

Create a New Smart Campaign

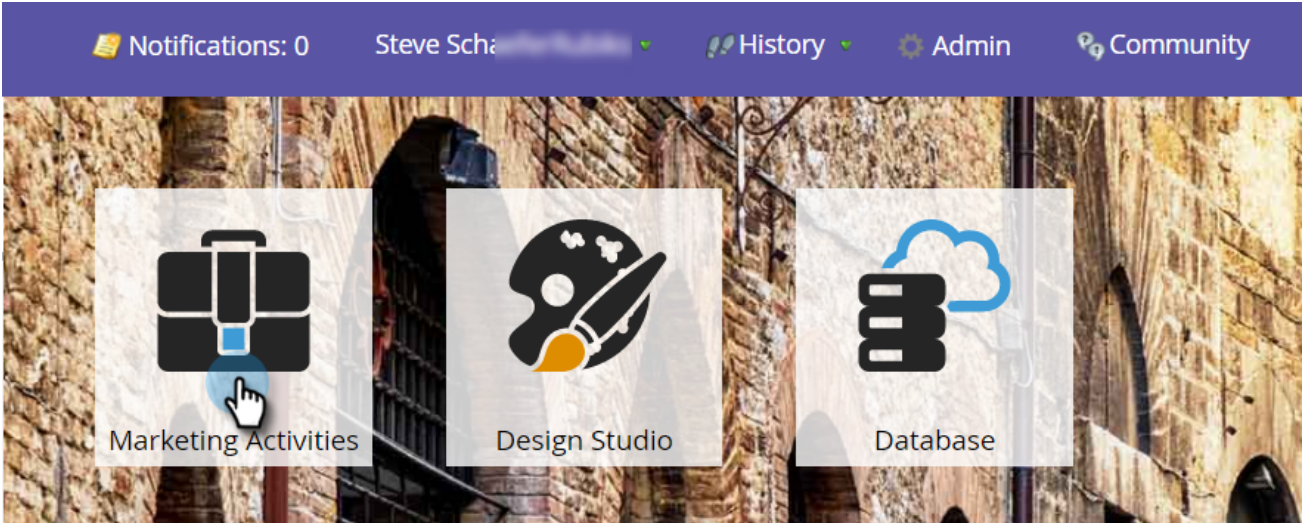
Smart campaigns are the most important tool in Marketo. They can trigger on one person and perform actions, or rollup millions of people and run a series of flow steps.



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**.

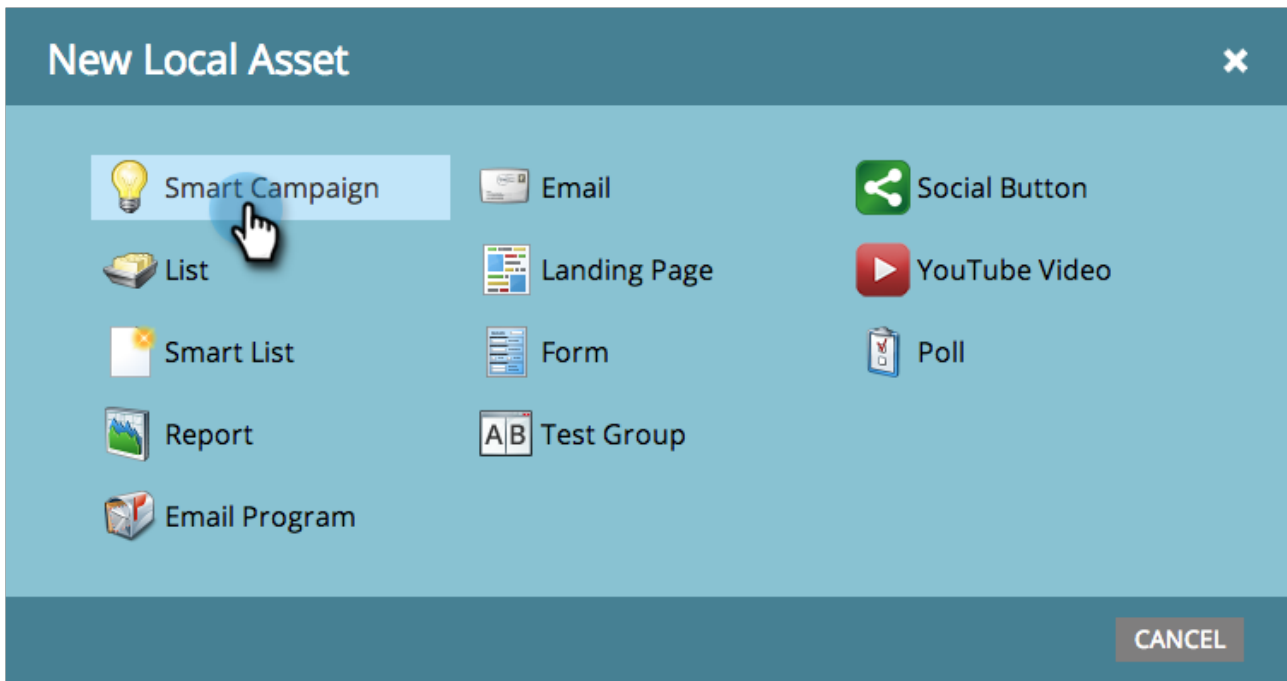
The screenshot shows a software interface with a top navigation bar containing a logo, a notification bell icon with 'Notifications: 1', and the user name 'Candice'. Below the navigation bar, there are two tabs: 'Promotion' and 'Smart List'. On the left side, there is a sidebar menu with categories: 'Marketing Activities...', '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' menu item. On the right side, a dropdown menu is open, showing options: 'New', 'New Campaign Folder', 'New Smart Campaign', 'New Local Asset', and 'Import Program'. Hand icons with numbers '2' and '3' point to the 'New' and 'New Local Asset' options respectively. Below the dropdown menu, there are sections for 'Settings', 'Channel:', and 'Created:'.



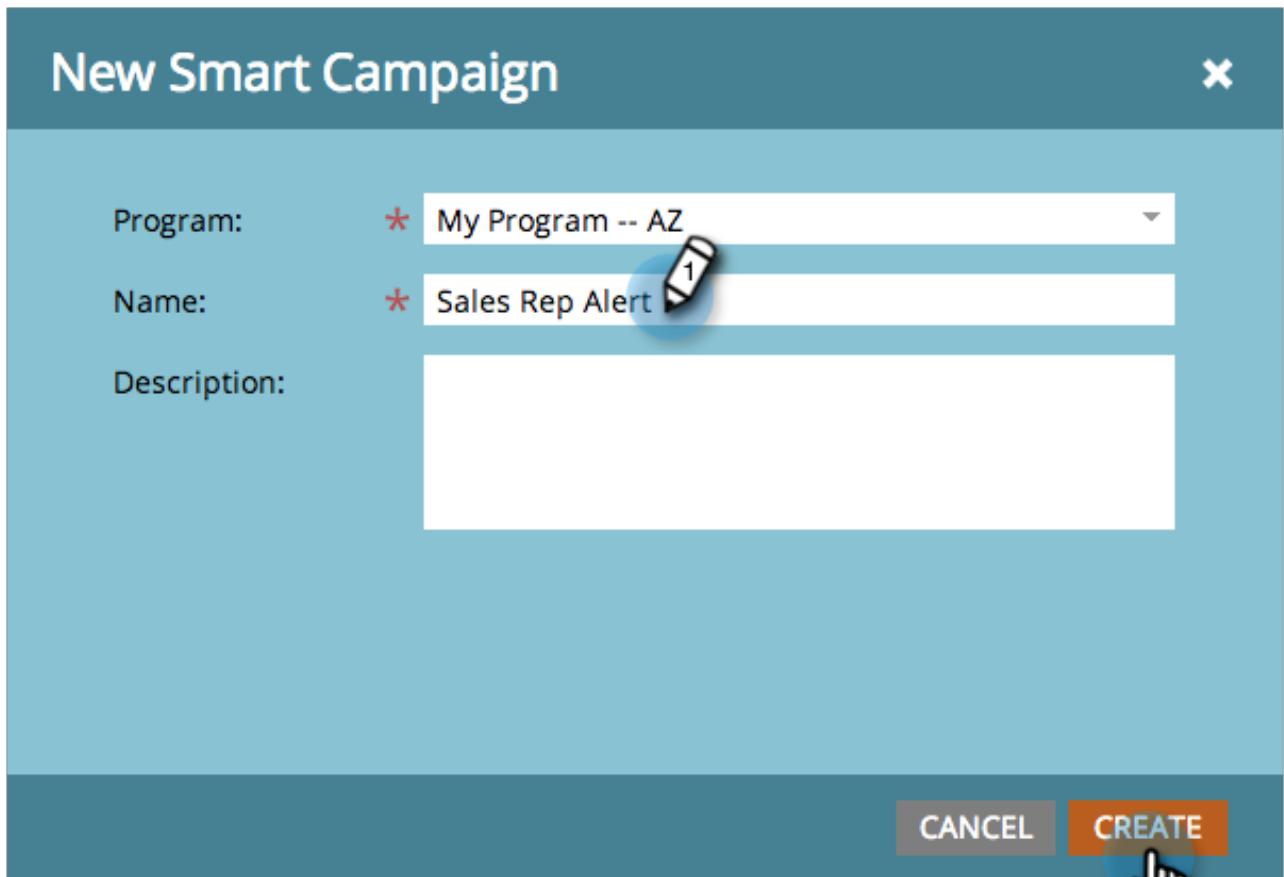
Tip

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](#)

