

Understanding Folders

Folders inside a program can be used to organize your smart campaigns and assets. These are different from [campaign folders](#).

What's in this article?

[Create a Folder](#)

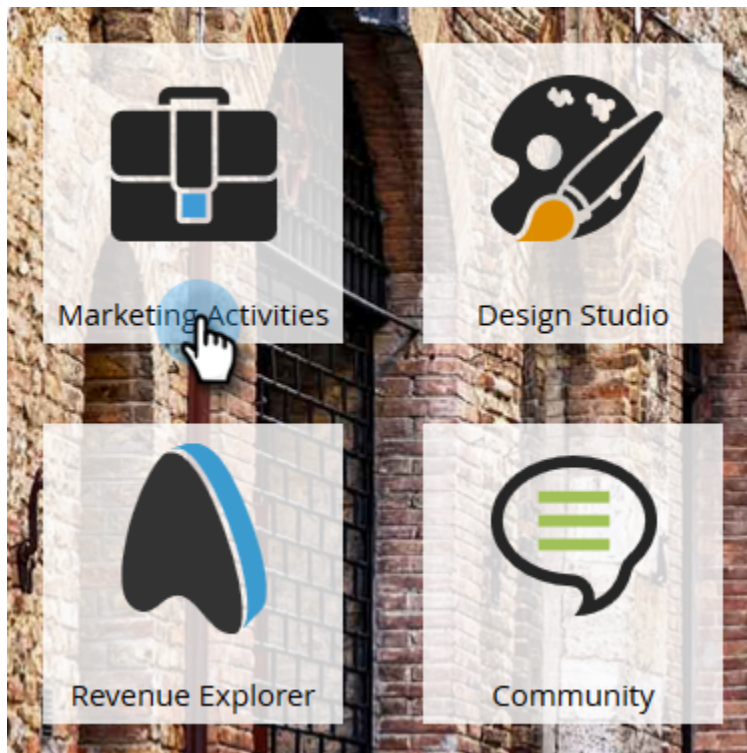
[Rename a Folder](#)

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Create a Folder

1. Go to the **Marketing Activities** area.



2. Right-click a program and select **New Folder**.

Marketing Activities...

Default

- 2014
- 2015 Events
- Anna
- Email Program Lunch + Learn**
- right-click 1
- Test for Doc
- Momentum Gro
- Nichole_Compe
- Sales Enableme
- Recruiting

Email Program Lunch + Learn

New Event Actions

View: Schedule

Sun	Mon
Sep 28	29
5	6

- View Assets
- View Setup
- View My Tokens
- View Members
- New Smart Campaign
- New Local Asset
- New Folder**
- Clone 2
- Delete
- Import Program Status

3. Name the new folder and press **Enter**.

The screenshot shows a software interface with a dark blue header containing a bar chart icon. Below the header, the left sidebar is titled "Marketing Activities..." and contains a list of folders: "2015 Events", "Anna", "Email Program Lunch + Learn" (highlighted), "Change Program Status", "Reinvitation", "Reminder for Chang + Anna", "Reminder Send", "This is it", "My New Folder" (highlighted with a pencil icon), and "My Awesome Event". The right pane is titled "Email Program Lunch + Learn" and includes buttons for "New" and "Event Actions". Below these is a "View: Schedule" dropdown and a calendar grid. The calendar grid shows dates for Sunday and Monday, with numbers 5, 6, 12, and 13 visible in the cells.

Great! Now you have a new folder to store your local assets.

Rename a Folder

It's okay to change your mind.

1. Right-click the folder and select **Rename Folder**.

The screenshot shows a marketing software interface. On the left is a sidebar titled "Marketing Activities..." containing a tree view of folders and events. The selected folder is "My New Folder". A context menu is open over this folder, listing several actions. A mouse cursor is hovering over the "Delete Folder" option. On the right, a calendar view is displayed for September, showing dates 5, 6, 7, 13, and 14. The calendar is currently in "Schedule" view.

Marketing Activities...

2015 Events

Anna

- Email Program Lunch + Learn
 - Change Program Status
- Reinvitation
- Reminder for Chang + Anna
- Reminder Send
- This is it

My New Folder

- 1 right-click
- Test for Doc
- Momentum Group
- Nichole_Competitive
- Sales Enablement
- Recruiting

Context Menu:

- New Smart Campaign
- New Local Asset
- New Folder
- Rename Folder
- 2 Delete Folder
- Convert To Archive Folder
- Import Program Status

Calendar: View: Schedule

Sep 28

Sun	Mon	Tue
5	6	7
12	13	14

Month

2. Type in a new name and press **Enter**.

The screenshot shows a marketing management interface. On the left is a sidebar with a folder tree under 'Marketing Activities...'. The tree includes '2015 Events', 'Anna', 'Email Program Lunch + Learn', and 'My Awesome Event'. Under 'Email Program Lunch + Learn', there are several items: 'Change Program Status', 'Reinvitation', 'Reminder for Chang + Anna', 'Reminder Send', 'This is it', and 'My New Folder 2.0'. The 'My New Folder 2.0' folder is highlighted with an orange border and a pencil icon, indicating it is being renamed. The main content area shows a calendar view for 'Sep 28' with columns for Sun, Mon, and Tue. The calendar shows dates 5, 6, 7, 12, 13, and 14. The top navigation bar includes 'Email Program Lunch + Learn', 'Assets', and 'Set'.

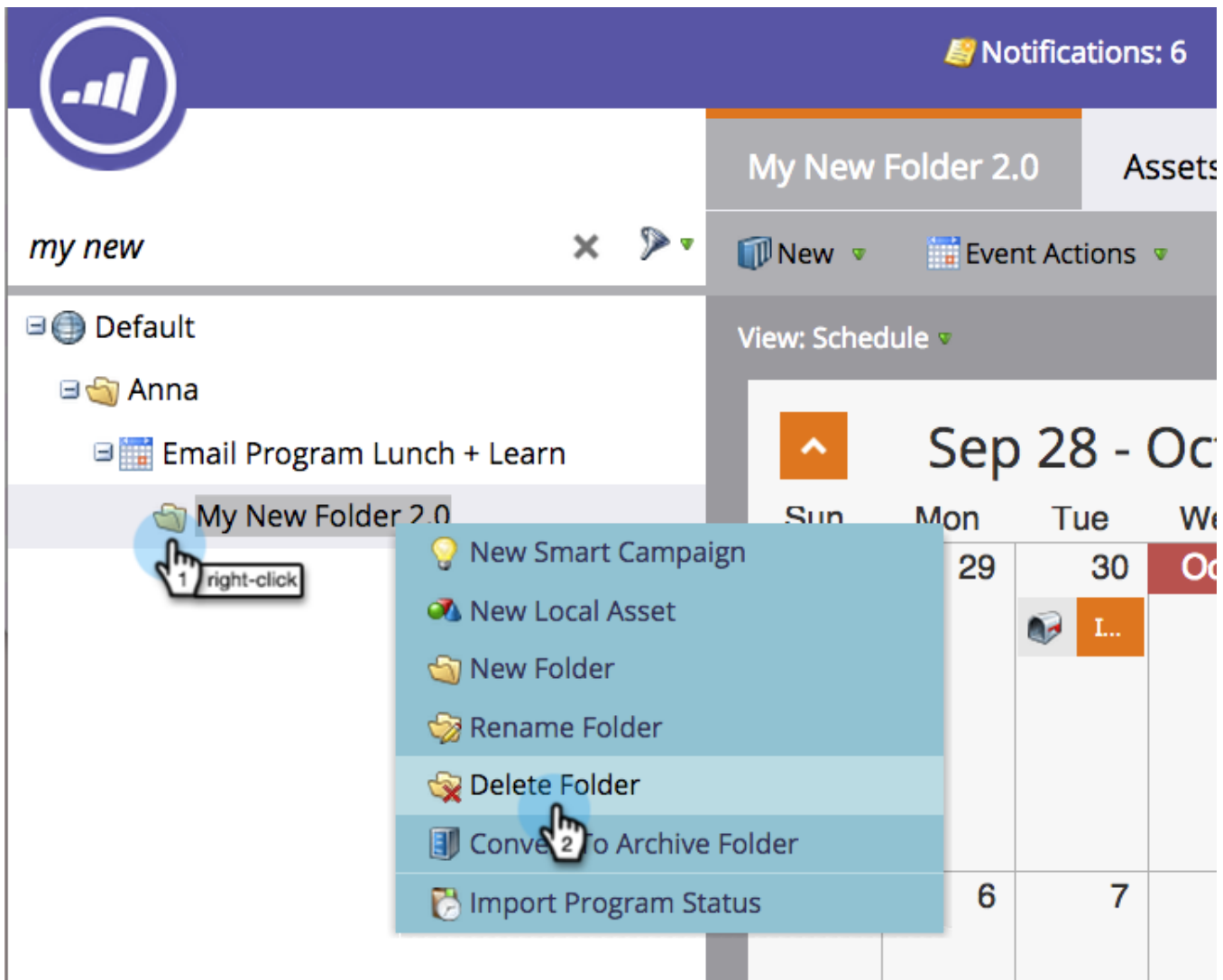
Et Voila! The folder has a new name.

Delete a Folder

Note

Make sure the folder is empty before deleting it.

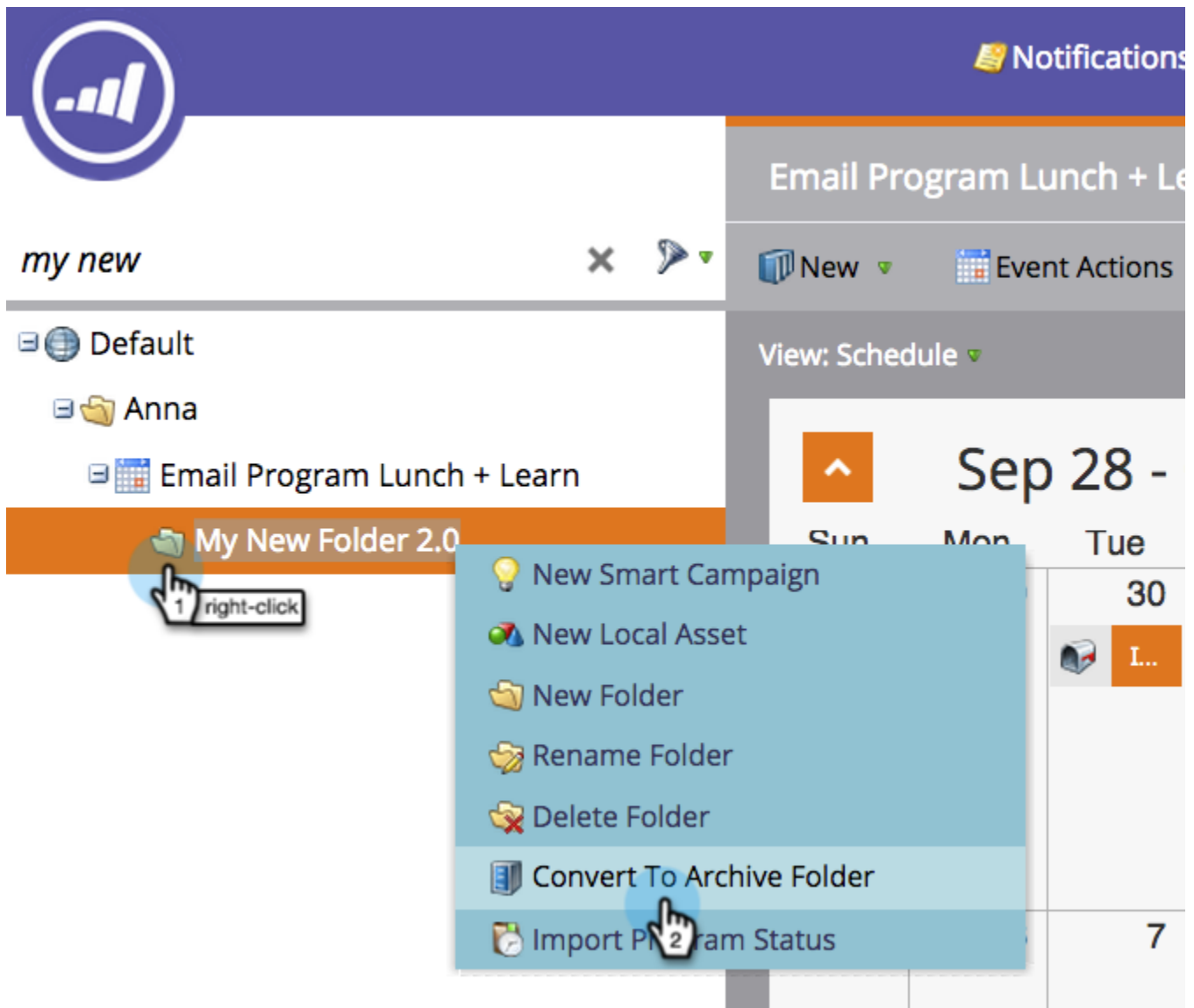
1. Right-click the folder and select **Delete Folder**.



Adios folder!

Archive a Folder

In Marketo you have the ability to convert existing folders into Archive folders. Archive folders exist in Marketing Activities, Database, and Design Studio.



When you archive a folder:

- The folder and assets are no longer visible in search results. If you search for a Program or Event that's inside an archived folder, the results return a collapsed view of the archived folder
- The assets in the folder no longer appear in auto suggest
- Archived templates are not available when creating an email or landing page in Design Studio
- Archived pages can't be used in landing page test groups

Functionality that will **not** change when archiving:

- Global search still finds results in archived folders
- An asset that's in use will continue to work even after it's archived
- You can use a filter to select archived assets for use in reports
- Archived assets are not deactivated. They must also be deactivated if you want them to stop running