

Marketing Cloud Text Block Tips ^[1]




May 10, 2022 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 it renders for recipients.





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)





AutoSave ☐ Off    Focus on CU Faculty May 2022 - Saved






File **Home** Insert Design Layout References Mailings

Clipboard    
















Font

Calibri (Body) 11

B *I* U   x_2 x^2  

   Aa  

Paragraph

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

CU Boulder

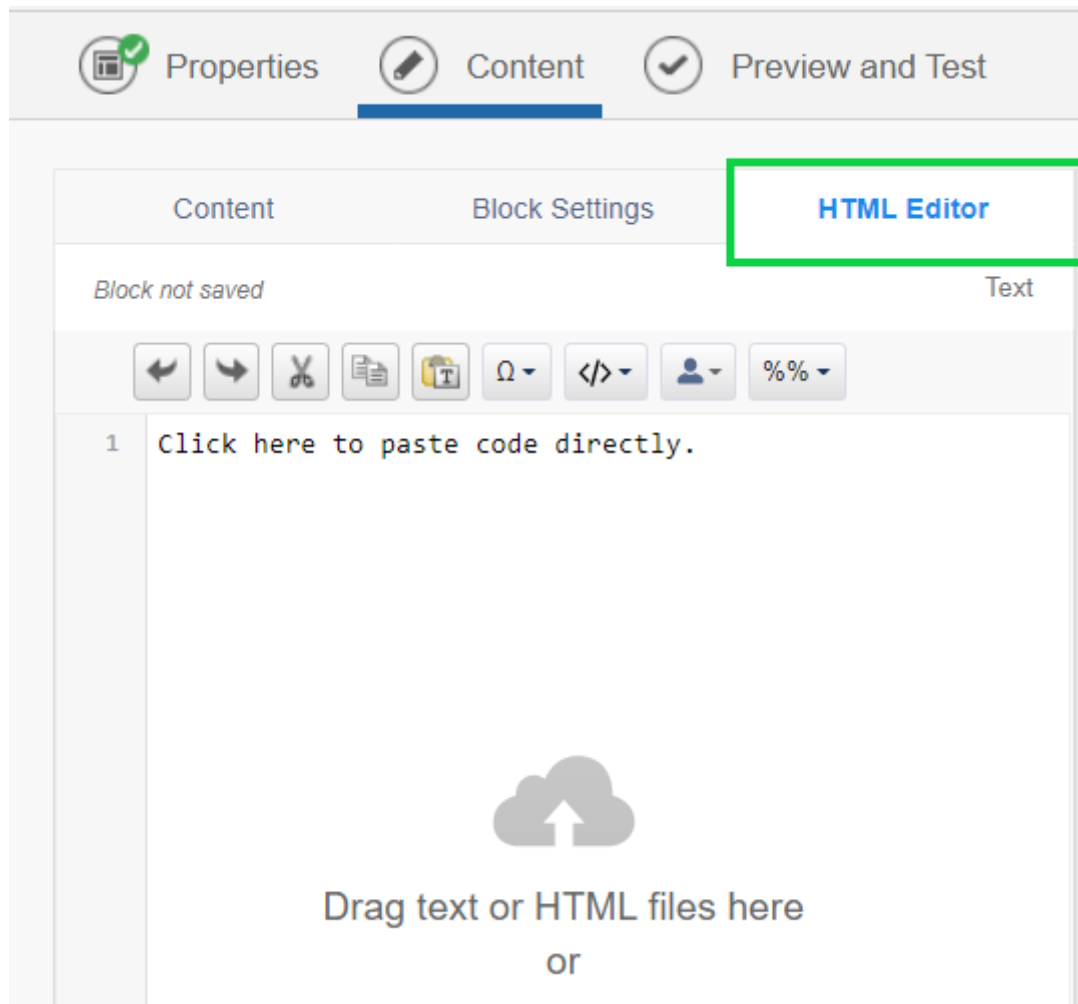
[After Wildfires, Scorched Trees Could Disrupt Water Supply](#)

Santa Fe New Mexican (Associated Press)

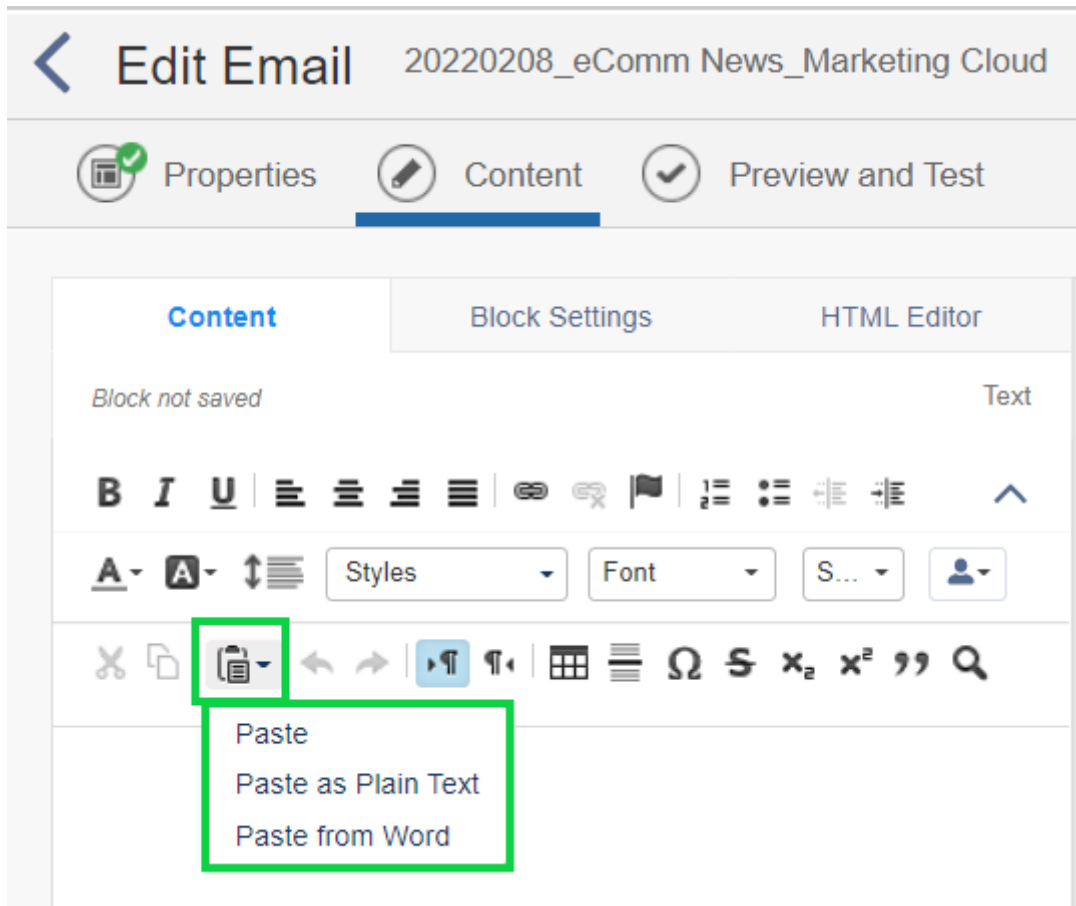
(April 23, 2022) -- Already, a warming climate is leading to a region more vulnerable to wildfire, said [Noah Molotch](#), who researches the burned area "exacerbates the impact of drought" by leading to more fires, he said.

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

2 | Paste into the HTML Editor



3 | Paste as Plain Text or Paste from Word

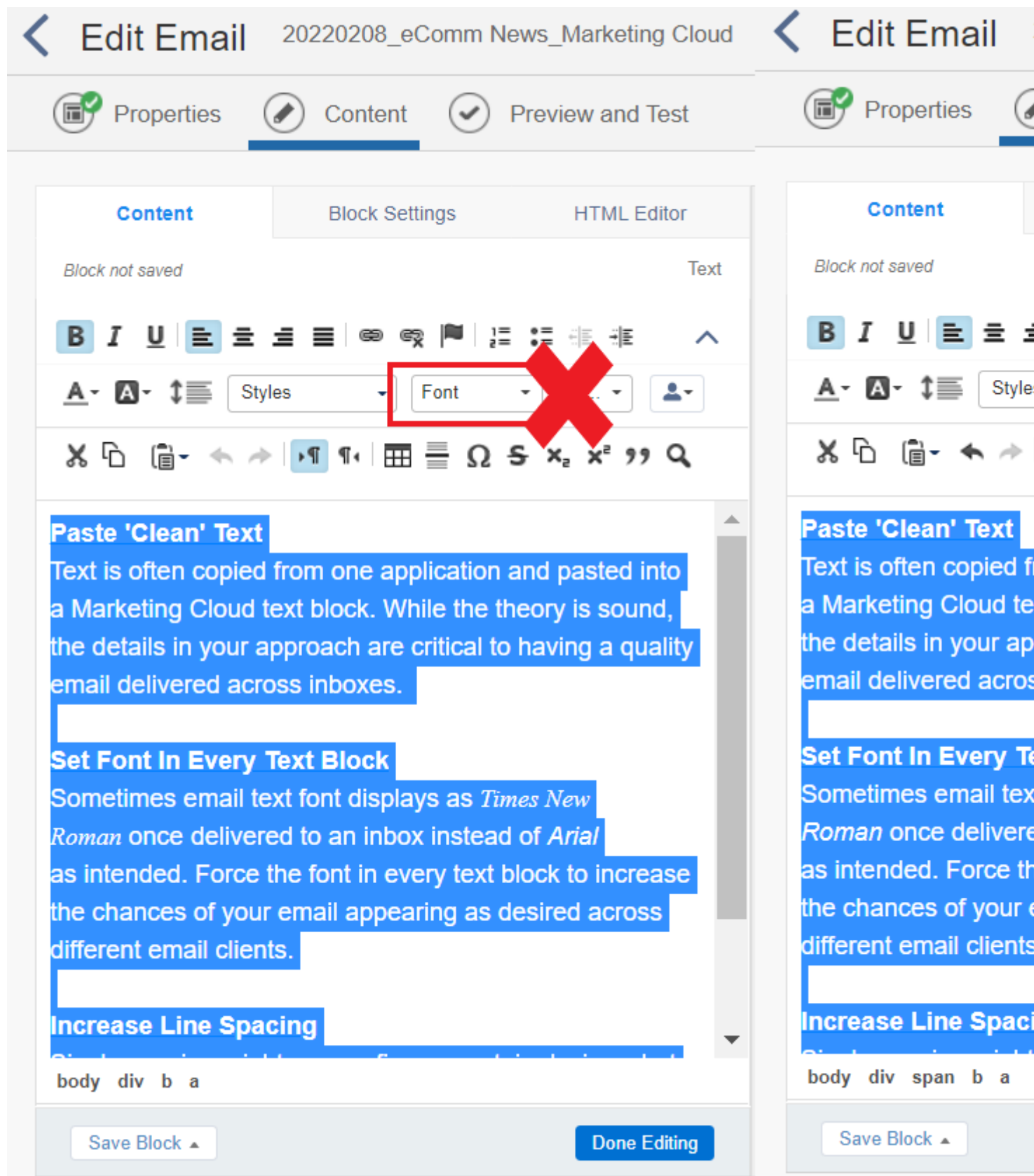


Set Font In Every Text Block

Sometimes email text font displays as *Times New Roman* once delivered to an inbox instead of *Arial* as intended. While the font appears *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 a real name of a font, like *Arial*.




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

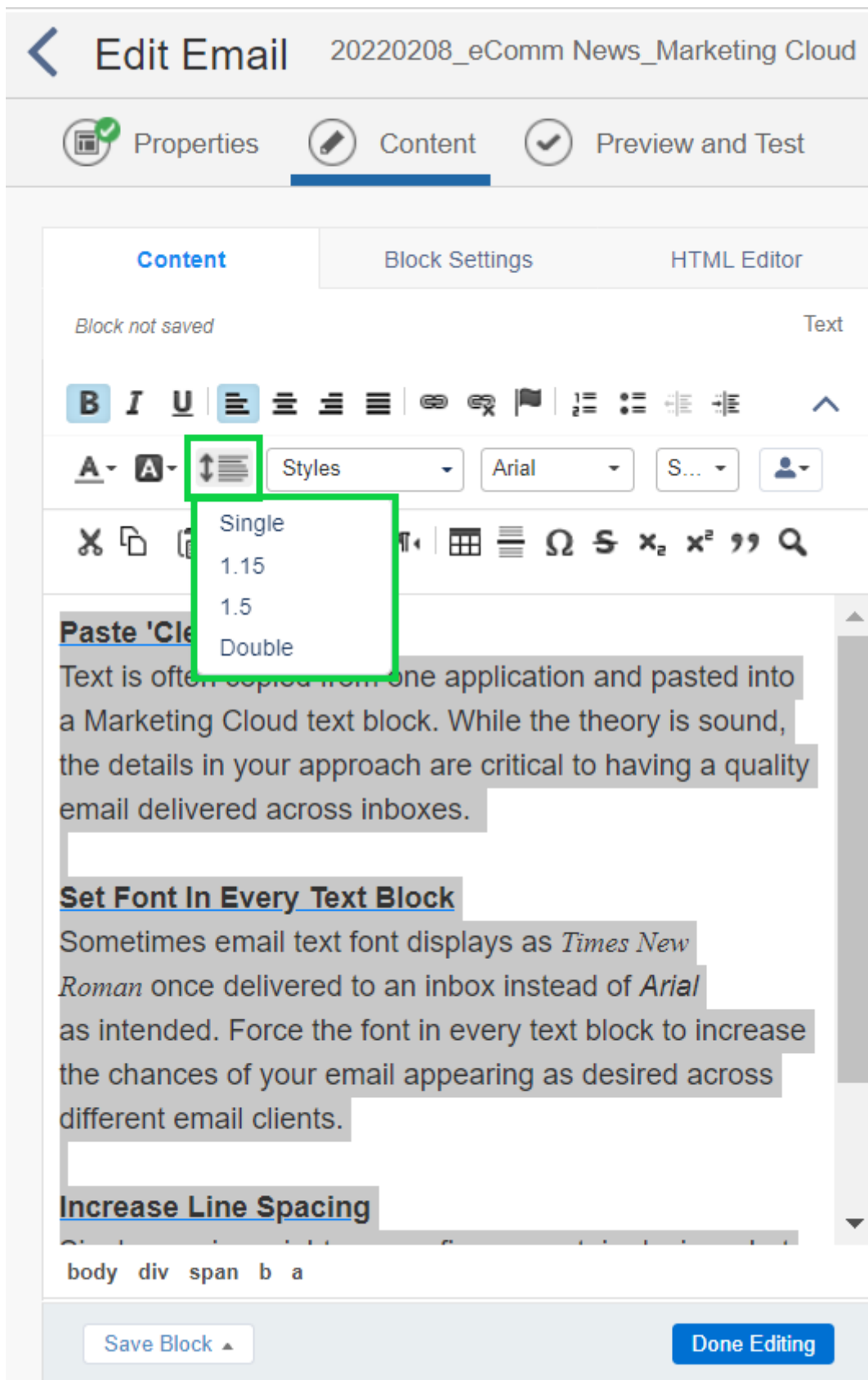
Padding

0 0 0 0

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

- Edit the text block
- Highlight all the text in the block

- Set the line height



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Display Title:

Marketing Cloud Text Block Tips

Send email when Published:

No

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