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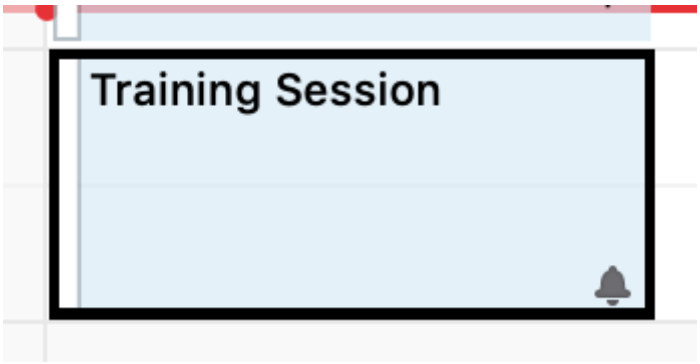
Creating an "Add to Calendar" Link in a Marketing Cloud Email [1]

October 28, 2025 by Melanie Jones [2]

Many are familiar with seeing "add to calendar" links in 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 3-4 pm, 5.24 meeting 4-5 pm)

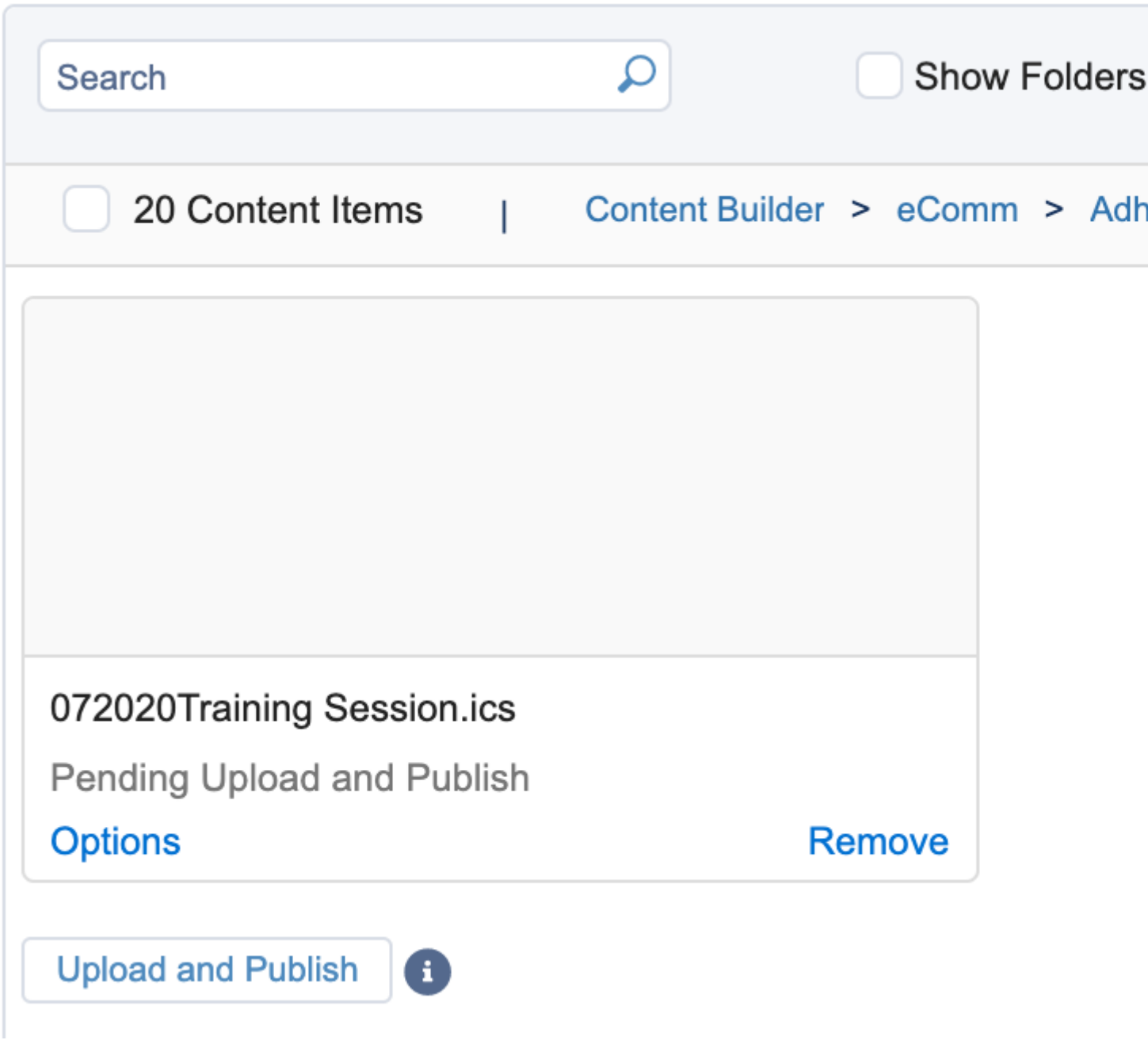
- From your Outlook calendar, **create the event or appointment*** you want to share with your audience. Be sure to add all of the relevant details, like the event title, location, and any special instructions.
    - When a recipient clicks 'Add to Calendar' the invitation will appear to originate from whoever created it. For this reason, the event planner should create the .ics file.



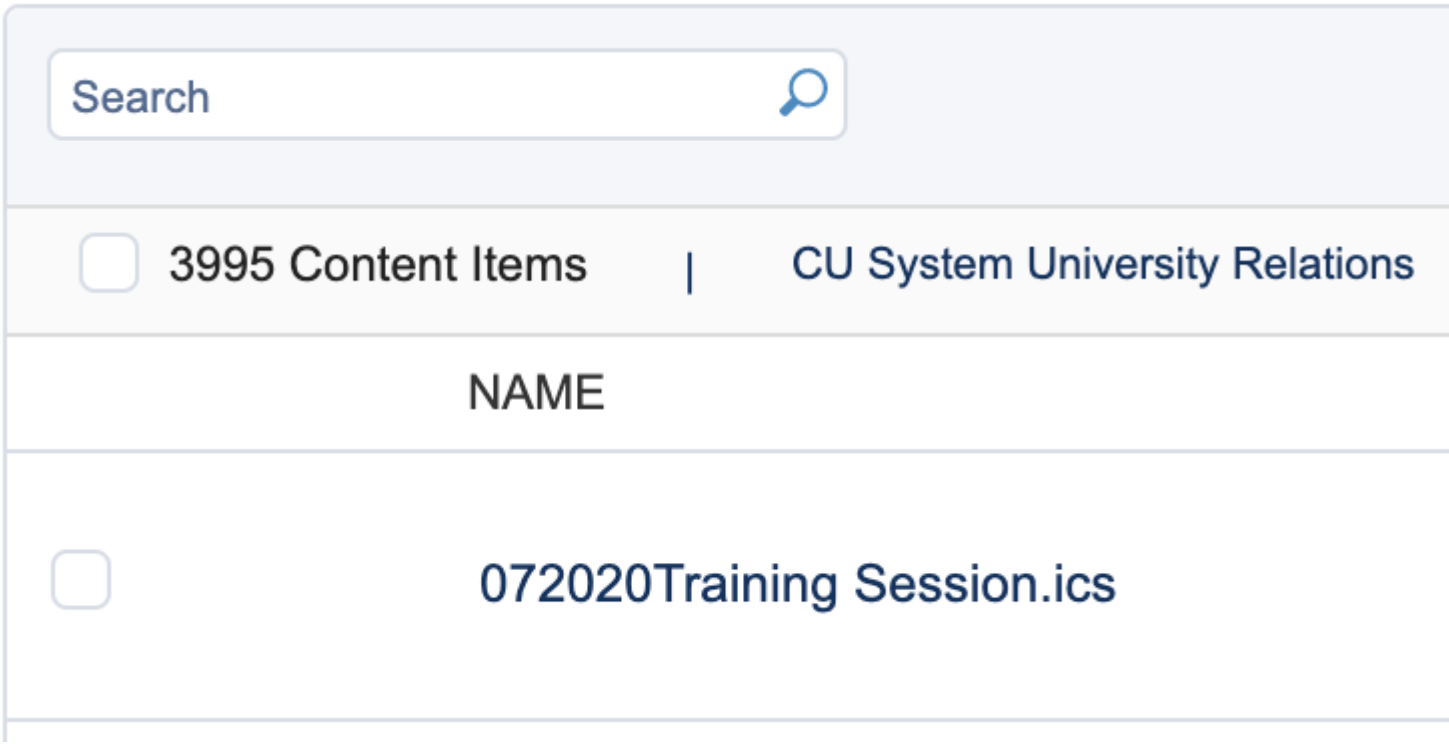
- Open the meeting or appointment.
- Click **File** in the top-left corner.
- Select **Save As** in the dropdown.
- Select "Save as type" = iCalendar Format (.ics)*
- Choose a location to save the file and give it a name, then click **Save**

***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 be uploaded** as a Marketing Cloud document.



- 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.**

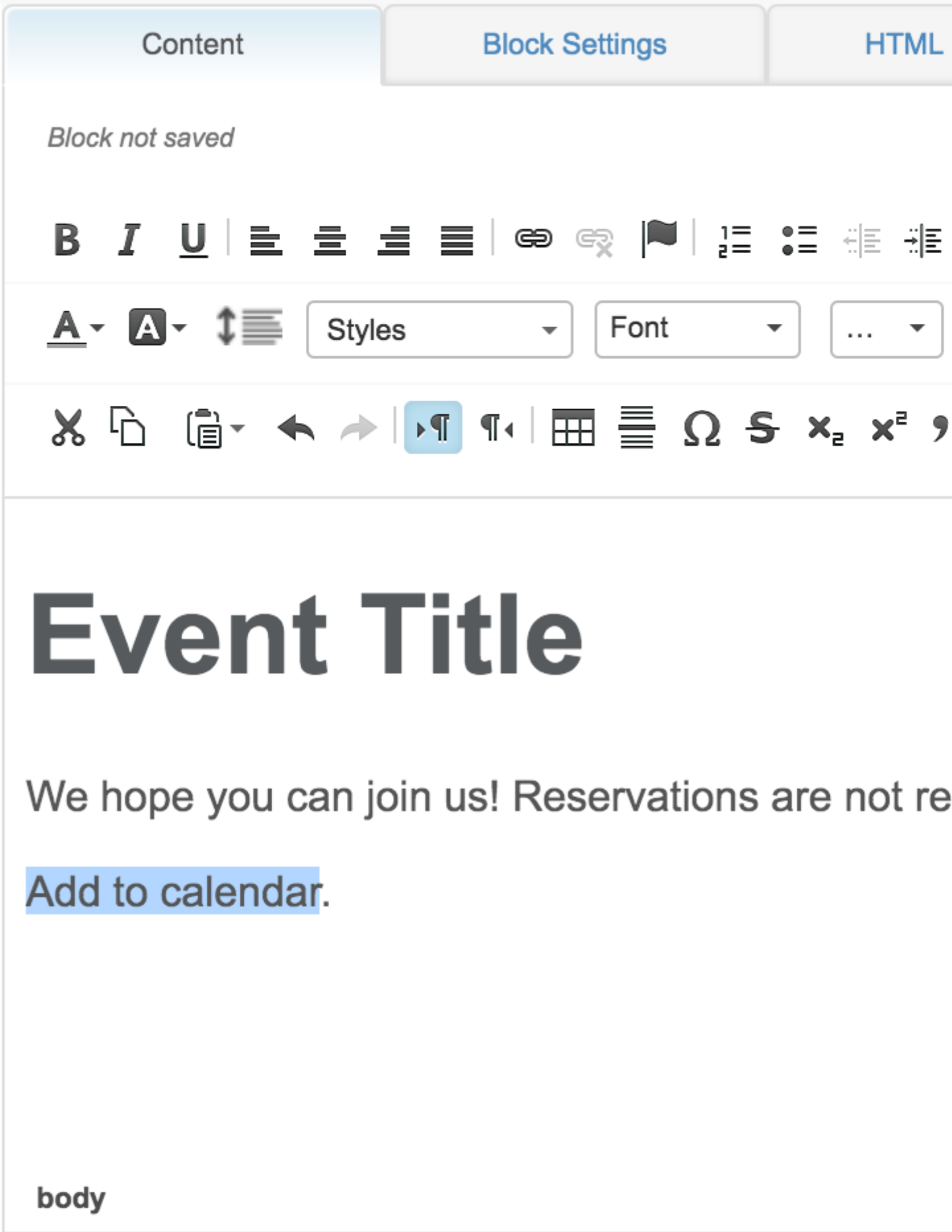
DOCUMENT

072020Training Session.ics

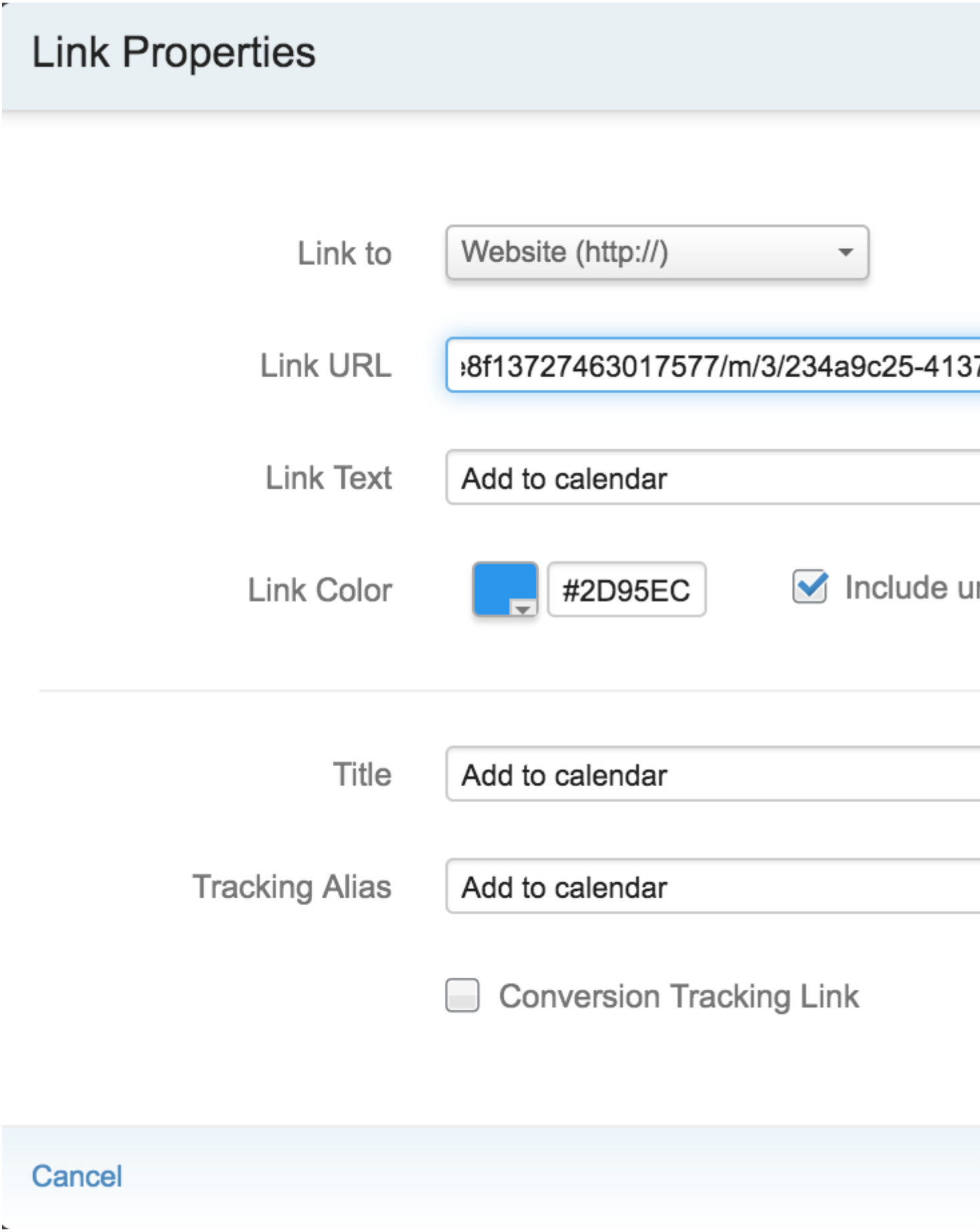
DETAILS

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

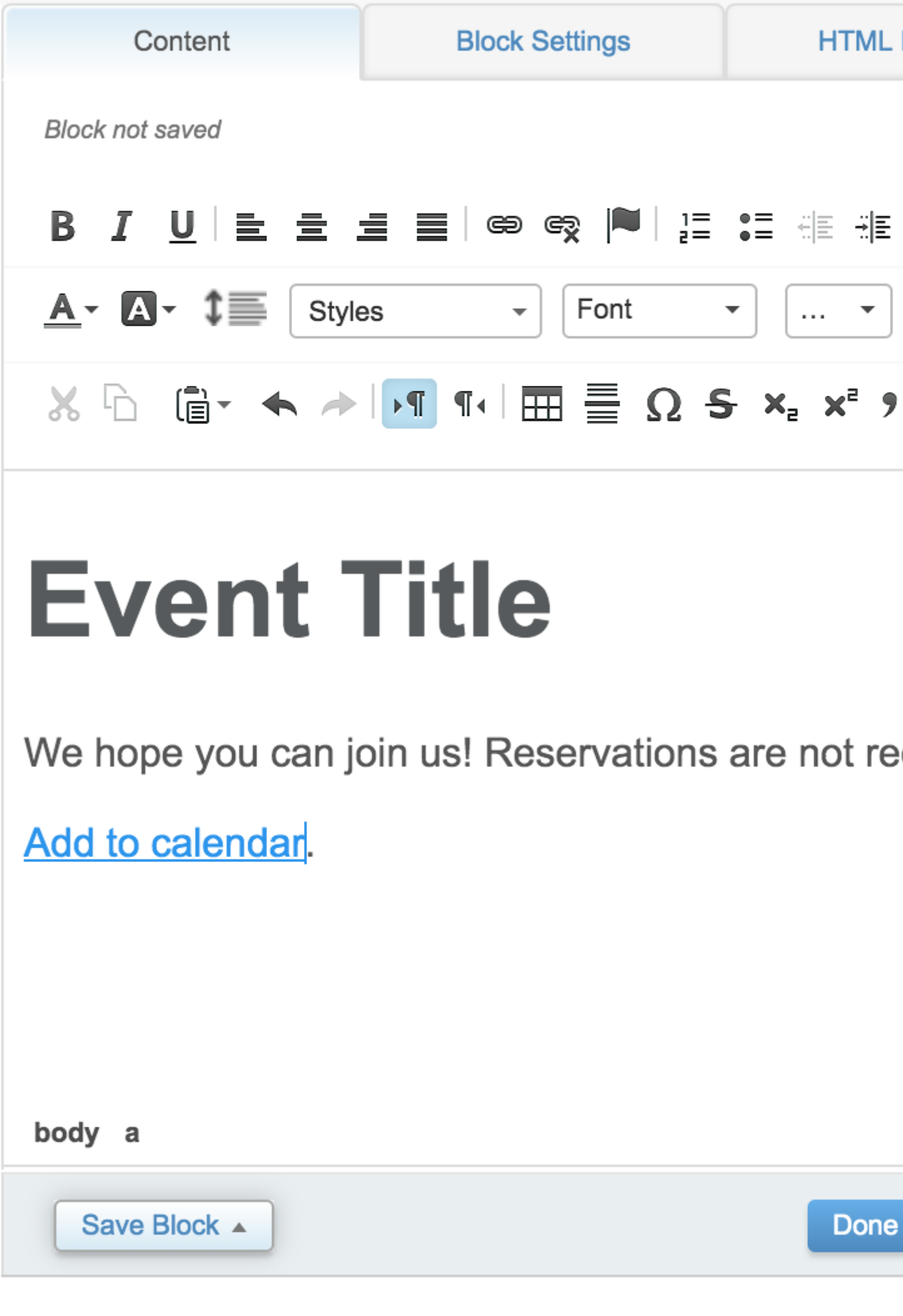
- Access your email and the content block that contains the "Add to Calendar" link.
  Highlight the text you want to link and click the hyperlink button.


Content
Block Settings
HTML
Block not saved
Styles
Font
...
Event Title
We hope you can join us! Reservations are not re
Add to calendar.
body
Save Block
Done

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



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


Content
Block Settings
HTML
Block not saved
Styles
Font
...
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:
No

Source URL:https://www.cu.edu/blog/integrated-online-services/creating-add-calendar-link-marketing-cloud-email

Links
[1] https://www.cu.edu/blog/integrated-online-services/creating-add-calendar-link-marketing-cloud-email
[2] https://www.cu.edu/blog/integrated-online-services/author/39