

## **Text Block Tips in Marketing Cloud** [1]

December 20, 2023 by [Melanie Jones](#) [2]

Creating a good-looking email in Marketing Cloud is one thing, but ensuring it displays well across inboxes is a greater challenge. Learn to apply three best practices when using text blocks to have confidence in how emails display for recipients.

- [Quick Tips](#)
- [Recorded Session | Nov. 2023](#)

[Presentation](#) [3]

### **Paste 'Clean' Text**

Text is often copied from one application and pasted into a Marketing Cloud text block. While the theory is sound, the details in your approach are critical to having a quality email delivered across inboxes. There are a few different methods to ensure formatting from the original application isn't included in the email by mistake.

#### **1 | Paste from a text editor like Notepad (not Word, a website, etc)**



File

**Home**

Insert

Design

Layout

References

Mailings



Paste



Clipboard



Calibri (Body)

11

**B***I*U $x_2$  $x^2$ 

Aa

Font



Paragraph



Style

Subject line: Denver's Ozone 'Severe?' Walls Painted in  
College Costs Impact Generations

CU Boulder

[After Wildfires, Scorched Trees Could Disrupt Water Supply](#)

Santa Fe New Mexican (Associated Press)

(April 23, 2022) -- Already, a warming climate is leading to areas more  
vulnerable to wildfire, said [Noah Molotch](#), who researches how the  
burned area "exacerbates the impact of drought" by leading to more  
he said.

[Give Fitbits \(of Sorts\) to the Trees](#)

UNIVERSITY


Properties Content Preview and Test

Content Block Settings **HTML Editor**

Block not saved Text

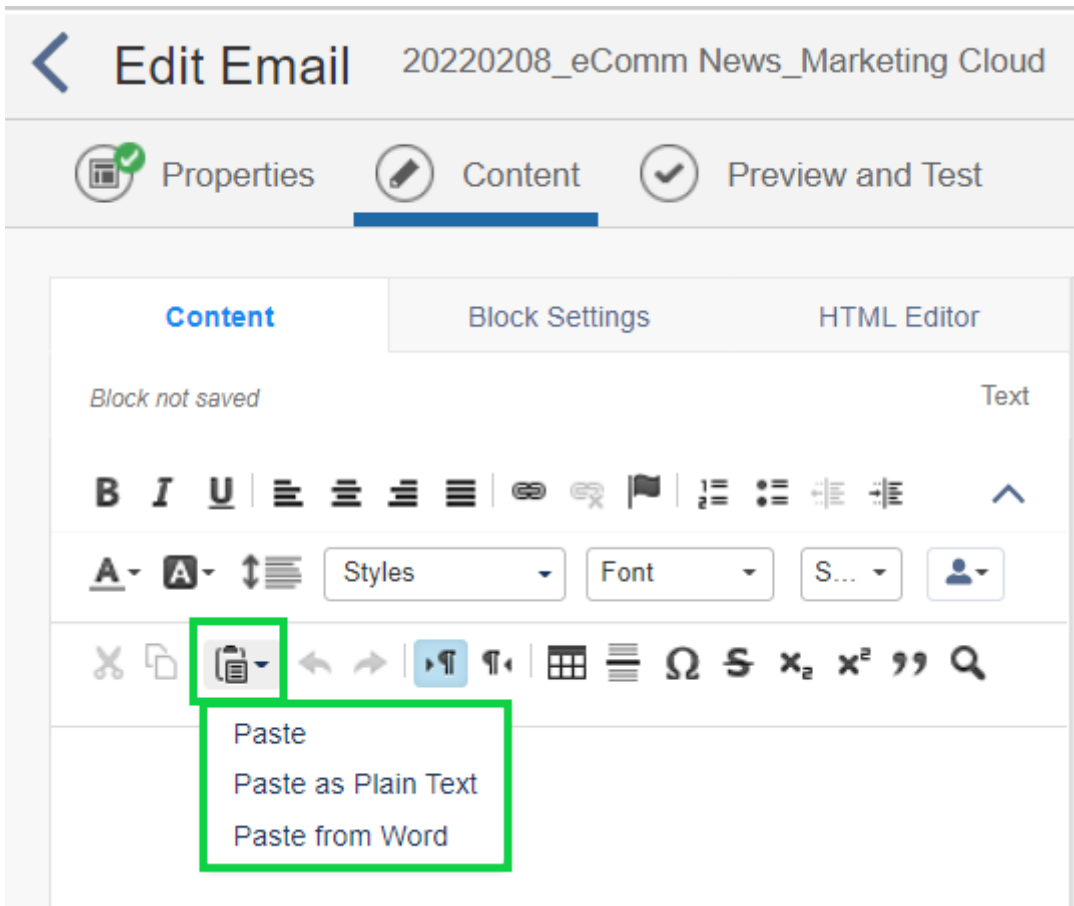
← → ✂ 📄 📄 Ω </> 👤 %%

1 Click here to paste code directly.



Drag text or HTML files here  
or

### 3 | Paste as Plain Text or Paste from Word



## Set Font In Every Text Block

Sometimes email text font displays as *Times New Roman* once delivered to an inbox instead of *Arial* as intended. While the font appears as *Arial* in Marketing Cloud, some email clients (versions of Outlook) need to be told twice. Force the font in every text block to be confident it will appear that way across different email clients.

### To set the font in every text block:

- Highlight all the text within a text block (Ctrl+A).
- If the font style reads *Font*, it should be updated.
- The font should indicate the real name of a font, like *Arial*.

← Edit Email 20220208\_eComm News\_Marketing Cloud

Properties Content Preview and Test

Content Block Settings HTML Editor

Block not saved Text

**B** *I* U | [List Icons] | [Link Icon] [Unlink Icon] [Flag Icon] | [List Icons] [List Icons] [List Icons] [List Icons] [List Icons]

A- A- ↑ [List Icons] Styles Font [List Icons] [List Icons]

[List Icons] [List Icons] [List Icons] [List Icons] [List Icons] [List Icons] [List Icons] [List Icons] [List Icons] [List Icons]

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**Set Font In Every Text Block**  
Sometimes email text font displays as *Times New Roman* once delivered to an inbox instead of *Arial* as intended. Force the font in every text block to increase the chances of your email appearing as desired across different email clients.

**Increase Line Spacing**

body div b a

Save Block Done Editing

← Edit Email

Properties

Content

Content

Block not saved

**B** *I* U | [List Icons] | [Link Icon] [Unlink Icon] [Flag Icon] | [List Icons] [List Icons] [List Icons] [List Icons] [List Icons]

A- A- ↑ [List Icons] Styles [List Icons]

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**Increase Line Spacing**

body div span b a

Save Block

### Increase Line Spacing

Single spacing might appear fine on certain devices, but on others, it's as if one line of text overlaps the next. Use 1.5 or Double line spacing to ensure it's readable on different devices.


**You can apply these settings at the Design level to be carried across the entire email by default.**

- Edit your email and open the **Design** tab
- Set the line height for each font style

← Edit Email 20220208\_eComm News\_Marketing Cloud

Properties Content Preview and Test

Blocks Content Layouts **Design**

 **CU Template Set 4 (2 of 3)**  
Created: 3/10/2019  
Modified: 3/10/2019  
[Change Template](#)

TEMPLATE STYLE

▶ Template

▼ **Body**

Font  
Arial 15px #0C0C0C

**Line Height**  
1.5

Padding  
0 0 0 0

You can also change the line spacing in each text block.

- Edit the text block
- Highlight all the text in the block
- Set the line height

The screenshot shows the 'Edit Email' interface for a campaign titled '20220208\_eComm News\_Marketing Cloud'. The 'Content' tab is active, and the 'Text' block is selected. The toolbar includes options for bold, italic, underline, and line spacing. A dropdown menu for line spacing is open, showing options: Single, 1.15, 1.5, and Double. The text content includes a paragraph about email delivery and two section headers: 'Set Font In Every Text Block' and 'Increase Line Spacing'. The bottom of the interface has 'Save Block' and 'Done Editing' buttons.

← Edit Email 20220208\_eComm News\_Marketing Cloud

Properties Content Preview and Test

Content Block Settings HTML Editor

Block not saved Text

**B** *I* U [Line Spacing Icon] [List Icon] [List Icon] [List Icon] [List Icon] [Link Icon] [Unlink Icon] [Flag Icon] [List Icon] [List Icon] [List Icon] [List Icon] [List Icon] [List Icon] [List Icon]

A- A- [Line Spacing Icon] Styles Arial S... [User Icon]

[Cut Icon] [Copy Icon] [Paste Icon] [Table Icon] [List Icon] [Omega Icon] [Text Icon] [Text Icon] [Text Icon] [Text Icon] [Text Icon]

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**Increase Line Spacing**

body div span b a

Save Block Done Editing



## Related Content

- [Marketing Cloud Image Best Practices](#) [4]
- [Consider Accessibility](#) [5]
- [Designing for Mobile in Marketing Cloud](#) [6]
- [Text Block Tips in Marketing Cloud](#) [1]

### Display Title:

Text Block Tips in Marketing Cloud

### Send email when Published:

No

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**Source URL:**<https://www.cu.edu/blog/ecomm-wiki/text-block-tips-marketing-cloud>

### Links

[1] <https://www.cu.edu/blog/ecomm-wiki/text-block-tips-marketing-cloud> [2]

<https://www.cu.edu/blog/ecomm-wiki/author/39>

[3]

<https://docs.google.com/presentation/d/1v8Vi45XmtV4AgafjcGmZmyAfjtsLxIL0MVXwXcgNhGA/edit?usp=sharing>

[4] <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-image-best-practices>

[5] <https://www.cu.edu/blog/integrated-online-services/accessibility-best-practices>

[6] <https://www.cu.edu/blog/integrated-online-services/designing-mobile-marketing-cloud>