

Upload Files to Marketing Cloud (including 'Add to Calendar') ^[1]



November 7, 2024 by [jennifer.mortensen](#) ^[2]

Users can upload files to Marketing Cloud, creating a link or URL that can be included in emails. Many file types are supported, including Excel, PDFs, and ICS (to make an 'Add to Calendar' link). See below for details on two common use cases.

Create 'Add to Calendar' Link in Email

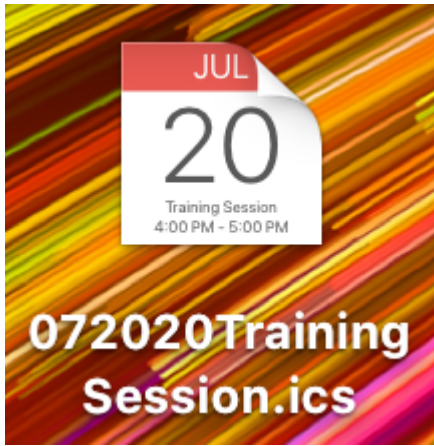
Follow the steps below to add an "add to calendar" link to a Marketing Cloud email.

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 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   

     |   |       ,

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

Upload Files to Link in Email

While you can't attach a file to a Marketing Cloud email, you can upload a file to Marketing Cloud and then link to it within the email.

- Once in **Email Studio**, click the blue **Create** button in the top right.
- Select **Upload** in the dropdown >> then **Content**
- Alternatively, you can drop a file in the middle section

The screenshot displays the Marketing Cloud interface. At the top, a navigation bar includes a home icon, 'Email', 'Overview', 'Content', 'Subscribers', 'Interactions', 'A/B Testing', and a partially visible 'Tr' button. Below this, the 'Content Builder' section is active. It is divided into two main tabs: 'LOCAL' and 'SHARED'. The 'LOCAL' tab is selected, showing a folder tree under 'CU System CRM'. The tree includes 'Content Builder', 'Adhoc Comms', 'Content', 'CRM Communications', 'eComm Communications' (expanded), and '2024' (expanded). Under '2024', there are 'Audits' (expanded) with sub-items 'Last Login' and 'SkillSoft', 'MEC Weekly Digest', 'Projects Notifications', and 'User Monthly Newsletter'. At the bottom of the LOCAL view is a 'Testing eComm Team Member Folders' link. The 'SHARED' tab is also visible, featuring a search bar, a count of '688 Content Items', and a list of content items with checkboxes and thumbnails. The list includes '11.2024 User Newsletter', 'MCSF Resources', 'Cvent Resources', 'MC Monthly Updates', and 'Cvent Monthly Updates'.

Content Builder

LOCAL SHARED

CU System CRM

Content Builder

Adhoc Comms

Content

CRM Communications

eComm Communications

2022

2023

2024

Audits

Last Login

SkillSoft

MEC Weekly Digest

Projects Notifications

User Monthly Newsletter

Testing eComm Team Member Folders

Search

688 Content Items | CU System CRM

NAME

11.2024 User Newsletter
%%Employee Preferred Name%%, key e

MCSF Resources

Cvent Resources

MC Monthly Updates

Cvent Monthly Updates

- A preview of the file will show. Select the **Upload and Publish** button.
- Note, you can Upload and Publish numerous files at once.



Content Builder

LOCAL

SHARED

CU System CRM

Content Builder

Adhoc Comms

Content

CRM Communications

eComm Communications

2022

2023

2024

Audits

Last Login

SkillSoft

MEC Weekly Digest

Search

☐ 688 Content Items | CU System CRM

Sample_Upload.xlsx

Pending Upload and Publish

Options

Remove

Upload and Publish

NAME

☐

11.2024 User Newsletter

%%Employee Preferred Name%%, key e

- Once uploaded, click the **down arrow** to find quick actions on the far right of the row.
- Select **Copy Published URL** in the dropdown.
- Use this URL to link text in your email.



Content Builder

LOCAL

SHARED

CU System CRM

Content Builder

Adhoc Comms

Content

CRM Communications

eComm Communications

2022

2023

2024

Audits

Search

688 Content Items

CU System CRM

NAME

Sample_Upload.xlsx

11.2024 User Newsletter

%%Employee Preferred Name%%, key e

MCSF Resources

Display Title:

Upload Files to Marketing Cloud (including 'Add to Calendar')

Send email when Published:

No

Source URL:<https://www.cu.edu/blog/ecommerce-wiki/upload-files-marketing-cloud-including-add-calendar>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/upload-files-marketing-cloud-including-add-calendar>

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