

Campaign Management



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Campaign management is the planning, executing, tracking and analysis of direct marketing campaigns. These tasks span the entire lifecycle of a marketing campaign, from inception to launch to evaluation of result.



The process of campaign management involves an understanding of what are the expected benefits of the campaign, budgeting and costing of the campaign while ensuring that all needful resources are met and finally evaluating the effect of the campaign on the target market.

Campaign plan is a plan to achieve an objective, usually of a large-scale over an extended period of time. It usually coordinates many activities and uses of resources involving multiple organizations. A campaign plan could also have subordinate objectives or intermediate milestones and is often broken down by phases.

Campaign Management Tools :-

- Hubspot
- MailChimp
- Drip
- Constant Contact
- EmailOctopus
- Encharge
- Trello
- Quorum