STEPS BY STEPS MARKETINGLIST

<https://www.microsoft.com/en-us/dynamics/crm-customer-center/get-started-with-crm-marketing.aspx>

http://www.trideapartners.com/blog/2014/10/sla-enhancements-microsoft-dynamics-crm-2015/

<http://www.trideapartners.com/blog/2014/10/microsoft-dynamics-crm-2013-marketing-module/>

<http://technomalak.blogspot.in/2013/12/step-by-step-crm-2013-step-6-working.html>

1. Marketing automation supports campaign execution through campaign activities that are used to distribute emails, phone calls, and other activities to qualified customers. Each campaign activity may include a set of marketing lists of existing or potential customers. Bulk email may result in the responses from the customers that are captured in a campaign response record.
2. If you plan to distribute only one type of the activity, such as an email, use a quick campaign. The results of a quick campaign are captured in the quick campaign log.

## [Campaigns and Quick Campaigns](javascript:void(0))

1. A campaign or a quick campaign can be used to accomplish the following:

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* Create campaign activities to communicate with a customer, such as sending an email, a letter, or making a telephone call.
* Use marketing lists to distribute the campaign activities. Marketing lists are usually assembled based on certain criteria, such as customers that previously bought a particular product or used a particular service.
* Analyze campaign responses to the campaign activities.

The following table compares campaigns and quick campaigns: