

HTML in Marketing Cloud ^[1]

March 19, 2025 by [Melanie Jones](#) ^[2]

While Marketing Cloud provides robust tools for designing emails, some users may choose to leverage HTML for greater customization of the visual and functional experience across devices. This wiki explores best practices for using HTML in Marketing Cloud, how to test your HTML content, and common pitfalls to avoid.

- [HTML Email](#)
- [HTML Button](#)

Have an email in full HTML but want to send it from Marketing Cloud? It's doable (not to mention a great approach), but it must be approached a certain way to ensure CAN-SPAM compliance, including a footer for recipients to opt-out. Find details on how to test the recipient's experience, instructions on how to create an HTML email correctly, and the most common misstep we come across.

Create an HTML Email Correctly

If pasting HTML, an **Email Message** must be based on eComm's **HTML Template**. By doing so, the opt-out footer will be included at the bottom of the email and be in CAN-SPAM compliance.

- In Marketing Cloud, navigate to Email Studio (hover over Email Studio and select Email in the dropdown)



Email Studio

Email

Overview

- In the top right corner, select the blue **Create** button
- Click **Email Message**



Email

Overview

Content

Subscribers ▾

Interactions ▾



Content Builder [Use Classic Content](#)

LOCAL

SHARED

University of Colorado System Enterprise Org

Content Builder

Accessible Templates

Classic Content

COLTT 2023

CU Branded Emails

CU Templates

eComm_TESTING

Search

532 Content Items

University of Colorado System

NAME



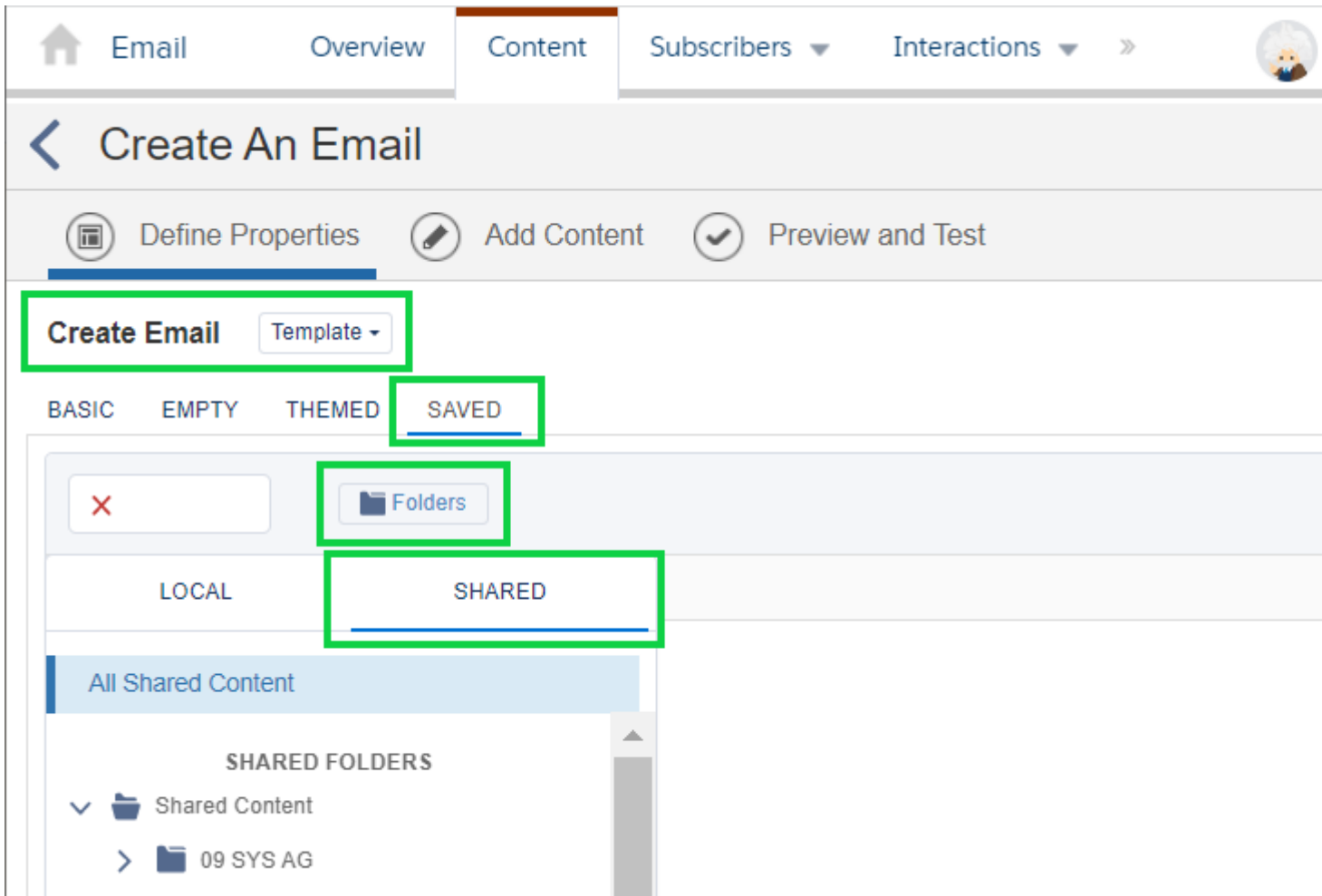
UCCS Dynamic Birthday Email_FINAL_April-June

🎁 Your Birthday Gift from UCCS is here!



June Birthday Calendar

- Select **Template** from the Create Email drop-down menu
- Click the **Saved** tab, then Folders
- Select the **Shared** option on the right (it will default to Local)
- All shared templates should be displayed. Search for '**HTML**' if needed



- Click the one named **HTML Template**; a blue box will highlight the template
- **Select** the blue button in the bottom right

Home Email Overview **Content** Subscribers Interactions

Create An Email


Define Properties Add Content Preview and Test

Create Email Template

BASIC EMPTY THEMED **SAVED**

Search Folders

All Shared Content (60 items)

HTML Template 

Modified: 03/09/2023

Melanie Jones




 Campus Student Services
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

Photo of the Week!

We will feature a photo each week. It will be based on submissions and/or contributions that were approved in the previous week.



CU Anschutz Student Newsletter 2... 

Modified: 08/15/2019

Jason Thomas



 Campus
UNIVERSITY OF


Photo of the Week!

We will feature a photo each w...


CU Anschutz Stu... 

Modified: 08/15/2019




Jason Thomas

 Campus Student Services
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS


- **Name your email** and click **Next**
 - It's optional to add a Description, select a Location, or add Campaign.

Home Email Overview **Content** Subscribers ▾ Interactions ▾ >> 

< Create An Email

 Define Properties  Add Content  Preview and Test

Creation Method:
[Template](#) [Change](#)



HTML Template

Created: 2/9/2023
Modified: 3/9/2023

Define Email Properties

Enter text in the required (*) fields then hit Save or Next

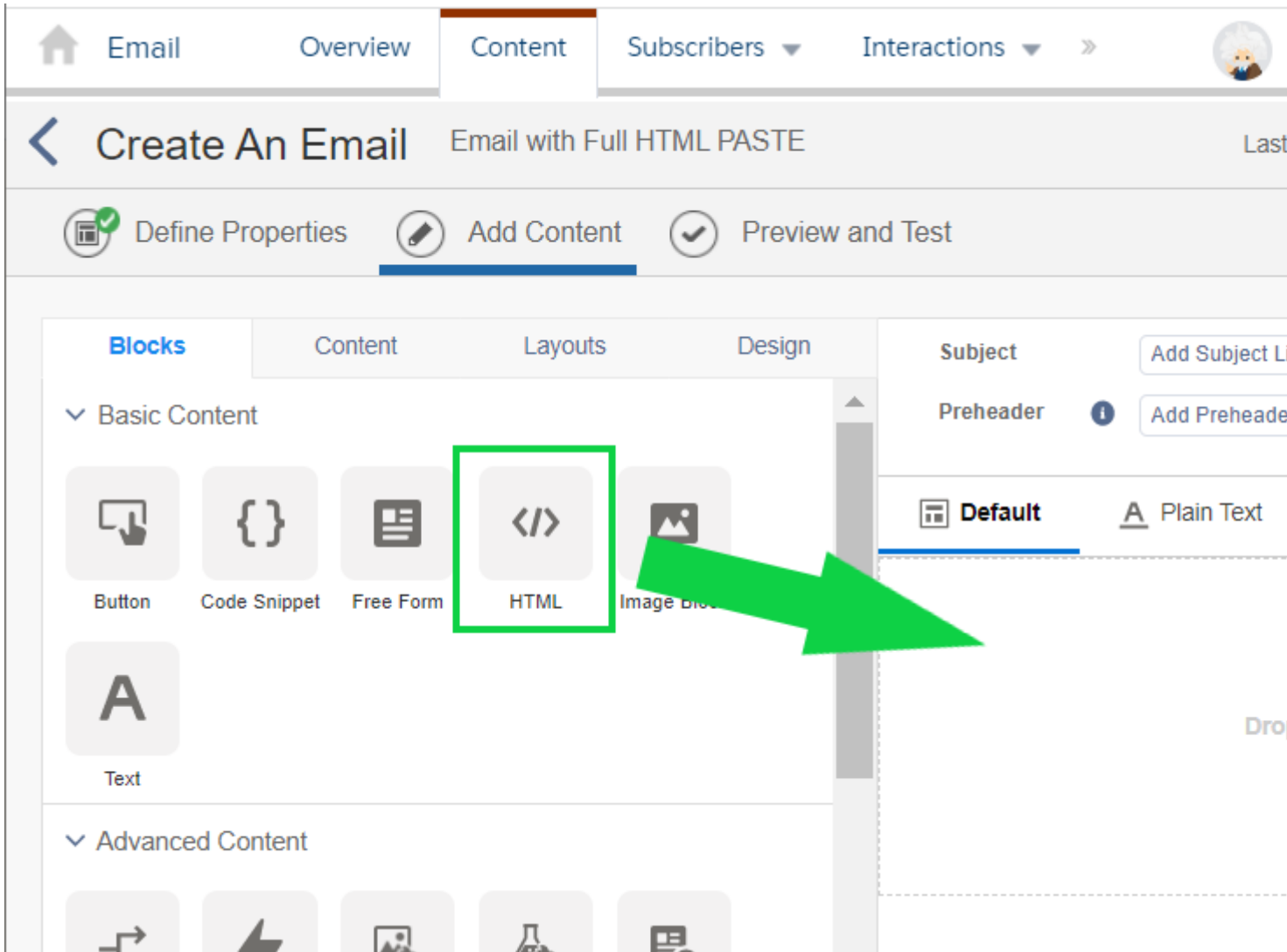
Name *

Description

Location *

Campaign

Sharing
My Bus
Target



- **Paste the HTML code** in the panel on the left

?

Home Email Overview **Content** Subscribers Interactions

← Edit Email The Gist - 2.27.2023

Properties Content Preview and Test

Content Block Settings

Block not saved HTML

```
54 mso-table-ispacerule:0pt;
55 mso-table-rspacerule:0pt;
56 }
57 .ReadMsgBody{
58 width:100%;
59 }
60 .ExternalClass{
61 width:100%;
62 }
63 p,a,li,td,blockquote{
64 mso-line-height-rule:exactly;
65 }
66 a[href^=tel],a[href^=sms]{
67 color:inherit;
68 cursor:default;
69 text-decoration:none;
70 }
71 p,a,li,td,body,table,blockquote{
72 -ms-text-size-adjust:100%;
73 -webkit-text-size-adjust:100%;
74 }
75 .ExternalClass,.ExternalClass p,.ExternalClass
```


Subject

Preheader

Default Plain

Getting Soci

Click the posts to channels.



- In **Preview and Test**, you'll now see the appropriate footer at the bottom of the email.

← Edit Email



Properties



Content



Preview and Test



Test Send ⓘ



Recipients:*

Enter up to five email addresses or select a test data extension as the recipients of this send.



INDIVIDUALS

TEST DATA EXTENSIONS

melanie.jones@cu.edu ×

Add email address and press Enter

Content Personalization Options ⓘ

Based on Preview [Change](#)

▶ Additional Options

From Options

FROM NAME

SAVED SEND CLASSIFICATION

COMMERCIAL

Sender Profile

CU Denve

Description

From Name

From Email

Reply Name

Reply Email

Delivery Profile

CU FOOTER FOR ALL EM...

Description

FOR ALL COMMERCIAL EMAILS

IP Address

Account Default

Header

Default

Footer

Default

Send Test

Subject: ★ Motivation Before V

Preheader: Awesome Alums and



Layout



Plain Text

%%[set @mid = memberid]%

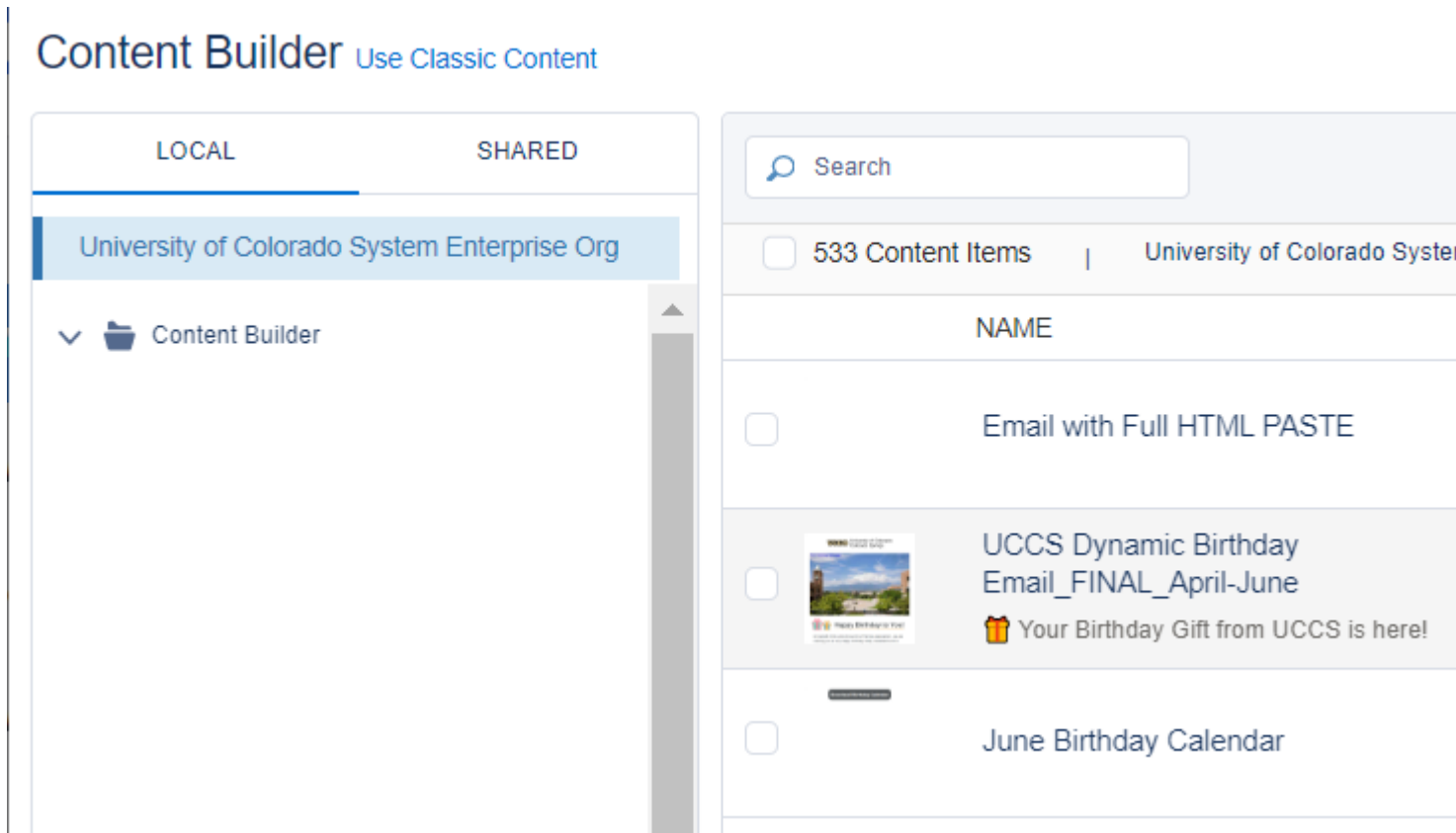
How to Test

Users can determine if their HTML pasted email was set up correctly based on the Preview

and Test in Marketing Cloud, by sending a test, or by sending a real email to themselves.

Preview and Test in Marketing Cloud

- From **Content Builder**, find your email and click the **down arrow** for quick actions on the far right of the row.
- Select **Preview & Test** in the dropdown.



The screenshot displays the Marketing Cloud Content Builder interface. On the left, a navigation pane shows the 'LOCAL' tab selected, with 'University of Colorado System Enterprise Org' and 'Content Builder' visible. The main area on the right shows a list of content items. A search bar at the top right contains the text 'Search'. Below it, a summary row indicates '533 Content Items' and 'University of Colorado System'. The list has a 'NAME' column. Three items are visible: 'Email with Full HTML PASTE', 'UCCS Dynamic Birthday Email_FINAL_April-June' (which includes a thumbnail image of a building and the text 'Happy Birthday to You! Your Birthday Gift from UCCS is here!'), and 'June Birthday Calendar'.

Correctly Configured HTML Pasted Email

- In **Preview and Test**, set the **Delivery Profile to CU FOOTER FOR ALL EMAILS** to see the appropriate footer at the bottom of the email.

← Edit Email

Properties
 Content
 Preview and Test

Test Send ⓘ

Recipients:*
Enter up to five email addresses or select a test data extension as the recipients of this send.

INDIVIDUALS TEST DATA EXTENSIONS

melanie.jones@cu.edu ×
 Add email address and press Enter

Content Personalization Options ⓘ
 Based on Preview [Change](#)

▶ Additional Options

From Options

FROM NAME **SAVED SEND CLASSIFICATION**

COMMERCIAL ▾

Sender Profile CU Denve ▾

Description
 From Name
 From Email
 Reply Name
 Reply Email

Delivery Profile CU FOOTER FOR ALL EM... ▾

Description FOR ALL COMMERCIAL EMAILS
 IP Address Account Default
 Header Default
 Footer Default

[Send Test](#)

Subject: ★ Motivation Before V
 Preheader: Awesome Alums and

Layout Plain Text

%%[set @mid = memberid]%

What to Avoid (CAN-SPAM Violation)

If your email looks like the following, it needs to be fixed immediately. Note the standard

eComm footer, including an option to *Manage your email preferences*, is not visible, resulting in a CAN-SPAM violation.

Users should not create Email Templates by pasting HTML. Most are not familiar with the custom coding that Marketing Cloud requires for the correct footer to display (among other things). This often results in sending HTML emails that violate CAN-SPAM.

The screenshot shows the 'Additional Options' panel in Marketing Cloud. It is divided into two main sections: 'From Options' and 'Delivery Profile'.
In the 'From Options' section, there are two tabs: 'FROM NAME' and 'SAVED SEND CLASSIFICATION'. The 'SAVED SEND CLASSIFICATION' tab is active. Below it, there is a dropdown menu set to 'COMMERCIAL'. Underneath, there is a 'Sender Profile' dropdown set to 'CU Denver'. Below that, there are labels for 'Description', 'From Name', 'From Email', 'Reply Name', and 'Reply Email'.
In the 'Delivery Profile' section, there is a dropdown menu highlighted with a red box, showing 'CU FOOTER FOR ALL EM...'. Below this dropdown, there are labels for 'Description', 'IP Address', 'Header', and 'Footer', with corresponding values: 'FOR ALL COMMERCIAL EMAILS', 'Account Default', 'Default', and 'Default'.
At the bottom of the panel, there is a blue 'Send Test' button.

- DO NOT select the blue **Create** button > **Email Template** > **Paste HTML**

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

Content Builder [Use Classic Content](#)



LOCAL SHARED

University of Colorado System Enterprise Org

- Content Builder
 - Accessible Templates
 - Classic Content
 - COLTT 2023
 - CU Branded Emails
 - CU Templates
 - eComm_TESTING
 - Images

Search

533 Content Items | University of Colorado System Enterprise Org

	NAME
<input type="checkbox"/>	Email with Full HTML PASTE
<input type="checkbox"/>	 UCCS Dynamic Birthday Email_FINAL_April-June 🎁 Your Birthday Gift from UCCS is here!
<input type="checkbox"/>	 June Birthday Calendar

Below, you'll find guidance on using the HTML Button block correctly, instructions on how to test the recipient's experience, and the most common mistake we encounter.

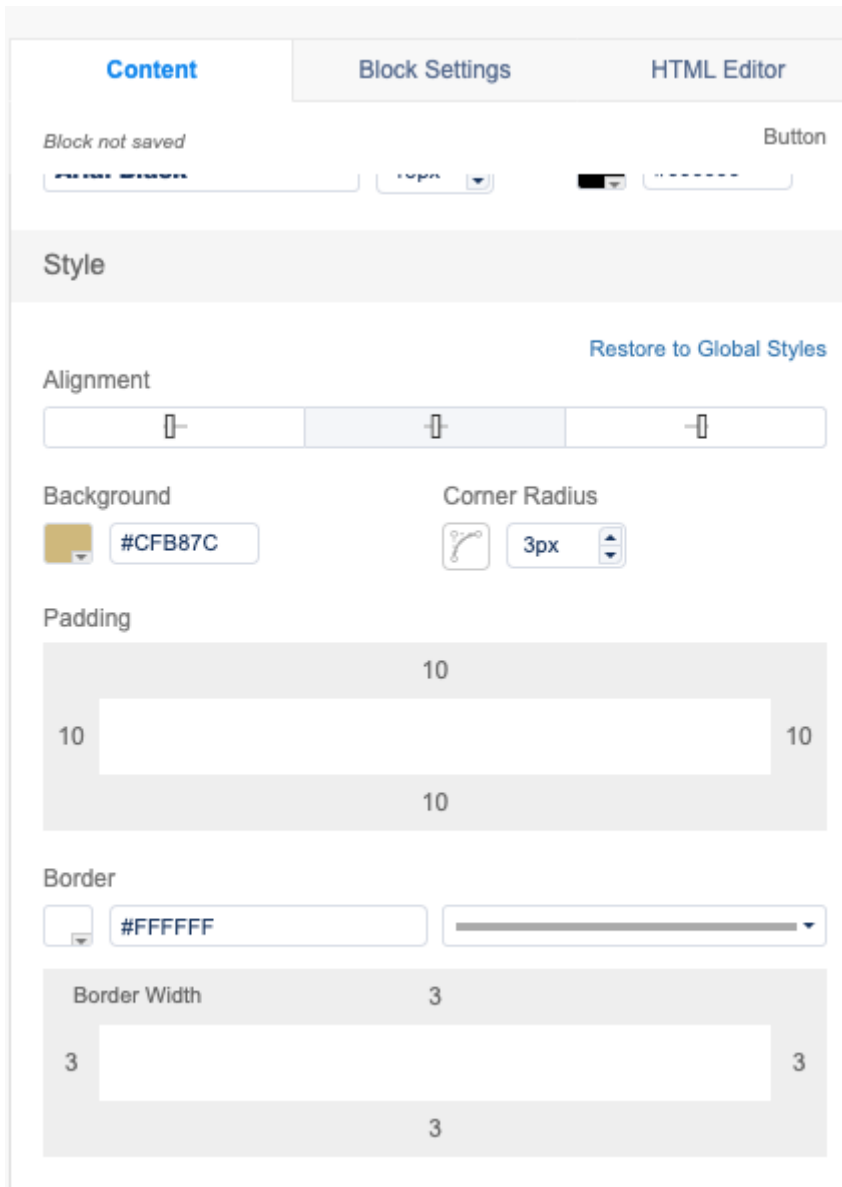
Why Use an HTML Button

If you're using the **Marketing Cloud Basic Content button block** and notice unusual formatting in the Outlook app on a PC, this is a known issue with Marketing Cloud.



To fix this, you can:

- Change the color of your border to match the background color of your email. We've noticed that using a 3px border width around the button (matching the background color of the email) with 10px padding around the button will typically make the button look better in the Outlook app on a PC.



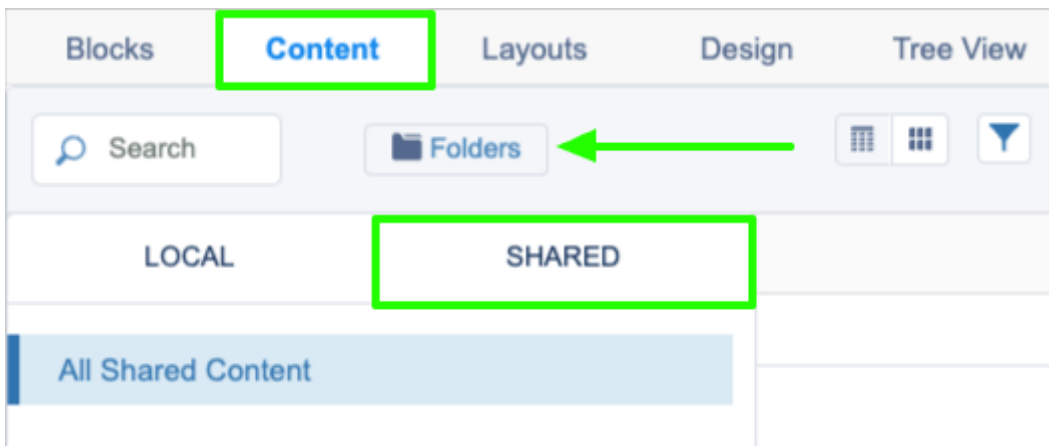
Or, you can switch to using the **HTML Button shared content block**. Below, you'll find instructions on how to test the recipient's experience, guidance on using the HTML Button block correctly, and the most common mistake we encounter.

Create an HTML Button Correctly

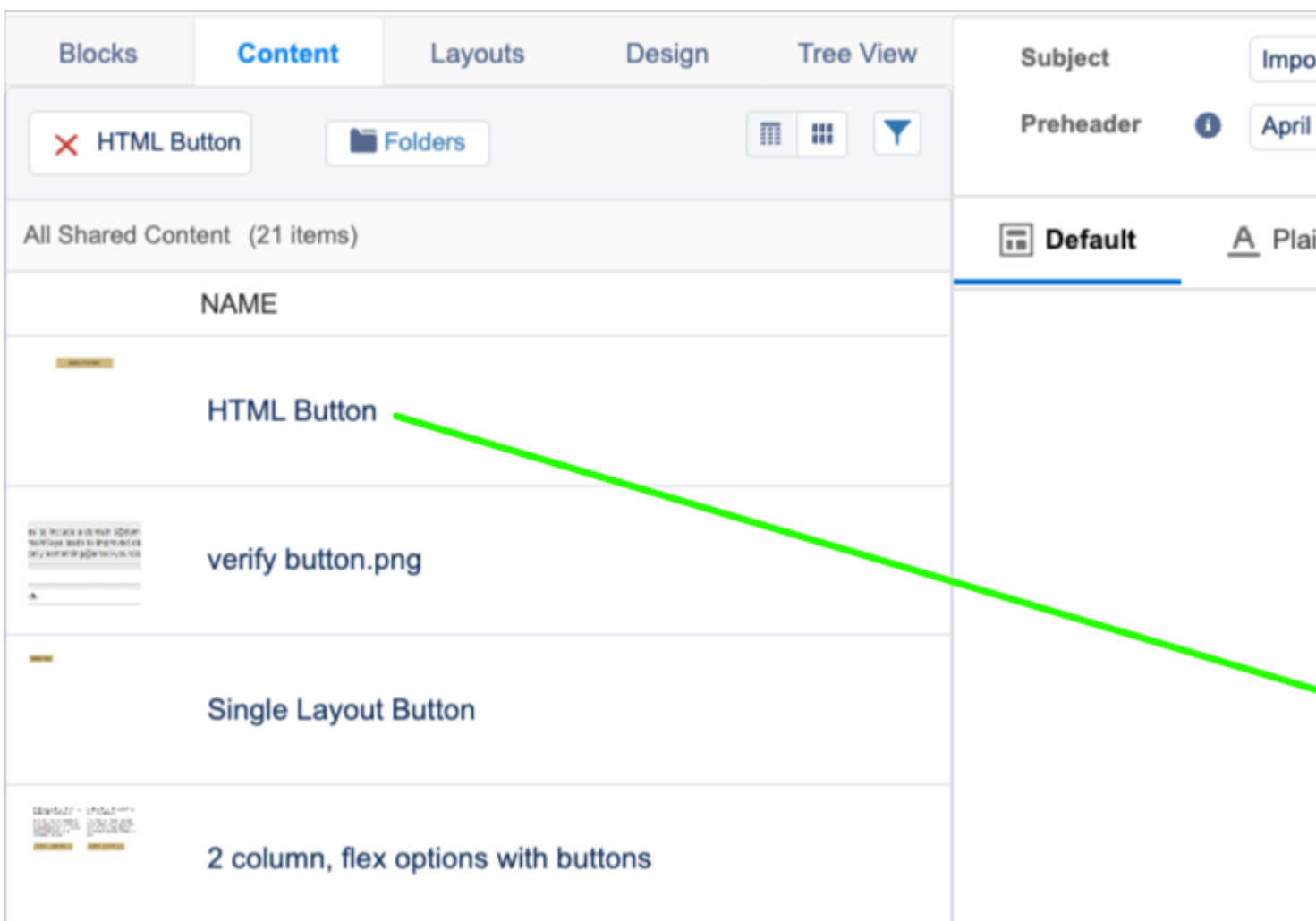
Adding an HTML Button to an Email

- In your email in Marketing Cloud, navigate to **Content > Folders > Shared > All Shared Content**

and search for **HTML Button**.



- Drag and drop the **HTML Button content block** into your email.



- Configure the settings of your button and/or block as needed.
 - Navigate to **Block Settings** to adjust the block styling (ex. block background color, block border, block margins, block padding).
 - Navigate to **HTML Editor** to adjust the button styling (ex. button color, button font style, button font size, button text, button link).

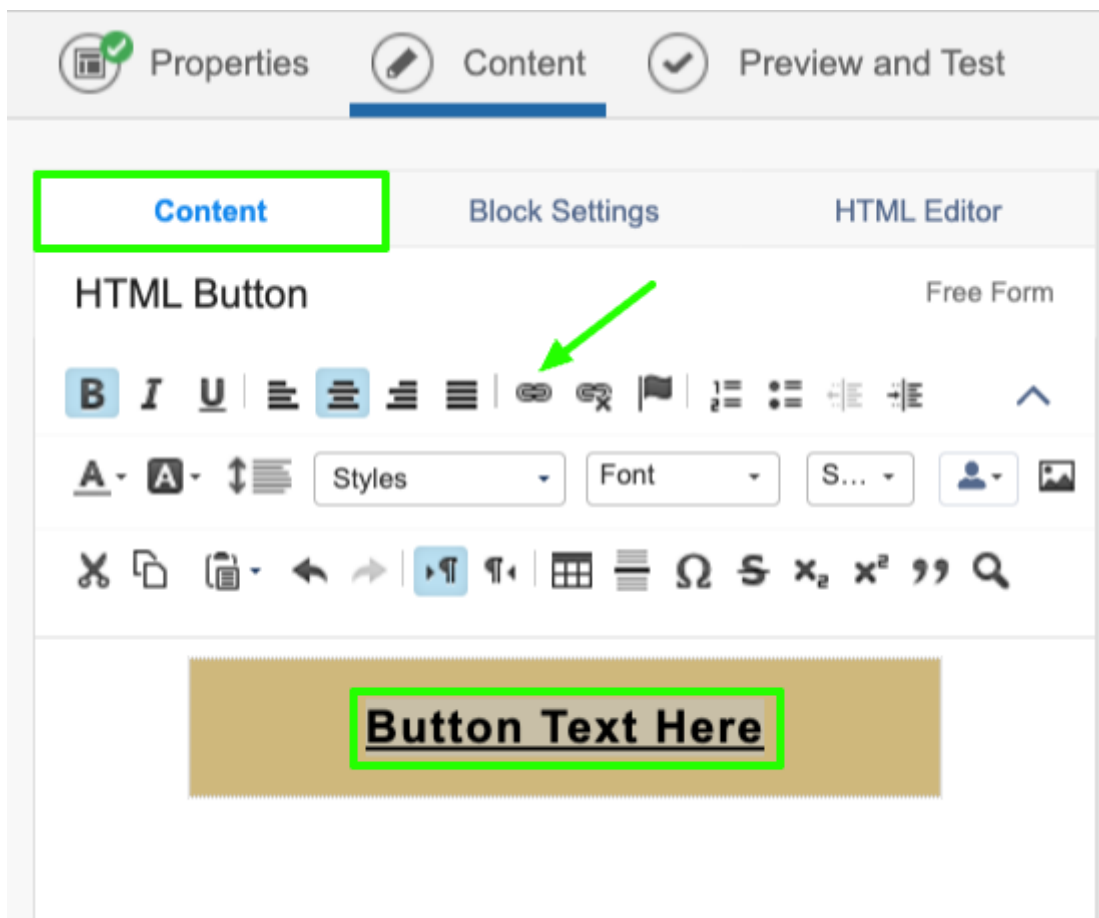
Adding Button Link

It is **essential** that your button link has <http://> or <https://> to avoid a broken link error in the actual email send. There are two methods for adding a link to your button: **updating the link via the Content tab** or **updating the link via the HTML Editor Tab**.

Updating Link via Content Tab

This is the preferred method to avoid HTML errors and because the <https://> will automatically be added to the link.

In the HTML Button block in your email, navigate to **Content** > Highlight the button text > Click on the link icon.



In the Link Properties pop-up, update the **Link URL**, **Link Text**, and **Title**. Click OK.

Link Properties



Restore to Global Styles

Link to Secure Website (https://) ▾

Link URL



Link Text



Link Color  #000000

Include underline on hyperlink

Title

Tracking Alias

Conversion Tracking Link



Cancel

OK

Example:

Link Properties



Restore to Global Styles

Link to Secure Website (https://) ▾

Link URL



Link Text



Link Color Include underline on hyperlink

Title

Tracking Alias

Conversion Tracking Link

Cancel

OK

Updating Link via HTML Editor Tab

In the HTML Button block in your email, navigate to **HTML Editor**.

Update the link inside the quotation marks (**your link MUST CONTAIN http:// or https://**), the title, and the button text. Click **Done Editing**.

Content Block Settings **HTML Editor**

HTML Button Free Form

← → ✂ 📄 📄 Ω </> 👤 %%

```
1 <div align="center">
2 <table align="center" cellpadding="0"
  cellspacing="0" class="button" width="300">
3
4 <tr>
5 <td style="padding: 15px 0px; border-radius:
  0px; background-color: #CFB87C; text-align: center;"
  valign="top">
6 <a alias="" conversion="false" data-
  linkto="website" href="https://your-link-here.com"
  style="color:#000000; text-decoration:underline;
  font-size: 18px; line-height: 130%; letter-spacing:
  1px; font-family: Arial, Helvetica, sans-serif;"
  target="_blank" title="Button Text Here"><b>Button
  Text Here</b> </a></td></tr></table></div>
```

Example:

HTML Button

Free Form



```
1 <div align="center">
2 <table align="center" cellpadding="0"
  cellpadding="0" class="button" width="300">
3
4 <tr>
5 <td style="padding: 15px 0px; border-radius:
  0px; background-color: #CFB87C; text-align: center;"
  valign="top">
6 <a alias="" conversion="false" data-
  linkto="website"
  href="https://www.cu.edu/blog/ecomm-wiki/html-
  marketing-cloud" style="color:#000000; text-
  decoration:underline; font-size: 18px; line-height:
  130%; letter-spacing: 1px; font-family: Arial,
  Helvetica, sans-serif;" target="_blank" title="HTML
  in Marketing Cloud"><b>HTML in Marketing Cloud</b>
</a></td></tr></table></div>
```

How to Test

To test that the HTML button is displaying correctly and linking to the correct website, test by sending yourself a test email [3]. Be sure to click on the button to make sure it's going to the intended link.

If you want to take an extra precautionary testing step, you can also send yourself a real email [4] and click on the button to make sure it's going to the intended link.

What to Avoid

Never use a link that does not contain `http://` or `https://`. However, in the event that you do send an email and the button link doesn't have `http://` or `https://`, you can update the link post-send [5] to avoid having to resend your email.

Display Title:

HTML in Marketing Cloud

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecomm-wiki/html-marketing-cloud>

Links

[1] <https://www.cu.edu/blog/ecomm-wiki/html-marketing-cloud> [2] <https://www.cu.edu/blog/ecomm-wiki/author/39>

[3] <https://www.cu.edu/blog/ecommerce-wiki/sending-test-email> [4] <https://www.cu.edu/blog/ecommerce-wiki/send-marketing-cloud-emails> [5] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-update-broken-link-after-send>