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)

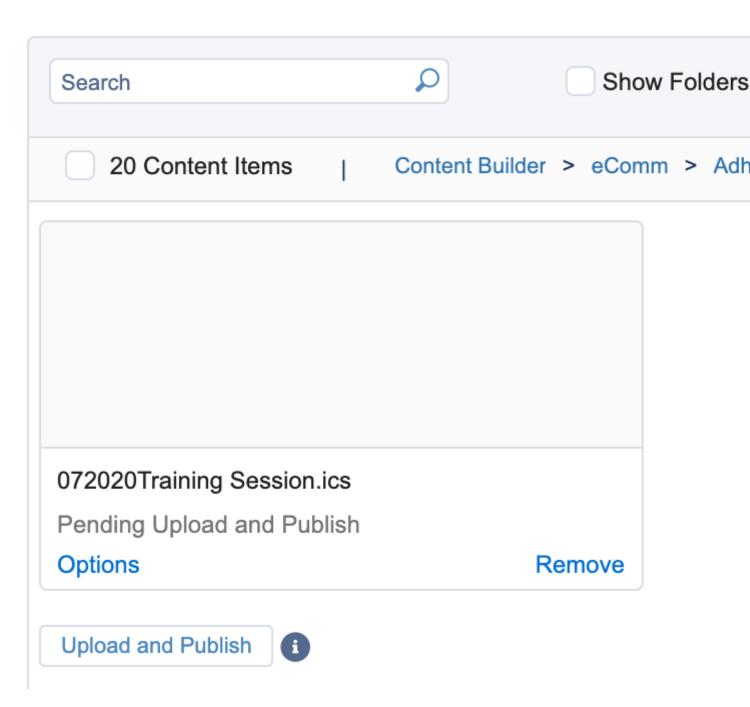
- From your Outlook calendar, **create the event or appointment*** you want to share with your audience. Be sure to add all of the relevant details, like the event title, location, and any special instructions.
 - When a recipient clicks 'Add to Calendar' the invitation will appear to originate from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

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

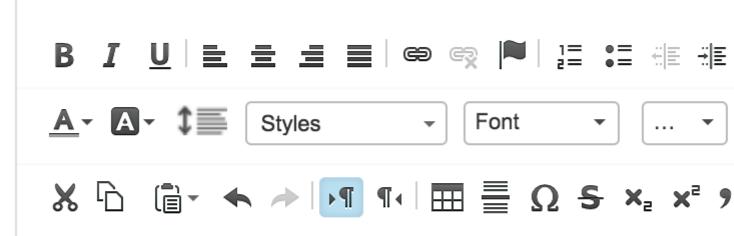
Description

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.

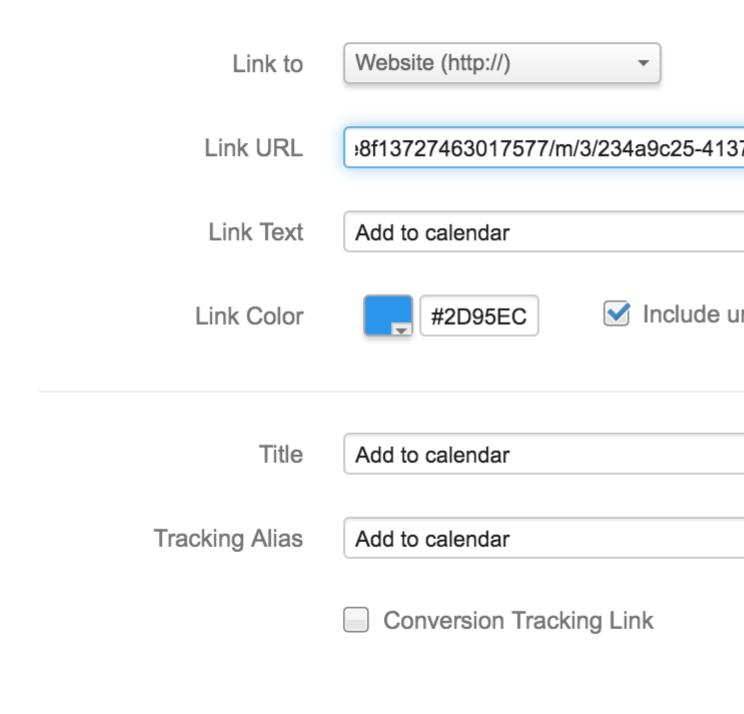
body





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

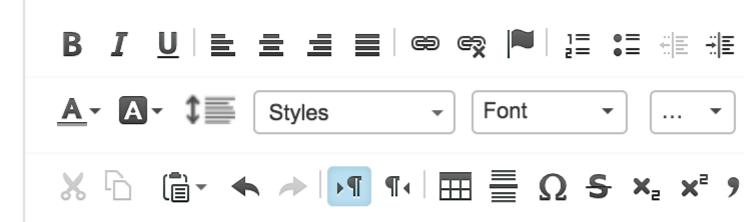
Link Properties



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

Display Title:

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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