

Create a New Smart Campaign

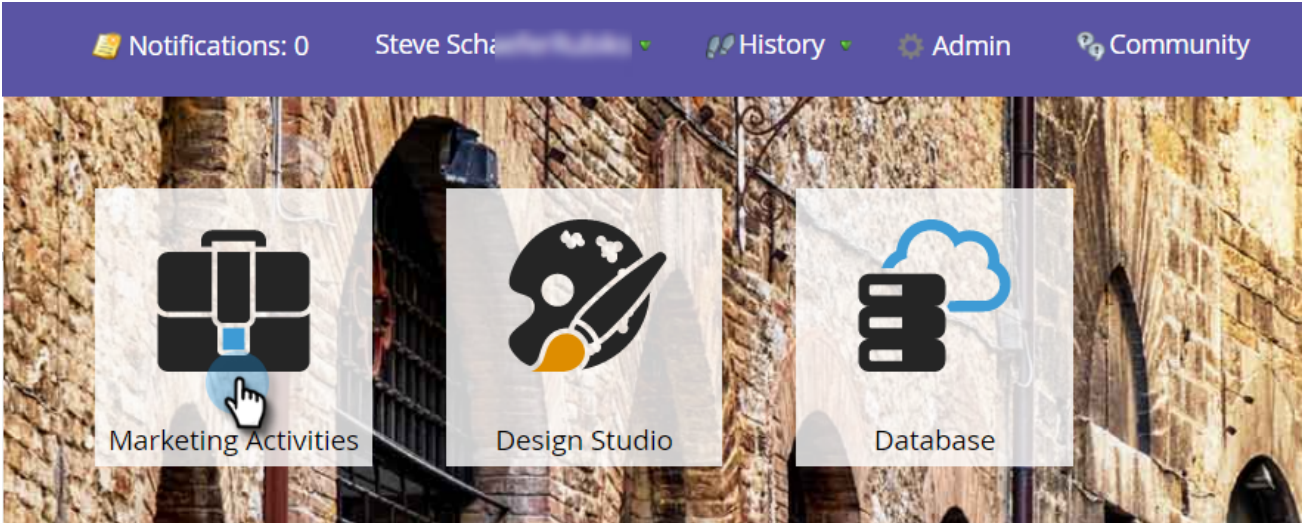
Smart campaigns are the most important tool in Marketo. They can trigger on one person and perform actions, or rollup millions of people and run a series of flow steps.



Deep Dive

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

1. Go to **Marketing Activities**.



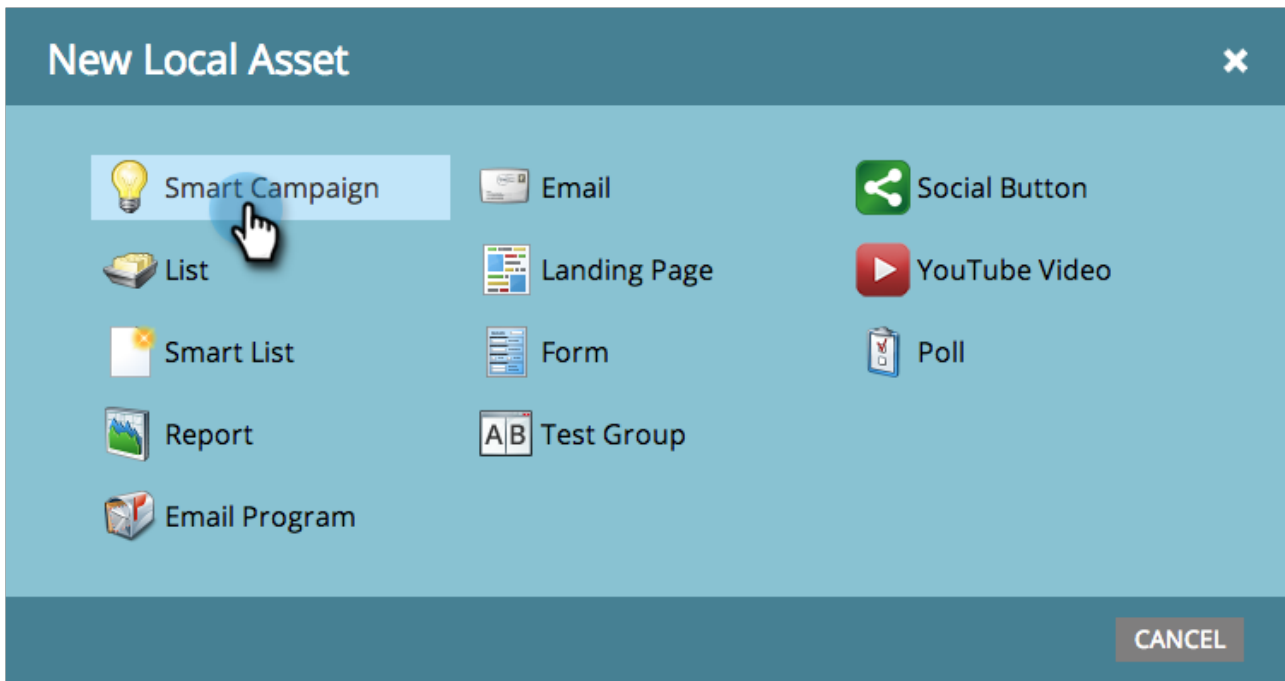
2. Choose a **Program**, and then under **New** click on **New Local Asset**.

The screenshot shows a software interface with a dark blue header. On the left is a navigation sidebar with a 'Marketing Activities...' section. The 'Promotion' item is highlighted in orange, and a hand icon with the number '1' points to it. To the right, a dropdown menu is open, showing options: 'New' (hand icon '2'), 'New Campaign Folder', 'New Smart Campaign', 'New Local Asset' (hand icon '3'), and 'Import Program'. Below the dropdown, there are 'Settings', 'Channel:', and 'Created:' fields.

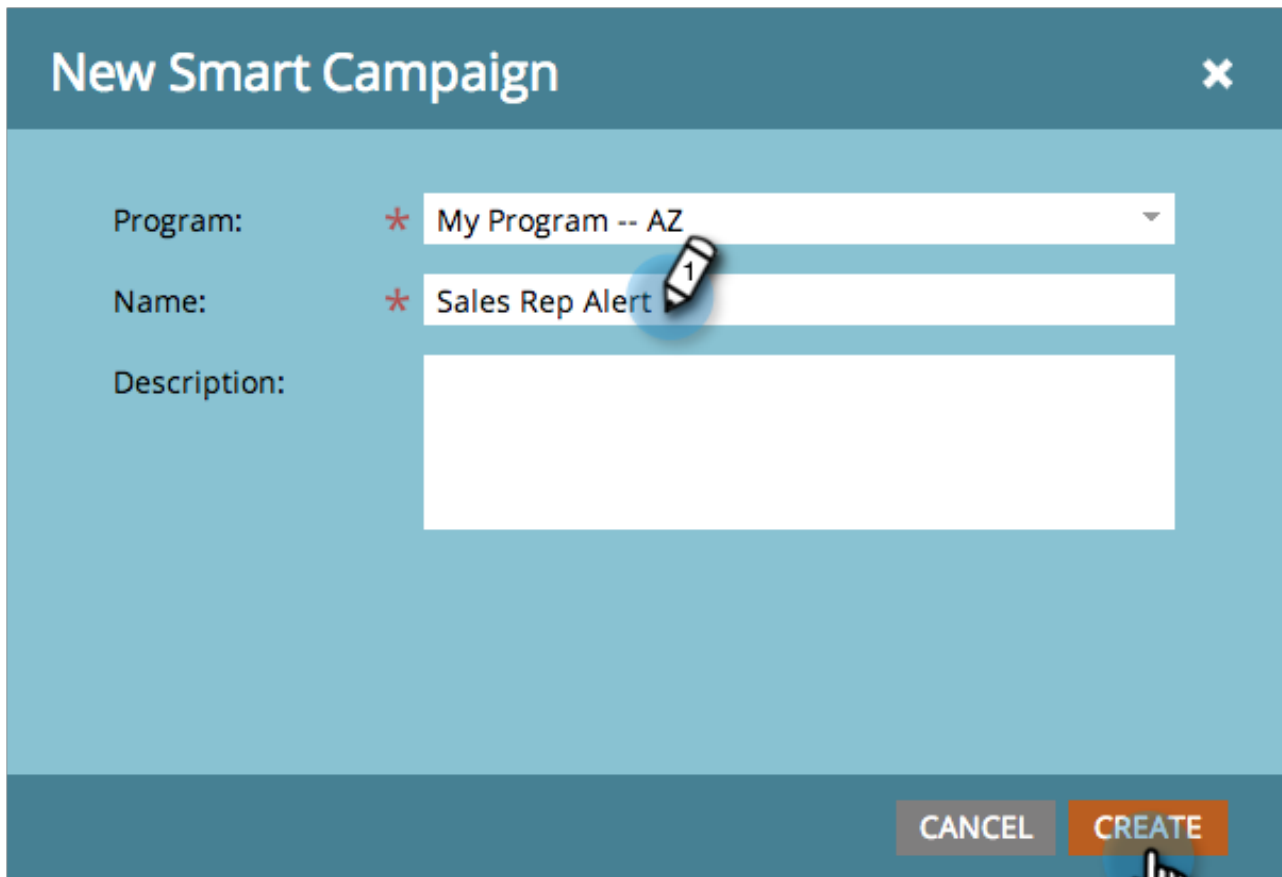


Tip
You can create smart campaigns as local assets of any program.

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](#)

