

# Create a New Smart Campaign

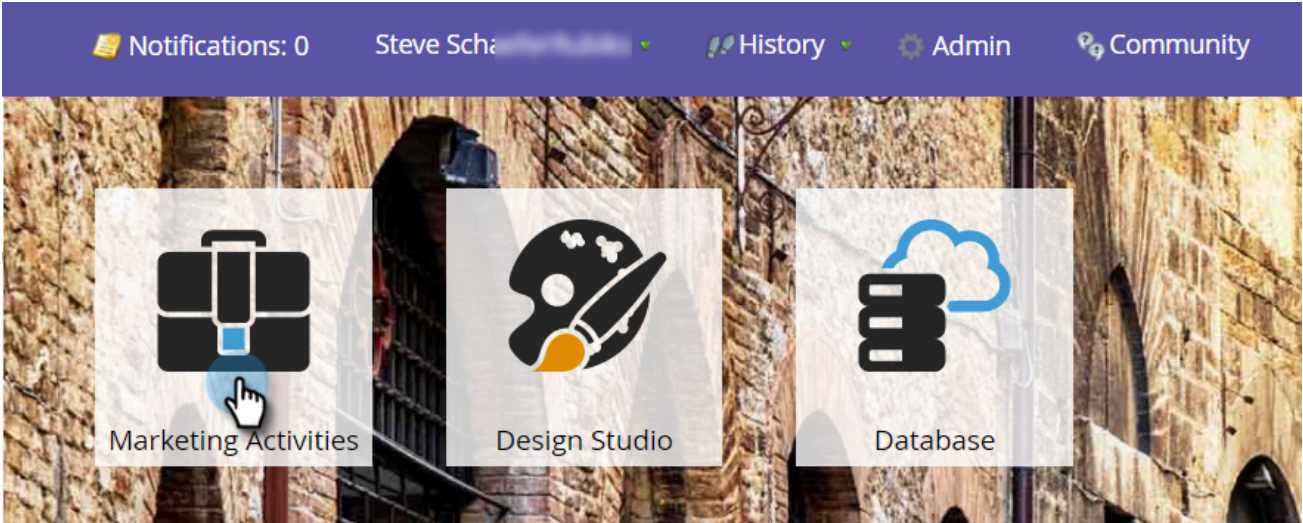
Smart campaigns are the most important tool in Marketo. They can trigger on one person and perform actions, or rollup millions of people and run a series of flow steps.



## Deep Dive

Smart campaigns are super cool. Learn more about them [here](#).

1. Go to **Marketing Activities**.



2. Choose a **Program**, and then under **New** click on **New Local Asset**.

Notifications: 1 Candice

Marketing Activities...

- Marketing Activities
  - Active Marketing Programs
  - Learning
  - Promotion**
  - My Email Program - CT
  - My Nurture Program
  - My Program - CT
  - My Tradeshow Program
  - Scoring 1

Promotion Smart List

- New
- Program Actions
- New Campaign Folder
- New Smart Campaign
- New Local Asset
- Import Program

Settings

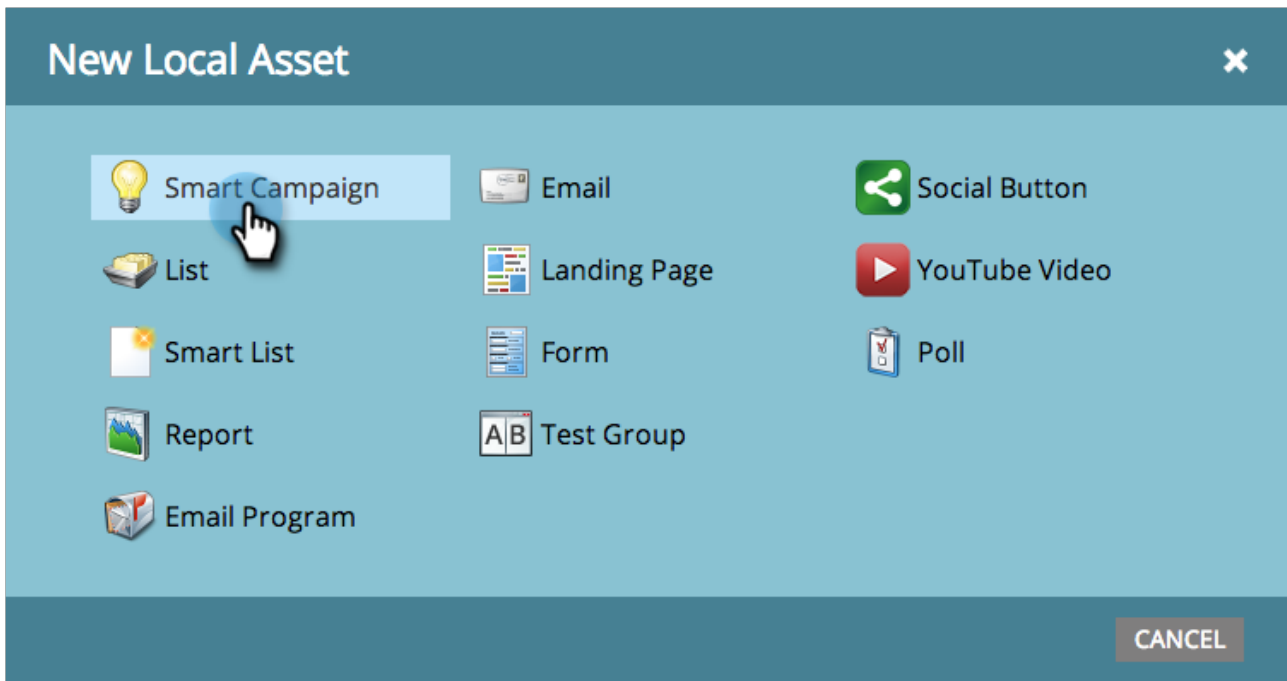
Channel:

Created:

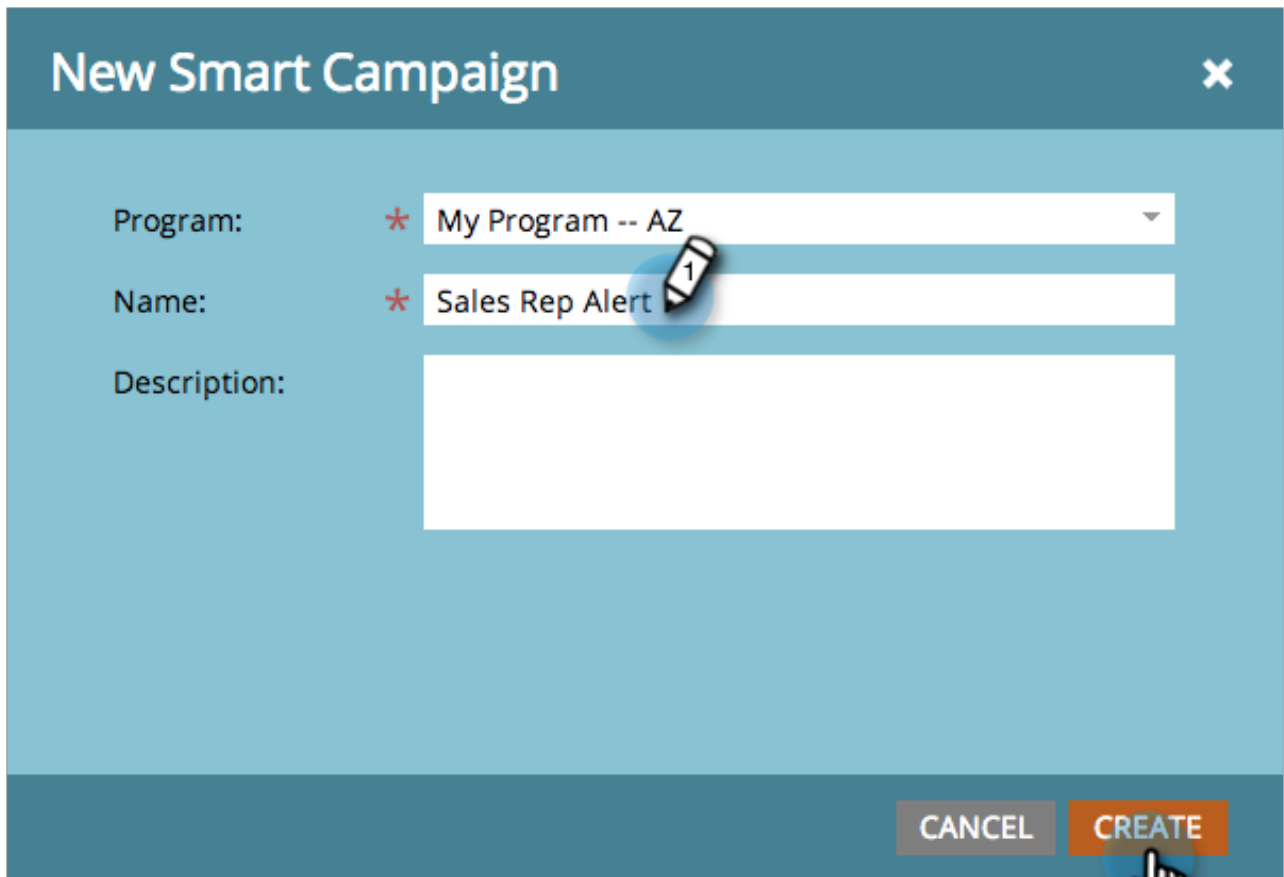
## Tip

You can create smart campaigns as local assets of any program.

3. Click on **Smart Campaign**.



4. Enter the smart campaign name and click **Create**.



Cool! Next up, learn how to define which people to run through the smart campaign with a smart list.

## Related Articles

- [Define Smart List for Smart Campaign | Batch](#)
- [Define Smart List for Smart Campaign | Trigger](#)

