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# Marketing Cloud Campaigns

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# CAMPAIGNS IN MARKETING CLOUD ENGAGEMENT

Plan, coordinate, and measure cross-channel campaigns in real time using campaign tags. You can create campaigns from emails, mobile messages, landing pages, and data extensions, or events such as automations.

## [Create a Campaign in Marketing Cloud Engagement](#)

Create a campaign in the Campaigns app.

## [Campaign Tags in Marketing Cloud Engagement](#)

Use tags in Marketing Cloud Engagement to categorize campaigns by any criteria, such as geography, marketing tactic, and product line.

## [Campaign Associations in Marketing Cloud Engagement](#)

A campaign association is a channel-specific message, content, or activity you want to include in the campaign.

## [Engagement Campaign FAQs](#)

Learn about where to find things and how to use the Campaigns app in Marketing Cloud Engagement.

## Create a Campaign in Marketing Cloud Engagement

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Create a campaign in the Campaigns app.

1. Open the Campaigns app, and click **Create Campaign**.
2. Perform these actions on the Create New Campaign page.
  - a. Give your campaign a name that makes it easy to identify. You can enter up to 50 characters.
  - b. Add an optional description to identify the purpose of the campaign.
  - c. Assign a calendar color to your campaign.
  - d. Choose when to begin the campaign.
  - e. Choose a campaign owner.
  - f. Assign the campaign an optional unique code so that you can identify it in your reports.
  - g. If you use tags to organize and track campaigns, select the tags.
3. Save the campaign.

SEE ALSO:

[Edit or Delete a Campaign in Marketing Cloud Engagement](#)

[Add or Remove Campaign Associations in Marketing Cloud Engagement](#)

[Edit or Delete a Campaign in Marketing Cloud Engagement](#)

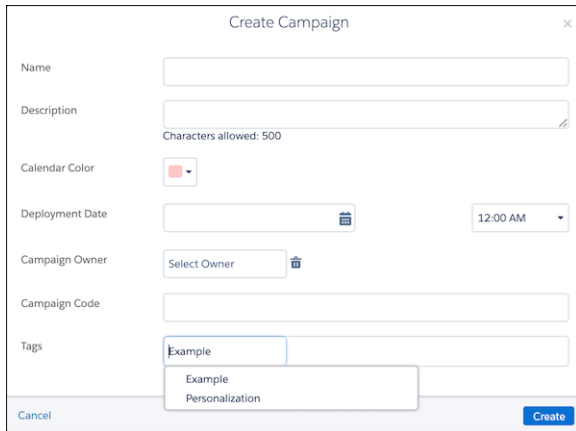
## Campaign Tags in Marketing Cloud Engagement

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Use tags in Marketing Cloud Engagement to categorize campaigns by any criteria, such as geography, marketing tactic, and product line.

For example, each campaign for a monthly newsletter can have the tag “newsletter.” You can aggregate campaign analytics with the “newsletter” tag in reports. See [Campaign Email Tracking](#) and [Multi-Campaign Email Tracking Summary](#).

Create campaigns and add tags to new or existing campaigns on the Campaign Overview page. You can associate multiple tags to a campaign and add or remove them at any time.



### [Filter Campaign Tags in Marketing Cloud Engagement](#)

Learn about filtering tags for campaigns in Marketing Cloud Engagement.

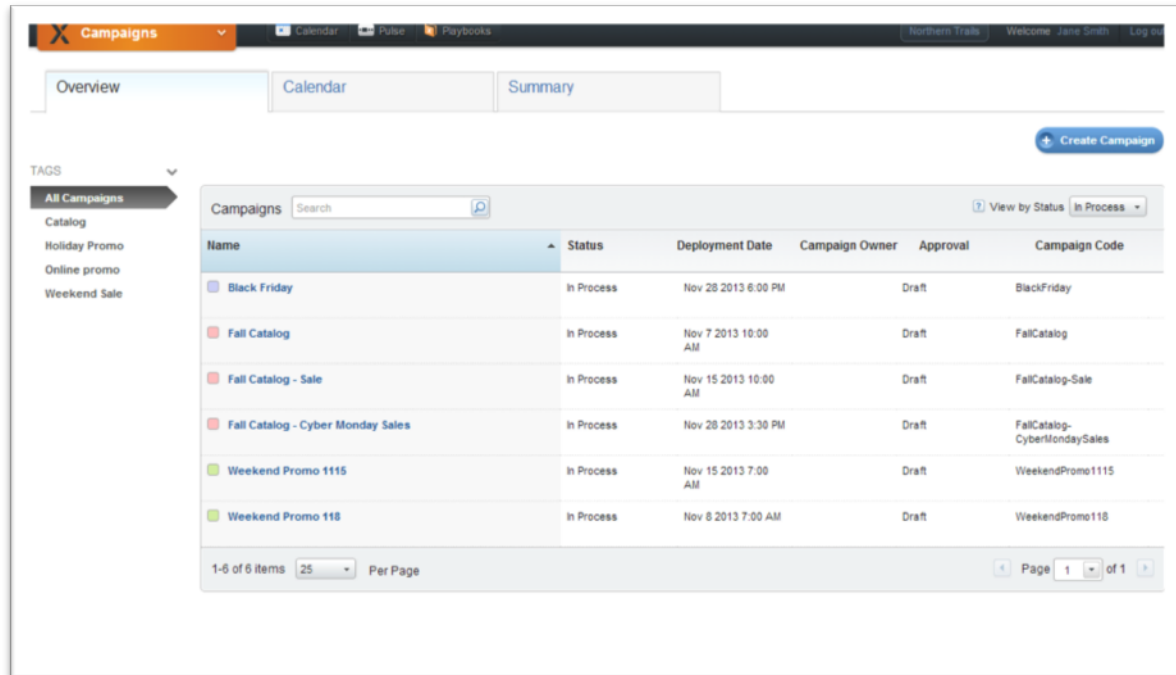
### SEE ALSO:

[Create a Campaign in Marketing Cloud Engagement](#)

## Filter Campaign Tags in Marketing Cloud Engagement

Learn about filtering tags for campaigns in Marketing Cloud Engagement.

## Overview Filtering with Tags



You can filter your view of the campaign overview list based on tags.

Selecting a tag filter displays the campaigns associated with that tag.

## Calendar Filtering with Tags

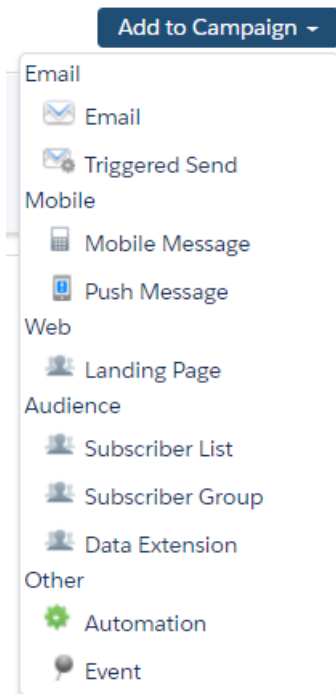
You can filter your view of the campaign planning calendar based on tags. Selecting a tag filter displays the campaigns that are related to that tag.

## Campaign Associations in Marketing Cloud Engagement

A campaign association is a channel-specific message, content, or activity you want to include in the campaign.

Campaign associations are cross-channel objects used to build campaigns and help you do these other tasks.

- Organize the associations needed to execute a campaign
- Plan messaging in the short and long-term future
- Act as parameters for analytics around a marketing objective



#### [Add or Remove Campaign Associations in Marketing Cloud Engagement](#)

You can add or remove an association to a campaign from the Campaigns app or from the app where the association lives.

#### [Edit or Delete a Campaign in Marketing Cloud Engagement](#)

You can edit or delete a campaign.

#### SEE ALSO:

[Add or Remove Campaign Associations in Marketing Cloud Engagement](#)

[Create a Campaign in Marketing Cloud Engagement](#)

## Add or Remove Campaign Associations in Marketing Cloud Engagement

You can add or remove an association to a campaign from the Campaigns app or from the app where the association lives.

### Add an Association to a Campaign

1. On the Campaigns Overview page, select a campaign.
2. Click **Add to Campaign**, and select a campaign association from the list.
3. Go to the item that you want to add as an association and select it. A check mark appears next to the item. Click again to remove it.
4. Click **Finished**.

When you add an association to a campaign, only the future activity for that association is associated with the campaign.

### Remove an Association from a Campaign

1. On the Campaigns Overview page, select the campaign that you want to remove the association from.



2. In the campaign's storyboard, hover over the association name and click **Remove from Campaign**.
3. Click **Remove**.

Removing an association from a campaign doesn't delete the association. It's still available in Engagement.

## Edit or Delete a Campaign in Marketing Cloud Engagement

You can edit or delete a campaign.

1. To edit a campaign, select it on the Campaigns Overview page, click the edit icon, and then edit the campaign. Changes are saved automatically.
2. To delete a campaign, select it on the Campaigns Overview page, click the delete icon, and then click **Confirm**.

To delete a campaign, users must have delete permissions.



**Warning:** Deleting a campaign removes all associations and then deletes the campaign from the system. Tagged objects aren't deleted.

## Engagement Campaign FAQs

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Learn about where to find things and how to use the Campaigns app in Marketing Cloud Engagement.

### Where are my old Campaigns? I don't see them on the campaign Overview tab.

Campaigns that contain an email that has been sent automatically have their status set to Deployed. By default, the Overview tab only shows Campaigns with a status of In Process. To view older campaigns that have a status of Deployed, simply adjust the filter in the upper left.

Setting the campaign status to Deployed now happens automatically when associated emails are sent. This feature was enabled in January 2014.

### What's the difference between the campaign Overview tab and the Campaign Summary tab?

The campaign Summary tab is the campaigns list view originally implemented when Campaigns launched. It has columns for Campaign Code, Last Activity, and Next Activity. The campaign Overview tab has a column for Campaign Status, Deployment Date, Campaign Owner, and, if enabled, Approval status.

### What's the difference between the Campaign status and Approvals status columns on the Campaign Overview?

Campaign status has two options: In Process or Deployed. Each campaign starts by default in the In Process state. After the first job is sent, the status changes to Deployed. The approval status displays these states on the Approvals tab: Draft, Submitted, Reviewed, Approved, Returned, and Withdrawn.

## What's the difference between the Campaign Planning Calendar and the calendar in Marketing Cloud Engagement?

You use the Campaign Planning Calendar to schedule future campaigns. The calendar in Marketing Cloud Engagement shows past, current, and near future activity, past sends, and scheduled sends.

## Why don't I see my storyboard data when I open a campaign?

To load the storyboard data for a campaign, open the campaign and click **STORYBOARD**.

## Can I associate a campaign to a Salesforce data extension?

No, data extensions that live in the Salesforce data extension folder aren't available to relate to a campaign.