

## **Folders in Marketing Cloud** <sup>[1]</sup>

October 20, 2023 by [Melanie Jones](#) <sup>[2]</sup>

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

## Content Builder [Use Classic Content](#)

LOCAL
SHARED

CU System University Relations

Content Builder

Create Folder
Delete Folder
Rename Folder
Move Folder

Alum
Boar
Bruc
Connections
DEI
eComm
eComm Training
Focus on CU Faculty
Football
Journeys
Office of the President

Search

5629 Content Items | CU System Univers

	NAME
<input type="checkbox"/>	20220415_eComm News_C eComm News, CV
<input type="checkbox"/>	2022_04-08 CU Connection CU Connections, April 8 issue, is
<input type="checkbox"/>	2022_04_psc-newsletter PSC Newsletter, April 2022
<input type="checkbox"/>	Chargeback Model Feedba eComm FY23 Rates & Budget P

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

Create a Local Folder

Enter a name

Regents







Cancel
Create

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




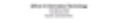


the folder name rather than the Content Builder folder.

**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

<input type="text" value="Search"/>			
<input type="checkbox"/> 5632 Content Items   CU System University Relations			
	NAME		LOCATION
<input checked="" type="checkbox"/>	 MEC Weekly Digest 041122 MEC Weekly Digest   April 11, 2022		Digest
<input checked="" type="checkbox"/>	 08_OIT_4.7.22_training-invitation You're Invited to CU at the Zoo!		Content Builder
<input checked="" type="checkbox"/>	 OIT_footer_test		New User Training
<input type="checkbox"/>	 2022_04-08 CU Connections Email CU Connections, April 8 issue, is here		08

- 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

<input type="text" value="Search"/>			
<input type="checkbox"/> 5632 Content Items		CU System University Relations	
	NAME		LOCATION
<input type="checkbox"/> 	<b>MEC Weekly Digest 041122</b> MEC Weekly Digest   April 11, 2022		<a href="#">Digest</a>
<input type="checkbox"/> 	<b>08_OIT_4.7.22_training-invitation</b> You're Invited to CU at the Zoo!		<a href="#">Content Builder</a>
<input type="checkbox"/> 	<b>OIT_footer_test</b>		<a href="#">New User Training</a>
<input type="checkbox"/> 	<b>2022_04-08 CU Connections Email</b> CU Connections, April 8 issue, is here		<a href="#">08</a>

## 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 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.*

Salesforce Sends				
<span>★ Create</span> <span>🗑 Delete</span> <span>📁 View Active Sends</span> <span>➕ Move</span> <span>✉ Send</span> <span>📧 Test Send</span>				
<input type="checkbox"/>	Name	External Key	Description	Created
<input type="checkbox"/>	<a href="#">2019_10 Prez nl - Internal</a>	66875	2019_10 Prez nl - Internal	10/3/2019
<input type="checkbox"/>	<a href="#">2019_10-03 CU Connections Email</a>	66759	2019_10-03 CU Connections Email	10/2/2019
<input type="checkbox"/>	<a href="#">USC - Ralphies Corral 2019</a>	66641	USC - Ralphies Corral 2019	10/2/2019
<input type="checkbox"/>	<a href="#">2019_10-02 Focus on Faculty</a>	66585		10/2/2019
<input type="checkbox"/>	<a href="#">20191001 Strategic Plan Announcement</a>	66490		10/1/2019
<input type="checkbox"/>	<a href="#">MEC Weekly Digest 092719</a>	65841		9/27/2019
<input type="checkbox"/>	<a href="#">eComm News - September 2019</a>	65628		9/26/2019
<input type="checkbox"/>	<a href="#">2019_09-26 CU Connections Email</a>	65473	2019_09-26 CU Connections Email	9/25/2019
<input type="checkbox"/>	<a href="#">2019_10-03 System Dashboards Invite 2</a>	65472		9/25/2019
<input type="checkbox"/>	<a href="#">Reminder Arizona - Ralphies Corral 2019</a>	65161	Reminder Arizona - Ralphies Corral 2019	9/24/2019
<input type="checkbox"/>	<a href="#">2019_09-23 System Dashboards Invite 1</a>	64931		9/23/2019
<input type="checkbox"/>	<a href="#">MEC Weekly Digest 092019</a>	64519	MEC Weekly Digest 092019	9/20/2019
<input type="checkbox"/>	<a href="#">2019_09-19 CU Connections Email</a>	64217	2019_09-19 CU Connections Email	9/18/2019

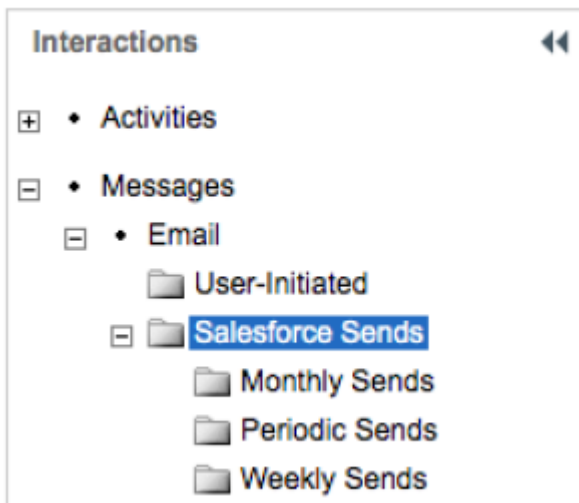
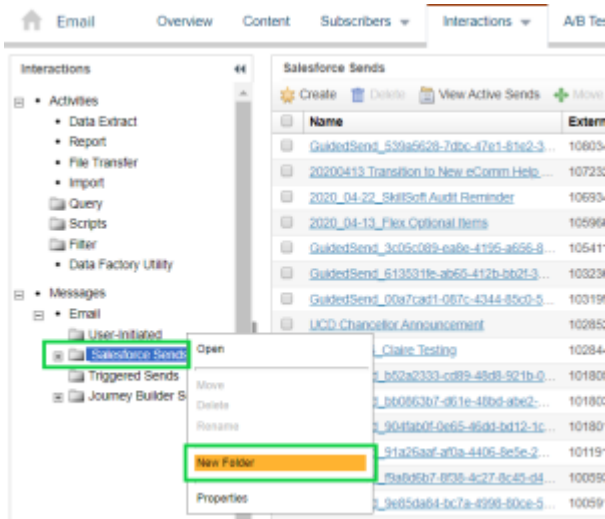
1. Create subfolders under the Salesforce Send Email parent folder.

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

The screenshot shows the Salesforce Email Studio interface. The top navigation bar includes 'Email', 'Overview', 'Content', 'Subscribers', 'Interactions', and 'A/B Testing'. The 'Interactions' dropdown menu is open, showing options like 'Import', 'Data Extract', 'File Transfer', 'Filter', 'Query', 'Script', 'Report', 'Data Factory Utility', 'User-Initiated Emails', 'Salesforce Send Emails' (highlighted with a green box), and 'Triggered Emails'. The main content area shows the 'Overview' section with 'Recent Items' including 'Audit Reminder - 20200422' and 'Email #1 (Discovery) - Welcom...'.

- 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.*

Salesforce Sends > Weekly Sends					
Create          Delete          View Active Sends          Move                    Send          Test Send					
<input type="checkbox"/>	Name	External Key	Description	Created	M
<input type="checkbox"/>	<a href="#">Weekly Send - CU Connections</a>	69912	Weekly Send - CU Connections	10/21/2019 1:53 PM	11
<input type="checkbox"/>	<a href="#">Weekly Send - MEC Weekly Digest</a>	69876	Weekly Send - MEC Weekly Digest	10/21/2019 12:06 PM	11

- Build your weekly Salesforce Send Email <sup>[4]</sup> 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.*

Salesforce Sends > Weekly Sends					
Create          Delete          View Active Sends          Move                    Send          Test Send					
The Salesforce Send has been saved					
<input type="checkbox"/>	Name	External Key	Description	Created	
<input type="checkbox"/>	<a href="#">Weekly Send - CU Connections 103119</a>	69912	Weekly Send - CU Connections	10/21/2019 1:53 PM	
<input type="checkbox"/>	<a href="#">Weekly Send - MEC Weekly Digest</a>	69876	Weekly Send - MEC Weekly Digest	10/21/2019 12:06 PM	

**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


Home Email Overview Content **Subscribers** Interactions A/B Testing Tr

## Overview


Recent Items



**Audit Reminder - 20200422**  
ACTION REQUIRED BY APRIL 27:



**Email #1 (Discovery) - Welcom...**  
Welcome to eComm



**SkillSoft Audit WITH Dynamic ...**  
ACTION REQUIRED: Complete Expired Skillsoft Courses by April 27th

All Subscribers

Lists

Data Extensions

**Salesforce Data Extensions**

Shared Data Extensions

Shared Salesforce Data Extensions

Audiences

Shared Audiences

Data Relationships

Shared Publication Lists

Data Filters

Measures

Templates Portfolio Lists

MODIFIED ON  
Wednesday, April 22,  
7:25 AM  
MODIFIED BY  
Melanie Jones

MODIFIED ON  
Tuesday, April 21, 20  
PM  
MODIFIED BY  
Melanie Jones

MODIFIED ON  
Tuesday, April 21, 20  
PM  
MODIFIED BY  
Melanie Jones

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



### Subscribers

- My Subscribers
  - All Subscribers
  - My Lists
- Data Extensions
  - Data Extensions
  - My Data Relationships
- Salesforce Data Extensions
  - Salesforce Data Extension**
  - Connections
  - eComm
  - Events
  - Pres Announcements
  - Pres Newsletter
  - TXN
  - z\_Mel
  - z\_Random
  - z\_Testing

## Salesforce Data Extensions

	Name	Type
<input type="checkbox"/>	08 ADVO OG All Advocates SUB Advo	Standard
<input type="checkbox"/>	08 UREL 082719 Regents Comm	Standard
<input type="checkbox"/>	08 UREL OG Confirmed Admitted Stu	Standard
<input type="checkbox"/>	08 UREL OG CSU-UNC Students	Standard

Open

Move

Delete

Rename

**New Folder**

Properties

[Home](#)
[Email](#)
[Overview](#)
[Content](#)
[Subscribers](#)
[Interactions](#)

### Subscribers

- My Subscribers
  - All Subscribers
  - My Lists
- Data Extensions
  - Data Extensions
  - My Data Relationships
- Salesforce Data Extensions
  - Salesforce Data Extensions**
  - Connections
  - eComm
  - Events
  - Pres Announcements
  - Pres Newsletter
  - TXN
  - z\_Mel
  - z\_Random
  - z\_Testing
  - new folder**

## Salesforce Data Extensions

	Name	Type
<input type="checkbox"/>	08 ADVO OG All Advocates SUB Advo	St
<input type="checkbox"/>	08 UREL 082719 Regents Comm	St
<input type="checkbox"/>	08 UREL OG Confirmed Admitted Stu	St
<input type="checkbox"/>	08 UREL OG CSU-UNC Students	St

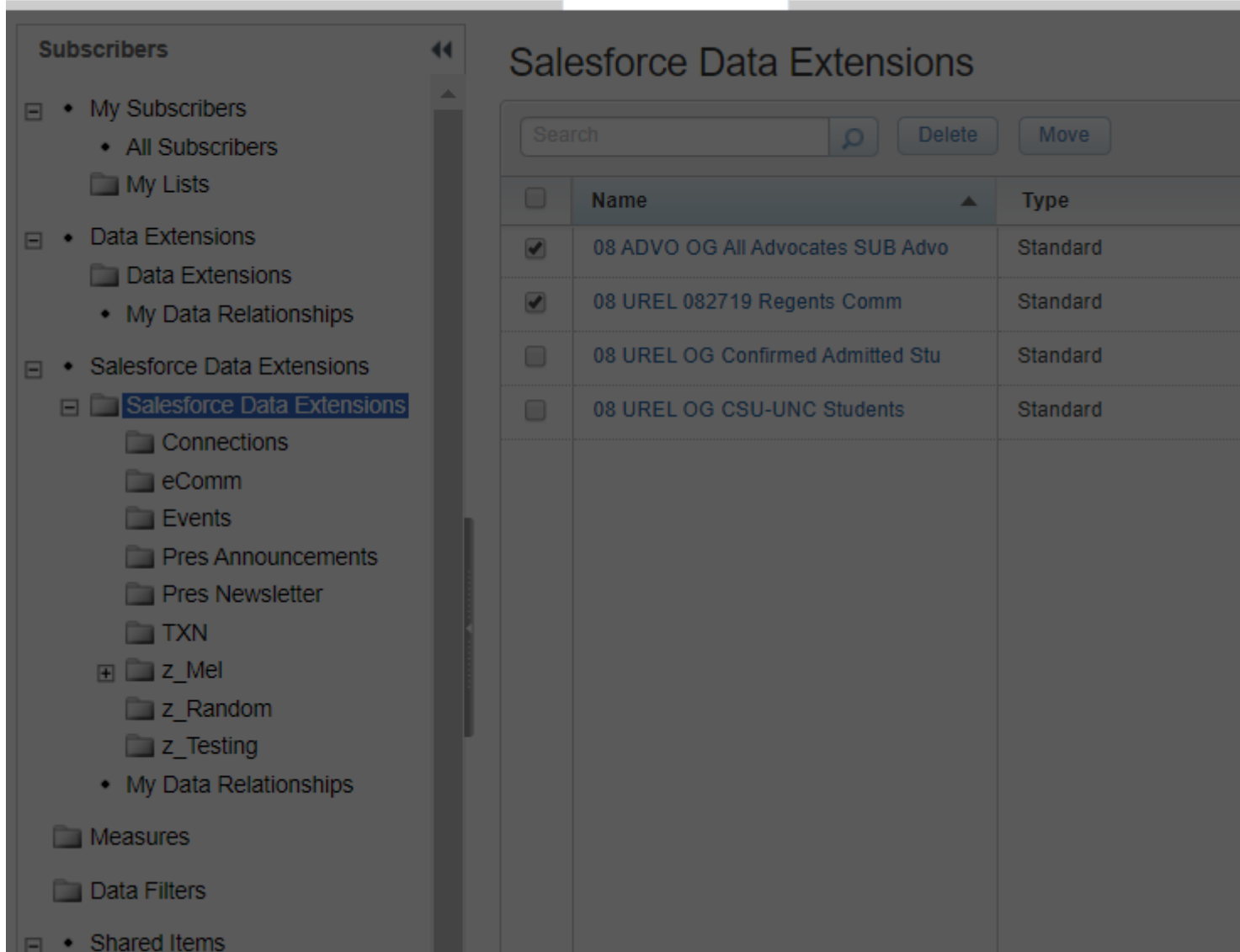
- **Name your new folder**
  - The new folder will order alphabetically automatically.

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

The screenshot shows the Salesforce interface with the 'Subscribers' tab selected. On the left, the 'Subscribers' sidebar is expanded, showing the 'Salesforce Data Extensions' folder. In the main content area, the 'Salesforce Data Extensions' folder is selected, and a table of data extensions is displayed. The 'Move' button in the top right of the table is highlighted with a green box. Two data extensions are selected with checkboxes, also highlighted with green boxes.

	Name	Type
<input checked="" type="checkbox"/>	08 ADVO OG All Advocates SUB Advo	Standard
<input checked="" type="checkbox"/>	08 UREL 082719 Regents Comm	Standard
<input type="checkbox"/>	08 UREL OG Confirmed Admitted Stu	Standard
<input type="checkbox"/>	08 UREL OG CSU-UNC Students	Standard

- 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**



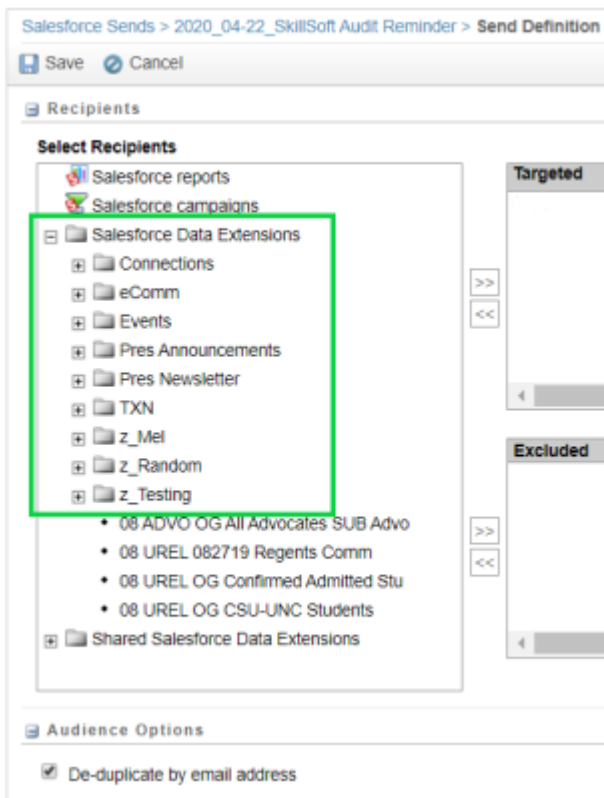
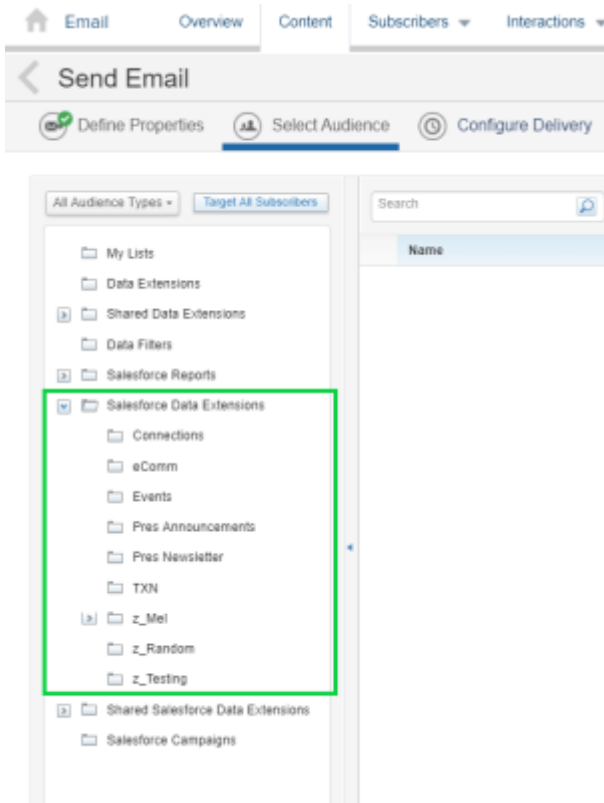
## EXAMPLES

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 when 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

The screenshot shows the email marketing interface. The top navigation bar includes Home, Email, Overview, Content, Subscribers, Interactions, A/B Testing, and Tracking. The Tracking panel on the left shows a list of folders, with 'My Tracking' selected. The 'My Tracking' panel on the right shows a table of tracking items with columns for Job ID and Name. A green box highlights the 'Tracking' dropdown menu in the top navigation bar.

Job ID	Name
4579193	<a href="#">Virtual Events due to COVID-19</a>
4579110	<a href="#">Virtual Events due to COVID-19</a>
4558453	<a href="#">2020_04 Pres NL</a>
4536025	<a href="#">eComm News - March 2020</a>
4535776	<a href="#">eComm News - March 2020</a>
4519222	<a href="#">MEC Weekly Digest 032320</a>
4519219	<a href="#">MEC Weekly Digest 032320</a>

- 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

Tr

### Tracking



### My Tracking



My Tracking

Open

Move

Delete

Rename

New Folder

Properties

- 01 Con
- 02 Pres
- 03 UR
- 04 UR
- 05 OO
- 06 Foc
- 07 eCo
- 08 eComm Communications
- 09 eComm SET
- 10 Testing
- Salesforce Mass Sends
- Salesforce Single Sends
- Test Send Emails
- Triggered Sends
- Journey Builder Sends

Move



Delete



Pause Send



Resume Send



Cancel

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

Sub:

### Tracking



### My 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
- A/B Testing
- new treenode



My Reports

My Data



Move



Job ID



4579193



4579110



4558453



4536025



4535776



4519222



4519219



4519216



4516035



4509809



4509804



4499404



4499404



4499404



4499404



4499404

- **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.

## Send Timing

☒ Send Immediately

☐ Schedule

Select Date



at

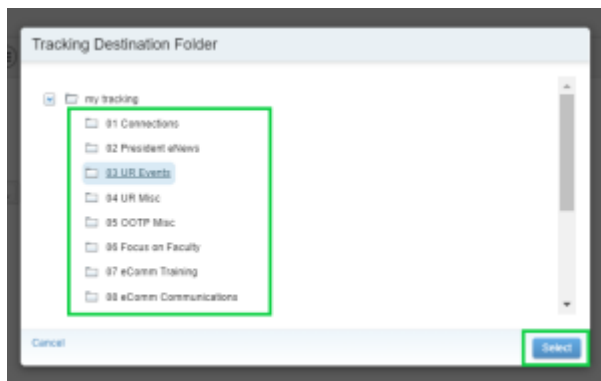
Select Time



(GMT-07:00) Mountain Time (US & Canada) \*

\* Denotes this time zone honors daylight savings time

## Send Throttling



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

## Salesforce Send Email

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



Home Email Overview Content Subscribers Interactions A/B Testing

**Interactions**

- Activities
  - Data Extract
  - Report
  - File Transfer
  - Import
  - Query
  - Scripts
  - Filter
    - Data Factory Utility
- Messages
  - Email
    - User-Initiated
    - Salesforce Sends**
    - Triggered Sends
    - Journey Builder Sends

Salesforce Sends > 2020\_04-22\_SkillSoft Audit Reminder

Save Delete Cancel

**Send Management**

**Send Classification** (required)  
CU eComm (TRANSACTIONAL)

☐ Override Sender Profile with CU eComm (contact@cu.edu)

☐ Override Delivery Profile with CU eComm (TRANSACTIONAL)

**Email Send Throttling**

☐ **Use Throttle** The email will be throttled at the rate specified below

**Send Logging**

☒ Enable send logging to a data extension

**Recipients**

[Edit Recipients](#)

**Targeted:**  
**Salesforce Data Extensions :** OG SkillSoft Course Audit (142)

**Excluded:**

**De-Duplicate by Email Address:** Yes

**Message Properties**

**User Tracking**

☒ Track all links found within this email.

☐ Suppress this Send from Reports.

☒ Send Salesforce Tracking Data

**Tracking Destination**

- ☐ My Tracking
  - 01 Connections**
  - ☐ 02 President eNews
  - ☐ 03 UR Events
  - ☐ 04 UR Misc

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

- Select **Move**

Email Overview Content Subscribers ▾ Interactions ▾ A/B Testing Tr

**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 Testina

**My Tracking**

Move Delete Pause Send Resume Send Can

<input type="checkbox"/>	Job ID	Name
<input type="checkbox"/>	4579193	<a href="#">Virtual Events due to COVID-19</a>
<input type="checkbox"/>	4579110	<a href="#">Virtual Events due to COVID-19</a>
<input checked="" type="checkbox"/>	4558453	<a href="#">2020_04 Pres NL</a>
<input checked="" type="checkbox"/>	4536025	<a href="#">eComm News - March 2020</a>
<input type="checkbox"/>	4535776	<a href="#">eComm News - March 2020</a>
<input type="checkbox"/>	4519222	<a href="#">MEC Weekly Digest 032320</a>
<input type="checkbox"/>	4519219	<a href="#">MEC Weekly Digest 032320</a>

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

## My Tracking

 Move
  Delete
  Pause Send
  Resume Send
  Cancel Send
  Compare Email Sends | Showing

<input type="checkbox"/>	Job ID	Name	Date/Time
<input type="checkbox"/>	4579193	<a href="#">Virtual Events due to COVID-19</a>	4/16/2020
<input type="checkbox"/>	4579110		4/16/2020
<input checked="" type="checkbox"/>	4558453		4/6/2020 1
<input checked="" type="checkbox"/>	4536025		3/27/2020
<input type="checkbox"/>	4535776		3/27/2020
<input type="checkbox"/>	4519222		3/20/2020
<input type="checkbox"/>	4519219		3/20/2020
<input type="checkbox"/>	4519216		3/20/2020
<input type="checkbox"/>	4516035		3/19/2020
<input type="checkbox"/>	4509809		3/17/2020
<input type="checkbox"/>	4509804		3/17/2020
<input type="checkbox"/>	4499464		3/12/2020
<input type="checkbox"/>	4499454	<a href="#">Cvent - ST Errors</a>	3/12/2020

## Move Jobs

- [-] 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

move

Cancel

**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](https://youtu.be/oBrU_K1-VsI?t=2151)

[4] <https://www.cu.edu/blog/ecommerce-wiki/send-marketing-cloud-emails>