

Create a Program Channel

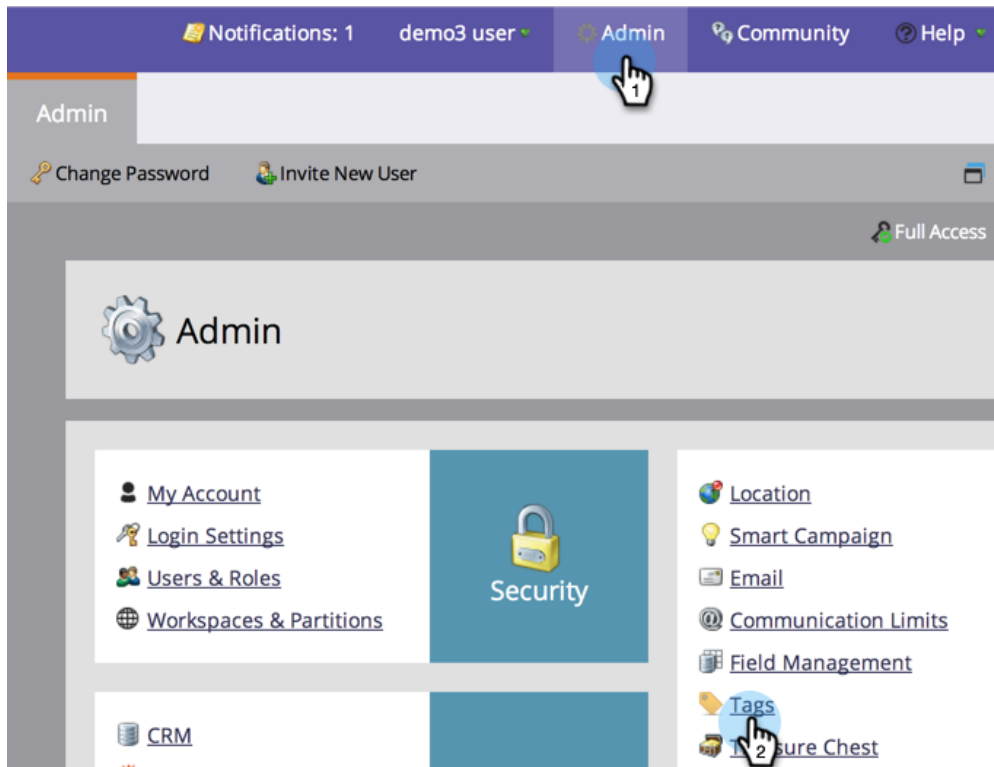
A program is one specific marketing initiative. The channel is intended to be the delivery mechanism, like Webinar or Sponsorship or Online Ad.

Admin Permissions Required

Deep Dive

Learn more about [programs](#), the most important element in Marketo.

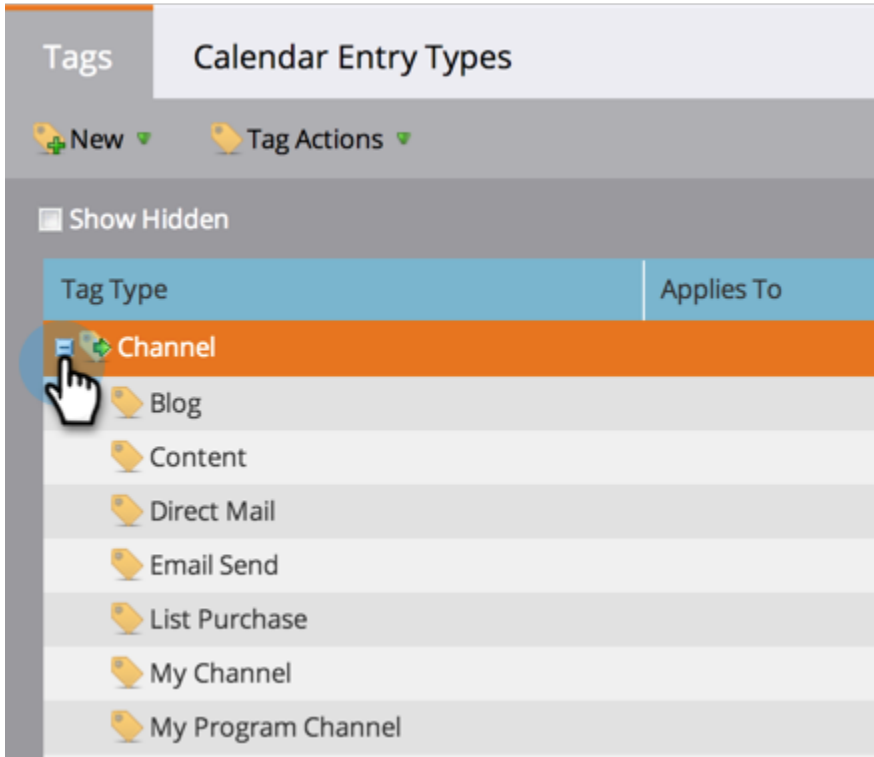
1. Under the **Admin** section, click **Tags**.



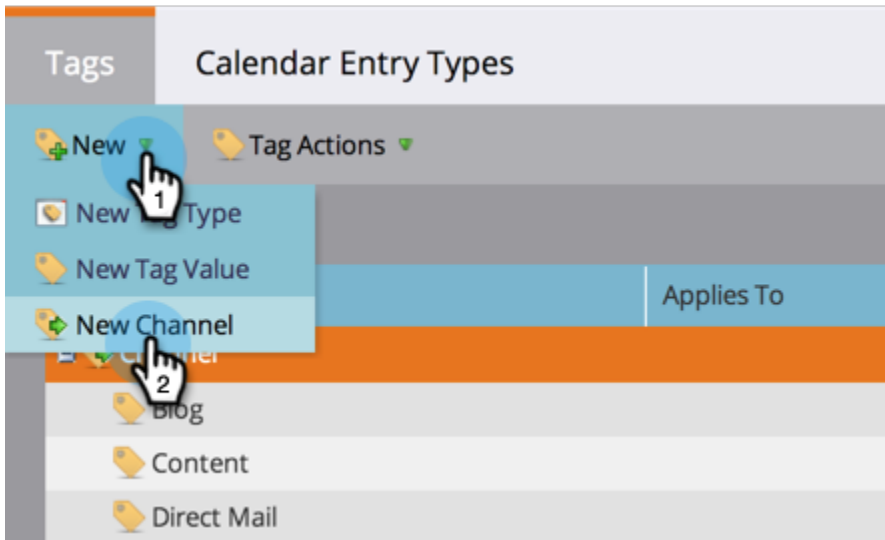
Note

Why tags? A channel is a way of describing a program, just like other tags. The channel just has special extra features.

2. Click the + sign next to **Channel** to expand and see existing channels.



3. Under **New**, click **New Channel**.



Example



Channel: Billboard

- Apply to: Default
- Progression: Member, Engaged (If in doubt, these work fine)
- Success: Engaged


Channel: Party




- Apply to: Event
- Progression: Invited, Registered, No Show and Attended
- Success: Attended

Check out the Progressions of existing channels to get an idea of how to use them.

4. Let's go with the Party channel example. Name your new **Channel** and select the program type it will apply to.



New Channel ✕


Channel: * Party 

Applies to: *  Event
Default
Event 
Event with Webinar 
Engagement
Email

Analytics Behavior:

Program
To reorder, click and drag

Status	Step	Mobile Check-in Status	Success
Member	10	None 	<input type="checkbox"/>
	20	None 	<input type="checkbox"/>

 **Warning:** Do not copy labels from one field to another, this will rename the status in existing Smart Campaigns

Note



Apply to what? There are several types of programs. Match the channel to the right type. If in doubt, choose **Default**.

5. Enter the first two program **Status** names, then click **Add Step**.

New Channel ✕

Channel: * Party

Applies to: * Event

Analytics Behavior: Normal (requires period cost)

Program

To reorder, change the step number

Status	Step	Mobile Check-in Status	Success
Invited 	10	None	<input type="checkbox"/>
Registered 	20	None	<input type="checkbox"/>

ADD STEP 

Warning: Do not copy labels from one field to another, this will rename the status in existing Smart Campaigns

CANCEL **CREATE**

6. Enter another program **Status** and **Step** number, then click **Add Step**.

New Channel ✕

Channel: * Party

Applies to: * Event

Analytics Behavior: Normal (requires period cost)

Program

To reorder, change the step number

Status	Step	Mobile Check-in Status	Success
Invited	10	None	<input type="checkbox"/>
Registered	20	None	<input type="checkbox"/>
No Show	30	None	<input type="checkbox"/>

ADD STEP

Warning: Do not copy labels from one field to another, this

CANCEL **CREATE**



Tip

The **Step** number is used for sorting of program statuses. Keep in mind that people cannot go backwards in these progression steps. They can only change status to a higher or equal value status. Use the equal values when statuses are intended to switch back and forth as opposed to a progression.

7. Enter the last program **Status** and **Step** number.

New Channel



Channel: * Party

Applies to: * Event

Analytics Behavior: Normal (requires period cost)

Program

To reorder, change the step number

Status	Step	Mobile Check-in Status	Success
Invited	10	None	<input type="checkbox"/>
Registered	20	None	<input type="checkbox"/>
No Show	30	None	<input type="checkbox"/>
Attended	40	None	<input type="checkbox"/>

ADD STEP

CANCEL

CREATE

8. Pick the **Mobile Check-in Status** for **Registered**.

New Channel



Channel: * Party

Applies to: * Event

Analytics Behavior: Normal (requires period cost)

Program

To reorder, change the step number

Status	Step	Mobile Check-in Status	Success
Invited	10	None	<input type="checkbox"/>
Registered	20	None	<input type="checkbox"/>
No Show	30	None	<input type="checkbox"/>
Attended	40	Registered	<input type="checkbox"/>

ADD STEP

CANCEL

CREATE

9. Pick the **Mobile Check-in Status** for **Attended**.

New Channel



Channel: * Party

Applies to: * Event

Analytics Behavior: Normal (requires period cost)

Program

To reorder, change the step number

Status	Step	Mobile Check-in Status	Success
Invited	10	None	<input type="checkbox"/>
Registered	20	Registered	<input type="checkbox"/>
No Show	30	None	<input type="checkbox"/>
Attended	40	None	<input type="checkbox"/>

ADD STEP

CANCEL

CREATE

Note

Mobile Check-in Status options will only be available if the channel will be for event programs.

Reminder

Only people with a **Mobile Check-in Status** of **Registered** and **Attended** will be visible in the [Mobile Check-in Apps](#).

Tip

If a new person is created in the mobile check-in app, it will be set to Registered in the event program. If a person is checked into the event on the app, it will be set to Attended in the event program.

10. Select the **Success** program status, then click **Create**.

New Channel ✕

Channel: * Party

Applies to: * Event

Analytics Behavior: Normal (requires period cost)

Program

To reorder, change the step number

Status	Step	Mobile Check-in Status	Success
Invited	10	None	<input type="checkbox"/>
Registered	20	Registered	<input type="checkbox"/>
No Show	30	None	<input type="checkbox"/>
Attended	40	Attended	<input checked="" type="checkbox"/>

ADD STEP

CANCEL **CREATE**

Nicely done! When you make a new program of that type, this new channel will be one of the choices.