

Text Block Tips in Marketing Cloud [1]

November 28, 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 **A****A**

Aa

A**A**

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

2 | Paste into the HTML Editor


Properties Content Preview and Test

Content Block Settings **HTML Editor**

Block not saved Text

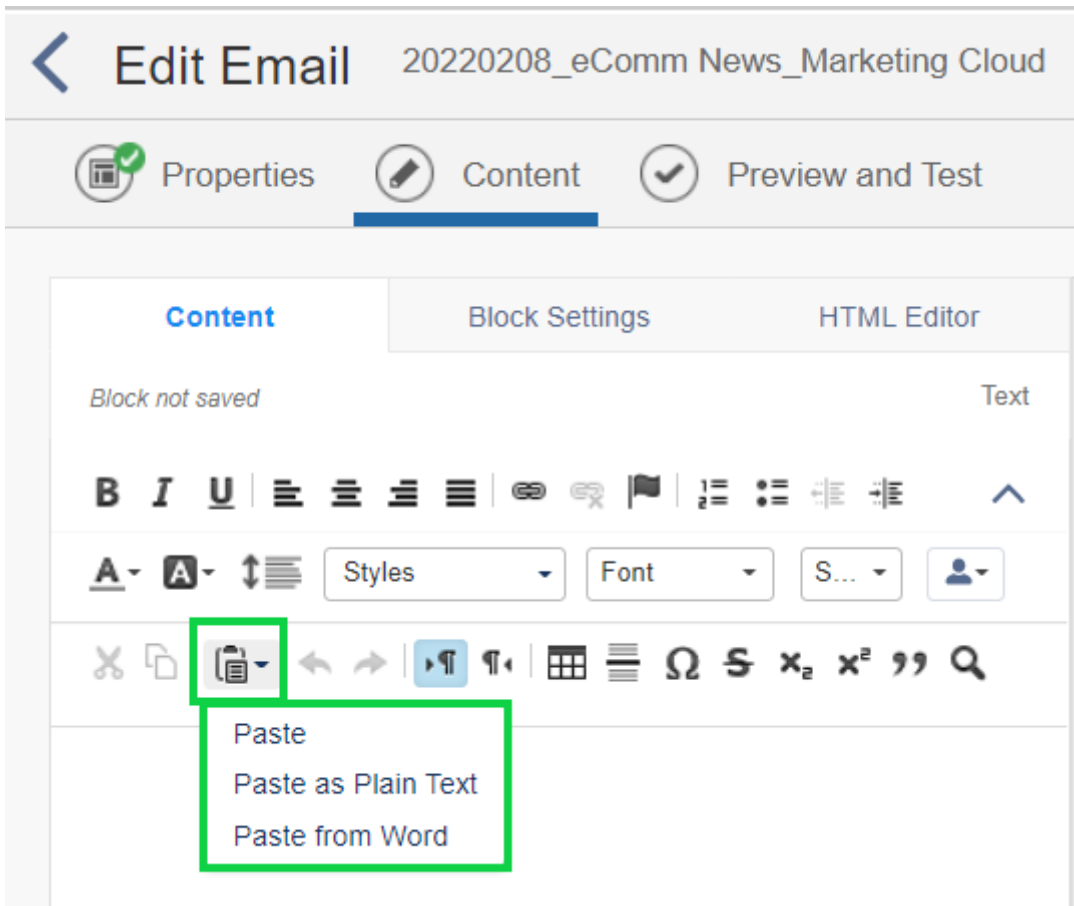
← → ✂ 📄 📄 Ω </> 👤 %%

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]

A- A- [List Icons] Styles Font [User Icon]

[Cut Icon] [Copy Icon] [Paste Icon] [Undo Icon] [Redo Icon] | [Text Color Icon] [Background Color Icon] | [Table Icon] [List Icon] [Link Icon] [Text Icon] [Text Icon] [Text Icon] [Text Icon] [Text Icon] [Text Icon]

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Increase Line Spacing

body div b a

Save Block Done Editing

← Edit Email

Properties

Content

Content

Block not saved

B I U | [List Icons] | [List Icons] | [List Icons] | [List Icons]

A- A- [List Icons] Styles

[Cut Icon] [Copy Icon] [Paste Icon] [Undo Icon] [Redo Icon]

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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 text editor toolbar includes options for bold, italic, underline, and line spacing. A dropdown menu is open for the line spacing icon, 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 editor has 'Save Block' and 'Done Editing' buttons.

Block not saved

Text

Content Block Settings HTML Editor

B *I* U [Line Spacing] [List] [Link] [Image] [Table] [Code] [Undo] [Redo] [Search]

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

Single
1.15
1.5
Double

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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](#) [7]

Display Title:

Text Block Tips in Marketing Cloud

Send email when Published:

No

Source URL:<https://www.cu.edu/blog/integrated-online-services/text-block-tips-marketing-cloud>

Links

[1] <https://www.cu.edu/blog/integrated-online-services/text-block-tips-marketing-cloud>

[2] <https://www.cu.edu/blog/integrated-online-services/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>

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