **Campaign**.
3. Click **Fields & Relationships**.
4. Click the **Type** field.
5. Modify the campaign type picklist values as needed.

### USER PERMISSIONS

To view campaigns:

- Read on campaigns

To customize member status values:

- Edit on campaigns

AND

**Marketing User**  
selected in User Detail

### USER PERMISSIONS

To view campaigns:

- Read on campaigns

To customize type values:

- Edit on campaigns

AND

**Marketing User**  
selected in User Detail

## Customize Campaign Types in Salesforce Classic

For your campaigns, you can set up campaign types to categorize the kinds of campaigns your business runs.

1. From Setup, enter *Campaigns* in the Quick Find box. Then click **Campaigns**.
2. Under Campaigns, click **Fields**.
3. Click the **Type** field.
4. Modify the campaign type picklist values as needed.

### USER PERMISSIONS

To view campaigns:

- Read on campaigns

To customize type values:

- Edit on campaigns

AND

**Marketing User**

selected in User Detail

## Campaign Member Statuses

Campaigns can help you monitor prospects as they interact with your marketing assets. After a person or an account is added as a campaign member, users can apply a member status that reflects their recent activity. To allow users to create a member status at any time, a Salesforce admin must add a related list to campaign records.

### Planning for Campaign Member Statuses

Before you start using campaign member statuses, think about your campaign types and which statuses you want to include for each type. For example, statuses for an event can include Invited, Registered, and Attended. Do you want to include Declined or No Show? For consistency, we recommend that you create a single set of campaign member statuses for each type of campaign that you run. Document the statuses for internal use.

To allow users to create their own campaign member statuses, an admin adds the Campaign Member Statuses related list to campaign records.

### USER PERMISSIONS

To create, edit, or delete campaign member statuses:

- Read and Edit on campaigns

AND

**Marketing User**

selected in User Detail

## Using the Campaign Member Status Field


From a campaign's Campaign Member Statuses related list, users can create a status, select a default status, and indicate whether the status is considered a response. Salesforce tallies response records together in the Responses in Campaign field.

When someone interacts with your campaign, their member status doesn't change automatically. After you create campaign member statuses, you can apply a status to campaign member records manually, in bulk, or with Account Engagement automation tools.

You can use the Campaign Member Status field to filter and sort your campaign data. For example, target your audiences based on campaign member status, or generate reports to track RSVPs or awareness.

## Updating Campaign Member Statuses

If you plan to use campaign member status as a filtering mechanism in reporting or automation, don't edit the available member statuses and their settings. If you change the status value or its response setting, it can cause problems where the status is in use and trigger statistics recalculation throughout your reports.

 **Tip:** To encourage consistency, document your default campaign statuses for internal users. You can also use the Clone with Related tool to copy a campaign and its member statuses the next time you create a similar campaign.

### [Customize Campaign Member Statuses in Lightning Experience](#)

For each campaign, you can set up member status values to suit the campaign type.

### [Customize Campaign Member Statuses in Salesforce Classic](#)

Define the statuses members can have in each of your campaigns.

## Customize Campaign Member Statuses in Lightning Experience

For each campaign, you can set up member status values to suit the campaign type.

To see the Campaign Member Statuses related list, your admin must add it to campaign page layouts.

1. To add a status, click **New** in the Campaign Member Statuses related list.
2. To change which status is the default, click **Change Default Status**.
3. To change a status name, click **Edit** next to the status.
4. To change whether the status counts as responded, click **Edit** next to the status.  
Members with statuses that count as “Responded” are tallied in the `Responses in Campaign` field on the campaign.

## Customize Campaign Member Statuses in Salesforce Classic

Define the statuses members can have in each of your campaigns.

### Defining Member Status Values

New campaigns have two default member status values: “Sent” and “Responded”. You can edit the values and create more according to how you want to track campaign members.

1. Click **Advanced Setup** on a campaign detail page.
2. Click **Edit**.
3. Update the existing entries or add new values.
4. To add entries, click **Add More**. You can add up to 50 entries.
5. Select one entry as the “Default” value.
6. Choose which values count as “Responded.” Members with statuses that count as “Responded” are tallied in the `Responses in Campaign` field on the campaign.

### Replacing Member Status Values

You can globally replace the `Member Status` values for each campaign member. For example, you decide that “Attended” is a more appropriate value than “Showed Up.”

1. Click **Advanced Setup** on a campaign detail page.
2. Click **Replace** in the Member Status Values related list.
3. Enter the value you want to change, and select the new value.
4. Click **Save**.

#### USER PERMISSIONS

To view campaigns:

- Read on campaigns

To customize member status values:

- Edit on campaigns

AND

**Marketing User**  
selected in User Detail

#### USER PERMISSIONS

To view campaigns:

- Read on campaigns

To customize member status values:

- Edit on campaigns

AND

**Marketing User**  
selected in User Detail

 **Note:** If you replace member status values, all campaign records are updated regardless of your sharing access to the related contacts or leads. Replacing the campaign member status doesn't recalculate roll-up summary fields or fire workflows, triggers, or validation rules.

## Create Custom Fields

Create custom fields for your campaigns.

Based on your answers to the questions in [Define Campaign Goals](#), create custom fields for your campaigns.

1. From the object management settings for campaigns, find the fields area.
2. Click **New** in the Custom Fields section of the page.
3. Follow the wizard to create custom fields.

## Set Up Field-Level Security (Enterprise, Unlimited, and Performance Editions)

You can set field-level security to restrict a user's ability to view and edit specific fields on detail and edit pages and in list views, reports, Connect Offline, search results, and when synchronizing data.

Field-level security is set separately for each profile or permission set. Field-level security is available in Enterprise, Unlimited, Performance, and Developer Editions only.

To set field-level security:

1. From Setup, enter *Profiles* in the **Quick Find** box, then select **Profiles** or enter *Permission Sets* in the **Quick Find** box, then select **Permission Sets**.
2. Select a profile or permission set to change the field access for users assigned to that profile or permission set. For example, select the Standard User profile to hide sensitive campaign information from non-marketing users. Users who don't have the **Marketing User** checkbox selected on their personal information page have access to view, but not edit, campaigns, so you may want to hide any sensitive fields.
3. Depending on which user interface you're using, do one of the following:
  - Permission sets or enhanced profile user interface—In the **Find Settings...** box, enter the name of the object you want and select it from the list. Click **Edit**, then scroll to the Field Permissions section.
  - Original user interface—In the Field-Level Security section, click **View** next to the tab you want to modify, and then click **Edit**.
4. Specify the field's access level. The setting labels differ depending on which user interface you're using.

Access Level	Enabled Settings in Permission Sets and Enhanced Profile User Interface	Enabled Settings in Original Profile Interface
Users can read and edit the field.	Read and Edit	Visible
Users can read but not edit the field.	Read	Visible and Read-Only
Users can't read or edit the field.	None	None

The field access settings apply throughout Salesforce. The settings also override any less-restrictive field settings on the page layouts.

5. Click **Save**.

To use campaign hierarchy fields, you must enable them using field-level security. The fields include:

- Total Num Sent in Hierarchy
- Total Expected Revenue in Hierarchy
- Total Budgeted Cost in Hierarchy
- Total Actual Cost in Hierarchy
- Total Leads in Hierarchy
- Total Converted Leads in Hierarchy
- Total Contacts in Hierarchy
- Total Opportunities in Hierarchy
- Total Won Opportunities in Hierarchy
- Total Value Won Opportunities in Hierarchy
- Total Value Opportunities in Hierarchy
- Total Responses in Hierarchy

If you're a Professional Edition user, you can access these fields by adding them to the campaign page layout.

## Modify Page Layouts


You can modify page layouts to organize the fields and related lists on the page and control which fields users see on detail and edit pages.

For example, you can modify the contact and lead page layouts to display the Campaign History related list and campaign fields, and modify the opportunity page layouts to display the Campaign Influence related list and campaign fields.

Professional Edition organizations have only one page layout for each object, so any modifications will affect all users. Enterprise, Unlimited, Performance, and Developer Edition organizations can have a different campaign page layout for each type of user (for example, for each profile).

To modify page layouts:

1. From the object management settings for campaigns, contacts, leads, or opportunities, go to Page Layouts.
2. Modify the page layout as needed.

 **Tip:** Consider adding the `Member First Associated` and `Member First Responded` fields to the Campaign History related list. These fields allow you to see the date that a member was added to the campaign and the date a member initially responded to the campaign.

## Create and Modify Profiles

You can modify which page layouts apply to users with the Marketing User profile.

You can also modify other profiles to restrict campaign access. The ability to modify and create profiles is available in Professional, Enterprise, Performance, Unlimited, and Developer Editions.

To create and modify profiles:

1. From Setup, enter `Profiles` in the `Quick Find` box, then select **Profiles**.
2. Click the name of an existing profile to modify it, or click **New Profile**.
3. For each profile, select a campaigns page layout to determine how the campaign pages will display for users with that profile.
4. For each custom profile, determine whether to show or hide the Campaigns tab. The tab settings for the standard profiles cannot be changed.



5. For each custom profile, select which permissions to enable. The permission settings for the standard profiles cannot be changed.

## Set Up Campaign Sharing

Customize your campaign sharing model to fit the level of visibility your users should have.

You must have the `Marketing User` checkbox selected to create, edit, delete, transfer, or share campaigns. In addition, only Marketing Users can mass manage campaign membership. Review the following information before setting up campaign sharing:

- If campaign hierarchy statistics are enabled, a user can see aggregate data for a parent campaign and all the campaigns below it in the hierarchy regardless of whether that user has sharing rights to a particular campaign within the hierarchy. Therefore, when creating your organization's campaign sharing strategy, consider whether you want users to see aggregate hierarchy data. If not, you can choose to omit any or all of the campaign hierarchy statistics fields from the Campaign Hierarchy related list
- In Performance, Enterprise, Performance, Unlimited, and Developer Editions, designate all users as `Marketing Users` when enabling campaign sharing. This simplifies administration and troubleshooting because access can be controlled using sharing, profiles, and permission sets.
- When a single user, such as a regional marketing manager, owns multiple campaigns and needs to segment visibility between business units, share campaigns manually instead of using sharing rules. Sharing rules apply to all campaigns owned by a user and don't allow segmenting visibility.
- Create all campaign sharing rules prior to changing your organization-wide default to reduce the affect the change has on your users.
- To share all campaigns in your organization with a group of users or a specific role, create a sharing rule that applies to campaigns owned by members of the Entire Organization public group.
- Minimize the number of sharing rules you need to create by using the Roles and Subordinates option instead of choosing a specific role.

## Define the Campaign Sharing Model


To set your campaign sharing model:

1. From Setup, enter *Sharing Settings* in the `Quick Find` box, then select **Sharing Settings**.
2. Click **Edit** next to **Organization Wide Defaults**.
3. Choose a sharing model for **Default Campaign Access**. The options are:
  - Full Access—All users can view, edit, transfer, delete, and report on all records.
  - Public Read/Write—All users can view, edit, and report on all records.
  - Public Read Only—All users can view and report on records but not edit them.
  - Private—Only campaign owners, their managers, and administrators have access to view, edit, and report on their campaigns.
4. Click **Save**.

## Create Campaign Sharing Rules

If you have chosen a Public Read Only or Private sharing model for campaigns, create sharing rules to further extend campaign access to the users who need it.

1. From Setup, enter *Sharing Settings* in the `Quick Find` box, then select **Sharing Settings**.
2. Click **New** in the Campaign Sharing Rules related list.

3. Enter the **Label Name** and **Rule Name**. The Label is the sharing rule label as it appears on the user interface. The Rule Name is a unique name used by the API and managed packages.
  4. Select a rule type.
  5. Depending on the rule type you selected, do the following:
    - **Based on record owner**—In the `owned by members of` line, specify the users whose records will be shared: select a category from the first drop-down list and a set of users from the second drop-down list (or lookup field, if your organization has over 200 queues, groups, roles, or territories).
    - **Based on criteria**—Specify the Field, Operator, and Value criteria that records must match to be included in the sharing rule. The fields available depend on the object selected, and the value is always a literal number or string. Click **Add Filter Logic...** to change the default AND relationship between each filter.
-  **Note:** To use a field that's not supported by criteria-based sharing rules, you can create a workflow rule or Apex trigger to copy the value of the field into a text or numeric field, and use that field as the criterion.
6. In the `Share with` line, specify the users who get access to the data: select a category from the first drop-down list and a set of users from the second drop-down list or lookup field.
  7. Select the sharing access setting for users.

Access Setting	Description
Read Only	Users can view, but not update, records.
Read/Write	Users can view and update records.
Full Access	Any user in the selected group, role, or territory can view, edit, transfer, delete, and share the record, just like the record's owner. With a Full Access sharing rule, users can also view, edit, delete, and close activities associated with the record if the organization-wide sharing setting for activities is Controlled by Parent.

8. Click **Save**.

## Customize Campaign List Views

You can create customized list views to provide quick access to campaigns based on specific criteria. For example, create a list view to show all direct mail campaigns or modify the standard list views to include some of your custom fields.

1. Navigate to the Campaigns tab.
2. To show a filtered list of items, select a predefined list from the `view` drop-down list, or click **Create New View** to define your own custom views. To edit or delete any view you created, select it from the `view` drop-down list and click **Edit**.
3. Give the list view a name.
4. Select `All campaigns` or `My campaigns` to restrict the list to campaigns owned by the user viewing the list.
5. Set the criteria for the list view. For example, set `Type equals Direct Mail` to create a list view of all direct mail campaigns.
6. Select the fields to display in the list view. You can choose any standard or custom campaign fields.

7. Set the visibility to `Visible to all users` to make the list view public.
8. Click **Save** to finish.

## Customizable Campaign Influence

Campaign Influence is a tool that helps you attribute a percentage of success to influential campaigns. Two versions are available: Campaign Influence 1.0 for Salesforce Classic and Customizable Campaign Influence for Classic and Lightning Experience. The customizable version offers more flexibility in how you assign influence to your marketing activities.

Download the PDF Implementation Guide: [Campaign Influence Implementation Guide](#)

## Manage Campaign Workflow

---

Managing campaigns involves the five major steps listed in this section.

For each campaign, we recommend that you follow these steps to make your marketing programs and post-campaign analysis more effective.

1. [Create a campaign in Salesforce](#)
2. [Create a list of individuals you'll target with the campaign](#)
3. [Run the campaign either online or offline](#)
4. [Track responses to the campaign](#)
5. [Create reports to analyze campaign effectiveness](#)

### [Create a Campaign \(Strategy & Planning\)](#)

After determining your marketing strategy, the first step is to create a campaign in Salesforce.

### [Create Target Lists](#)

The next step is to define who you want to target with the campaign. Some campaigns don't target individuals; for example, a banner posted on a third-party website is a campaign without members.

### [Execute a Campaign](#)

The majority of campaign execution occurs outside of Salesforce.

### [Track Responses](#)

After execution, you need to track the responses to the campaign.

### [Analyze Campaign Effectiveness](#)

The final step is to analyze the effectiveness of the campaign using reports and campaign statistics. You can track information such as the number of leads generated, the amount of opportunities tied to the campaign, the amount of business generated from the campaign, and more.

## Create a Campaign (Strategy & Planning)

After determining your marketing strategy, the first step is to create a campaign in Salesforce.

- Select **Campaign** from the Create New drop-down list in the sidebar.
- Within the campaign record, make sure to select or enter values for all of the standard and custom fields that apply to the type of campaign you are creating. The information you record is vital for post-campaign analysis of which types of campaigns are the most effective.

## Create Target Lists

The next step is to define who you want to target with the campaign. Some campaigns don't target individuals; for example, a banner posted on a third-party website is a campaign without members.

If your campaign is targeting individuals, it is important to create a focused target list that has been segmented according to criteria that will yield the most high-quality prospects. The method used to create a target list depends on who the campaign will be targeting:


To target existing leads or contacts:

- Rented or Purchased Names. We recommend that you don't import these names into Salesforce at this time. You can simply use the list of names as your target list.
  - Existing contacts or leads. To target existing leads or contacts, you can use the **Add to Campaign** button on Salesforce reports and list views to add campaign members and specify their statuses.
1. Create a custom lead or contact report.
  2. In the "Select Criteria" step, enter up to three criteria to segment the report data. For example, to target all CFOs at Healthcare and Insurance companies with an annual revenue greater than \$1 billion, you would enter this criteria:
    - "Title equals CFO"
    - "Industry equals Healthcare, Insurance" [Comma indicates OR]
    - "Annual Revenue greater than 1B" ['B' indicates billion]
  3. Run the report and click **Add to Campaign**.

## Execute a Campaign

The majority of campaign execution occurs outside of Salesforce.

Campaign execution can be online or offline, for example:

- Online
  - Send email using an email execution vendor
  -  **Note:** Salesforce has partnered with a number of email execution vendors that can link directly with campaign management. Contact Salesforce for more information.
  - Web banners
  - Search Engine Marketing such as Google Adwords
  - Event registration
- Offline
  - Plan and host a conference or trade show
  - Run print or radio advertisements
  - Send direct mail pieces

## Track Responses

After execution, you need to track the responses to the campaign.

The types of responses can be divided into the following groups based on the response tracking mechanism:

- Online Responses

Customers and prospects respond by filling in a form on your website, such as a web seminar registration or a special promotion jump page.

To track these types of responses, use a Web-to-Lead form to create a landing page for the campaign. Make sure to include the `Campaign ID` field when generating the HTML for the Web-to-Lead form. All responses are created as leads in Salesforce, and if the form includes the `Campaign ID` field value, the leads are directly associated to the campaign. To find your campaign ID, click on the campaign you have created. The last 15 digits in the URL represent the campaign ID. You can also include the `Member Status` field in the Web-to-Lead form. This field is "hidden" in the form (that is, it is not visible to campaign respondents), and it specifies the member status value to apply to all leads that respond via the web form. If you don't include this field in the web form, all new leads are assigned to the "default" member status specified in the campaign setup.

- Individual Manual Update

Customers and prospects respond via phone or mail, for example, a call to the sales team or a mail response card. To track these types of non-automated responses, a sales or marketing team member can manually update the Campaign History for the lead or contact in Salesforce.

- Mass Update

If the person executing the campaign has sufficient privileges in Salesforce, he or she can use reports and list views to quickly update the statuses of multiple campaign participants at one time. To track these types of responses, a sales or marketing team member can run a custom contact or lead report and click **Add to Campaign** to select a new status for those campaign members. Alternatively, a sales or marketing team member can display a lead or contact list view, select the appropriate leads or contacts, and click **Add to Campaign** to select the new status for those campaign members.

- Offline Response

Another type of response is any response that you track in an offline list, for example, trade show attendance or email responses from your email vendor. Import the offline list into Salesforce via the campaign **Member Import** option. Using the campaign import wizards, you can directly associate a lead or a contact with the campaign.

-  **Note:** To use the campaign import wizards, users must have the `Marketing User` checkbox selected on the user detail page for Professional, Enterprise, Unlimited, Performance, and Developer Editions. They must also have the Import Leads permission in Enterprise, Unlimited, Performance, and Developer Editions.

## Analyze Campaign Effectiveness

The final step is to analyze the effectiveness of the campaign using reports and campaign statistics. You can track information such as the number of leads generated, the amount of opportunities tied to the campaign, the amount of business generated from the campaign, and more.

In addition, you can track campaign statistics over time, for example, the number of times a particular contact has responded to campaigns or the ROI for all types of advertisements. If you're using campaign influence, you can also see how your campaigns are contributing to opportunities.

- Review Campaign Statistics

Campaign statistics on the campaign detail are automatically recalculated every time a campaign is saved. Some campaign statistics include `Responses`, `Number of Opportunities`, and `Amount of Won Opportunities`. Campaign hierarchy statistic fields, such as `Total Responses in Hierarchy`, `Total Opportunities in Hierarchy`, and `Total Value Won Opportunities in Hierarchy`, provide aggregate data for a parent campaign and all the campaigns below it in the campaign hierarchy.

- Run Campaign Reports

From the Reports tab, you can run several types of custom campaign reports as well as the following standard campaign reports:

- Use the Campaign Leads or Campaign Contacts reports to list the leads or the contacts associated with your campaigns.
- Use the Campaign Call Down report (single campaign) or the Campaigns with Campaign Members report (multiple campaigns) to show information about leads and contacts.
- Run the Campaign Member Analysis report to summarize information about who has responded to campaigns.
- Use the Campaign Revenue Report to analyze which opportunities have resulted from your campaigns. You can also analyze products and revenue schedules in this report.
- The Campaign ROI Analysis Report calculates the ROI and average costs for your campaigns. The ROI is calculated as the net gain (**Total Value Opps - Actual Cost**) divided by the **Actual Cost**. The ROI result is expressed as a percentage.
- Use the Campaigns with Influenced Opportunities report to view opportunities that are influenced by each of your campaigns.
- Use the Campaign Member report to view the members of campaigns.