

Campaign Planning & Management

Plan, execute, and track marketing campaigns with structured workflows and real-time visibility.

Specification

SKU	BUS-MKT-CMP
Solution area	Business Operations
Works with	Marketing Requests, Content & Asset Management, Sales CRM, Campaign Performance & Marketing Analytics
Updated	Sep 26, 2026
Datasheet	v1.0

What it is

Campaign Planning & Management is the process of organizing, executing, and tracking marketing campaigns across channels and teams. It ensures that campaigns are delivered on time, aligned with strategy, and coordinated across stakeholders.

SmartSuite’s Campaign Planning & Management solution provides a structured, scalable system to plan, coordinate, and execute marketing campaigns across teams. It enables organizations to move from fragmented spreadsheets, disconnected tools, and ad hoc coordination to a centralized, workflow-driven campaign system.

With a centralized campaign system, marketing teams gain full visibility into campaign status, timelines, ownership, and deliverables.

Core capabilities

Campaign Planning & Timeline Management

Define campaign schedules, milestones, and timelines.

Task & Deliverable Management

Track campaign activities and responsibilities.

Campaign Status & Progress Tracking

Monitor campaign readiness and execution.

Campaign Calendar & Visibility

View all campaigns across teams and channels in one place.

Asset & Content Integration

Link campaign assets, content, and deliverables.

Cross-Team Collaboration

Align marketing, sales, and operations teams.

Cross-Channel Campaign Coordination

Manage campaigns across email, events, digital, and more.

Workflow Automation & Notifications

Automate campaign execution and coordination.

Dashboards & Campaign Reporting

Provide visibility into campaign performance.

The Campaign Lifecycle

Step 1 Plan Campaign Strategy Define objectives, audience, and scope.	Step 2 Build Campaign Timeline & Assets Organize tasks, content, and deliverables.	Step 3 Execute Campaign Across Channels Launch and manage campaign activities.	Step 4 Track Progress & Coordination Monitor execution and resolve issues.	Step 5 Analyze Performance & Optimize Review results and improve future campaigns.
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Who it is for

Marketing Teams Plan and execute campaigns across channels.	Marketing Operations Teams Coordinate workflows and manage execution.	Content Teams Create and manage campaign assets.
Sales Teams Align on campaign-driven pipeline.	Product Marketing Manager (PMM) Drive messaging and positioning.	Executive Leadership Monitor campaign performance and ROI.

Works with

Marketing Requests Captures campaign-related requests and priorities.	Content & Asset Management Provides campaign content and deliverables.
Sales CRM Tracks conversion from campaign to pipeline.	Campaign Performance & Marketing Analytics Measures campaign effectiveness.

Built differently. Campaign Planning & Management runs on the same relational platform as every other SmartSuite product, so its records link to the risks, controls, issues and evidence they affect, and every report reflects the current state rather than a copy.

See it working with your data

Ask your SmartSuite account team for a demo of Campaign Planning & Management configured for your organization, or read the full product entry at smartsuite.com/products/campaign-planning-management.

Schedule a demo