Creating a Campaign Product

What is the purpose of campaign products?

Campaign products are the most efficient way to group and display your collection of campaigns. Using campaign products, you can provide a step-by-step approach to guide your partners through the marketing funnel. Instilling the knowledge and the confidence to help them make the most out of their marketing activities.

How do I create them?

Before creating a campaign product, you must first create individual assets and set up the campaigns you want to include within the product. Once complete, follow these steps:

1. Create a campaign product shell and select desired attributes and filters
2. Add campaigns to the campaign product
3. Publish and share with partner accounts

(Note: while you can include multiple campaigns in a campaign product, each campaign can belong to only one product).

What will I do in this lesson?

By the end of this lesson, you will be able to do the following:

- Initiate a campaign product
- Create campaign product settings
- Add resources (this is an optional step)
- Add campaigns to the campaign product
- Publish a campaign product (This step is for **reference only.** Publish files for partner use. **Do not publish practice content created during this onboarding program**.)

To complete this lesson, you must download the assets located within the **Packaging your Content** Block**.** Once downloaded, save each item to your local drive.

Steps

INITIATE A CAMPAIGN PRODUCT

1 In **Content Manager**, from **Current Program**, select **Setup Content**.

2 From the header, select **Products.**

3 Select **New Product**. The Product Information page opens.
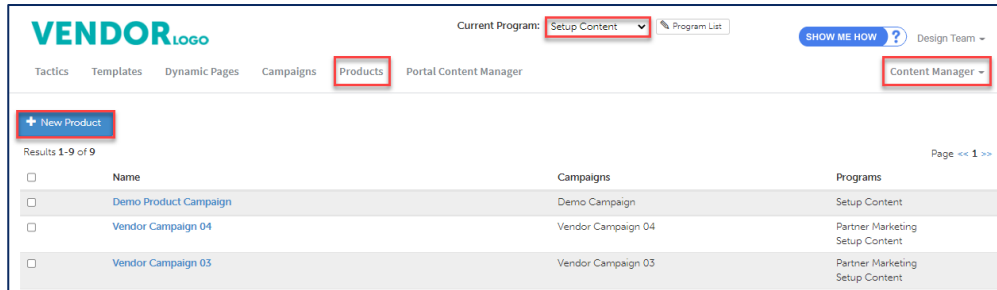
CREATE CAMPAIGN PRODUCT SETTINGS

1 In the **Name** field, type **My Practice Campaign Product.**

2 In the **Long Description** text field, type **This is my practice campaign product. It contains all the practice assets I created during my onboarding.** (Note: The long description allows for a maximum of 600 characters. This field is required based upon your system's current configuration. You may not see a Long Description field.)

3 In the **Short Description** field, type **This is my practice campaign product.** (Note: The Short Description allows for a maximum of 90 characters and is a mandatory field)

4 In **Thumbnail,** click **Choose File**. Then, navigate to where the **Product_Image.jpg file** is stored. (Note: this image is included in your download package.)

5 In **Language**, select **English**.

6 In What programs would you like to use this product in?, select Setup Content.

7 In What Attributes would you like to set for this product?, in Languages, select English (United States). Then in Marketing Focus, select All.

8 Click Save.

ADD RESOURCES TO CAMPAIGN PRODUCT

1 Select the **Resources** tab.

2 In the **Upload resource** file, in the box, click or drag and drop **the resource**. (Note: this file is included in your download package.)
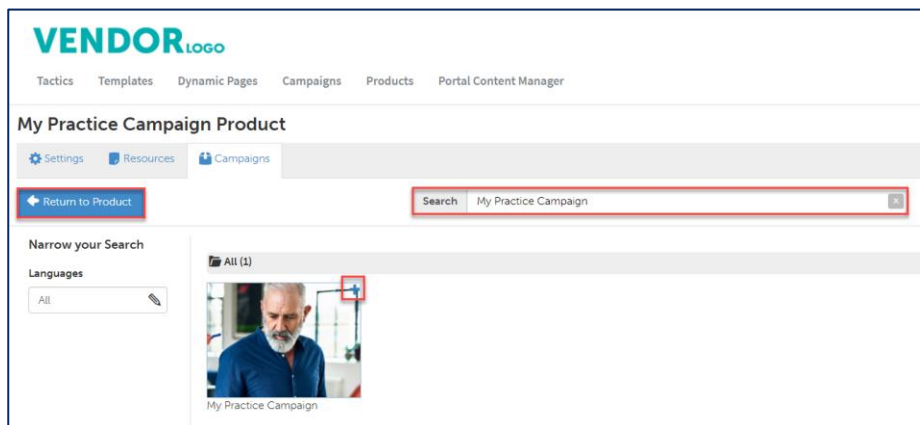
ADD CAMPAIGNS TO CAMPAIGN PRODUCT

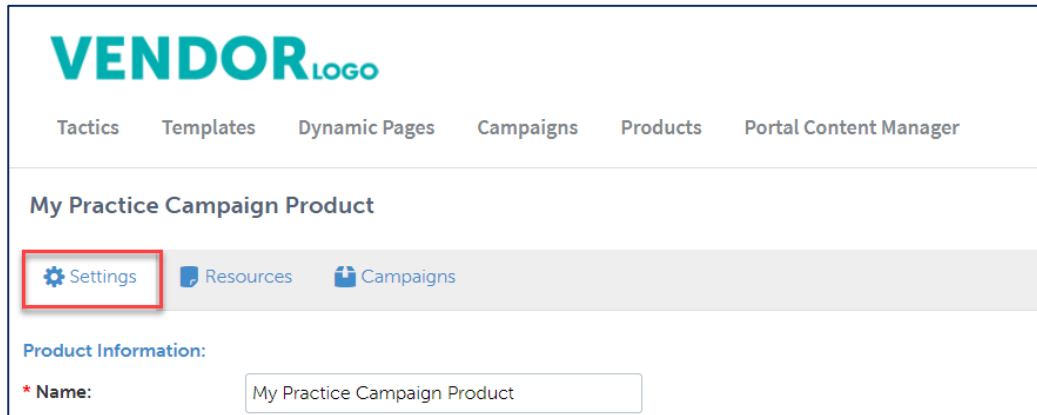**1**   In the Campaigns tab, click Browse Campaigns.
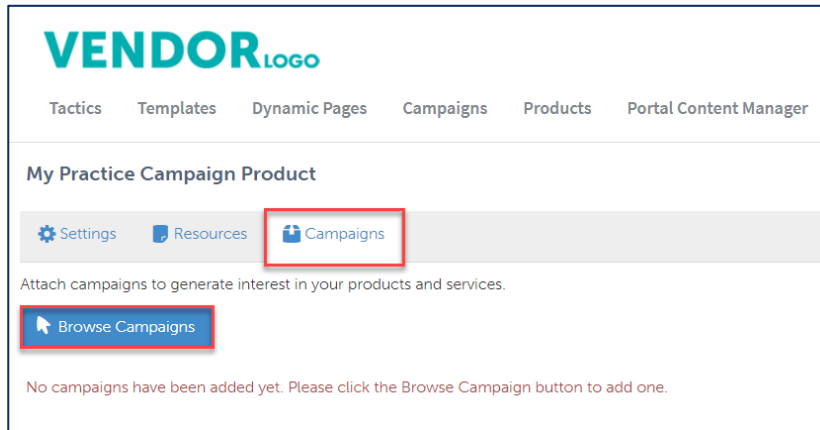
2   In the Search bar, type My Practice Campaign. Then in the top right corner of the box, click the + sign. A green bar appears noting that the campaign has been added.

3   Click Return to Product.

PUBLISH CAMPAIGN PRODUCTS (THIS STEP IS FOR REFERENCE ONLY)

1   From the toolbar, click **Settings**.

2   From **What programs would you like to use this campaign in,** select the **appropriate program**. (in most cases, this will be Partner Marketing).

   Note: All tactics and campaigns must be published before publishing campaign products.

3   Click Save.