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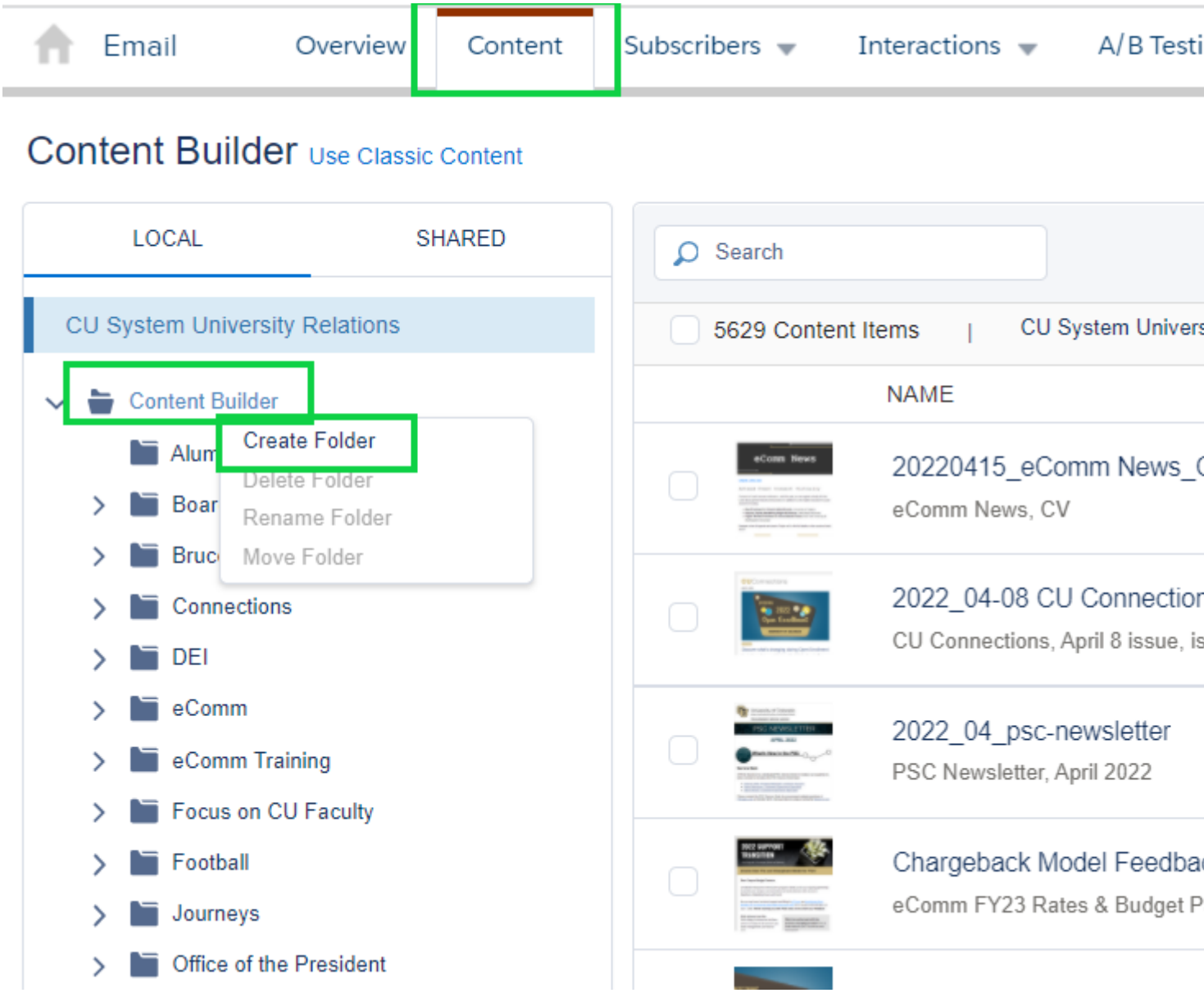
Folders in Marketing Cloud [1]

October 20, 2023 by Melanie Jones [2]

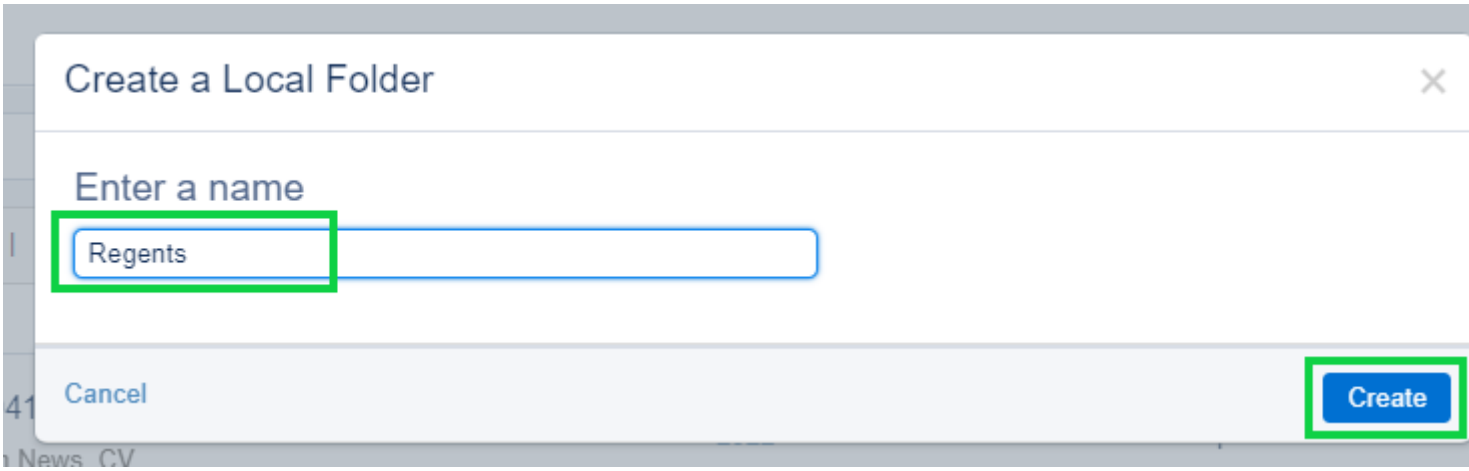
We know how cluttered your Marketing Cloud account can get if you are a frequent sender. Use these different types of folders (and other tips) to stay organized.

Content Builder Folders

- Navigate to Email Studio >> Content Builder. On the left panel folders are listed.
- To add a new folder:
    - Right click the top, **Content Builder** folder
    - Select **Create Folder** in the dropdown



- In the pop-up, give a name to the folder.
- Click the blue **Create** button in the botton right.
- *The new folder will be listed in alphabetical order.*



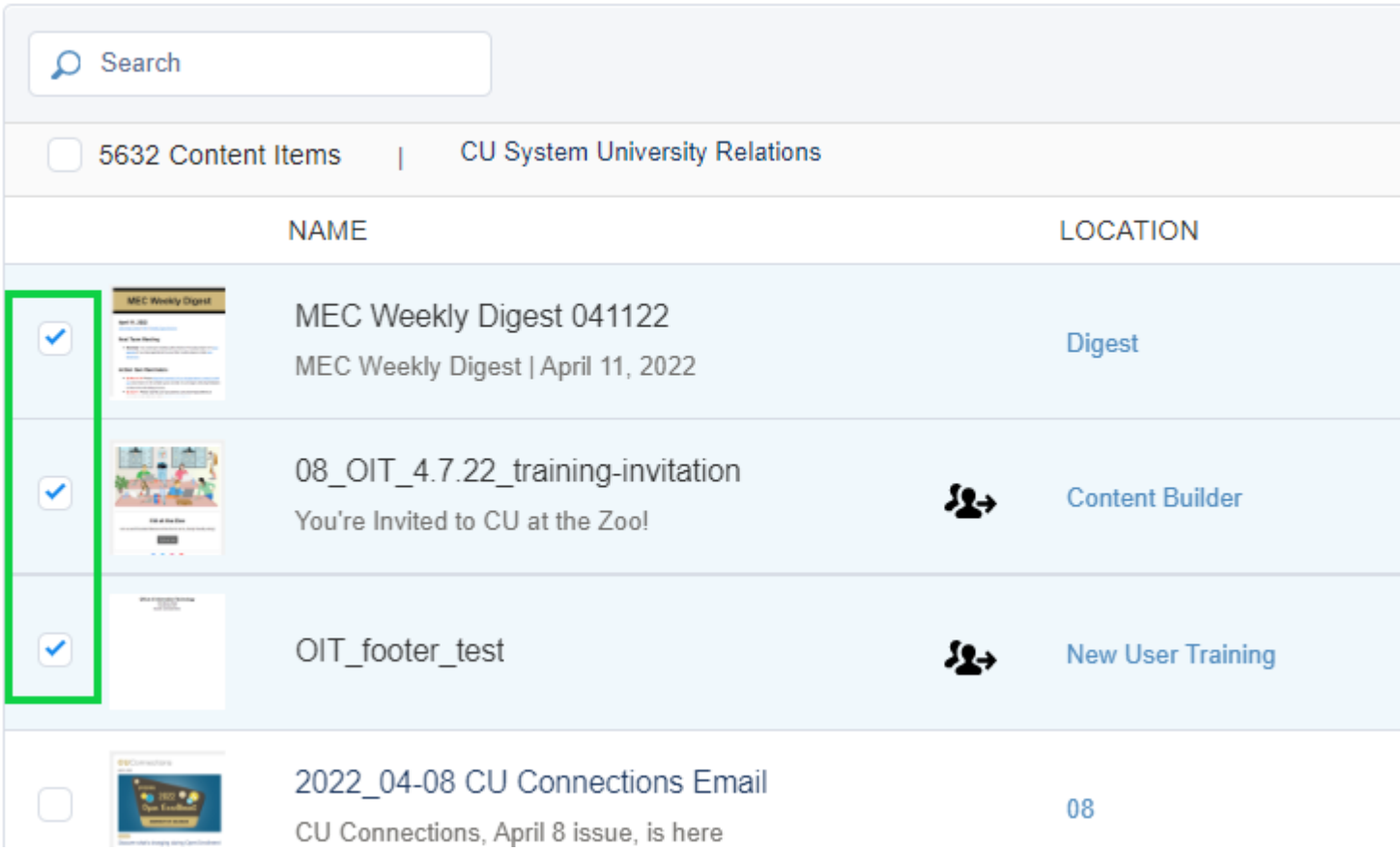
NEST FOLDERS Folders can be created within other folders. To do so, simply right click on

the folder name rather than the Content Builder folder.

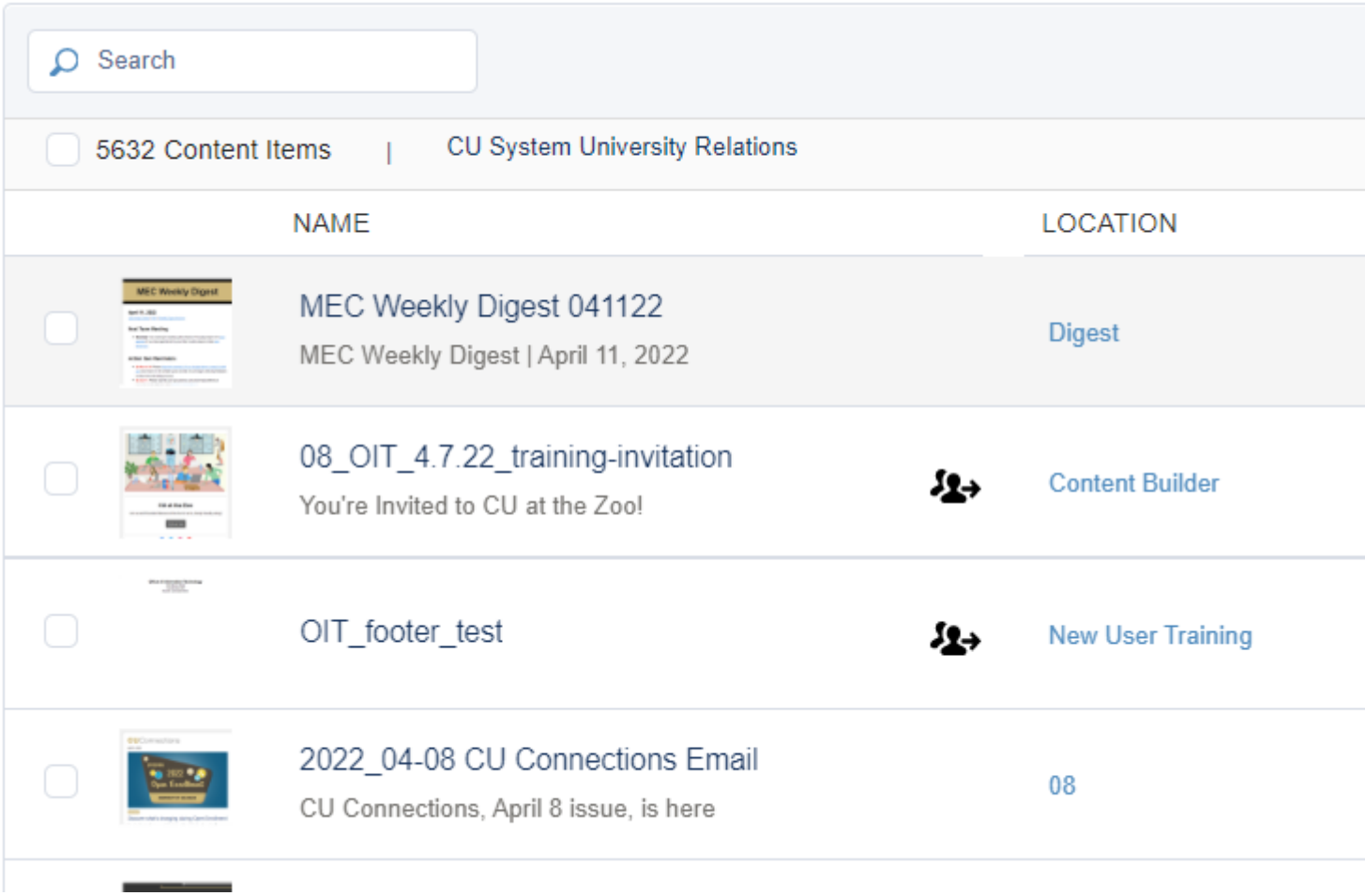
Need to move content from one folder to another? There are two methods:

- Move Content in Bulk
- Move Content Individually

- **Check the box** on the left of the content (multiple can be selected)
- Click the **Action(s)** button in the top right
- Select **Move** in the dropdown



- Select the **quick action down arrow** on the far right side of the piece of content you want to move.
- Click **Move** in the dropdown

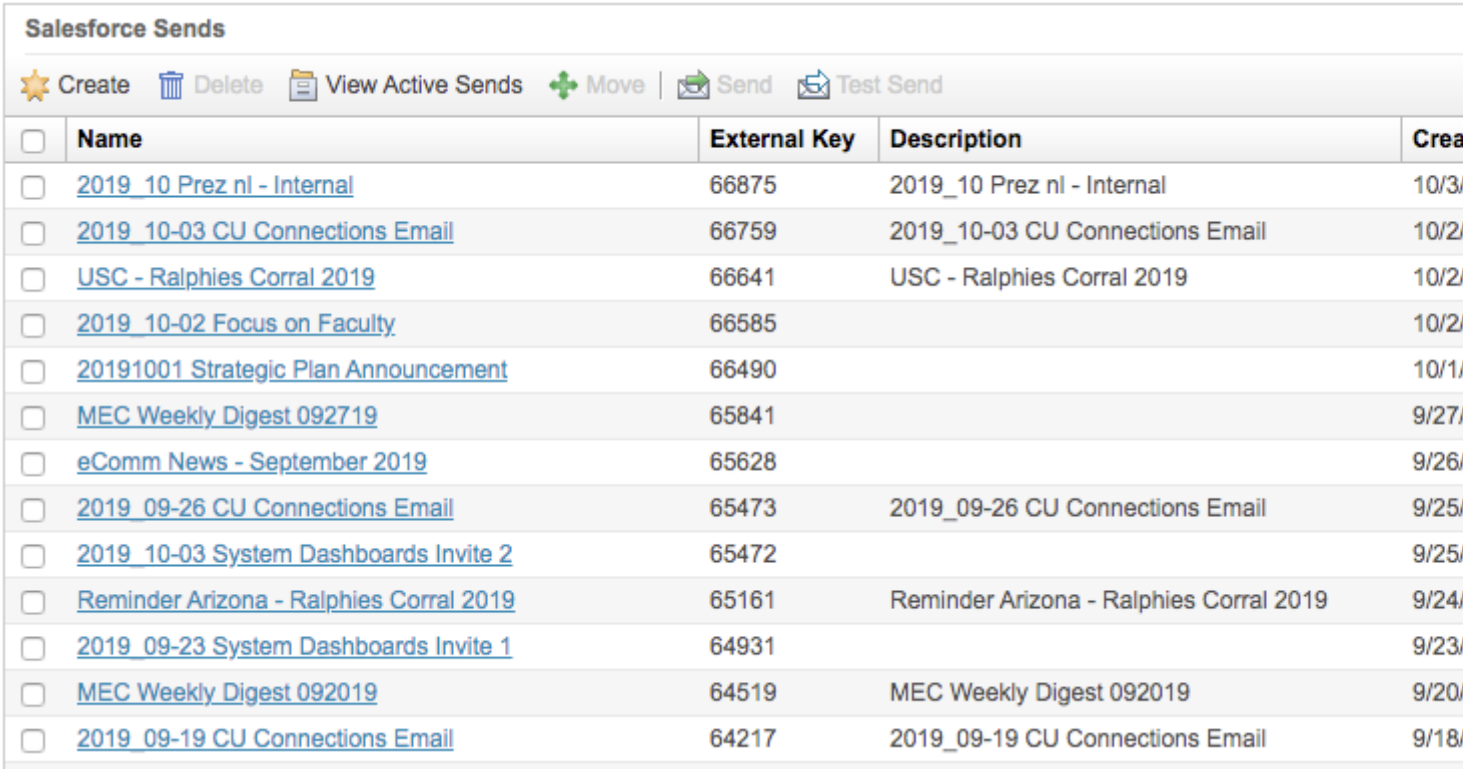


Salesforce Send Folders

There's two ways to send emails through Marketing Cloud. Guided Send (with a step-by-step wizard) [3] and Salesforce Send Emails [4]. Both methods get your email out the door, but I prefer Salesforce Send Emails to help stay organized. You can can name email sends and create a custom folder structure (how-to below).

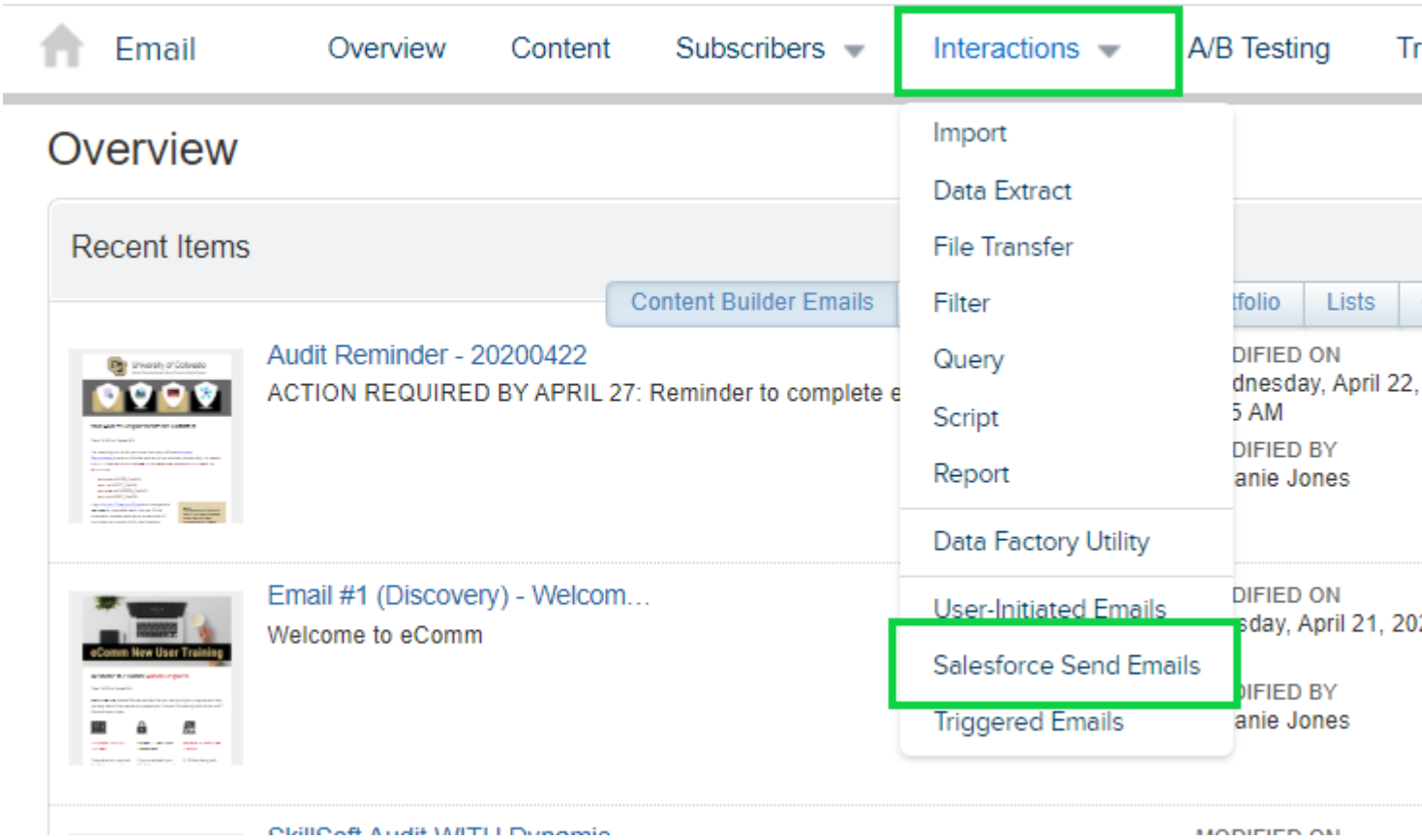
If you're used to scheduling Salesforce Send emails, your Marketing Cloud Salesforce Send Email screen might look something like the example below with:

- one Salesforce Email Send with a **unique name for each send**.
    - *You can avoid this redundant effort with a slightly different (and more organized) approach.*



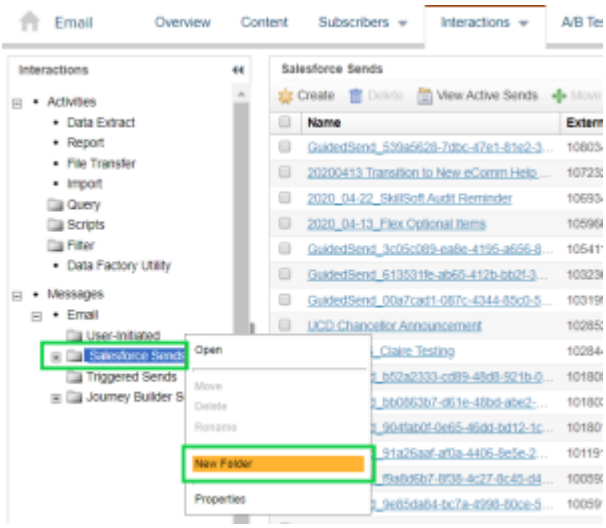
1. Create subfolders under the Salesforce Send Email parent folder.

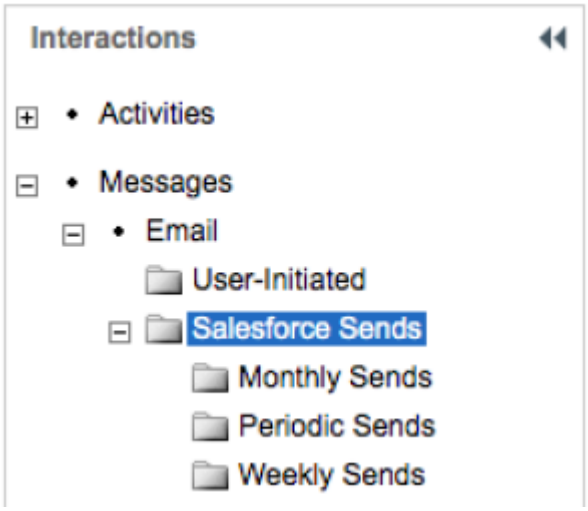
- From **Email Studio** hover **Interactions** then click **Salesforce Send Email** in the dropdown



- **Right click** on the **Salesforce Send Email folder** in the left navigation pane

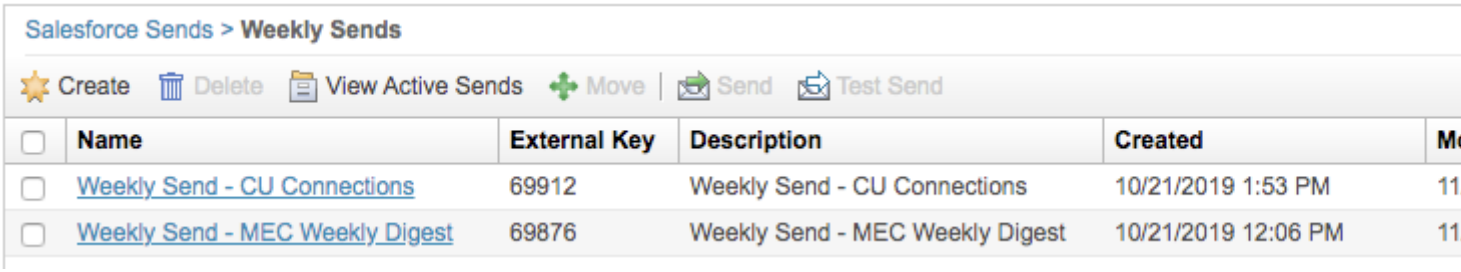
- **Select New Folder** in the dropdown and proceed to organize your work as desired.
    - *For this example, we've grouped our work into Monthly, Weekly, and Periodic Sends.*





2. From there, you can **create new Salesforce Sends in the desired folder**.

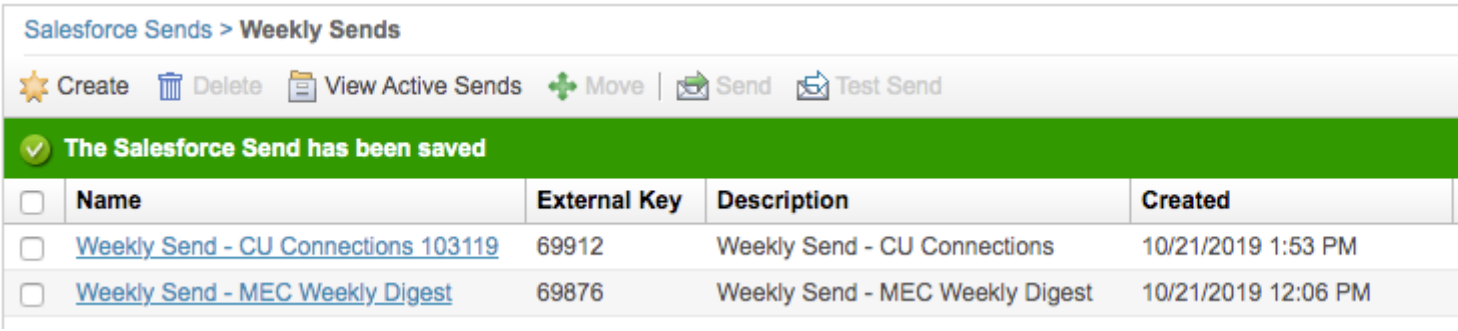
- *For example, after clicking into our 'Weekly Sends' folder, we created two Salesforce Send Emails reflecting our two regular, weekly messages: one communication for CU's eComm Specialists, and other for CU Connections.*



- Build your weekly Salesforce Send Email [4] as you normally would - select your audiences, your send classification, delivery profile, etc.
    - For the content, just select the email that you last sent that falls into this weekly category. Since you aren't scheduling anything yet, there's no risk in connecting a previously sent message to your Salesforce Send Email configuration. We'll update the content before actually sending the message.
- When you're done, **Save** your work.

3. When you're ready to send or schedule the content you create (*each week in our example*), modify your Salesforce Send Email so that it points to the correct content.

- **!TIP!** You can also change the name of the weekly send to reflect the date associated with it.
    - *For example, we modified 'Weekly Send - CU Connections' to 'Weekly Send - CU Connections 103119'. We update that date every week.*



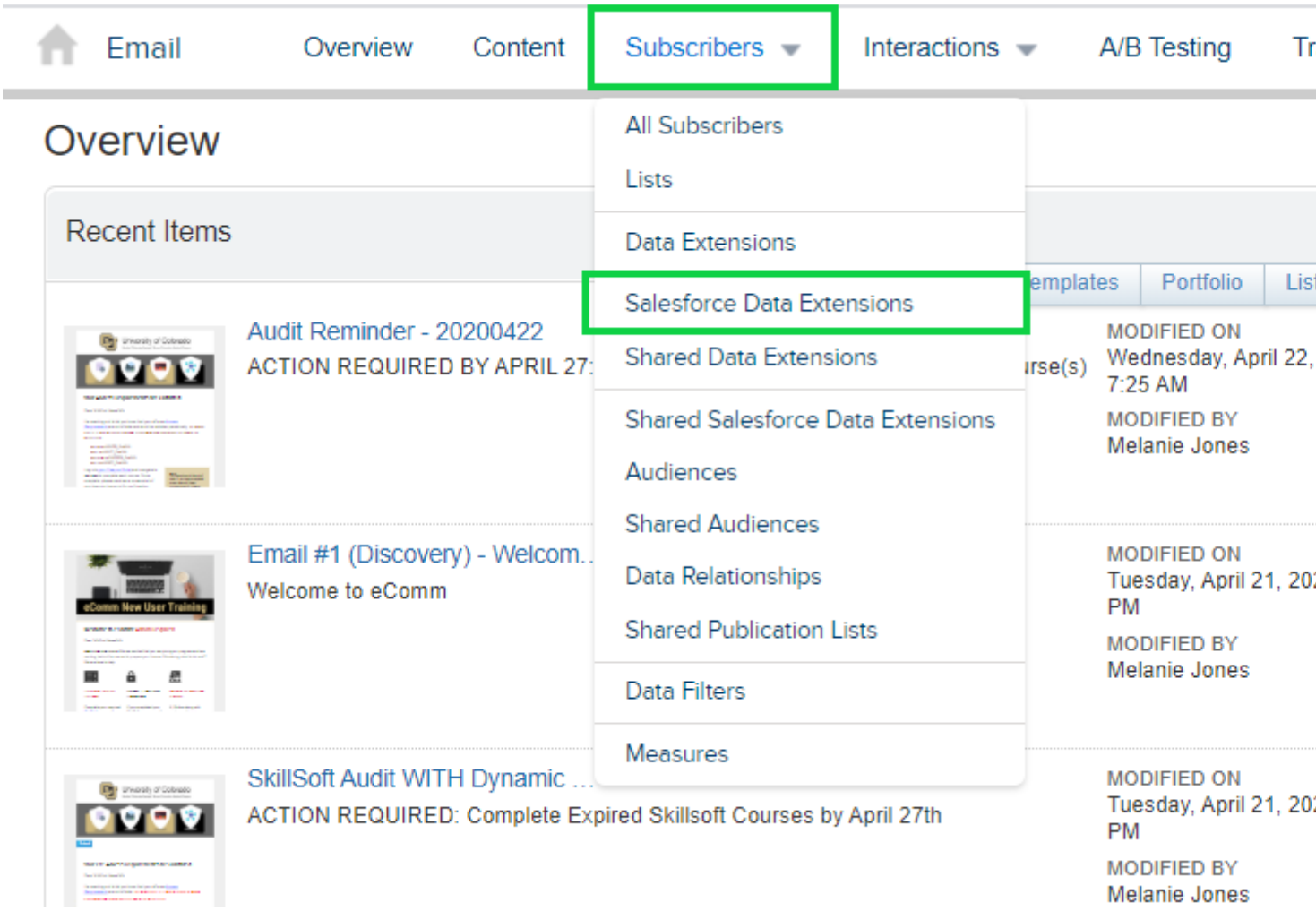
REMINDER If you make ANY changes to your email content after saving your Salesforce Send Email, you'll need to re-select your content in the send configuration to ensure that the changes are captured.

Data Extension Folder

Caution! Moving data extensions can have unintended consequences. Please validate your actions with the IOS Digital Engagement Administrator prior to your move.

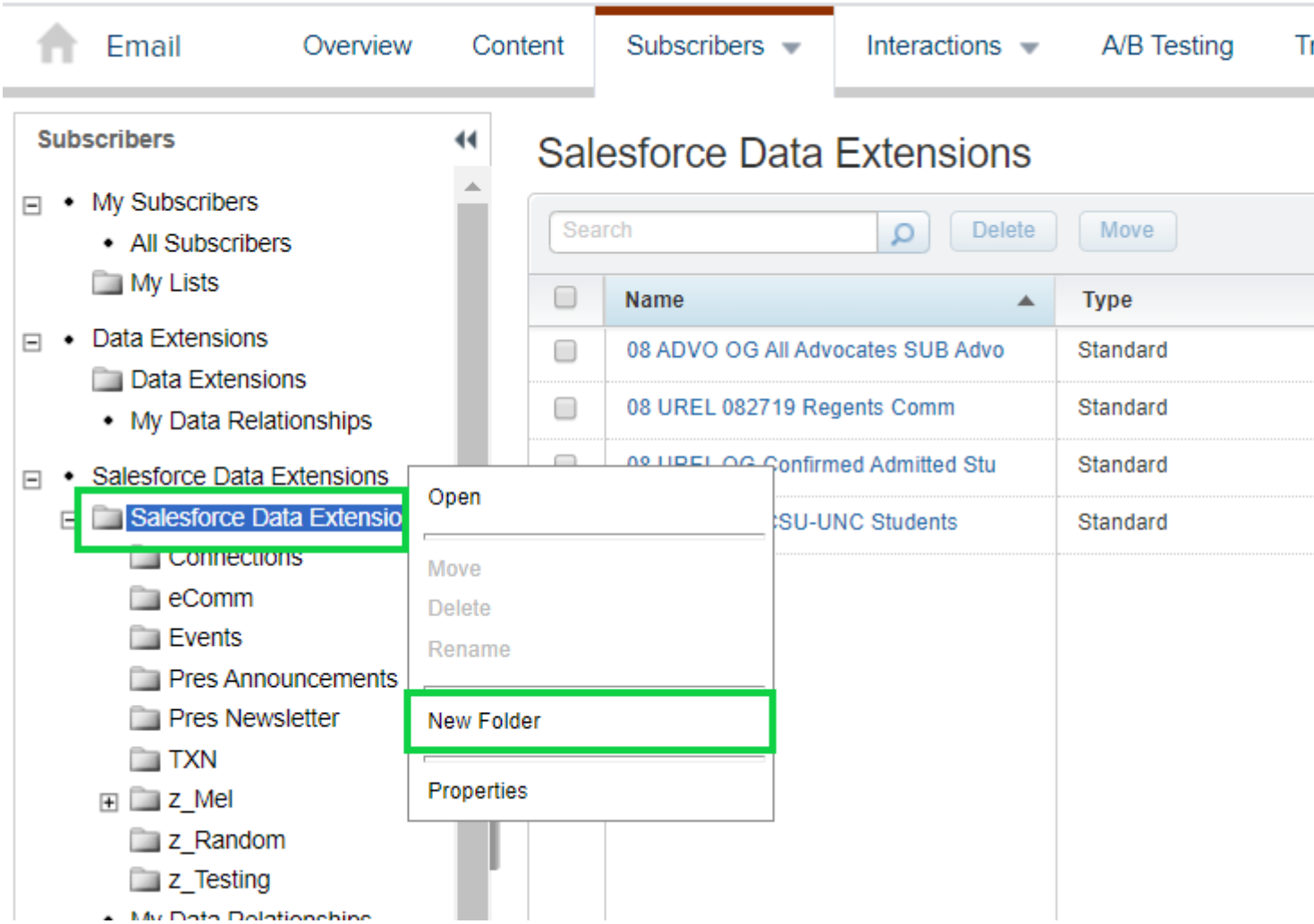
Do you have numerous Data Extensions in your Marketing Cloud account? Create folders to organize your Data Extensions to make finding your audience easier when sending.

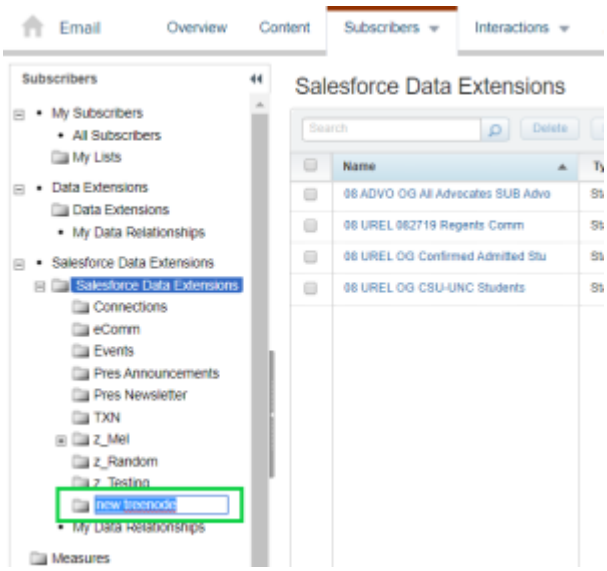
- From Email Studio, hover **Subscribers** in the navigation
- Click **Salesforce Data Extensions** in the dropdown



Use the panel on the left to:

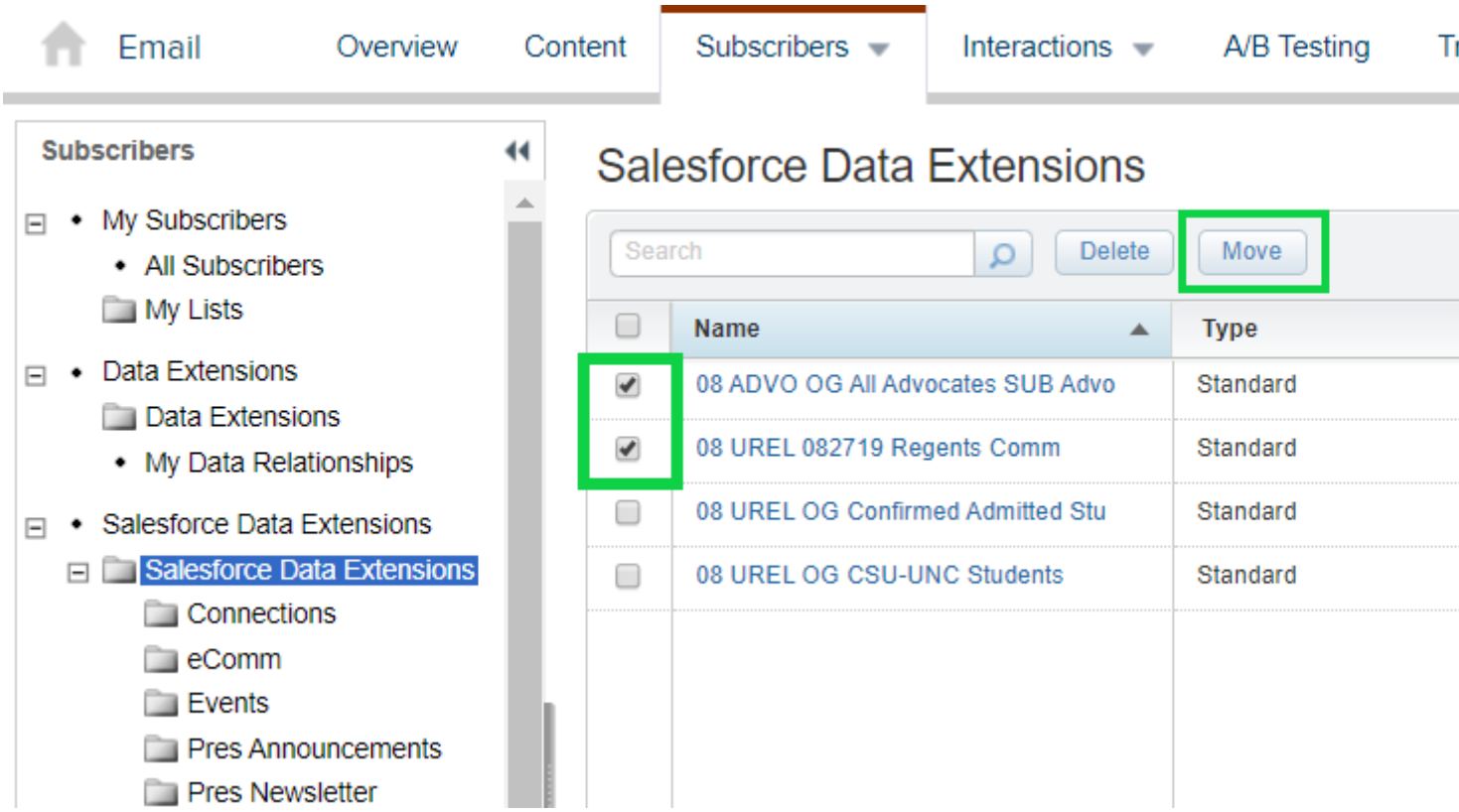
- **Create New Folders |** right click on the **Salesforce Data Extensions parent folder** and click **New Folder** in the dropdown



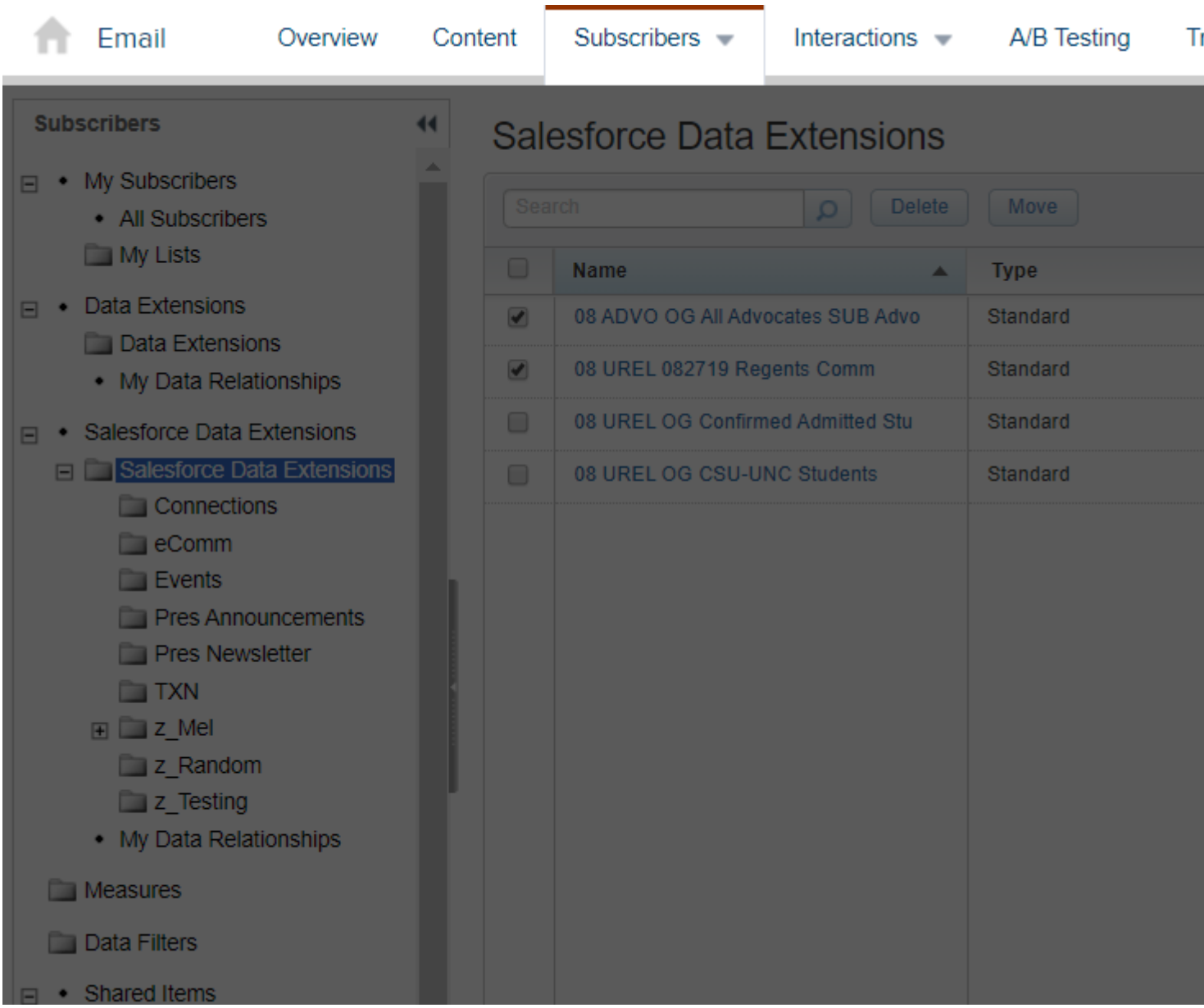


- **Name your new folder**
  - The new folder will order alphabetically automatically.

- **Move Data Extensions |** from the Salesforce Data Extension Folder **Check** the Data Extensions then select **Move** in the top



- In the pop-up, **select Salesforce Data Extension** to expand the sub-folders
- **Select the folder** you want the Data Extension(s) moved to
- Click **Ok**



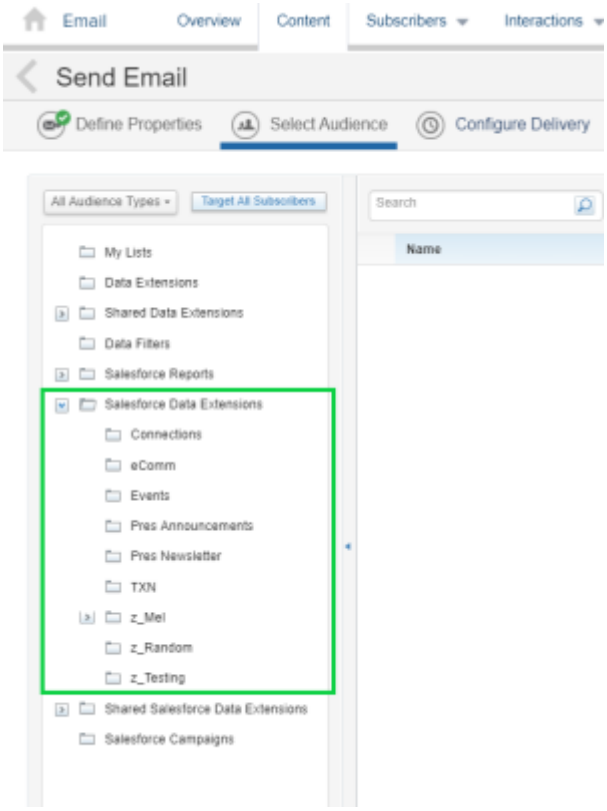
EXAMPLES

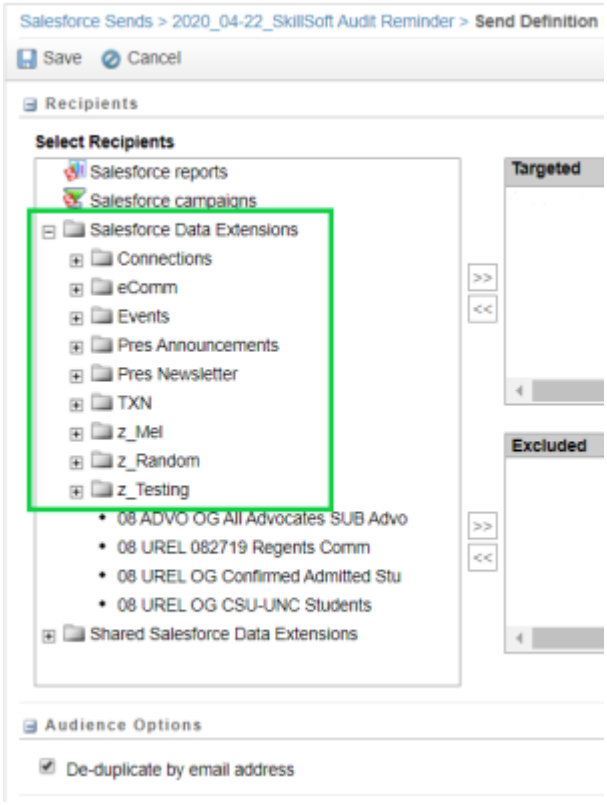
CATEGORIES | Email Preference Category, communications, commercial vs. transactional, audience Affiliation, internal/external audience, etc.

OTHER COMMON FOLDERS | Testing, TXN (for Transactional audiences)

View the folders structure wheen sending your Marketing Cloud message, via the Guided Send wizard or Salesforce Send Emails.

- Guided Send
- Salesforce Send Email



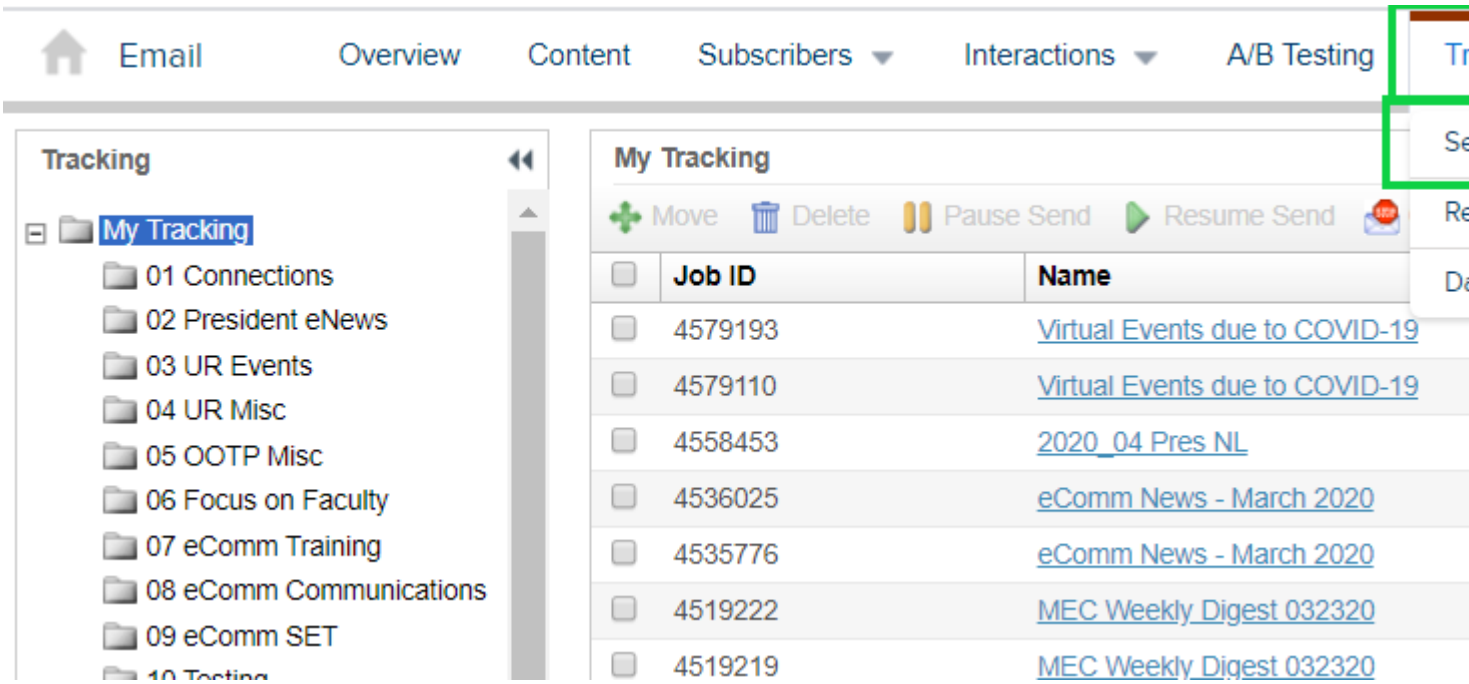


Tracking Folders

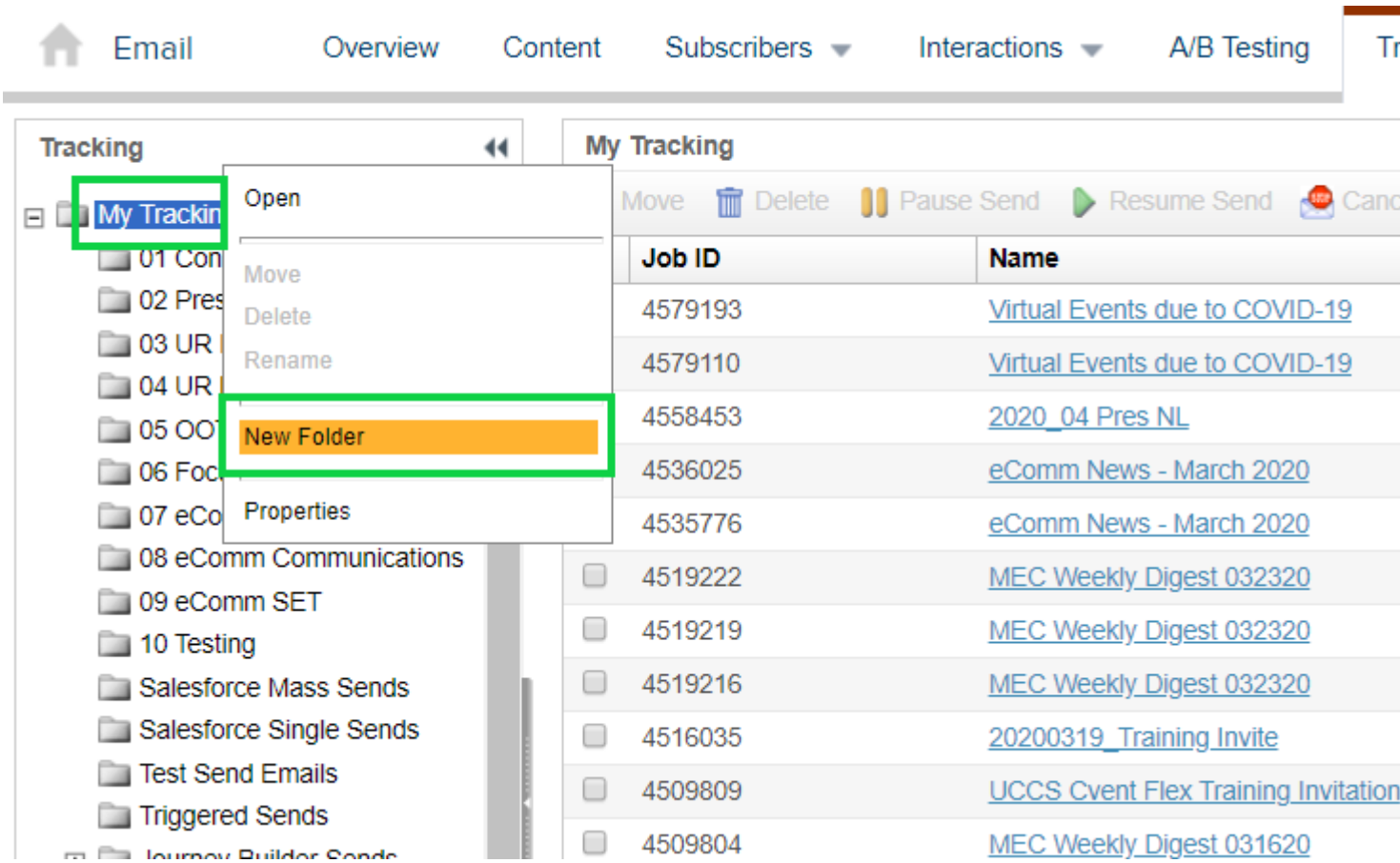
Tracking folders makes grouping related sends together possible - so comparing their success against each other is easy.

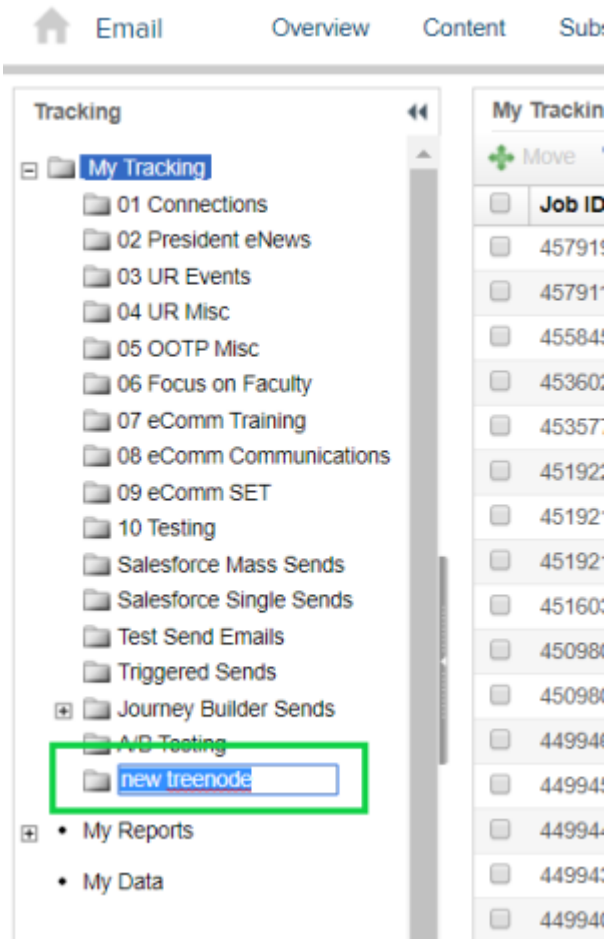
Create Tracking Folders

- Hover **Tracking** in the top navigation
- Click **Sends** in the dropdown



- Right click on the **My Tracking folder** displayed in the panel on the left
- Select **New Folder**


Email
Overview
Content
Subscribers
Interactions
A/B Testing
Tracking
My Tracking
Open
Move
Delete
Rename
New Folder
Properties
08 eComm Communications
09 eComm SET
10 Testing
Salesforce Mass Sends
Salesforce Single Sends
Test Send Emails
Triggered Sends
Move
Delete
Pause Send
Resume Send
Job ID
Name
4579193
Virtual Events due to COVID-19
4579110
Virtual Events due to COVID-19
4558453
2020_04 Pres NL
4536025
eComm News - March 2020
4535776
eComm News - March 2020
4519222
MEC Weekly Digest 032320
4519219
MEC Weekly Digest 032320
4519216
MEC Weekly Digest 032320
4516035
20200319_Training Invite
4509809
UCCS Cvent Flex Training Invitation
4509804
MEC Weekly Digest 031620


Email
Overview
Content
Tracking
My Tracking
01 Connections
02 President eNews
03 UR Events
04 UR Misc
05 OOTP Misc
06 Focus on Faculty
07 eComm Training
08 eComm Communications
09 eComm SET
10 Testing
Salesforce Mass Sends
Salesforce Single Sends
Test Send Emails
Triggered Sends
Journey Builder Sends
new treenode
My Reports
My Data
Move
Job ID

- **Name the folder**
    - Folders will automatically order alphabetically

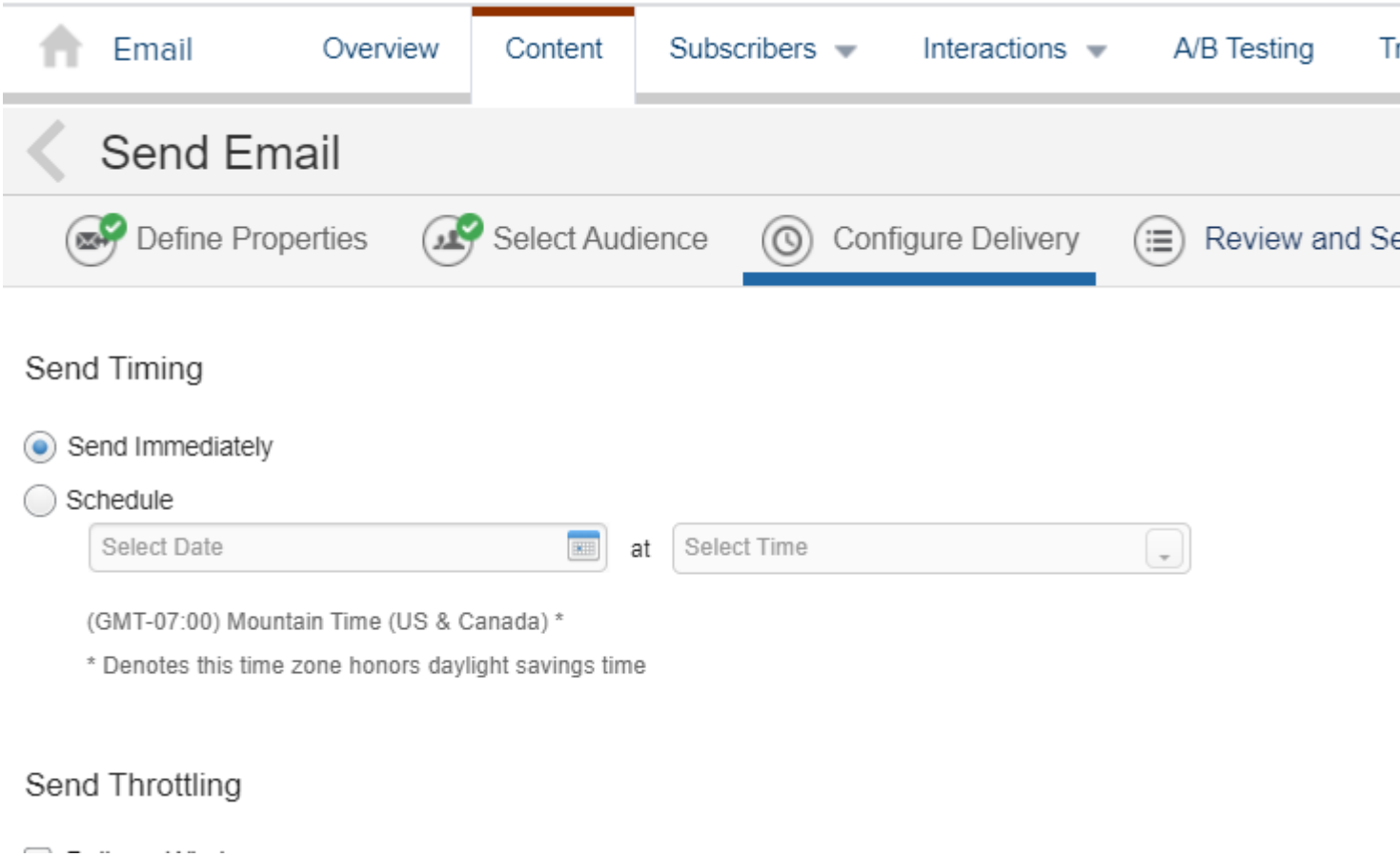
Place Emails in Tracking Folders

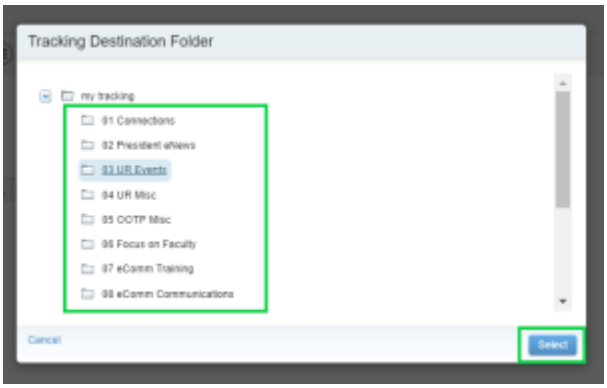
- Moving Forward
- Retroactively

Guided Send

The Configure Delivery phase of the Guided Send wizard is used to control the send timing.

- You can also **Change** the **Tracking Destination Folder** here.

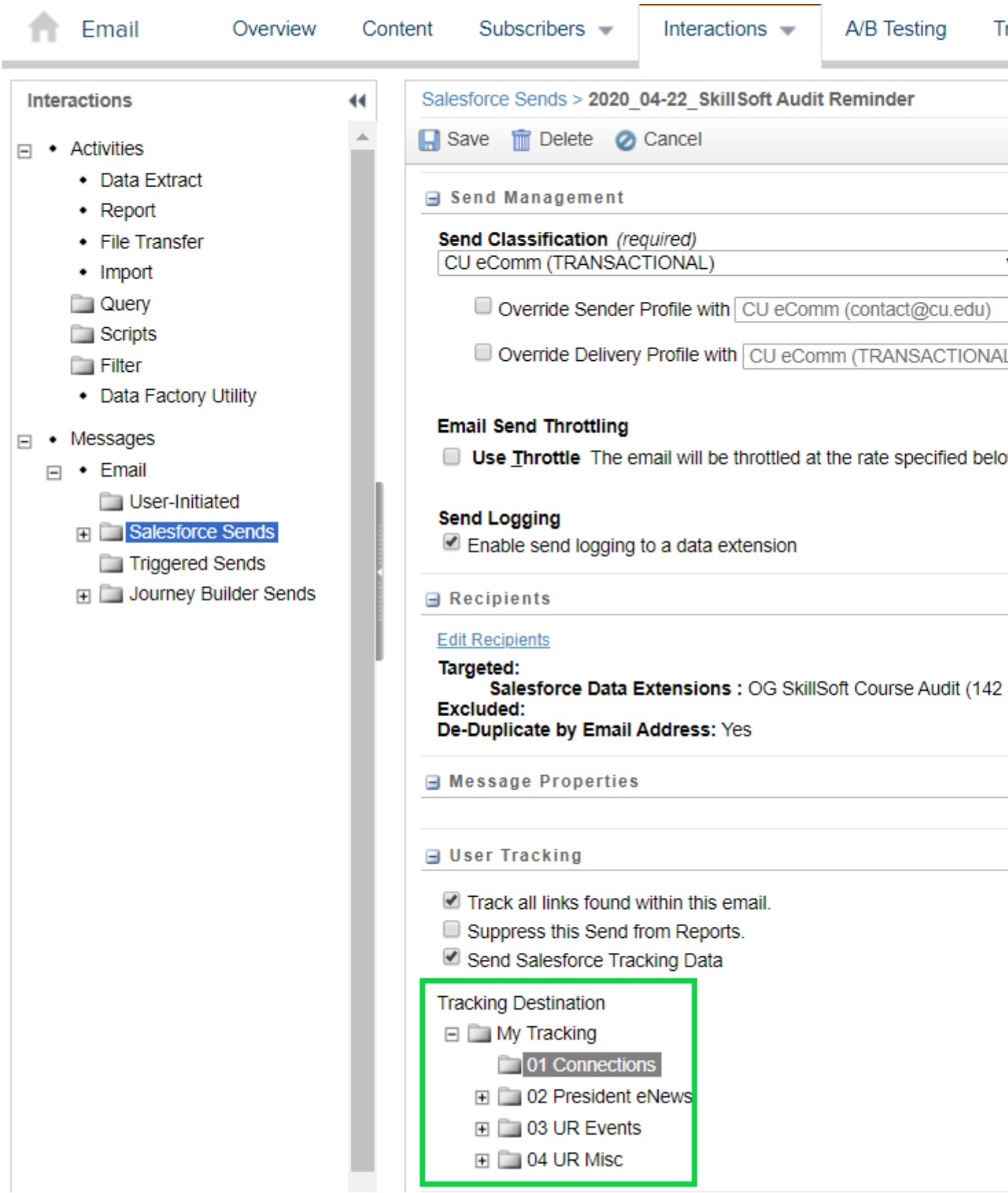




- **Choose the desired folder** and click **Select**

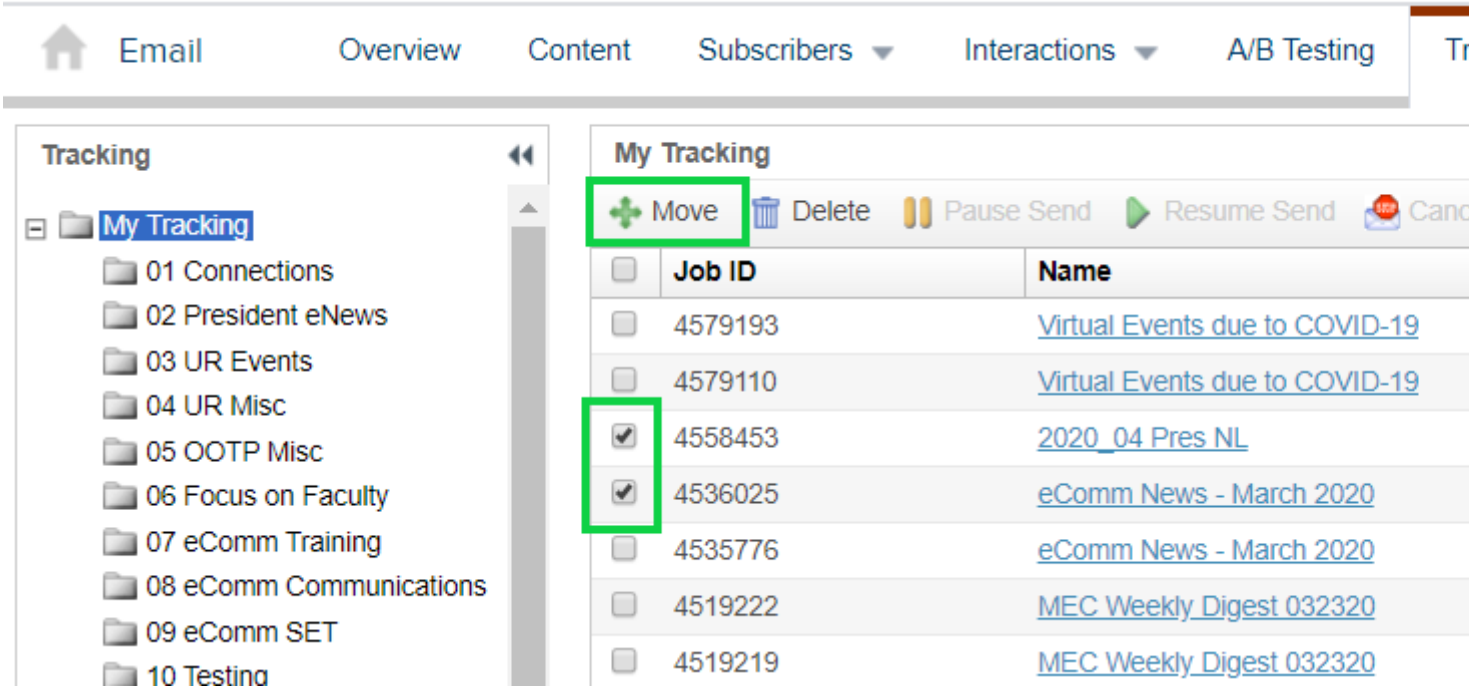
Salesforce Send Email

- Choose the Tracking Destination Folder by scrolling to the bottom of your Salesforce Send.

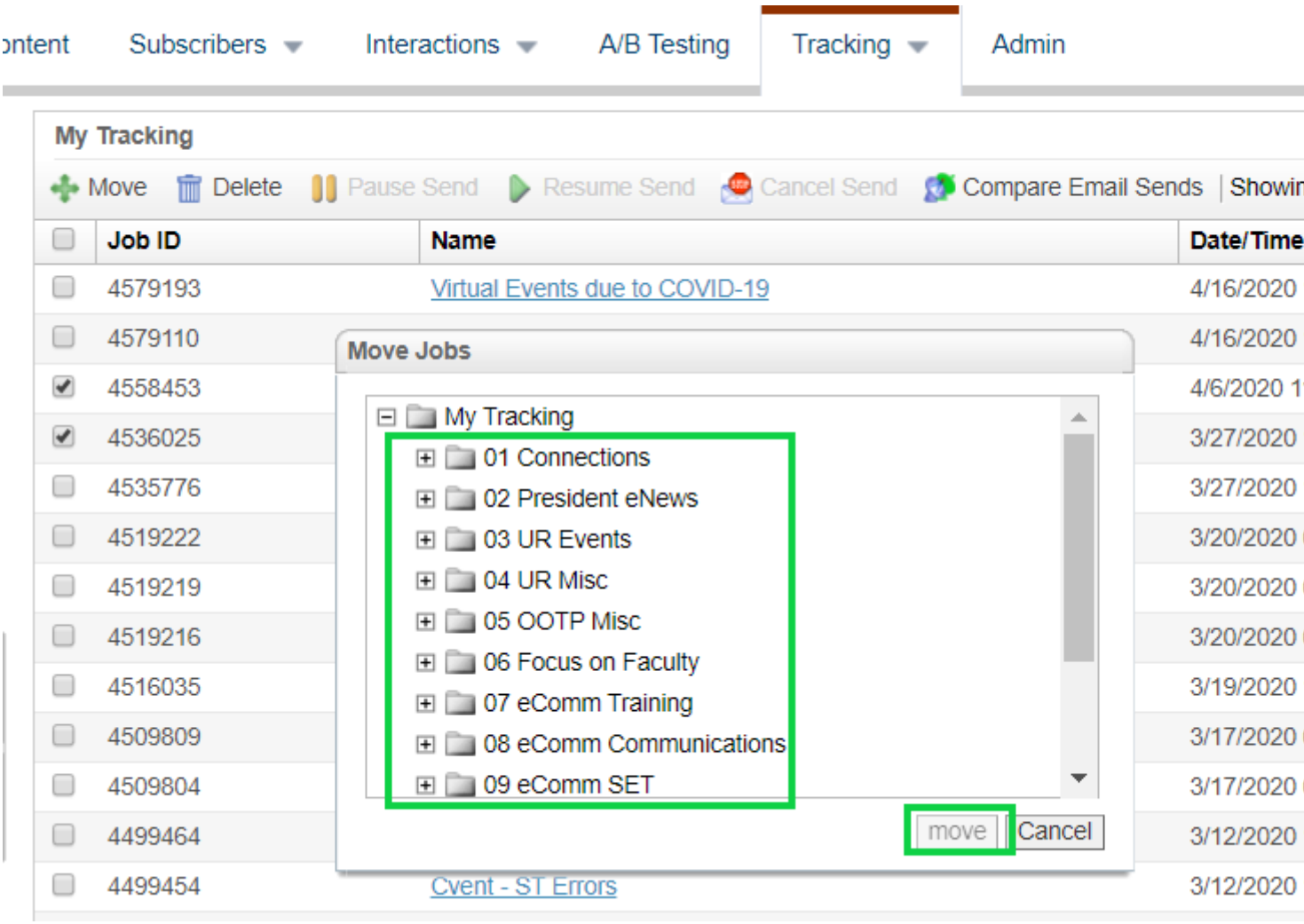


- From **Email Studio** >> **Tracking** >> **Sends**
- **Check the box** next to the passed Email Sends that you wish to move

- Select **Move**



- In the pop-up, **select the folder** you wish to move the Email Sends to.
- Select the **move** button



IMPORTANT Users can Delete and Rename folders as well as nest folders within other folders. If deleting a folder, ensure it is empty or it's contents may also be deleted.

Display Title:
Folders in Marketing Cloud
Send email when Published:
No

Source URL:https://www.cu.edu/blog/integrated-online-services/folders-marketing-cloud

Links
[1] https://www.cu.edu/blog/integrated-online-services/folders-marketing-cloud
[2] https://www.cu.edu/blog/integrated-online-services/author/39 [3] https://youtu.be/oBrU_K1-VsI?t=2151
[4] https://www.cu.edu/blog/ecomm-wiki/send-marketing-cloud-emails