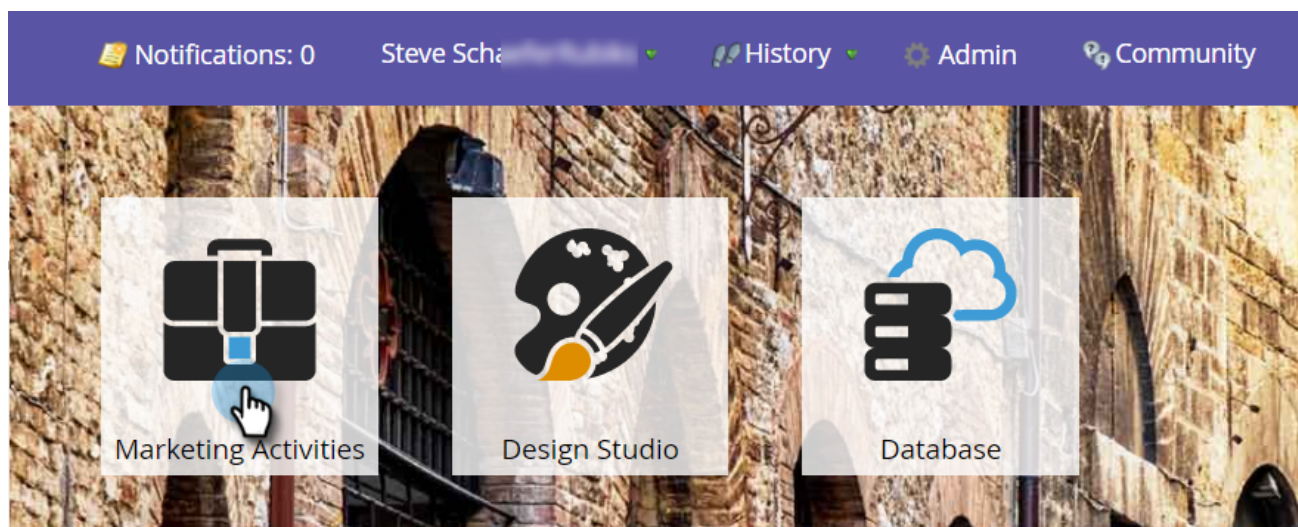


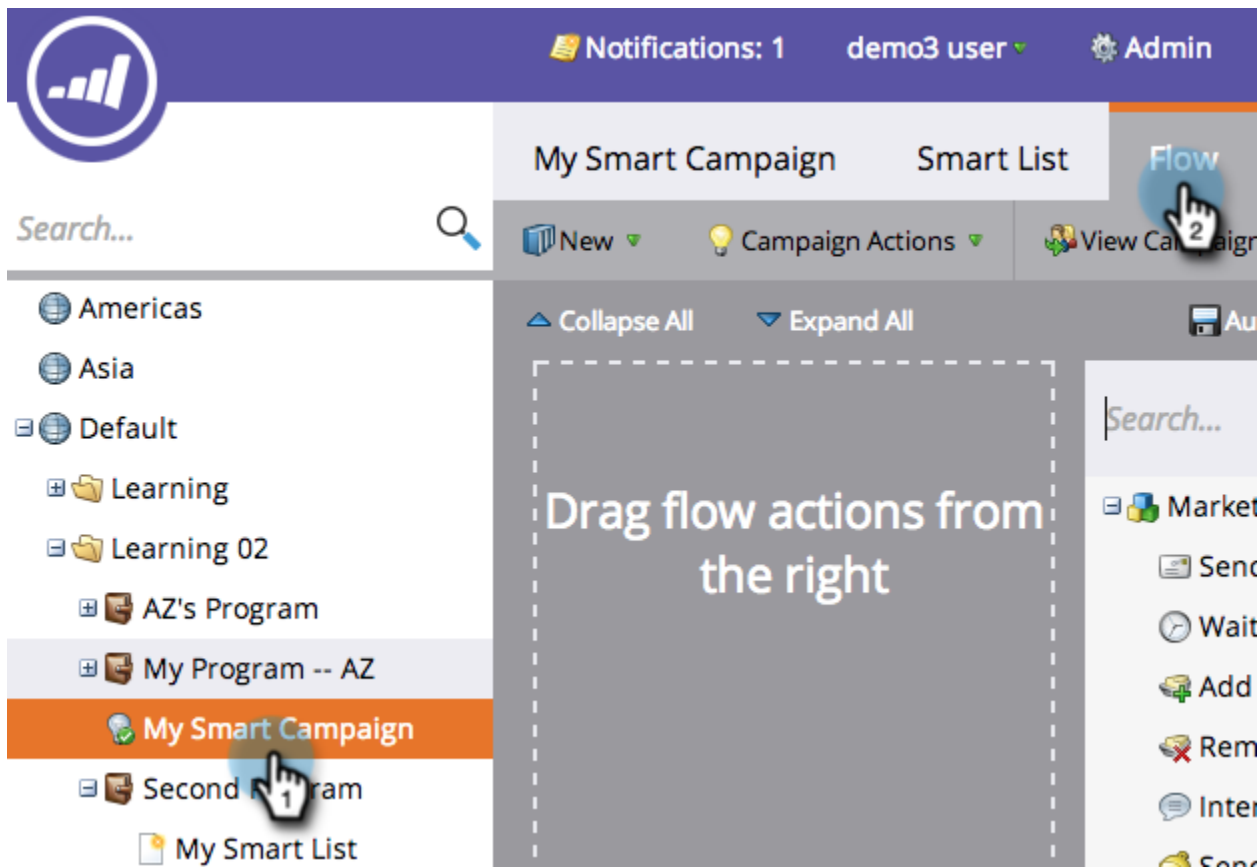
Add a Flow Step to a Smart Campaign

Flow steps tell Marketo what you want to have happen to a group of people that qualify. They are your instructions, and the smart campaign will do your bidding!

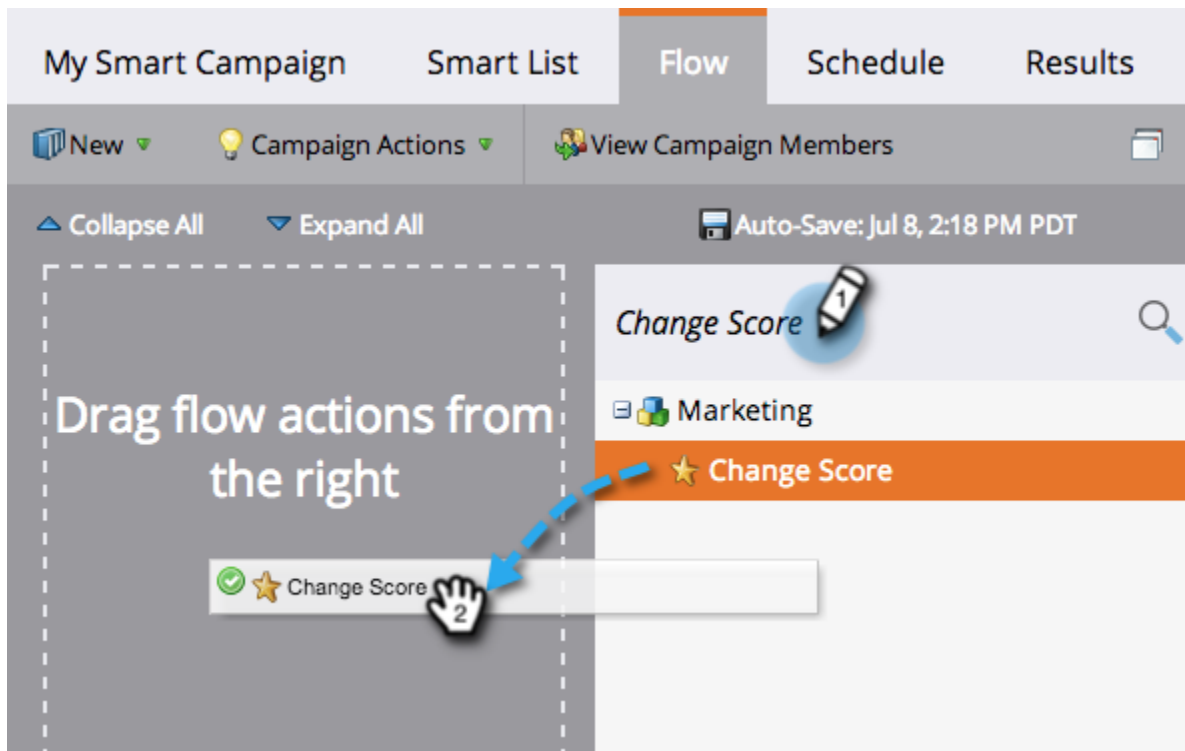
1. Go to **Marketing Activities**.



2. Select your smart campaign and click **Flow**.



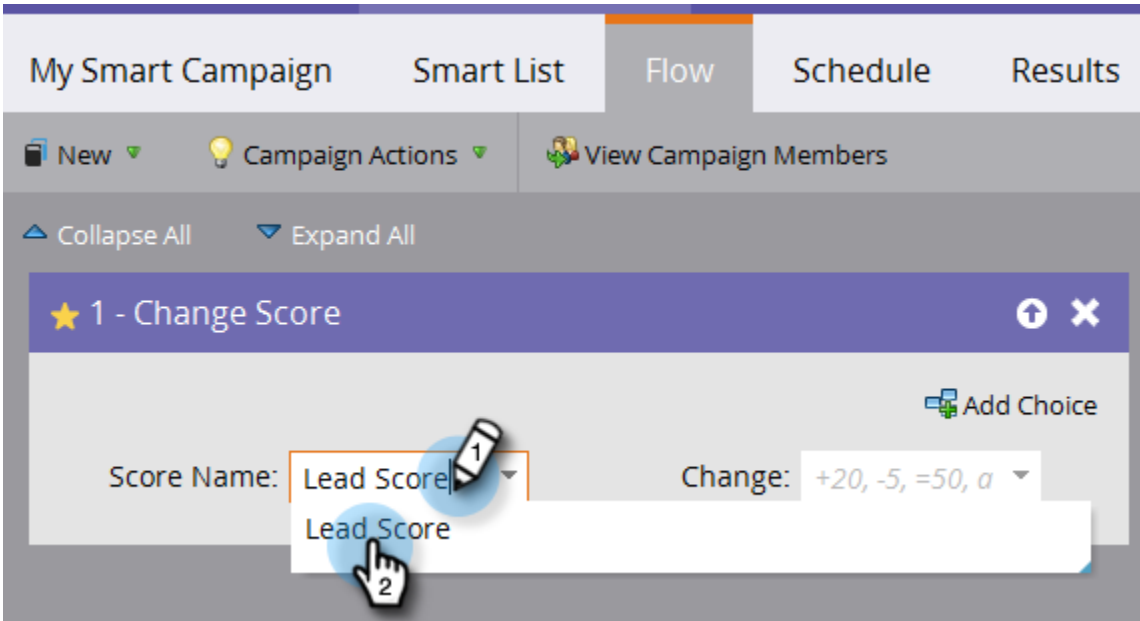
3. Type to search for a flow step, then drag and drop it to the canvas. You can add multiple flow steps - repeat this with every step you want the campaign to perform.



Deep Dive

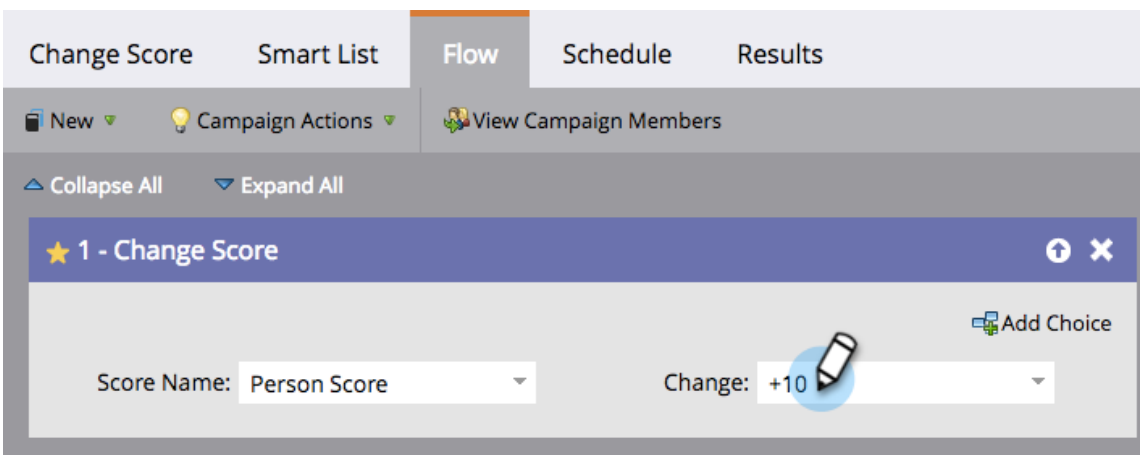
Learn more about the different [flow steps](#).

4. Click the drop-down and choose an appropriate option.



The screenshot shows the 'Flow' step configuration interface. The top navigation bar includes 'My Smart Campaign', 'Smart List', 'Flow', 'Schedule', and 'Results'. Below the navigation bar are icons for 'New', 'Campaign Actions', and 'View Campaign Members'. The main area is titled '1 - Change Score' and contains a form with two fields: 'Score Name' and 'Change'. The 'Score Name' field is currently set to 'Lead Score' and has a dropdown menu open showing 'Lead Score' as the selected option. A hand icon with the number '2' is pointing to the dropdown menu. The 'Change' field is set to '+20, -5, =50, a' and has a dropdown arrow. An 'Add Choice' button is located to the right of the 'Change' field.

5. Enter the value.



The screenshot shows the 'Flow' step configuration interface. The top navigation bar includes 'Change Score', 'Smart List', 'Flow', 'Schedule', and 'Results'. Below the navigation bar are icons for 'New', 'Campaign Actions', and 'View Campaign Members'. The main area is titled '1 - Change Score' and contains a form with two fields: 'Score Name' and 'Change'. The 'Score Name' field is set to 'Person Score'. The 'Change' field is set to '+10' and has a dropdown arrow. An 'Add Choice' button is located to the right of the 'Change' field.

Reminder



Flow steps are executed in the order in which they are listed. [Reorder the flow steps](#) to ensure they're in the right sequence.

Tip

A red squiggly line appears in case of an invalid entry. Hover over the line to see how to correct it.



Awesome! Be sure to [review and validate the smart campaign](#) before you schedule or activate it.

Related Articles

- [Use Add Choice in a Flow Step](#)
- [Reorder the Flow Steps in a Smart Campaign](#)

