

Add to SFDC Campaign



FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)



Note

Only available when integrated with Salesforce.

Overview

This flow step can be used in Marketo campaigns or as a single flow step to add people as leads in a Salesforce campaign. If the lead does not yet exist in Salesforce, it will automatically be synced over and added to the campaign with the specified status.

1 - Add to SFDC Campaign

Add Choice

Campaign: Select...

Status: Select...

Usage

1. Find and select the Salesforce campaign you want to add your leads to.

1 - Add to SFDC Campaign

Campaign: Select... Status: Select...

May_Camp1
May_Camp10
May_Camp14

Add Choice

Tip

If you can't see a Salesforce campaign in the Campaign list:

1. Make sure the [campaign sync](#) is enabled.
2. Confirm that your [Marketo Sync User](#) is a [Marketing User](#) in Salesforce.

Tip

You can use Salesforce campaign [My Tokens](#) to make program cloning easier.

2. Select the Salesforce campaign member status you want to assign to leads when they're added.

1 - Add to SFDC Campaign

Campaign: May_Camp1 Status: Select...

Responded
Sent

Add Choice

Caution

If a person is already a lead member of the Salesforce campaign, they will be skipped and their status will NOT be updated. You can use [change their status in an SFDC campaign](#) instead.

