

# Campaigns

## Overview

**Campaigns** represent specific marketing efforts linked to a source. For example, a Facebook campaign running for a specific project during a specific period.

| Name           | From       | To         | Budget | Target | Actions                            |
|----------------|------------|------------|--------|--------|------------------------------------|
| projectNewCamp | 2025-08-01 | 2025-08-31 | 5000   | 100    | Edit Online Landingpage View Leads |

## Campaigns List

The campaigns page displays:

| Column         | Description                                       |
|----------------|---|
| <b>Name</b>    | Campaign name.                                    |
| <b>From</b>    | Campaign start date.                              |
| <b>To</b>      | Campaign end date.                                |
| <b>Budget</b>  | The allocated budget for this campaign.           |
| <b>Target</b>  | The lead target number.                           |
| <b>Actions</b> | Edit, Online, Landingpage, or View Leads buttons. |

Clicking into a campaign shows a detailed breakdown including leads per state, gender, segment, age group, tags, lead cost, spent, and achieved.

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# How to Add a New Campaign

Click **Add New** and fill in:

| Field                   | Required                 | Description                         |
|-------------------------|--------------------------|-------------------------------------|
| <b>Name</b>             | <input type="checkbox"/> | Campaign name.                      |
| <b>Content</b>          | Optional                 | Description of the campaign.        |
| <b>Purpose</b>          | Optional                 | Goal of the campaign.               |
| <b>From</b>             | <input type="checkbox"/> | Start date.                         |
| <b>To</b>               | <input type="checkbox"/> | End date.                           |
| <b>Budget</b>           | <input type="checkbox"/> | Allocated budget.                   |
| <b>Target</b>           | <input type="checkbox"/> | Target number of leads.             |
| <b>Campaign Type</b>    | Optional                 | Type of campaign.                   |
| <b>Campaign Purpose</b> | Optional                 | Purpose category.                   |
| <b>Campaign Area</b>    | Optional                 | Geographic area targeted.           |
| <b>Target Size</b>      | Optional                 | Size of the target audience.        |
| <b>Target Audience</b>  | Optional                 | Description of the target audience. |
| <b>District</b>         | Optional                 | Specific district targeted.         |
| <b>Files / Gallery</b>  | Optional                 | Upload supporting files or images.  |

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