

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

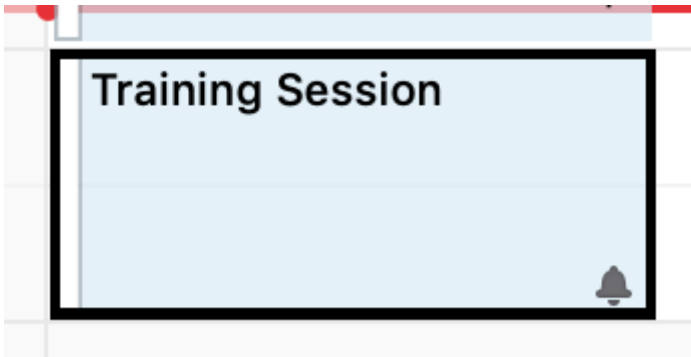


April 3, 2019 by [jennifer.mortensen](#) ^[2]

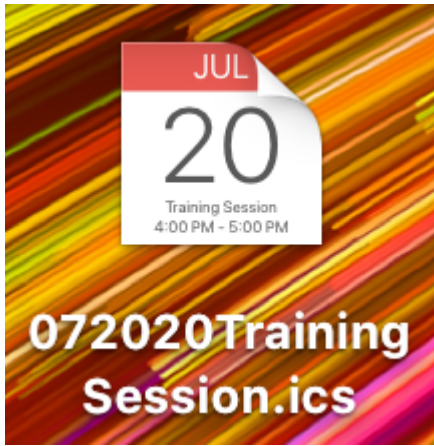
Many eComm users are familiar with creating "add to calendar" links in Cvent but are less aware that it's also possible to add similar links to Marketing Cloud emails. To add an "add to calendar" link to a Marketing Cloud email, follow the steps below.

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.



☐ 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.

<input type="text" value="Search"/>	
<input type="checkbox"/> 3995 Content Items	CU System University Relations
NAME	
<input type="checkbox"/>	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

B *I* U |     |    |    

A   

     |   |     x_2 x^2 ,

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 u

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

B *I* U |     |    |    

A    Styles Font ...

     |   |     x_2 x^2 ,

Event Title

We hope you can join us! Reservations are not re

[Add to calendar.](#)

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/ecommerce-wiki/creating-add-calendar-link-marketing-cloud-email>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/creating-add-calendar-link-marketing-cloud-email>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/13789>