

Understanding Programs

Programs represent a single marketing initiative. You can think of it as a container with all the stuff that you need to make the program work - these are called local assets and include [landing pages](#), [email](#), [smart campaigns](#), and more. Programs do a lot, but it's easy to get started.

There are four types of programs:

Event Programs

[Events](#) have a specific time and date. They help you coordinate, facilitate, and track your live and online events.

Engagement Programs

[Drip Nurturing](#) is used to nurture people at a set periodic schedule.

Email Programs

The [classic mail blast](#). It has cool built-in features like A/B testing and [Email Head Start](#).

Default Programs

A default program is anything that is not an event, engagement, or email program. Get creative.

Let's get started!

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