

# Send Alert



## FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)

## Overview

Marketo can send an email alert with person information to anyone - the sales owner, a partner, or someone else. Use the **Send Alert** flow step.

1 - Send Alert

Add Choice

Email: *Select email...*

Send To: Sales Owner

To Other Emails: *Enter email...*

## Usage

1. Find and select the **email** you want to send.

1 - Send Alert

Add Choice

Email: My Alert

Send To: Sales Owner

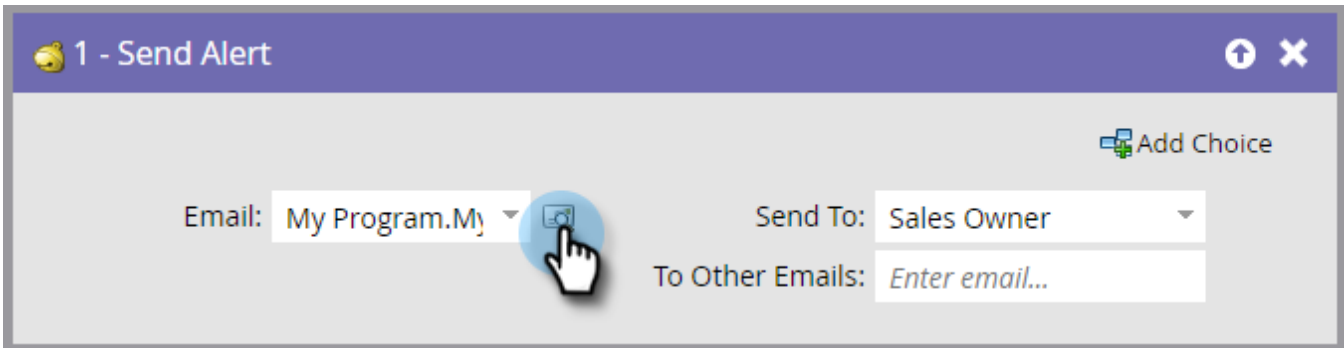
My Program.My Alert Email

## Reminder



Your email alert must contain all of the header info and be in the **Approved** state.

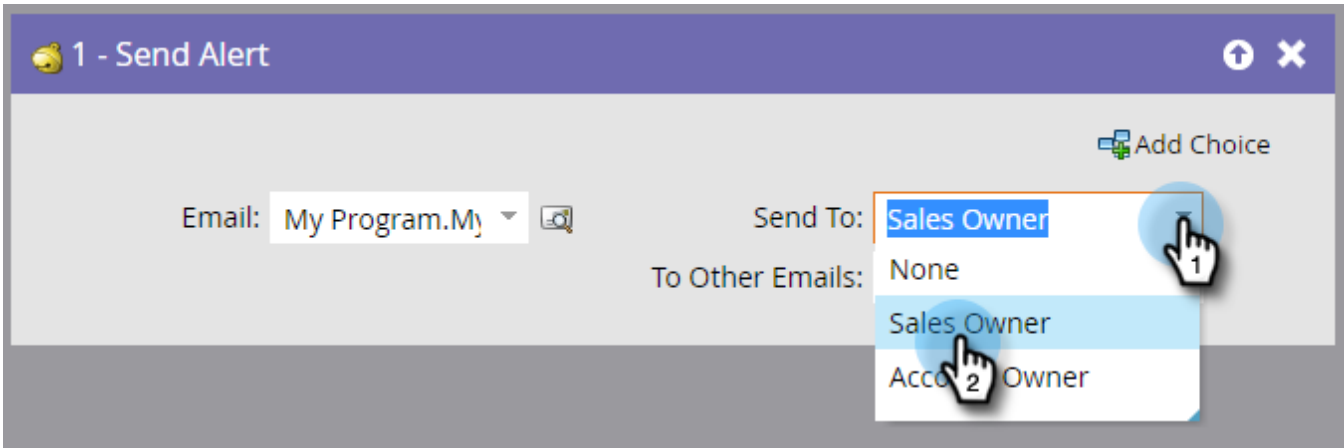
2. You can click the preview icon to ensure that you've selected the correct email.



## Reminder

Be sure to use the **Send Alert Info** token in your email.


3. Select the alert recipient. You can pick **Sales Owner** or **Account Owner**.




4. Optionally, add any other email addresses you want (separated by either a comma or a semicolon).

1 - Send Alert ↑ ×

+ Add Choice

Email:  

Send To:  

To Other Emails:



## Tip

In trigger campaigns, you can use tokens in **To Other Emails** such as `{{lead.Territory Owner}}` or `{{my.Alert Recipient}}` as long as the values are valid email addresses. Tokens in **To Other Emails** will not work in a batch campaign.

That's it! Now you know how to use the **Send Alert** flow step.

## Related Articles

[Create an Email](#)

