



# Creating Campaign Folders

## What is the purpose of campaign folders?

Creating campaign folders is an important setup step before building your assets. Campaign folders allow you to group assets by campaign, region, language, etc., ensuring that your assets are well organized and easy to find.

## How do I create them?

Campaign folders are created for each asset type individually. When initiating a new asset, the folder panel appears on the left side of the screen. Here, you find the main Campaign folder. By default, all assets appear under this folder. To create subfolders, click the Edit button, then enter a name for your folder. You can also select a folder you want the new subfolder to appear under.

Once created, use the search bar to locate assets. As you type the name of the asset, search results dynamically appear.

## What will I do in this lesson?

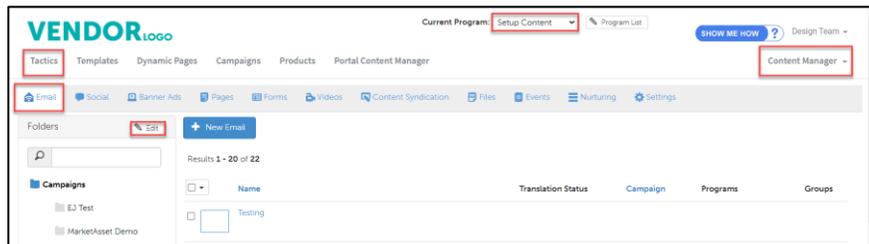
By the end of this lesson, you will be able to create campaign folders for the following asset types:

- Email
- Social
- Banner Ads
- Forms
- Files

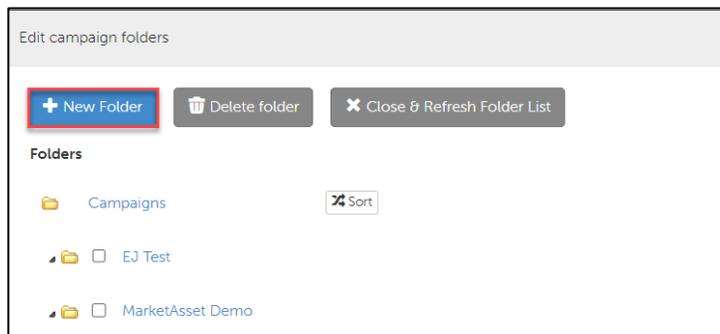
## Steps

### CREATE CAMPAIGN FOLDER

- 1 In **Content Manager**, from **Current Program**, select **Setup Content**.
- 2 From the **toolbar**, select **Tactics > Email**.
- 3 From the **Folders** panel, click **Edit**. The Edit campaign folders box opens.



- 4 Click **New Folder**.



- 5 In the **Folder name** field, type **My Practice Folder**.



- 6 Click **Save**.
- 7 Repeat Steps 2 through 5 for the following tactics:
  - Social
  - Banner Ads
  - Forms
  - Files