

## Planning Campaigns in Publish

With campaigns in Publish, you can equip your teams with the inspiration, assets, and framework required to execute successful social marketing campaigns across your local markets.

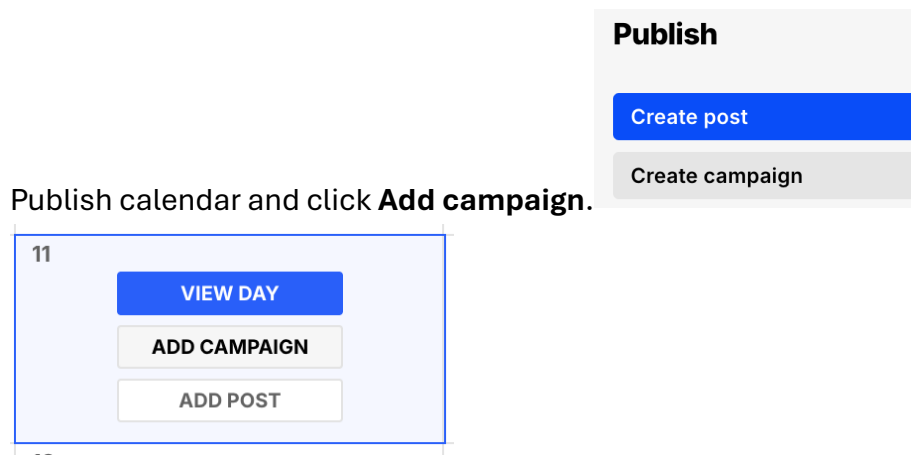
Publish campaigns will house all all of your preferences, such as the theme of the content you'll be running, the start and end date, the tone of voice, and the exact assets and copy to be used while the campaign is running. In the Publish calendar, your campaigns will display as a banner for the duration of the timeframe you select.

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### Creating a campaign

All Social Media Management users can create, edit, and delete campaigns. Here's how you create one:

1. Within Publish, click **Create campaign** from the top left or navigate to a day in the



Publish calendar and click **Add campaign**.

2. In the Create campaign window, you will specify a title, a color, and the timeframe the campaign should run. Fill out the Description field with all information needed for your colleagues to successfully execute on the campaign. Add any relevant labels and check the **Apply labels to Stock** checkbox to have your labels automatically carry over to the content created from the campaign's stock items.

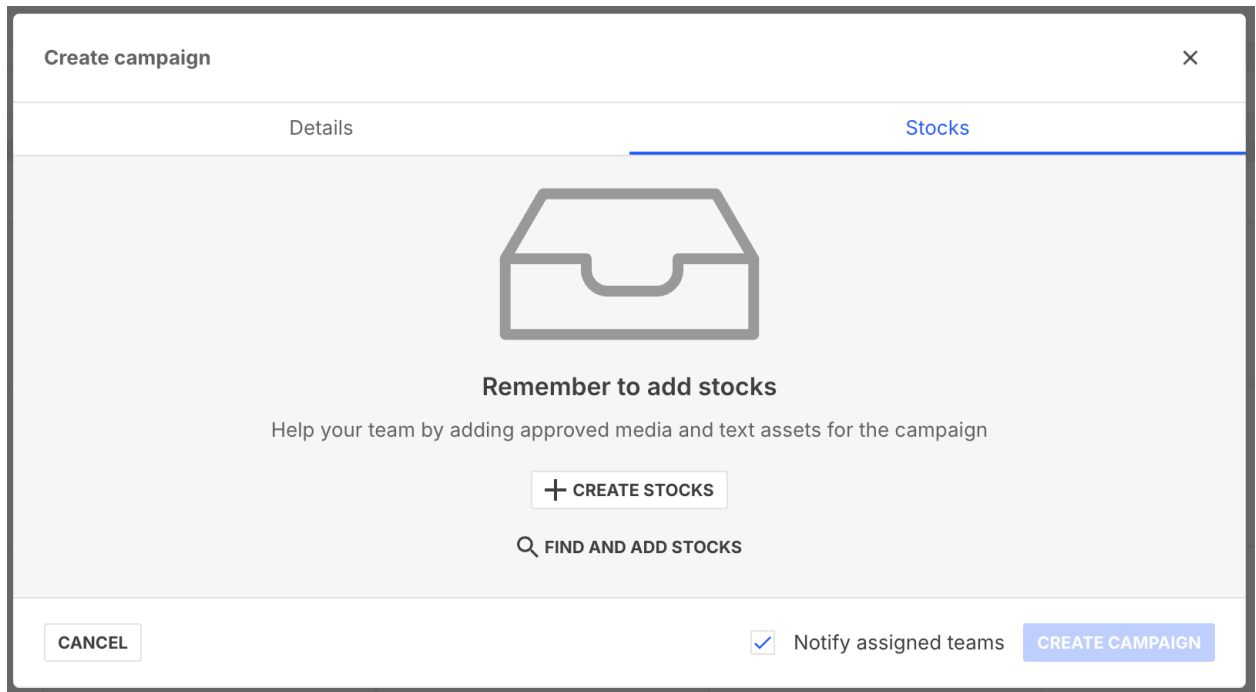
Tip:

You can use [Smart Labels](#) to auto promote all content created from the stock items of your campaign.

Specify the teams responsible for running the campaign. Only users in those teams will see the campaign in their Publish calendar. Optionally, you can select a user to receive a

reminder and specify when the reminder email should be sent. Lastly, you can check the **Notify assigned teams** checkbox in the bottom right to notify your selected teams via email that the campaign was created.

3. Switch to the **Stocks** tab and select stock items to be used by your local teams in the campaign. You can either create new stock items by adding brand new assets from cloud or local storage, or add existing assets from the [Content Pool](#). Be sure to click **Create Stock** in the bottom right to save each asset.



The screenshot shows a 'Create campaign' dialog box with a close button (X) in the top right corner. It has two tabs: 'Details' and 'Stocks', with 'Stocks' being the active tab. The main area of the 'Stocks' tab features a large icon of a folder with a document inside. Below this icon, the text reads 'Remember to add stocks' followed by 'Help your team by adding approved media and text assets for the campaign'. There are two buttons: '+ CREATE STOCKS' and 'FIND AND ADD STOCKS'. At the bottom of the dialog, there is a 'CANCEL' button on the left, a checked checkbox for 'Notify assigned teams' in the center, and a 'CREATE CAMPAIGN' button on the right.

4. Click **Create campaign** in the bottom right once your campaign information is ready.

Your campaign will now be available in the Publish calendar and can be used by the assigned teams to create content from. Any assigned user can edit or delete the campaign

for all other users.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11 Alanna's campaign	12	13	14
15 Alanna's campaign	16	17	18	19	20	21
22 Alanna's campaign	23	24	25	26	27	28

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### Editing or copying a campaign

Clicking on a campaign in the Publish calendar will allow you to edit it at any time. If you apply any changes, be sure to click **Save changes**. If desired, you can click **Copy** to copy the campaign.

Note:

Please be aware that users who wish to edit a campaign must be a part of **all** teams the campaign is assigned to. If they are only members of some teams on the campaign, they will be able to see the campaign but unable to edit it.

Edit campaign

X

Details

Stocks

Title\*

August - Back to school campaign

Duration

3 AUG 2023-17 AUG 2023

<

>

☒ All day

Description

Add campaign description

😊

Labels

back\_to\_school\_campaign X

Add labels

☒ Apply labels to stock

Teams\*

Aalborg Bakery X

Assign to teams

Reminders

ADD REMINDER

DELETE

COPY

SAVE CHANGES

A copied campaign will include any pre-filled data you included in the original campaign. You may make any changes needed and click **Save changes** to save your copied campaign

to the Publish calendar.

Create campaign

×

Details

Stocks

Title\*

Copy of August - Back to school campaign

✓

Duration

9 JUL 2024-23 JUL 2024

<

>

☒ All day

Description

Add campaign description

😊

Labels

back\_to\_school\_campaign

×

Add labels

☒ Apply labels to stock

Teams\*

Aalborg Bakery

×

Assign to teams

Reminders

ADD REMINDER

CANCEL

☒ Notify assigned teams

CREATE CAMPAIGN

If you make changes to a campaign before copying it, you will see options to either **Save changes** or **Save and Copy**.

Edit campaign

Details

Stocks

Title\*

August - Back to school campaign 2023

Duration

3 AUG 2023-17 AUG 2023

<

>

☒ All day

Description

Add campaign description

Labels

back\_to\_school\_campaign

Add labels

☒ Apply labels to stock

Teams\*

Aalborg Bakery

Assign to teams

Reminders

ADD REMINDER

DELETE

☒ Notify assigned teams about changes

SAVE & COPY

SAVE CHANGES

## Creating content from campaigns

To create or schedule posts using the stock items in a campaign, you can click the campaign in the Publish Calendar and navigate to the **Stock Items** tab. All assets provided there can be [copied to a new post](#) in the Publish Editor. Any media assets, text, and labels are automatically copied over. The post can be assigned to a Channel and can be edited in the Publish Editor like any other content.