

# Sync an SFDC Campaign with a Program

Marketo allows you to sync your programs with Salesforce campaigns to maintain the same list of people in both systems, including their statuses. Let's get started!

### Prerequisites

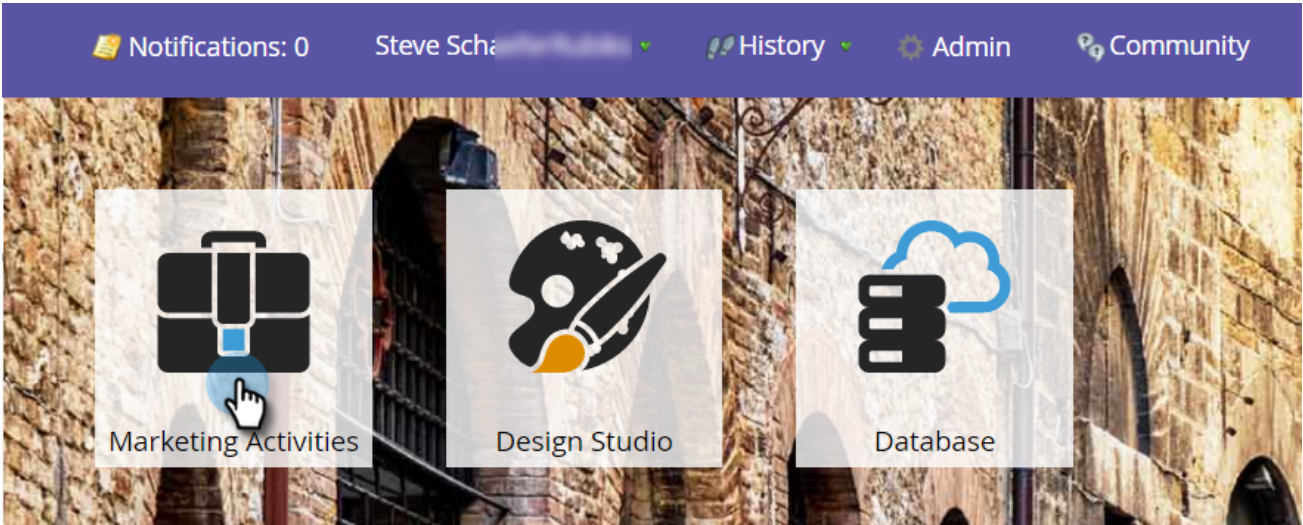
You will need to [enable Salesforce campaign sync](#) first.



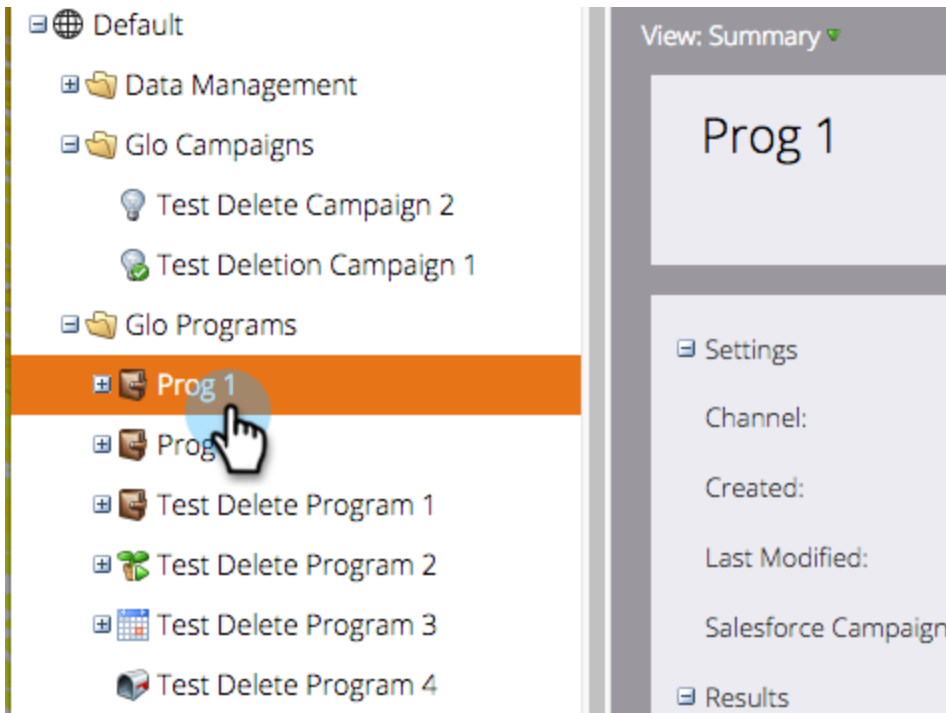
### Caution

When syncing an SFDC campaign with a Marketo program, the implied SFDC actions (e.g., add to SFDC Campaign, Sync to SFDC) will be disabled for child campaigns of the program.

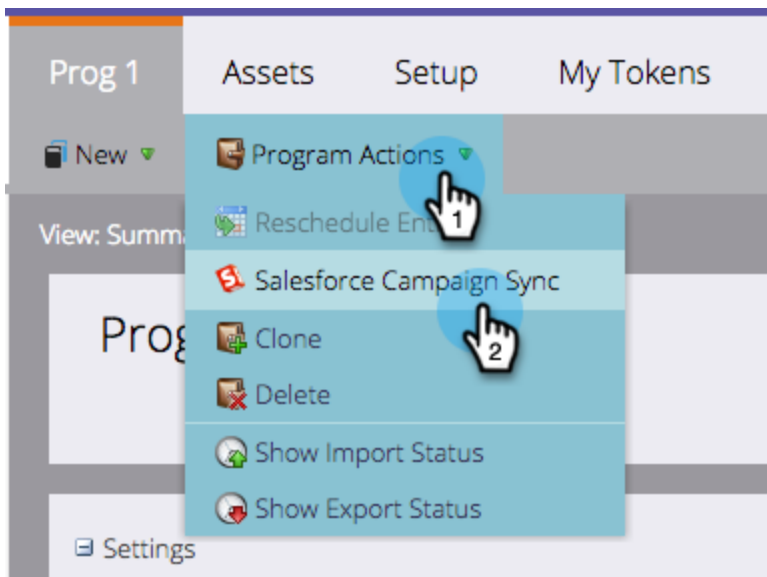
1. Go to **Marketing Activities**.



2. Select your program.



3. Click **Program Actions**, then select **Salesforce Campaign Sync**.



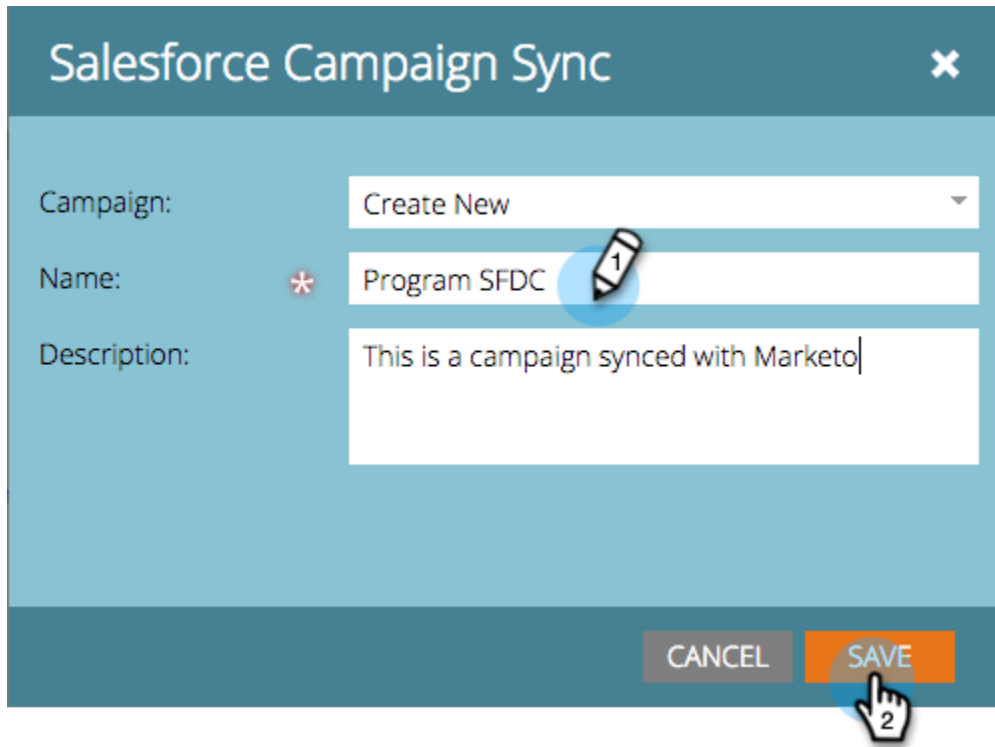
4. Select **Create New** or choose an existing Salesforce campaign.

## Tip

If you select an existing Salesforce campaign, make sure to [match the program statuses of the Salesforce campaign and the Marketo program](#).



5. Enter a name for the new campaign and click **Save**.



The screenshot shows a 'Salesforce Campaign Sync' dialog box. It has a dark blue header with the title and a close button. The form contains three fields: 'Campaign:' with a dropdown menu set to 'Create New'; 'Name:' with a text input field containing 'Program SFDC' and a red asterisk icon to its left; and 'Description:' with a text area containing 'This is a campaign synced with Marketo'. At the bottom, there are two buttons: 'CANCEL' and 'SAVE'. A hand cursor with the number '2' is pointing at the 'SAVE' button. A blue circle with the number '1' and a pencil icon is positioned over the 'Name:' input field.

6. Now you can verify the campaign sync details in the program summary page.


View: Summary ▾

# Prog 1

## Settings

Channel:	<a href="#">Blog</a>
Created:	April 15, 2015 5:04 PM PDT by pt_msic_2014 Marketo
Last Modified:	July 22, 2015 8:55 AM PDT
Salesforce Campaign Sync:	<a href="#">Program 1</a>

## Results

Total Members:	0
Acquired By:	0
Socially Acquired:	<a href="#">Calculate</a>
Success: 	0

Excellent! Now any program status changes in Marketo are synced to the SFDC campaign and vice versa.