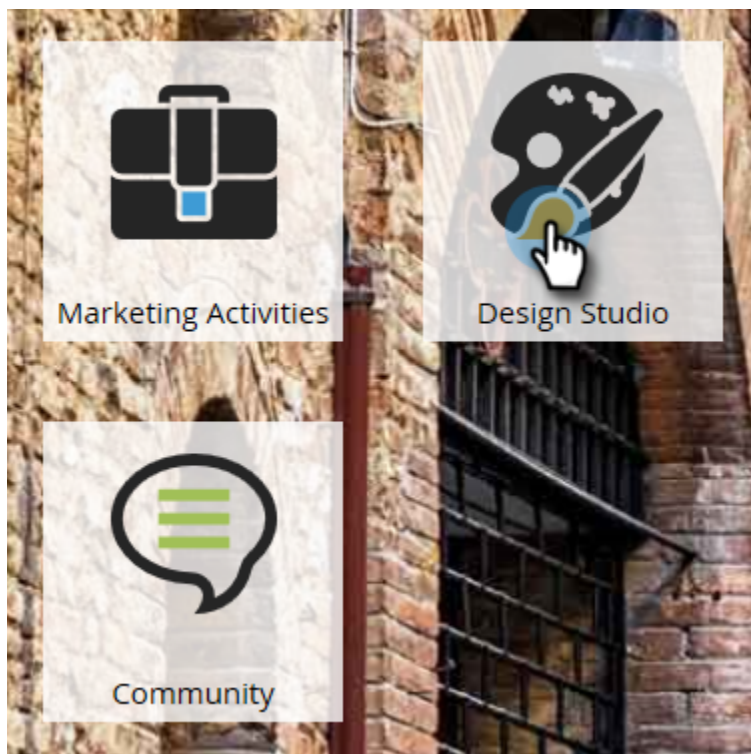


# Create an Email

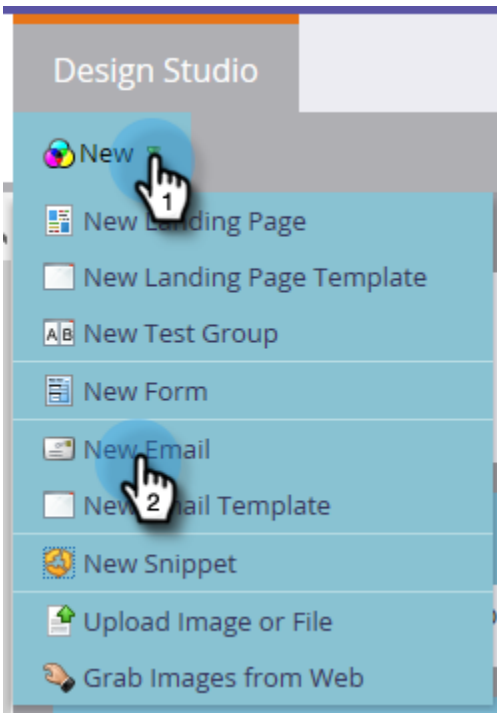
There are two main ways to create an email in Marketo. Let's look at both.

## Create an Email in the Design Studio

1. Go to the **Design Studio**.



2. Click the **New** drop-down and select **New Email**.



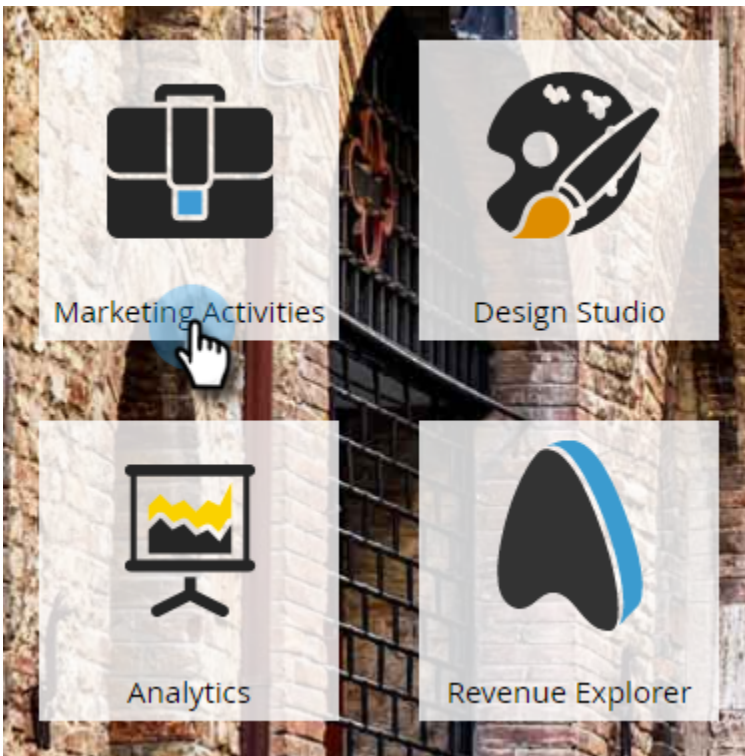
## Note

When you create an email in the Design Studio, it can be found in the tree under "Emails."

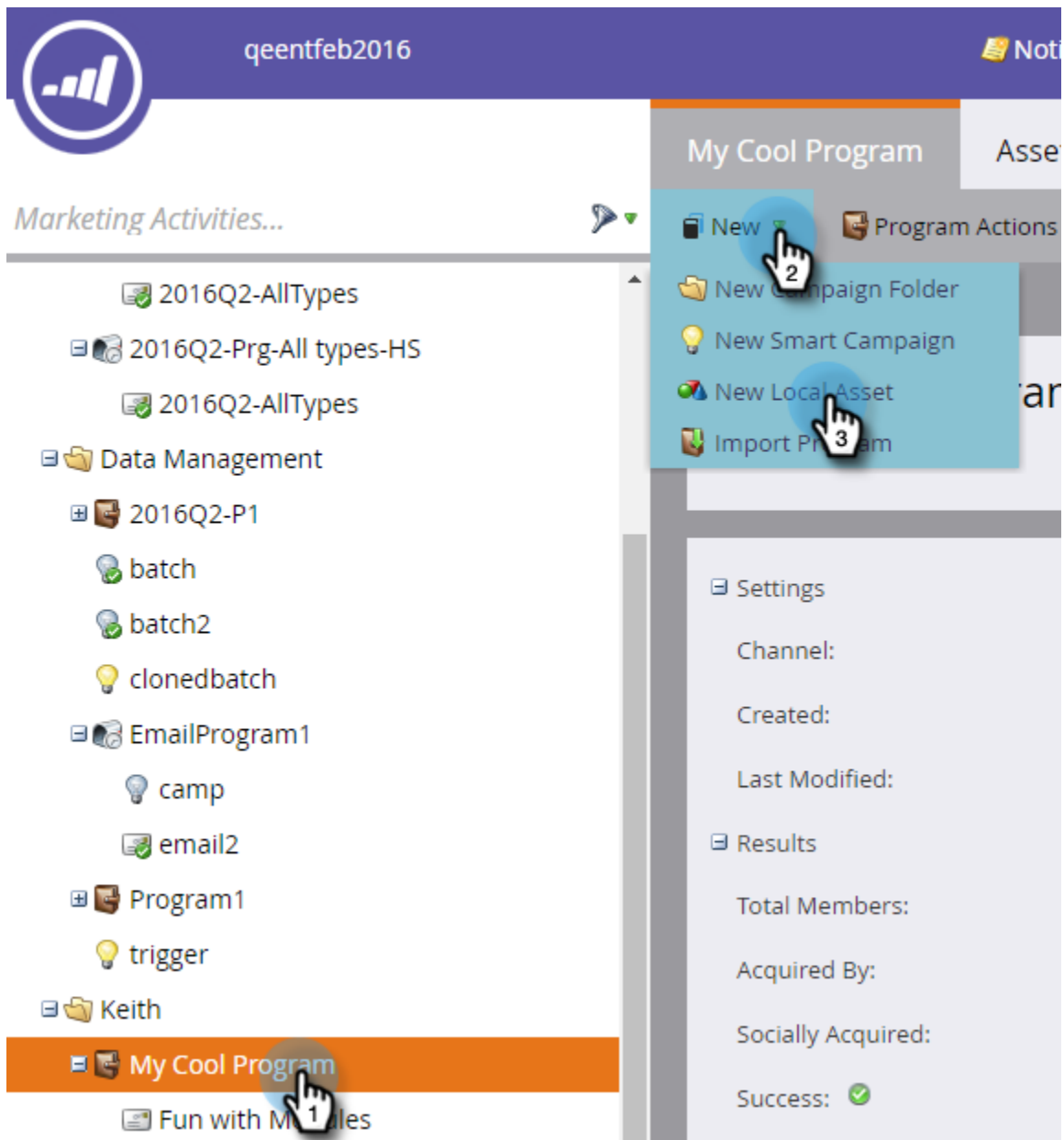
Simple! Now for the other way...

## Create an Email in Marketing Activities

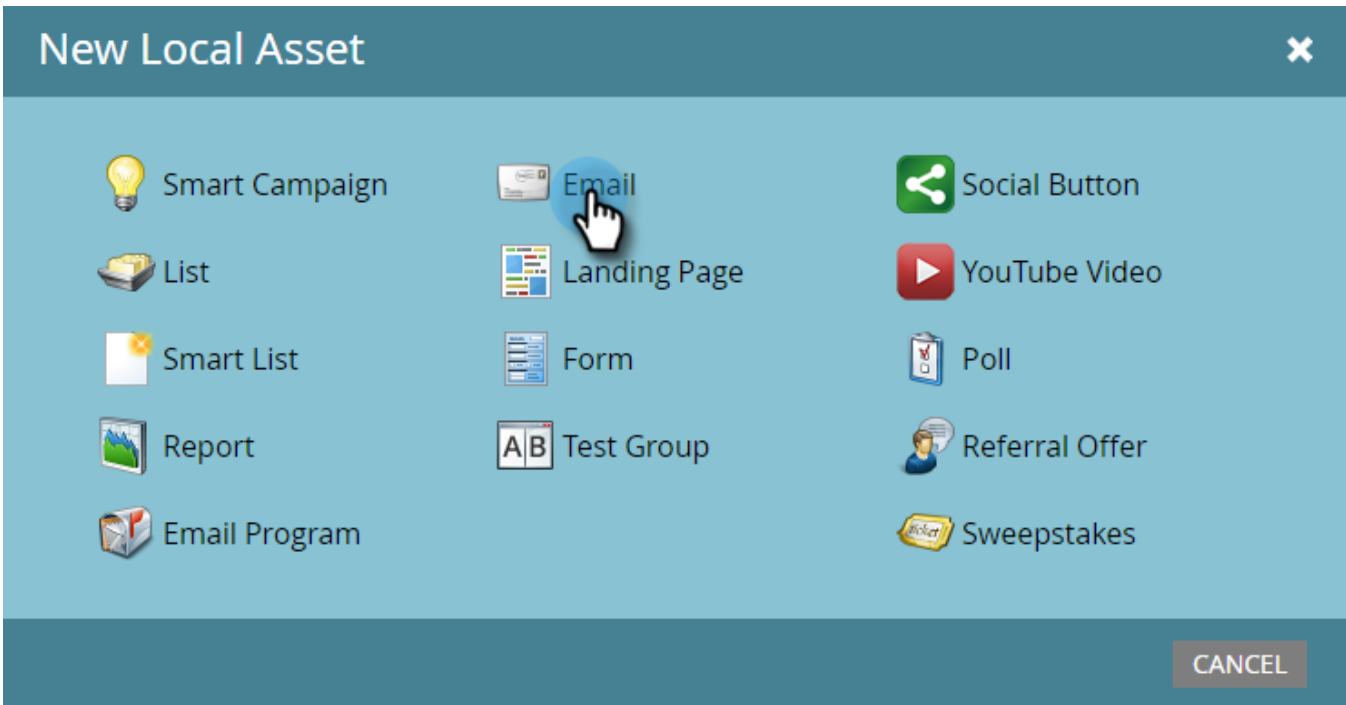
1. Go to **Marketing Activities**.



2. Select the program you want to add the email to, click the **New** drop-down and select **New Local Asset**.



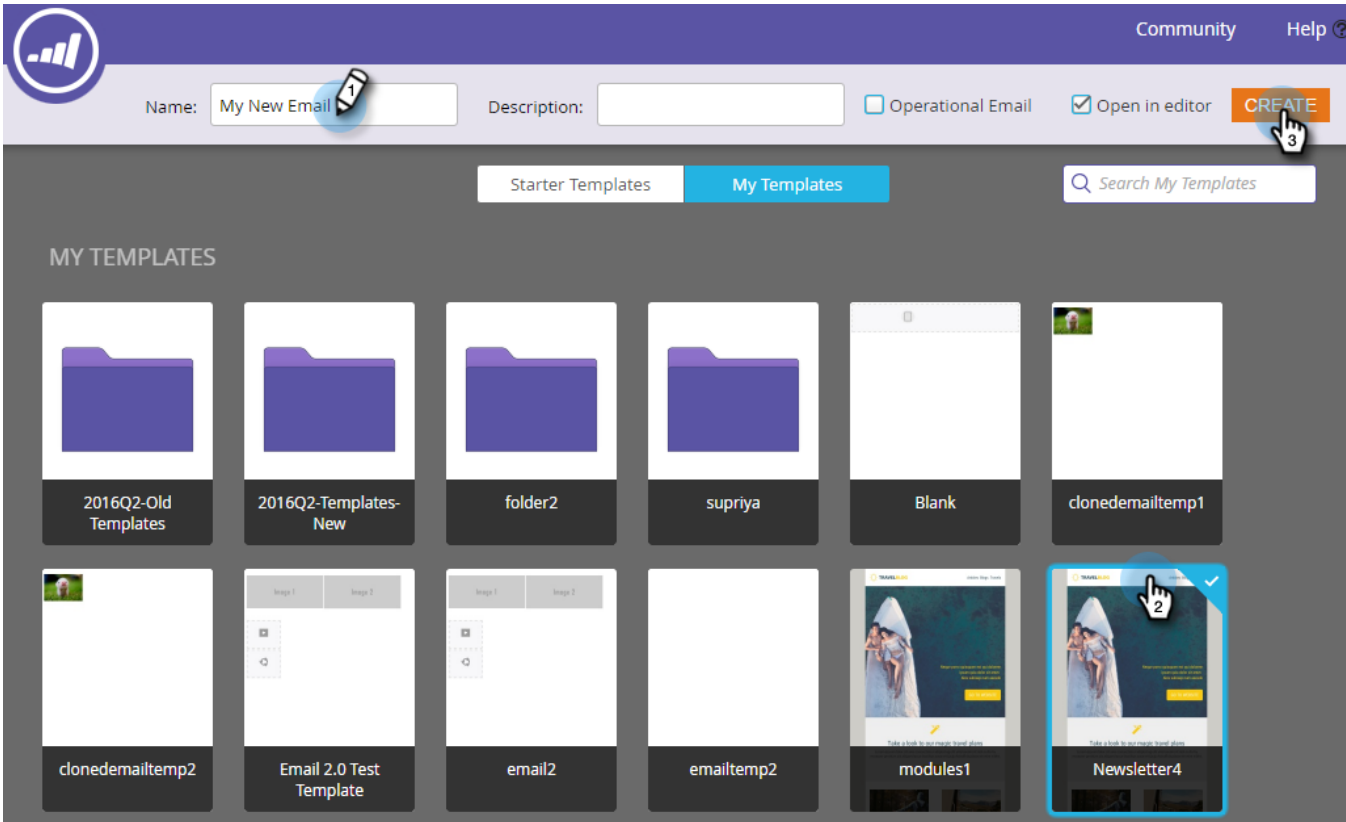
3. Click **Email**.



And that's it!

Whichever method you choose brings you to the template picker.

1. Give your email a name, click on the template you want to use, then click **Create**.



## Note



You can choose from a collection of ready-to-go responsive email templates, or a template you saved by first selecting **My Templates**, and following the same steps.

2. Enter a subject line. There's a counter on the right to let you know if you're under the recommended 50 character max.

The screenshot shows an email editor interface. At the top, there is a purple header with a bar chart icon and the text "My Cool Program.My New Email". Below the header is a navigation bar with "Email Actions", "Email Settings", and "Edit Code" options, along with back and forward arrows. The main editing area has a dark background and contains four input fields:

- From:** Keith Marketo
- From Address:** keith@marketo.com (with a key icon)
- Reply-to:** keith@marketo.com
- Subject:** Just the coolest subject line (with a pencil icon and a character count of 29 | 50)

Depending on the template you've chosen, you'll have different options in which to edit your email. For emails with modules, check out [Add Modules to your Email](#).

Your email is now created, so edit away!

## Related Articles

[Edit Your Email Header](#)

