

## HTML in Marketing Cloud <sup>[1]</sup>

March 19, 2025 by [Melanie Jones](#) <sup>[2]</sup>

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



532 Content Items

University of Colorado System

NAME

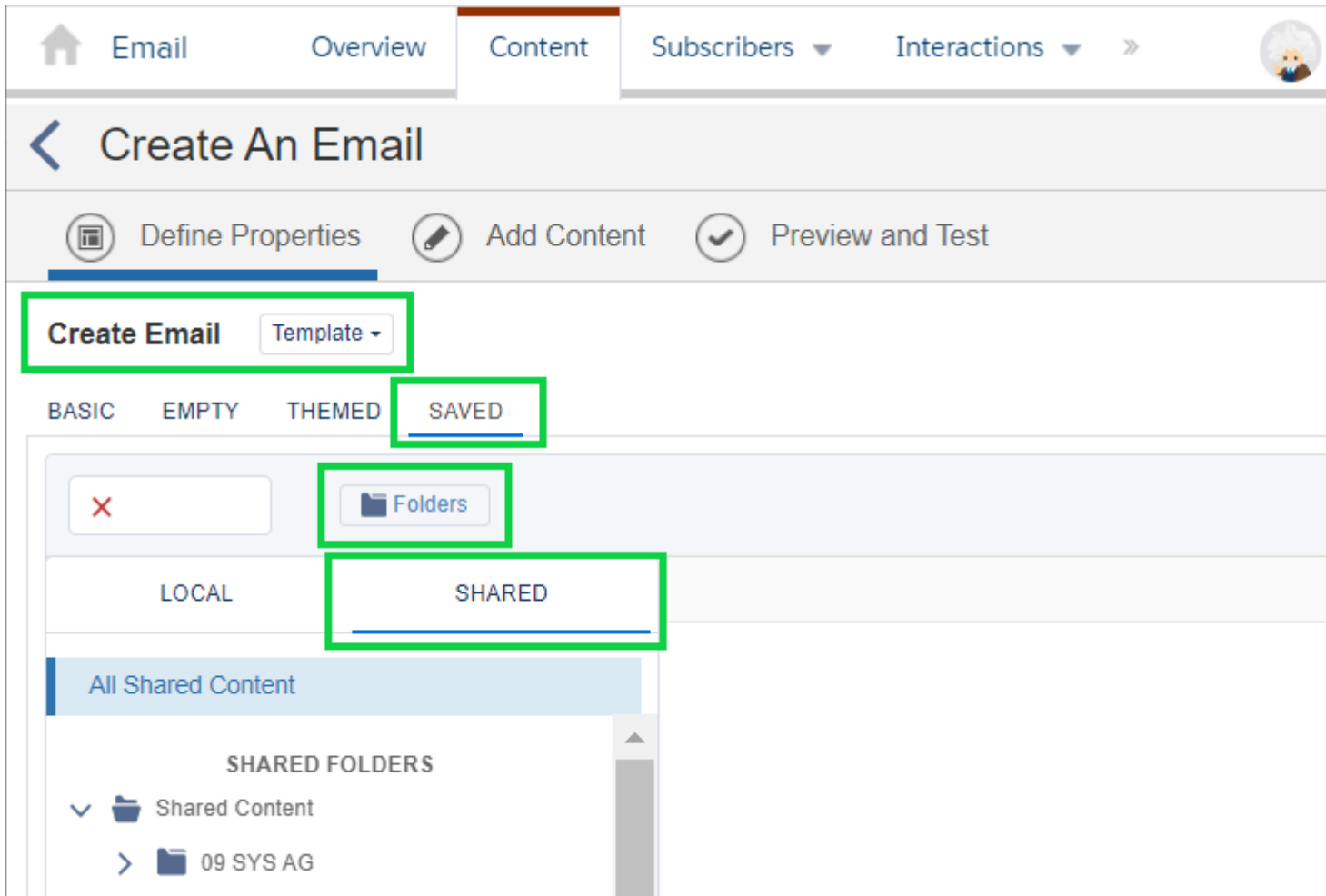
UCCS Dynamic Birthday  
Email\_FINAL\_April-June

🎁 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

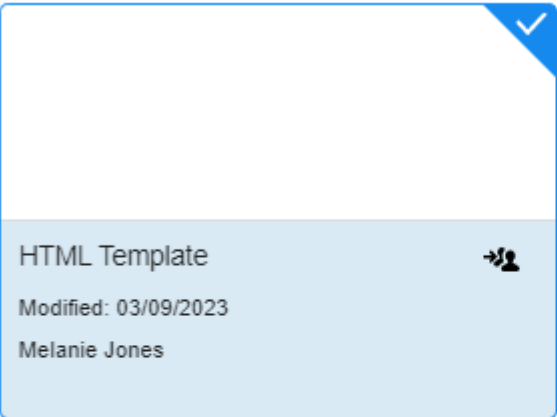
Define Properties Add Content Preview and Test

**Create Email** Template ▾

BASIC EMPTY THEMED **SAVED**

Search Folders

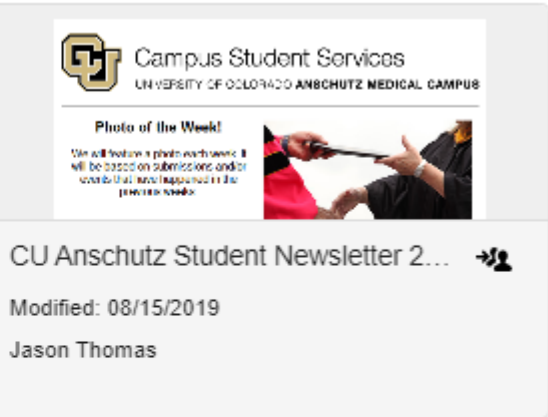
All Shared Content (60 items)



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 events that have happened in the previous week.

CU Anschutz Student Newsletter 2019

Modified: 08/15/2019

Jason Thomas



Campus Student Services  
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

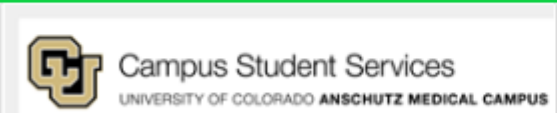
Photo of the Week!

We will feature a photo each week. It will be based on submissions and/or events that have happened in the previous week.

CU Anschutz Student Newsletter 2019


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.

 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 \*

Email with Full HTML PASTE

Description

Location \*

Content Builder

Select

Campaign

Add...

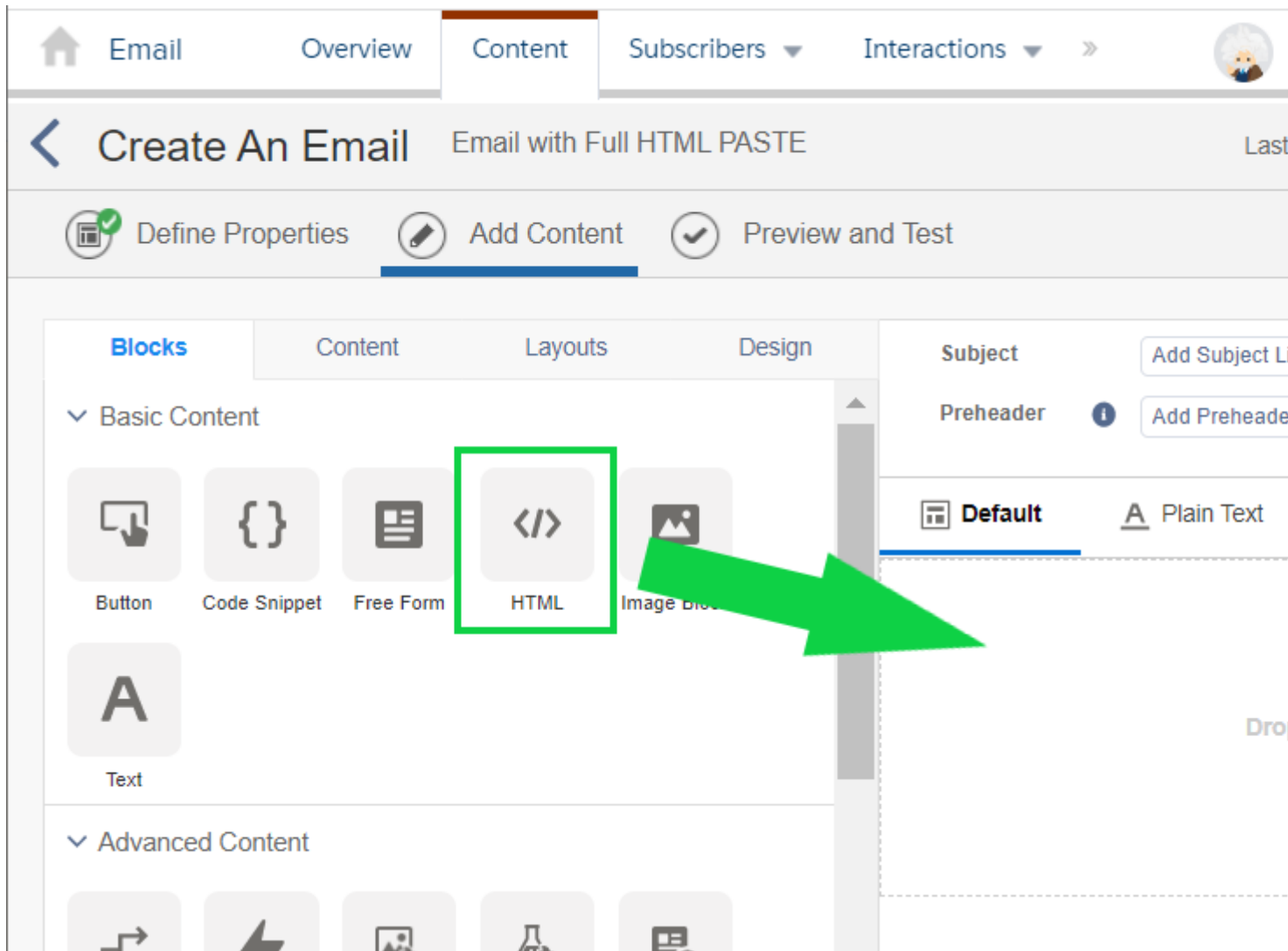
Sharing

My Bus

Target

Unico

- Drag the **HTML block** from the left into the email on the right



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

?

Home

Email

Overview

Content

Subscribers

Interactions

Last

Back

Edit Email

The Gist - 2.27.2023

Properties

Content

Preview and Test

Content

Block Settings

Block not saved

HTML

Undo

Redo

Cut

Copy

Paste

Link

Unlink

Text Color

Background Color

Font Size

Font Weight

Font Style

Font Color

Font Family

Font Size

Font Weight

Font Style

Font Color

Font Family

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

mso-table-ispacer:0pt;

mso-table-rspace:0pt;

}

.ReadMsgBody{

width:100%;

}

.ExternalClass{

width:100%;

}

p,a,li,td,blockquote{

mso-line-height-rule:exactly;

}

a[href^=tel],a[href^=sms]{

color:inherit;

cursor:default;

text-decoration:none;

}

p,a,li,td,body,table,blockquote{

-ms-text-size-adjust:100%;

-webkit-text-size-adjust:100%;

}

.ExternalClass,.ExternalClass p,.ExternalClass

Subject

Preheader

Default

Plain

Getting Soci

Click the posts to channels.

ALUMNI

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

IP Address

Header

Footer

FOR ALL COMMERCIAL EMAILS

Account Default

Default

Default

Send Test

Subject: ★ Motivation Before V

Preheader: Awesome Alums and

Layout

Plain Text

## How to Test

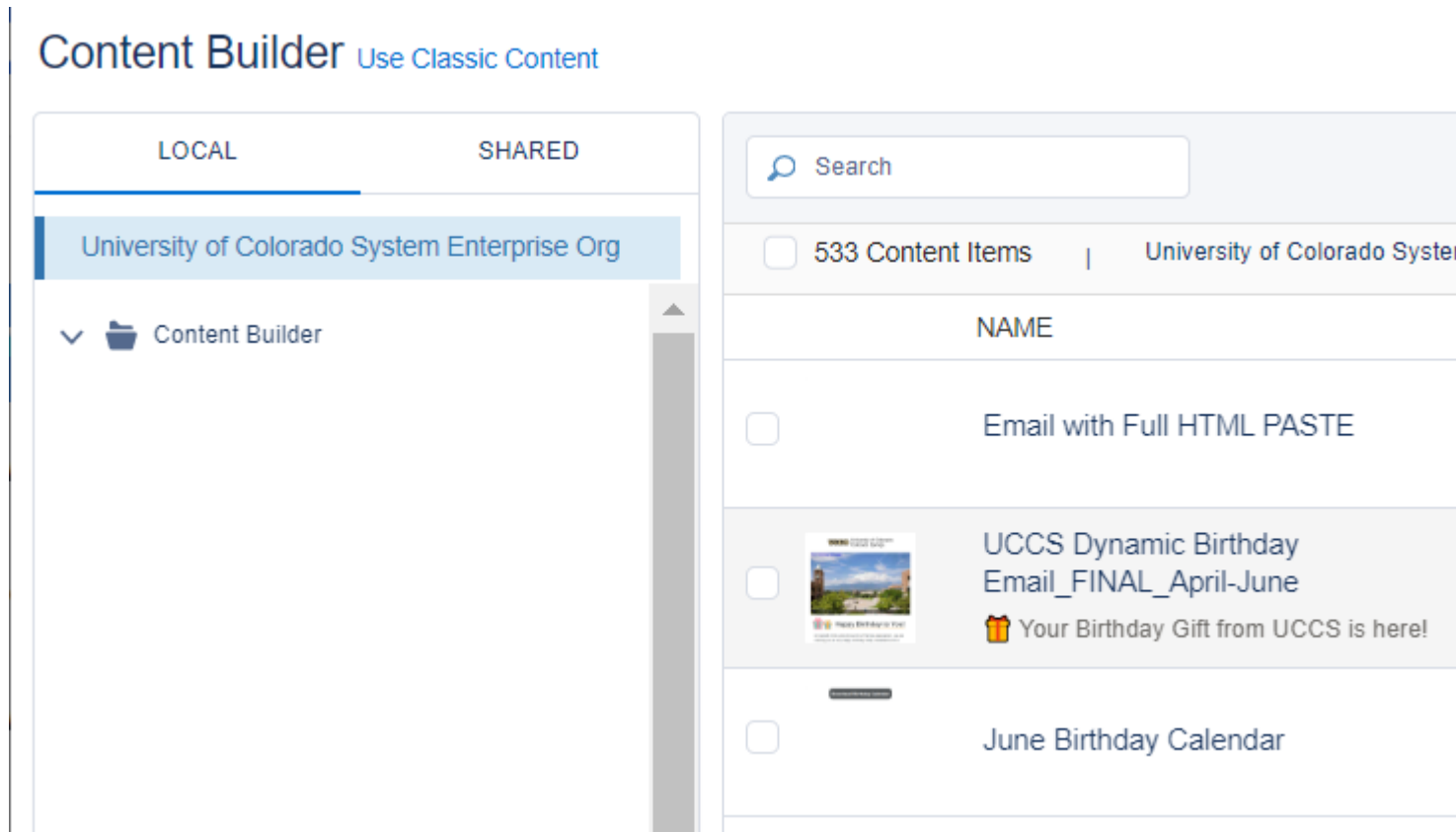
Users can determine if their HTML pasted email was set up correctly based on the Preview



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.



## 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.

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

## 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'. The 'From Options' section has two tabs: 'FROM NAME' and 'SAVED SEND CLASSIFICATION'. The 'SAVED SEND CLASSIFICATION' tab is active, showing a dropdown menu with 'COMMERCIAL' selected. Below this, there is a 'Sender Profile' dropdown with 'CU Denver' selected. A list of fields (Description, From Name, From Email, Reply Name, Reply Email) is visible but empty. The 'Delivery Profile' section has a dropdown menu with 'CU FOOTER FOR ALL EM...' selected, which is highlighted with a red box. Below this, a list of fields (Description, IP Address, Header, Footer) is visible, with values: 'FOR ALL COMMERCIAL EMAILS', 'Account Default', 'Default', and 'Default'. At the bottom of the panel is a blue 'Send Test' button.

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

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

Email with Full HTML PASTE

UCCS Dynamic Birthday Email\_FINAL\_April-June

Your Birthday Gift from UCCS is here!

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.

The screenshot shows the 'Block Settings' tab for a 'Button' block. At the top, there are tabs for 'Content', 'Block Settings', and 'HTML Editor'. Below the tabs, a 'Block not saved' message is visible. The 'Style' section contains the following settings:

- Alignment:** Three icons for left, center, and right alignment. The center alignment icon is selected.
- Background:** A color swatch showing #CFB87C.
- Corner Radius:** A corner radius icon and a value of 3px.
- Padding:** A visual representation of a button with 10px padding on all four sides (top, bottom, left, and right).
- Border:** A color swatch showing #FFFFFF and a border width of 3px.

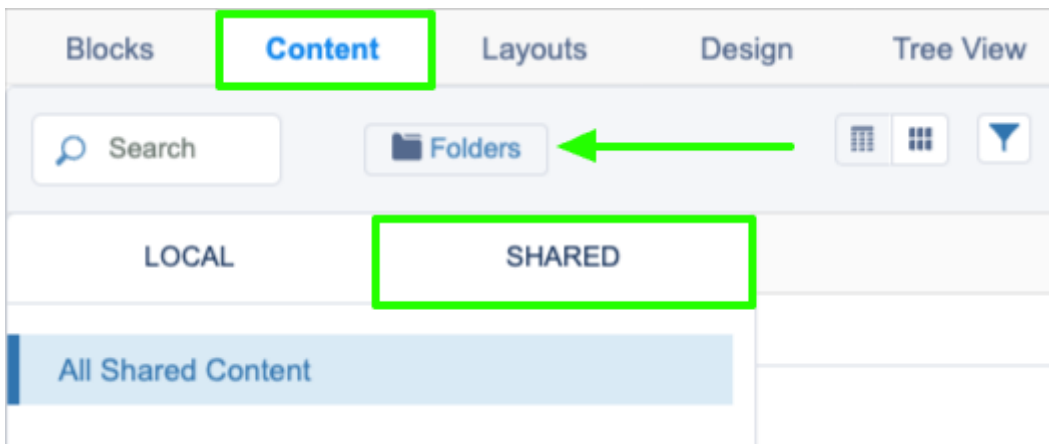
Or, you can switch to using the **HTML Button shared content block**. Below, you'll find instructions on how to test the recipient's experience, guidance on using the HTML Button block correctly, and the most common mistake we encounter.

## Create an HTML Button Correctly

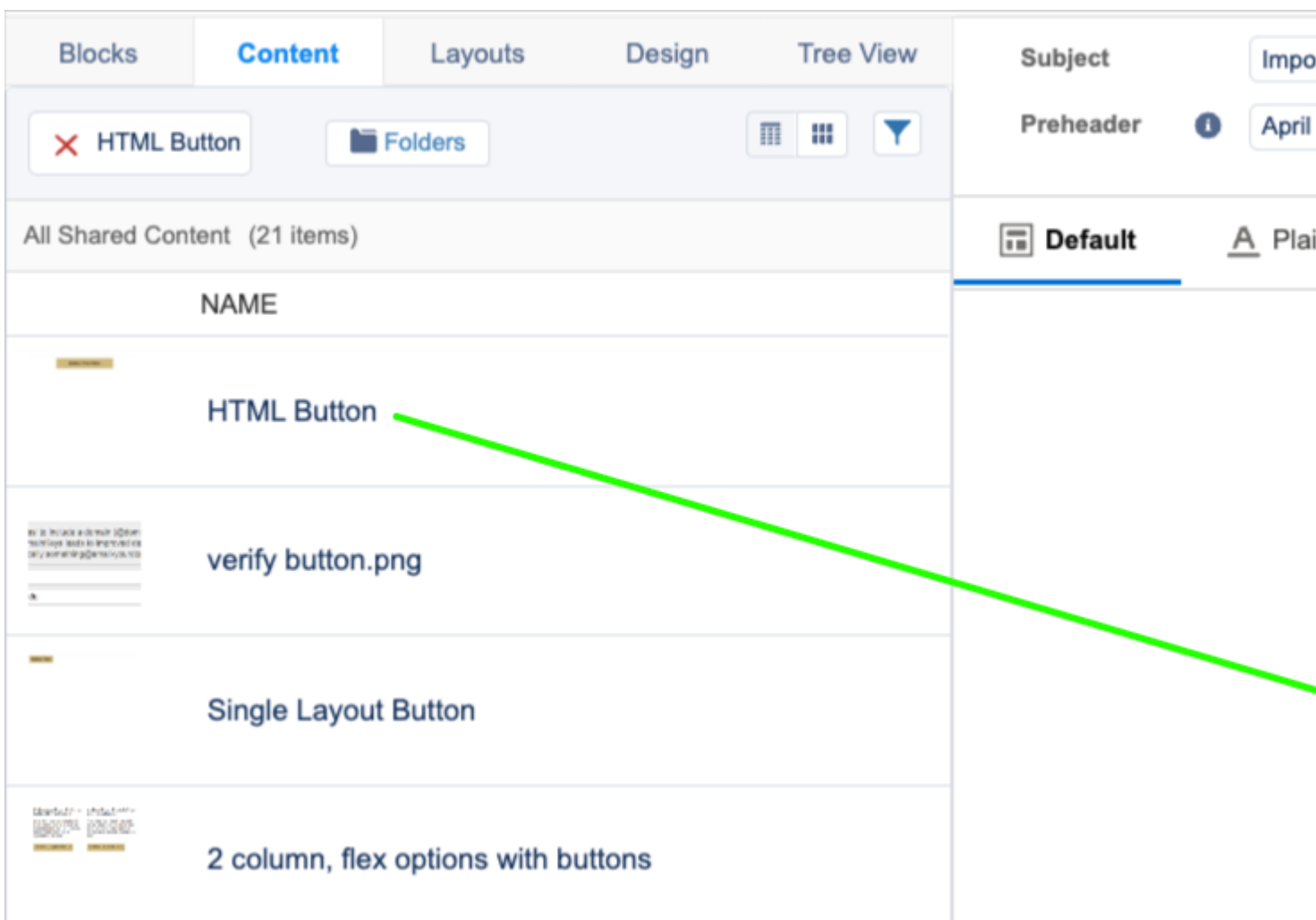
### Adding an HTML Button to an Email

- 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).

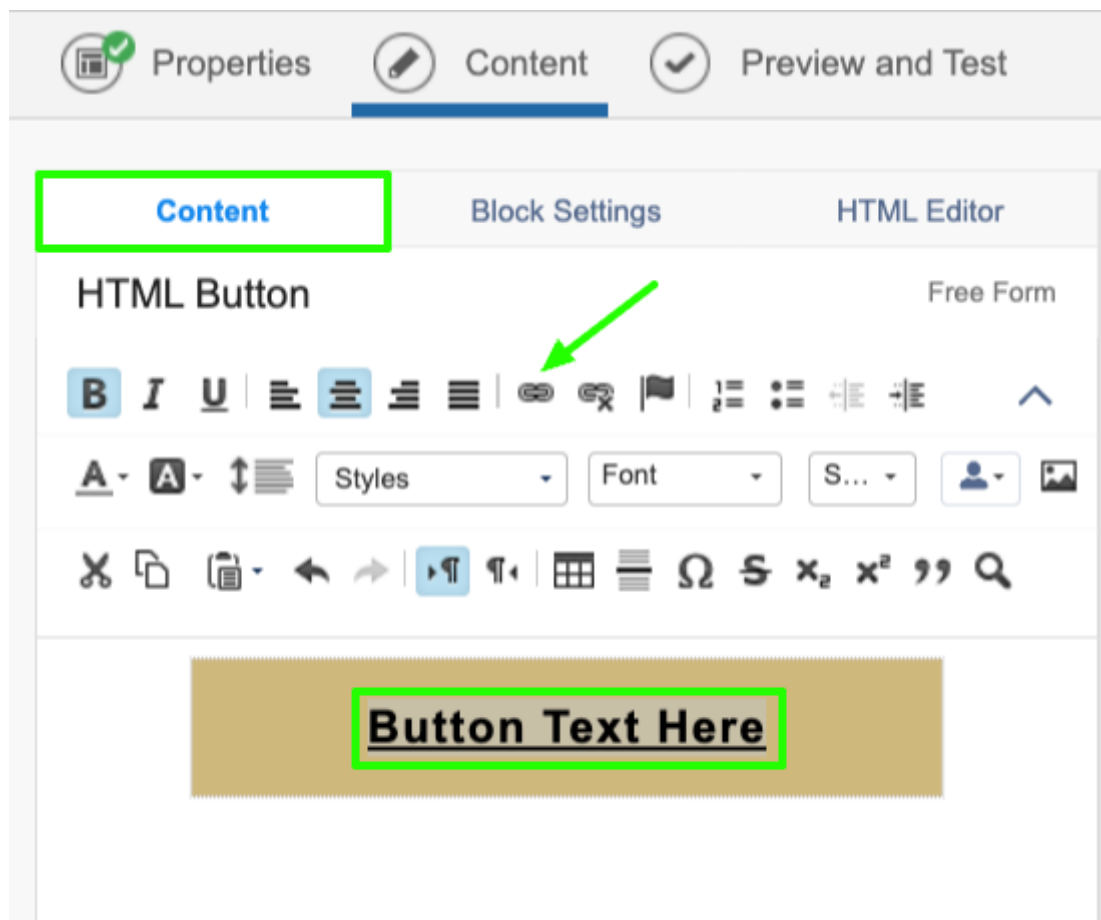
## Adding Button Link

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

your-link-here.com

Link Text

<b>Button Text Here</b>

Link Color

#000000

☒ Include underline on hyperlink

Title

Button Text Here

Tracking Alias

Enter 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

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📄

📄

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</>

👤

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1

<div align="center">

2

<table align="center" cellpadding="0"

cellspacing="0" class="button" width="300">

3

<tr>

4

<td style="padding: 15px 0px; border-radius:

5

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:

Content

Block Settings

HTML Editor

HTML Button

Free Form

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↷

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📄

🖼

Ω

</>

👤

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1

<div align="center">

2

<table align="center" cellpadding="0"

cellspacing="0" class="button" width="300">

3

<tr>

4

<td style="padding: 15px 0px; border-radius:

0px; background-color: #CFB87C; text-align: center;"

5

valign="top">

6

<a alias="" conversion="false" data-

linkto="website"

href="https://www.cu.edu/blog/ecommerce-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

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

### Links

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