

# Create a New Smart Campaign

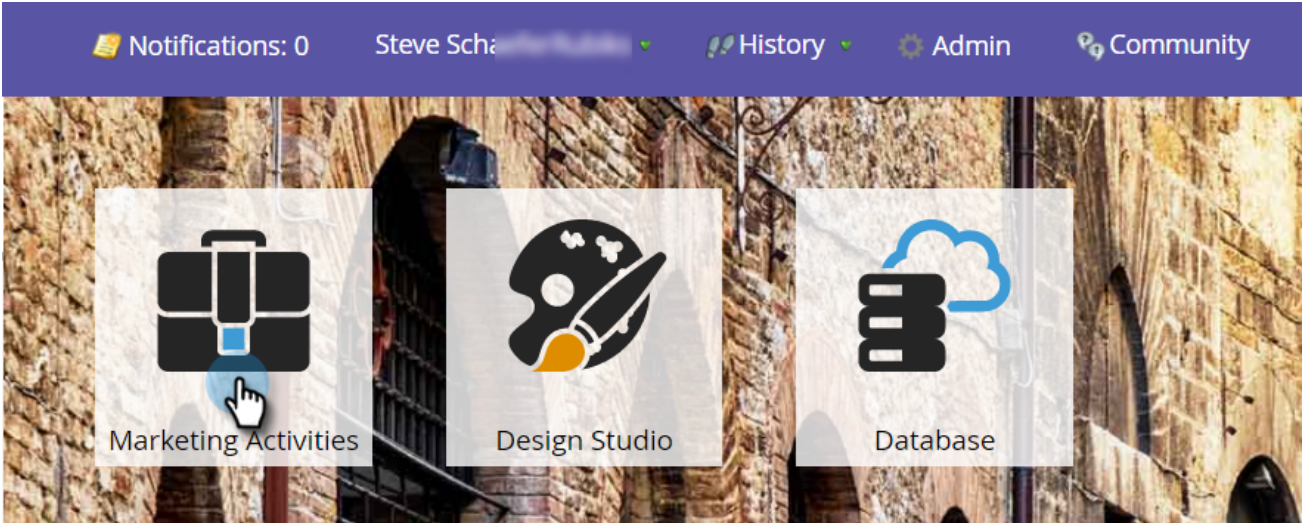
Smart campaigns are the most important tool in Marketo. They can trigger on one person and perform actions, or rollup millions of people and run a series of flow steps.



## 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**.

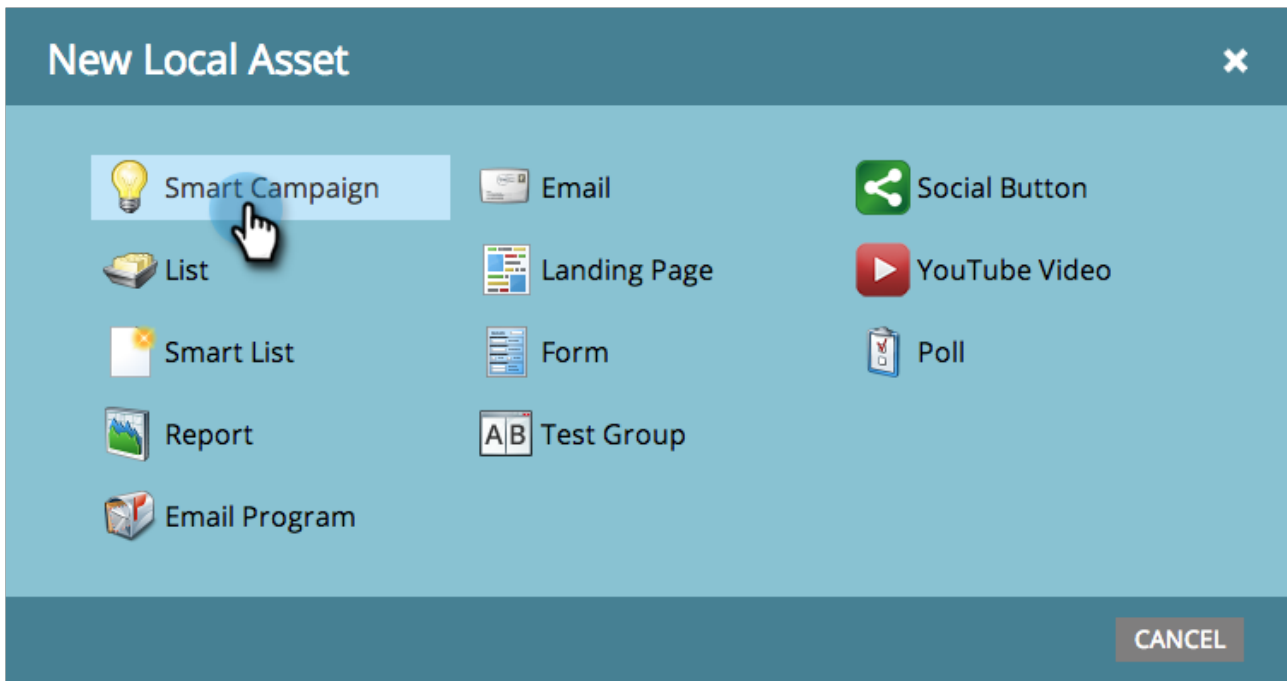
The screenshot shows a software interface with a top navigation bar containing a logo, a 'Notifications: 1' indicator, and a user profile 'Candice'. Below the navigation bar is a 'Marketing Activities...' section. On the left, a sidebar menu lists categories: 'Marketing Activities', 'Active Marketing Programs', 'Learning', 'Promotion' (highlighted in orange), 'My Email Program - CT', 'My Nurture Program', 'My Program - CT', 'My Tradeshow Program', and 'Scoring 1'. A hand icon with the number '1' points to the 'Promotion' category. On the right, a dropdown menu is open under 'Promotion', showing options: 'New' (with a hand icon and number '2'), 'New Campaign Folder', 'New Smart Campaign', 'New Local Asset' (with a hand icon and number '3'), and 'Import Program'. Below the dropdown, there are 'Settings', 'Channel:', and 'Created:' fields.



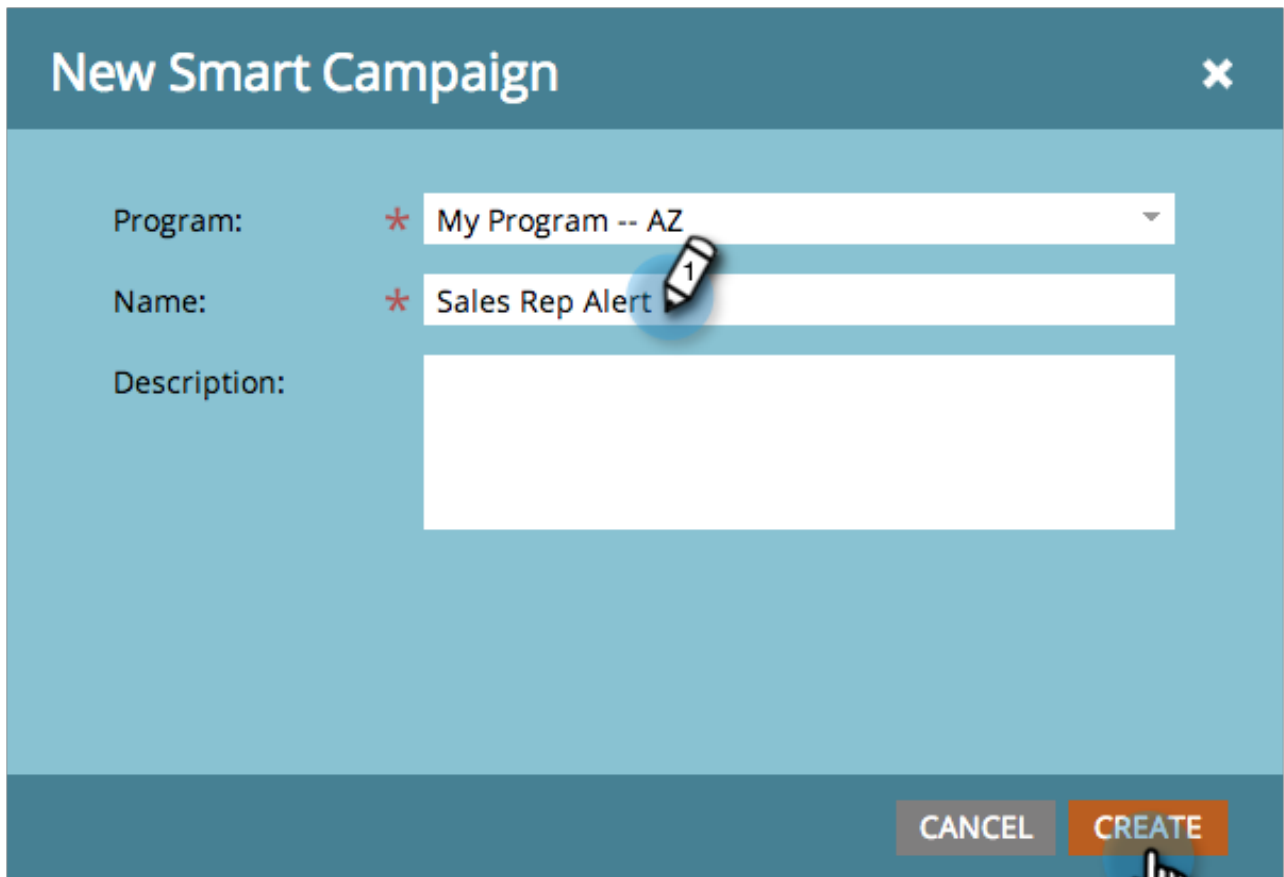
**Tip**

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](#)

