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



October 28, 2025 by jennifer.mortensen [2]

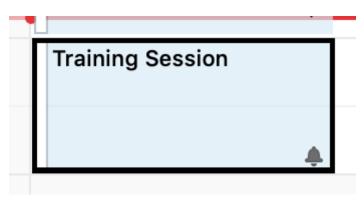
Users can upload files to Marketing Cloud, creating a link or URL that can be included in emails. Many file types are supported, including Excel, PDFs, and ICS (to make an 'Add to Calendar' link). See below for details on two common use cases.

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.

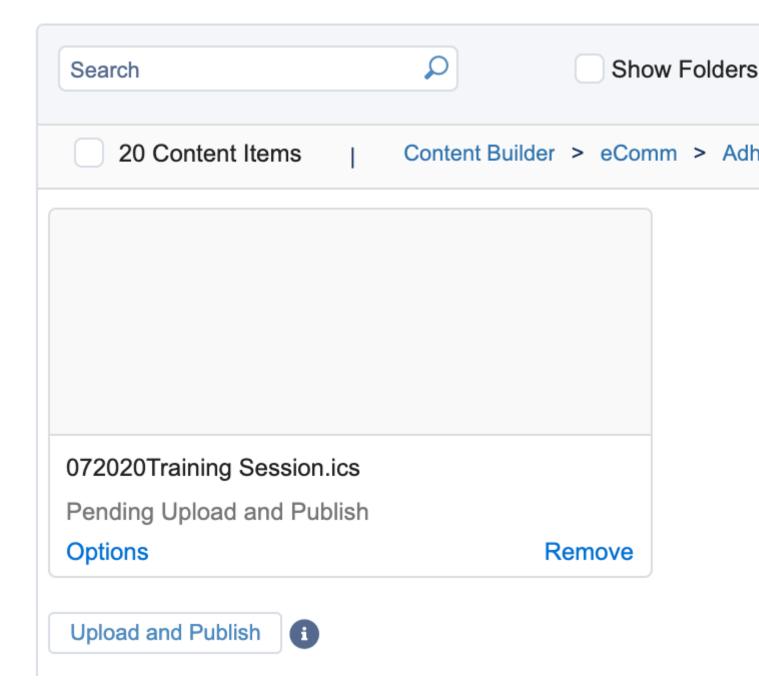


- Open the meeting or appointment.
- Click File in the top-left corner.
- Select Save As in the dropdown.
- Select "Save as type" = iCalendar Format (.ics)*
- Choose a location to save the file and give it a name, then click Save

*Unable to Save an .ics File? Some computers and browsers will not save a meeting as an

.ics file. Instead, make an appointment.

- Log in to Marketing Cloud and access the email to which you want to add the calendar link.
- Navigate to 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.



• The .ics file will upload as a Marketing Cloud document.

Search		P	
3995 Content Items		CU System University Relations	
NAME			
072020	072020Training Session.ics		

• 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

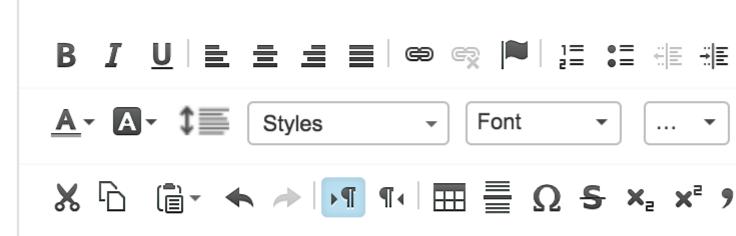
Description

URL http://image.communications.cu.edu/lib/fe8713737

•	 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. 								

HTML

Block not saved



Event Title

We hope you can join us! Reservations are not re

Add to calendar.

body

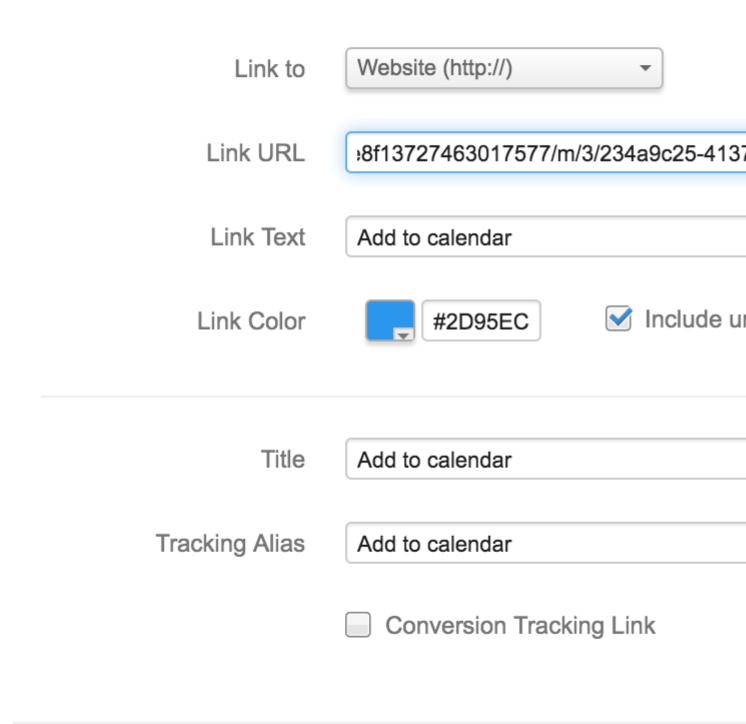




• Paste the URL from step four above and click OK.

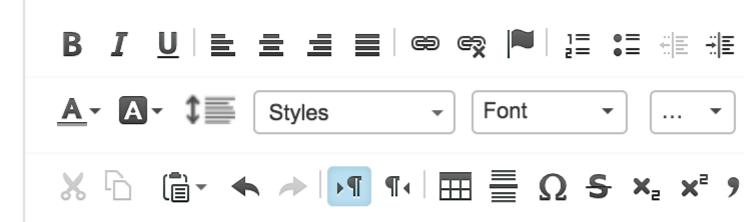
Link Properties

Cancel



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

Block not saved



Event Title

We hope you can join us! Reservations are not re-

Add to calendar.

body a

Save Block A

Done

Upload Files to Link in Email

2024

Audits

Last Login

SkillSoft

MEC Weekly Digest

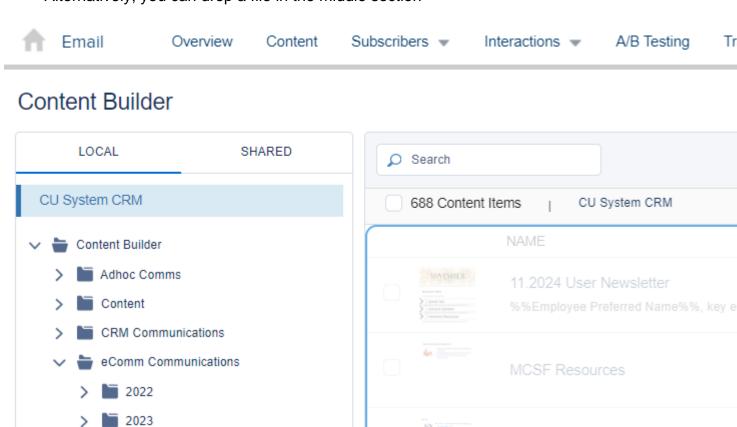
Projects Notifications

Testing eComm Team Member Folders

User Monthly Newsletter

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.

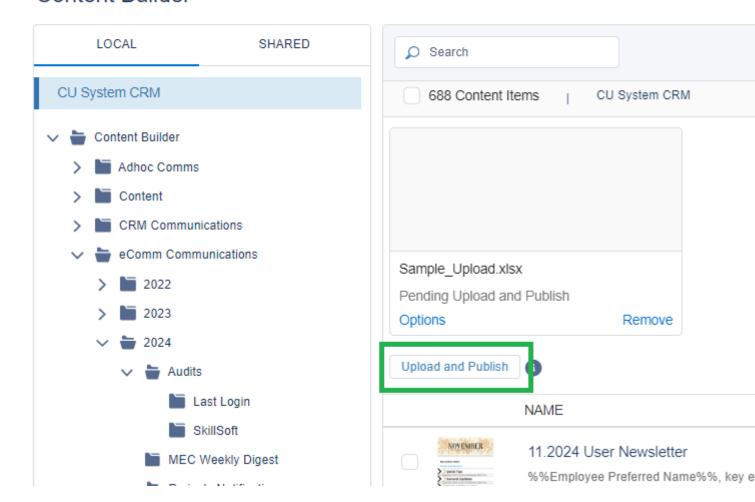
- Once in **Email Studio**, click the blue *Create* button in the top right.
- Select *Upload* in the dropdown >> then *Content*
- Alternatively, you can drop a file in the middle section



- 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

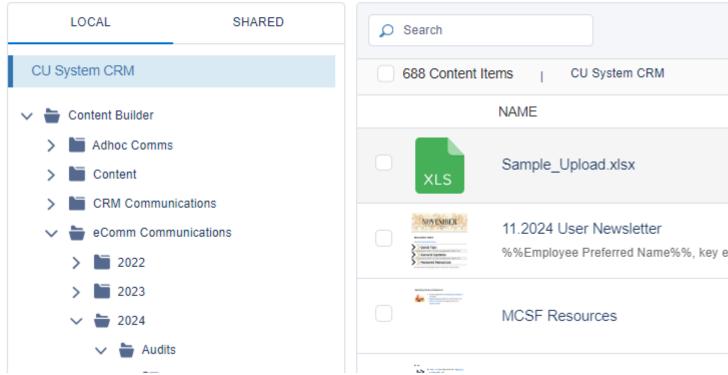
Overview



- 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.

Tr

Content Builder



Display Title:

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

Send email when Published:

No

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

Links

- [1] https://www.cu.edu/blog/ecomm-wiki/upload-files-marketing-cloud-including-add-calendar
- [2] https://www.cu.edu/blog/ecomm-wiki/author/13789