

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

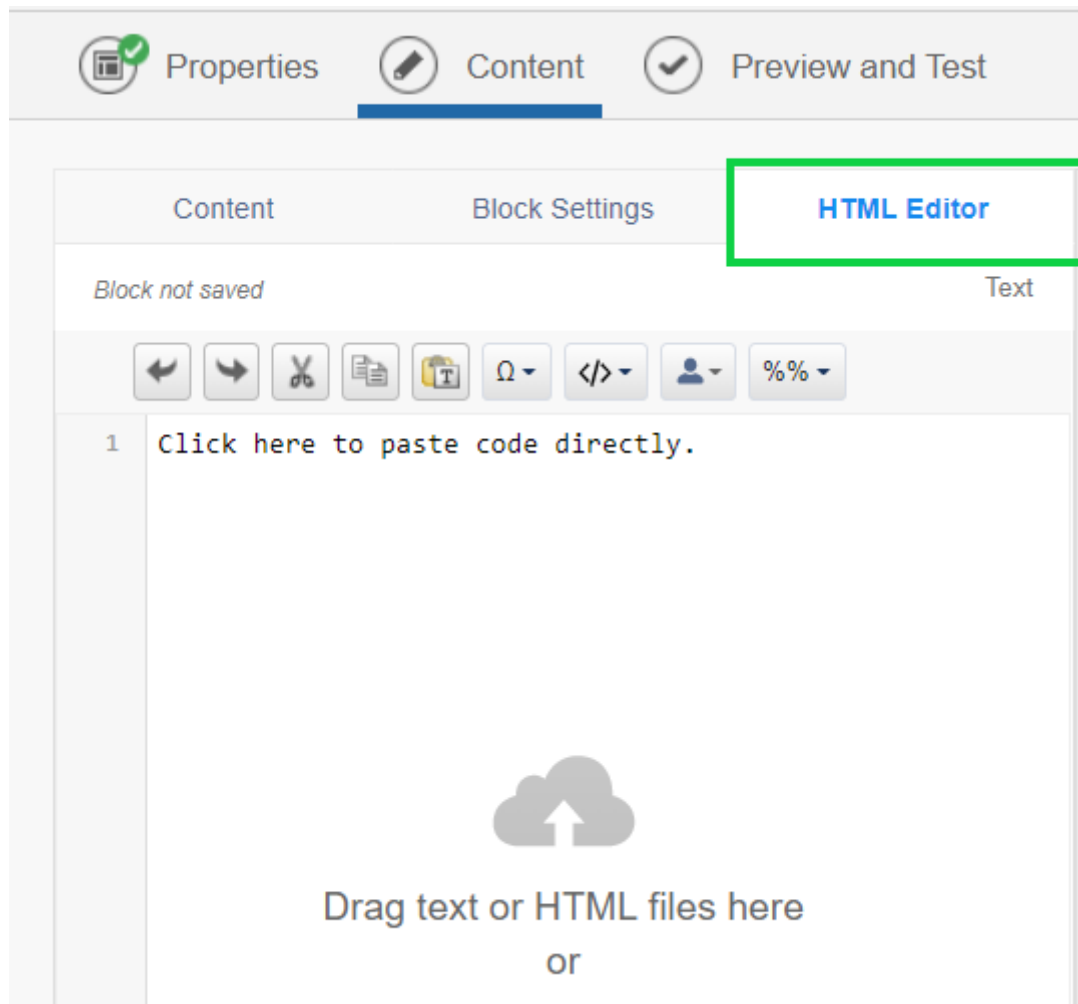
[After Wildfires, Scorched Trees Could Disrupt Water Supply](#)

Santa Fe New Mexican (Associated Press)

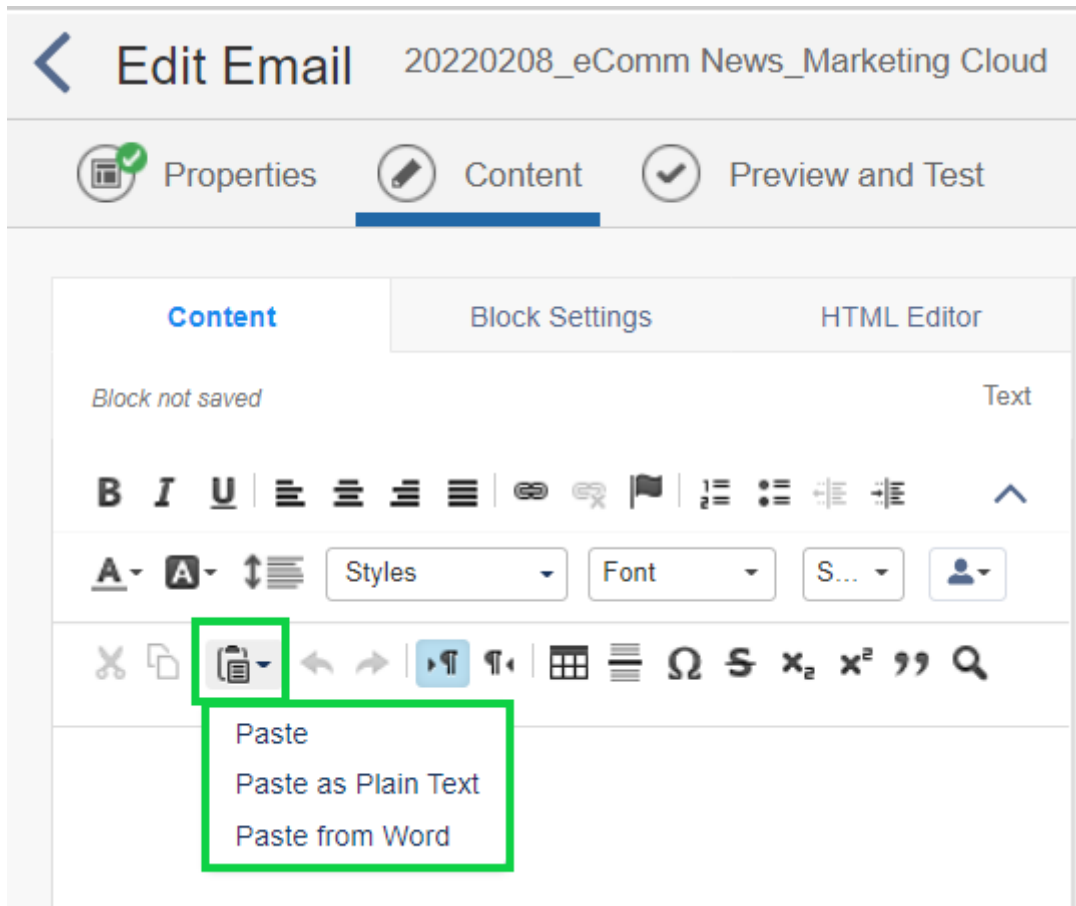
(April 23, 2022) -- Already, a warming climate is leading to a region more vulnerable to wildfire, said [Noah Molotch](#), who researches the burned area "exacerbates the impact of drought" by leading to more fires, he said.

[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*.

← 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] | [Table Icon] [Table of Contents Icon] [Table of Contents Icon] [Table of Contents Icon] ^

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

[Cut Icon] [Copy Icon] [Paste Icon] [Undo Icon] [Redo Icon] | [Text Icon] [Text Icon] [Table Icon] [List Icon] Ω \$ x₂ x² ” ” 🔍

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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] | [Link Icon] [Unlink Icon] [Flag Icon] | [Table Icon] [Table of Contents Icon] [Table of Contents Icon] [Table of Contents Icon] ^

A- A- ↑ [List Icon] Styles

[Cut Icon] [Copy Icon] [Paste Icon] [Undo Icon] [Redo Icon] | [Text Icon] [Text Icon] [Table Icon] [List Icon] Ω \$ x₂ x² ” ” 🔍

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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 individual 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 named '20220208_eComm News_Marketing Cloud'. The 'Content' tab is active, and the 'Block Settings' and 'HTML Editor' tabs are also visible. The text block is titled 'Text' and contains the following content:

Block not saved

Text

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The interface includes a toolbar with various formatting options. A green box highlights the line spacing icon, which has a dropdown menu showing the following options: Single, 1.15, 1.5, and Double. The 'Done Editing' button is visible at the bottom right.

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- [Datorama Reporting Overview](#) [7]

Display Title:

Marketing Cloud Text Block Tips

Send email when Published:

No

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