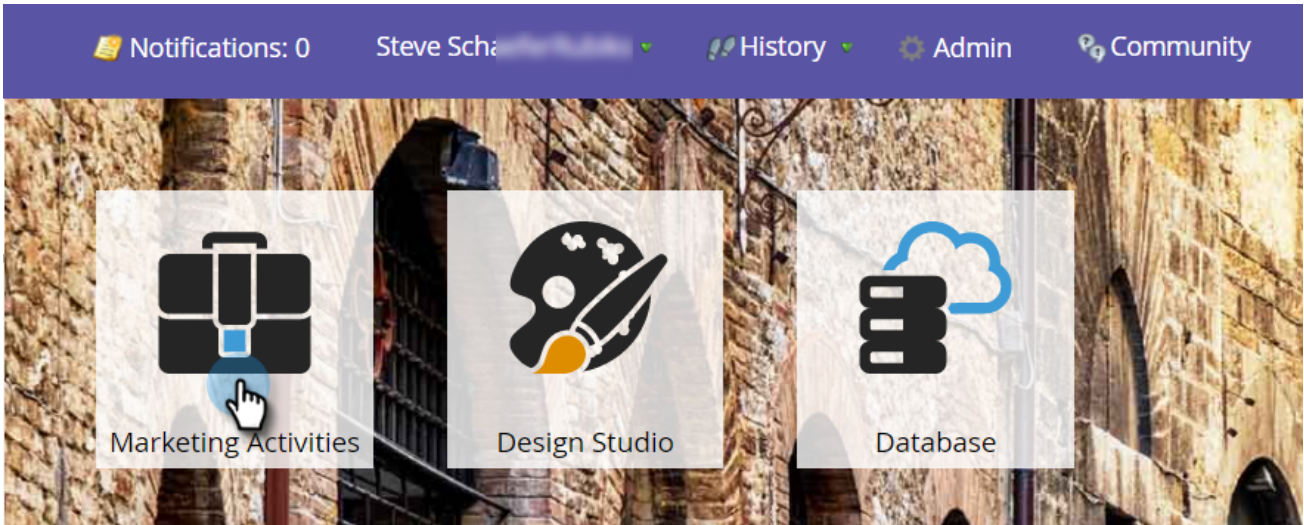


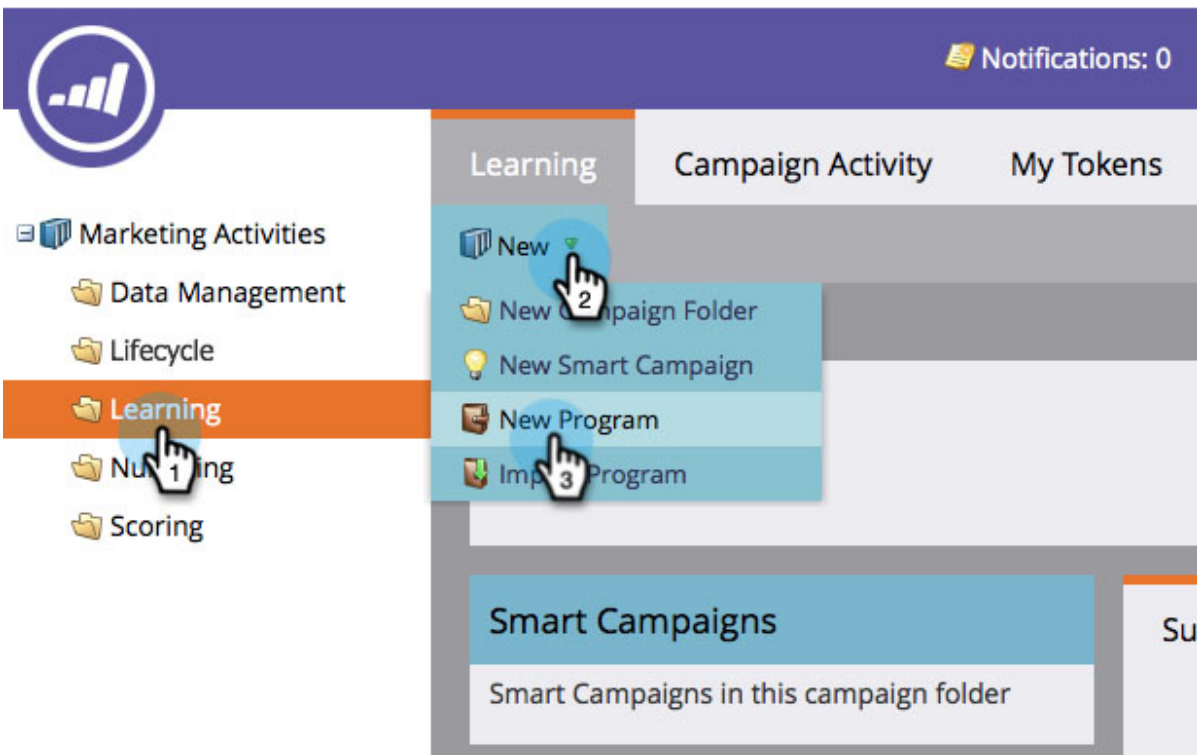
# Create an Engagement Program

You can use engagement programs in Marketo to accomplish email nurturing with ease.

1. Go to **Marketing Activities**.



2. Select the folder you want to create the engagement program in, then click **New** and **New Program**.



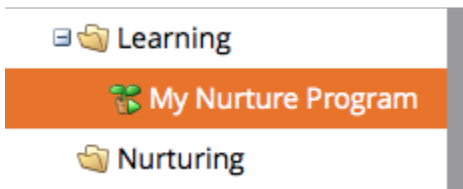
3. Enter a **Name**, select **Engagement** for **Program Type** and click **Create**.

The screenshot shows a 'New Program' form with the following fields and callouts:

- Campaign Folder:** \* Learning (Callout 1 points to the text)
- Name:** \* My Nurture Program (Callout 1 points to the text)
- Program Type:** \* [Dropdown menu with options: Default, Default, Event, Engagement, Email (Callout 2 points to the dropdown arrow, Callout 3 points to 'Engagement')]
- Channel:** \*
- Description:**

At the bottom, there are two buttons: **CANCEL** and **CREATE** (Callout 4 points to the 'CREATE' button).

Alright, now that you have an engagement program, let's move forward and dress it up.



## Watch a Video on Creating and Running Nurturing Campaigns

### Related Articles

- [Add Content to a Stream](#)
- [Set Stream Cadence](#)

