Creating an "Add to Calendar" Link in a Marketing Cloud Email [1]

April 3, 2019 by jennifer.mortensen [2]

Many eComm users are familiar with creating "add to calendar" links in Cvent but are less aware that it's also possible to add similar links to Marketing Cloud emails. To add an "add to calendar" link to a Marketing Cloud email, follow the steps below.

Multiple 'Add to Calendar' Links Load multiple .ics files into Marketing Cloud and give them unique names (i.e 5.24 meeting 3-4pm, 5.24 meeting 4-5pm)

1. From your Outlook calendar, **create the event** you want to share with your audience. Be sure to add all of the relevant details, like the event title, location, and any special instructions.
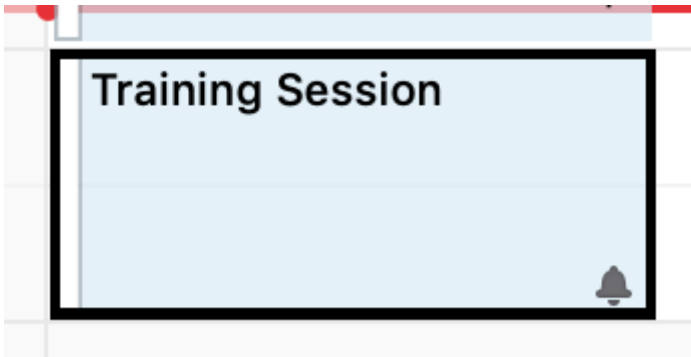
2. Once you've created your event, **drag the event from your Outlook calendar and drop it on your desktop**. This will create a file called an .ics file. You may want to rename the .ics file once it's on your desktop so that it will be easy to identify. One possible naming convention is MMDDYY Event Name (for example 072020 Training Session).
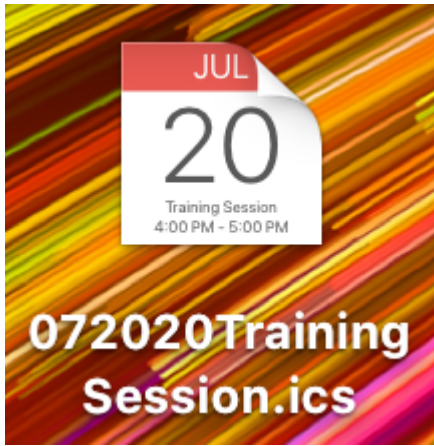
*Calendar Invite Details When a recipient clicks 'Add to Calendar' the invitation will appear to originate by whoever created it. For this reason, the event planner should create the .ics file.

3. Login to Marketing Cloud and access the email to which you want to add the calendar link. Navigate to the the folder (if applicable) associated with that email content, and **drag and drop the .ics file from your desktop into Content Builder.** Click **Upload and Publish** to upload the file.

Search   🔍   ☐ Show Folders

☐ **20 Content Items** | Content Builder > eComm > Adh

072020Training Session.ics

Pending Upload and Publish

Options   Remove

Upload and Publish   ⓘ

4. **The .ics file will upload** as a Marketing Cloud document.

Search 🔍

☐ 3995 Content Items | CU System University Relations

NAME

☐ 072020Training Session.ics

5. Click the name of the document file to open it. A window will appear that contains a URL for the document. **Click "Copy" to copy the link.**

DOCUMENT

072020Training Session.ics

DETAILS

Location	2020 Move
ID	692735
Customer Key	4a55127d-a252-4ac6-8808-97486158be65
Tags	
Owner	Jennifer Mortensen
Modified	July 20, 2020 3:57 PM by Jennifer Mortensen
Created	July 20, 2020 3:57 PM by Jennifer Mortensen
Description	
URL	http://image.communications.cu.edu/lib/fe8713737

6. Access your email and the content block that contains the "Add to Calendar" link. **Highlight the text you want to link and click the hyperlink button.**

Content	Block Settings	HTML

Block not saved

Event Title

We hope you can join us! Reservations are not re

Add to calendar.

body

Save Block ▲   Done

7. **Paste the URL from step four** above and click OK.

Link Properties

Link to   Website (http://) ▼

Link URL   :8f13727463017577/m/3/234a9c25-4137

Link Text   Add to calendar

Link Color   ▮ #2D95EC   ☑ Include ur

Title   Add to calendar

Tracking Alias   Add to calendar

☐ Conversion Tracking Link

Cancel

8. Your "Add to Calendar" link is now active.

Content	Block Settings	HTML

Block not saved

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Event Title

We hope you can join us! Reservations are not re

<u>Add to calendar</u>.

body   a

Save Block ▲   **Done**

Display Title:
Creating an "Add to Calendar" Link in a Marketing Cloud Email
Send email when Published:
Yes

Source URL:https://www.cu.edu/blog/ecomm-wiki/creating-add-calendar-link-marketing-cloud-email

Links
[1] https://www.cu.edu/blog/ecomm-wiki/creating-add-calendar-link-marketing-cloud-email
[2] https://www.cu.edu/blog/ecomm-wiki/author/13789