

Create HTML Email Content in Marketing Cloud by Using REST API

Use REST API to manage the marketing content—such as images, email content, and tracked links—that you use in Marketing Cloud.

You can use REST API to bring existing HTML email content into Marketing Cloud. For example, you can use the API to migrate email templates from an external content management system, or to integrate with a third-party content production system.

Find your Content Workspace ID

All of the marketing content for your account is stored in a content workspace. When you create content using REST API, your request specifies which content workspace ID to add the content to.

You can use REST API to create a content workspace if you don't have one, or to retrieve the ID of an existing workspace.

Option 1: Create a Marketing Content Workspace

If you haven't created any content workspaces yet, or if you want to use a new workspace, you can use REST API to create one. If you have a content workspace, skip this section.

To create a workspace, issue a POST request to the `/services/data/v{apiVersion}/connect/cms/spaces` endpoint. In the request body, specify the details of the content workspace, as shown in this example.

Shell

```
POST /services/data/v64.0/connect/cms/spaces HTTP/1.1
```

```
Host: YOUR_SUBDOMAIN.my.salesforce.com
```

```
Content-Type: application/json
```

```
Authorization: Bearer YOUR_ACCESS_KEY
```

```
{
  "name": "NTO Marketing",
  "description": "Content for Northern Trail Outfitters Marketing Content",
  "defaultLanguage": "en_US",
  "spaceType": "Marketing",
  "apiName": "NTO_Marketing"
```

```
}
```

The API responds with information about the new workspace, as shown in this example.

JSON

```
{
  "apiName": "NTO_Marketing",
  "createdBy": "0051Q00000bogA0XYZ",
  "createdDate": "2025-08-13T17:06:03.000Z",
  "defaultLanguage": "en_US",
  "description": "Content for Northern Trail Outfitters Marketing Content",
  "fullyQualifiedName": null,
  "id": "0ZuWt000000HLb0XYZ",
  "isEnhancedSpace": true,
  "isFlowOrchestrationEnabled": null,
  "lastModifiedBy": "0051Q00000bogA0XYZ",
  "lastModifiedDate": "2025-08-13T17:06:05.000Z",
  "name": "NTO Marketing",
  "rootFolderId": "9PuWt000000IpbxXYZ",
  "spaceType": {
    "apiName": "marketing"
  }
}
```

Copy the 18-character alphanumeric `id` value. You use this ID when you upload content to the workspace.

Option 2: Get the ID of an Existing Marketing Content Workspace

If you know that a content workspace exists in your account, but don't know the workspace ID, you can use REST API to retrieve the ID. If you know the ID of the workspace that you want to add the content to, skip this section.

To retrieve the ID of a content workspace, issue a GET request to the `/services/data/v{apiVersion}/connect/cms/spaces` endpoint, as shown in this example.

Shell

```
GET /services/data/v64.0/connect/cms/spaces HTTP/1.1
Host: YOUR_SUBDOMAIN.my.salesforce.com
Authorization: Bearer YOUR_ACCESS_KEY
```

The API returns an array of content workspaces, as shown in this example.

JSON

```
{
  "spaces": [
    {
      "apiName": "NTO_Marketing",
      "createdBy": "0051Q00000bogA0XYZ",
      "createdDate": "2025-08-13T17:06:03.000Z",
      "defaultLanguage": "en_US",
      "description": "Content for Northern Trail Outfitters Marketing Content",
      "fullyQualifiedNames": null,
      "id": "0ZuWt000000HLb0XYZ",
      "isEnhancedSpace": true,
      "isFlowOrchestrationEnabled": null,
      "lastModifiedBy": "0051Q00000bogA0XYZ",
      "lastModifiedDate": "2025-08-13T17:06:05.000Z",
      "name": "NTO Marketing",
      "rootFolderId": "9PuWt000000IpbxXYZ",
      "spaceType": {
        "apiName": "marketing"
      }
    },
    ...
  ]
}
```

Locate the workspace you want to use, and then copy the 18-character alphanumeric **id** value. You use this ID when you upload content to the workspace.

Format the HTML Content

Before you create the API request body, first make these changes to your HTML content:

- Escape all double-quote (") characters by adding a backslash (\) in front of each one. Alternatively, you can replace double quotes with single quote (') characters, which don't need to be escaped.

- Replace all line breaks in the HTML with the line break escape sequence `\n`.

Create the Request Body

You can create two types of emails in Marketing Cloud: an HTML-only email, or an email that can include other components.

The request body for an HTML-only email is shorter and easier to understand. However, if your marketing users need to modify an HTML-only email, they can only do so by editing the HTML manually.

The alternative is to create an email that can include other components. This option requires you to use a longer, more complex request body. The benefit to choosing this option is that your marketing users can modify the email by dragging and dropping components in the message builder in Marketing Cloud.

Option 1: Create an HTML-Only Email

Use this template to create the request body.

```
JSON
{
  "contentSpaceOrFolderId": "YOUR_WORKSPACE_ID",
  "contentType": "sfdc_cms__email",
  "apiName": "YOUR_CONTENT_API_NAME",
  "contentBody": {
    "sfdc_cms:title": "YOUR_CONTENT_TITLE",
    "rawHtml": "YOUR_ESCAPED_HTML_CONTENT",
    "messagePurpose": "promotional",
    "preheader": "YOUR_PREHEADER_TEXT",
    "subjectLine": "YOUR_SUBJECT_LINE"
  }
}
```

In the template, make these changes:

- Replace `YOUR_WORKSPACE_ID` with the ID of the content workspace that you want to add the email to.
- Replace `YOUR_CONTENT_API_NAME` with an API name for the content object. The API name is an identifier that you can use to modify the content object in the future.
- Replace `YOUR_ESCAPED_HTML_CONTENT` with the JSON-escaped HTML body of the email.

- Replace `YOUR_CONTENT_TITLE` with a title for the content object. This value is the name that users see for the content object in the Marketing Cloud user interface.
- Replace `YOUR_SUBJECT_LINE` with the subject line for the email.
- Replace `YOUR_PREHEADER_TEXT` with the preheader text for the email, or omit this property if you don't want to include preheader text.

Don't change any other values in the template.

Option 2: Create an Email that Can Include Other Components

Use this template to create the request body.

None

```
{
  "contentSpaceOrFolderId": "YOUR_WORKSPACE_ID",
  "contentType": "sfmc_cms__email",
  "apiName": "YOUR_CONTENT_API_NAME",
  "contentBody": {
    "lightning:brandSource": {
      "defaultBrandOption": "sfmcBrand"
    },
    "lightning:colorScheme": "{!$brand.colorScheme}",
    "lightning:dataProviders": [
      {
        "attributes": {
          "objectApiName": "UnifiedIndividual__dlm"
        },
        "definition": "sfmc_cms__unifiedIndividualDataProvider",
        "sfmcExpressionKey": "$unifiedIndividual"
      }
    ],
    "lightning:padding": "{!$brand.spacing.none}",
    "messagePurpose": "promotional",
    "sfmc_cms:block": {
      "definition": "sfmc_cms/rootContentBlock",
      "type": "block",
      "children": [
        {
          "attributes": {
            "lightning:borderRadius": "{!$brand.borderRadius.square}",
            "lightning:borderWidth": "{!$brand.borderWidth.none}",
            "lightning:colorScheme": "{!$brand.colorScheme}",
            "lightning:margin": "{!$brand.spacing.none}",
            "lightning:padding": "{!$brand.spacing.xSmall}"
          }
        }
      ]
    }
  }
}
```

```

        "stackOnMobile":true,
        "lightning:backgroundImage":{
            "repeat":"no-repeat",
            "position":"center center",
            "size":"cover"
        }
    },
    "definition":"lightning/section",
    "type":"block",
    "children":[
        {
            "attributes":{
                "columnWidth":12,

"lightning:borderRadius":"{!$brand.borderRadius.square}",
                "lightning:borderWidth":"{!$brand.borderWidth.none}",
                "lightning:colorScheme":"{!$brand.colorScheme}",
                "lightning:margin":"{!$brand.spacing.none}",
                "lightning:padding":"{!$brand.spacing.xSmall}",
                "lightning:verticalAlignment":"top",
                "lightning:backgroundImage":{
                    "repeat":"no-repeat",
                    "position":"center center",
                    "size":"cover"
                }
            },
            "definition":"lightning/column",
            "type":"block",
            "children":[
                {
                    "attributes":{

"lightning:borderRadius":"{!$brand.borderRadius.square}",

"lightning:borderWidth":"{!$brand.borderWidth.none}",
                    "lightning:colorGroup":{

"backgroundColor":"{!$brand.colorScheme.root}",
                    "borderColor":"{!$brand.colorScheme.neutral}",

"linkColor":"{!$brand.colorScheme.primaryAccent}",
                    "textColor":"{!$brand.colorScheme.contrast}"
                },
                "lightning:margin":"{!$brand.spacing.none}",

```

```

        "lightning:padding":"{!$brand.spacing.none}",
        "rawHtml":"YOUR_ESCAPED_HTML_CONTENT"
      },
      "definition":"lightning/html",
      "type":"block"
    }
  ]
}
},
"sfdc_cms:title":"YOUR_CONTENT_TITLE",
"subjectLine":"YOUR_SUBJECT_LINE"
"preheader":"YOUR_PREHEADER_TEXT"
}
}

```

In the template, make these changes:

- Replace `YOUR_WORKSPACE_ID` with the ID of the content workspace that you want to add the email to.
- Replace `YOUR_CONTENT_API_NAME` with an API name for the content object. The API name is an identifier that you can use to modify the content object in the future.
- Replace `YOUR_ESCAPED_HTML_CONTENT` with the JSON-escaped HTML body of the email.
- Replace `YOUR_CONTENT_TITLE` with a title for the content object. This value is the name that users see for the content object in the Marketing Cloud user interface.
- Replace `YOUR_SUBJECT_LINE` with the subject line for the email.
- Replace `YOUR_PREHEADER_TEXT` with the preheader text for the email, or omit this property if you don't want to include preheader text.

Don't change any other values in the template.

Submit the Request

When the request body is complete, submit a POST request to the `/services/data/v{version}/connect/cms/contents` endpoint.

If the API accepts the request, it responds with a **201 Created** response. The response body includes additional information about the content object, including the **managedContentId**. You can use the **managedContentId** to modify the content object in the future.

For more information about working with content workspaces, see [Enhanced CMS Workspaces Resources](#) in the *Connect REST API Developer Guide*.