

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)





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

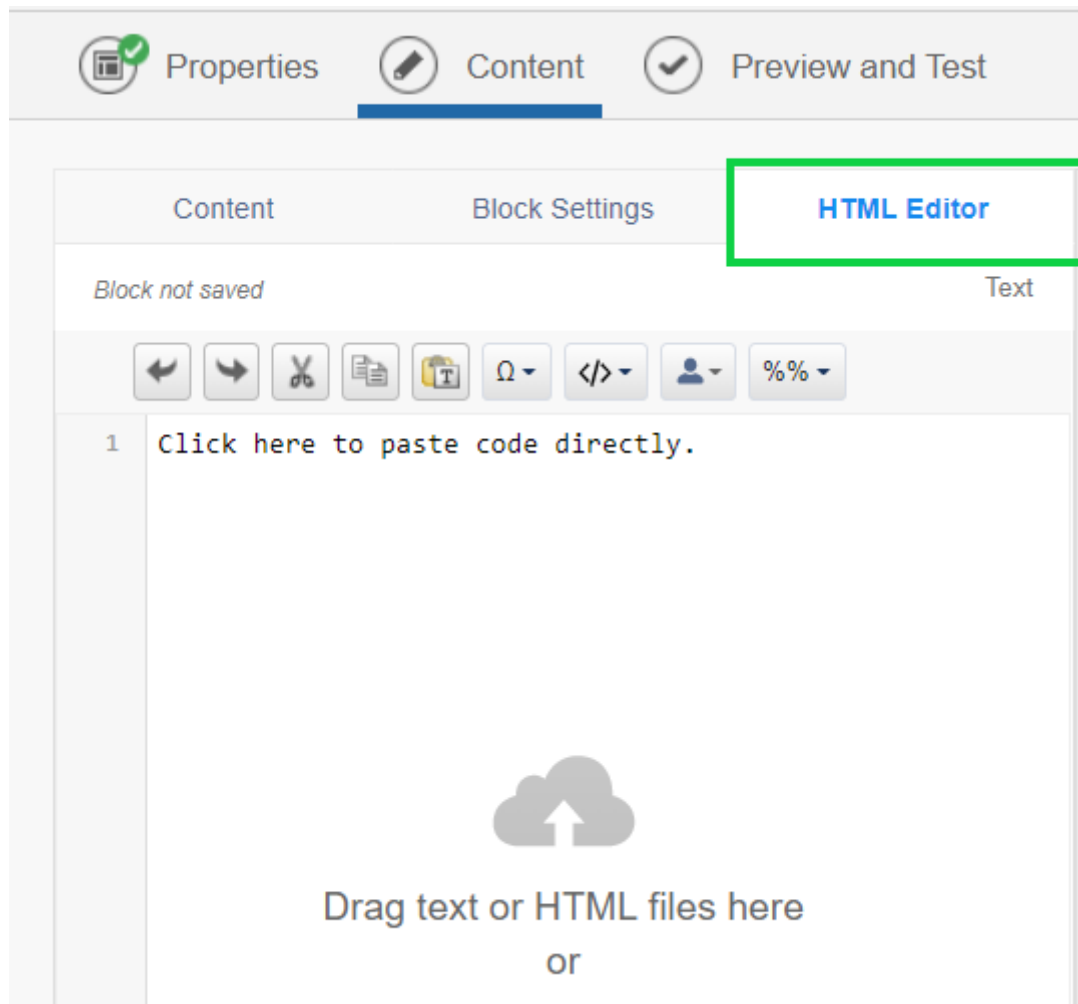
[After Wildfires, Scorched Trees Could Disrupt Water Supply](#)

Santa Fe New Mexican (Associated Press)

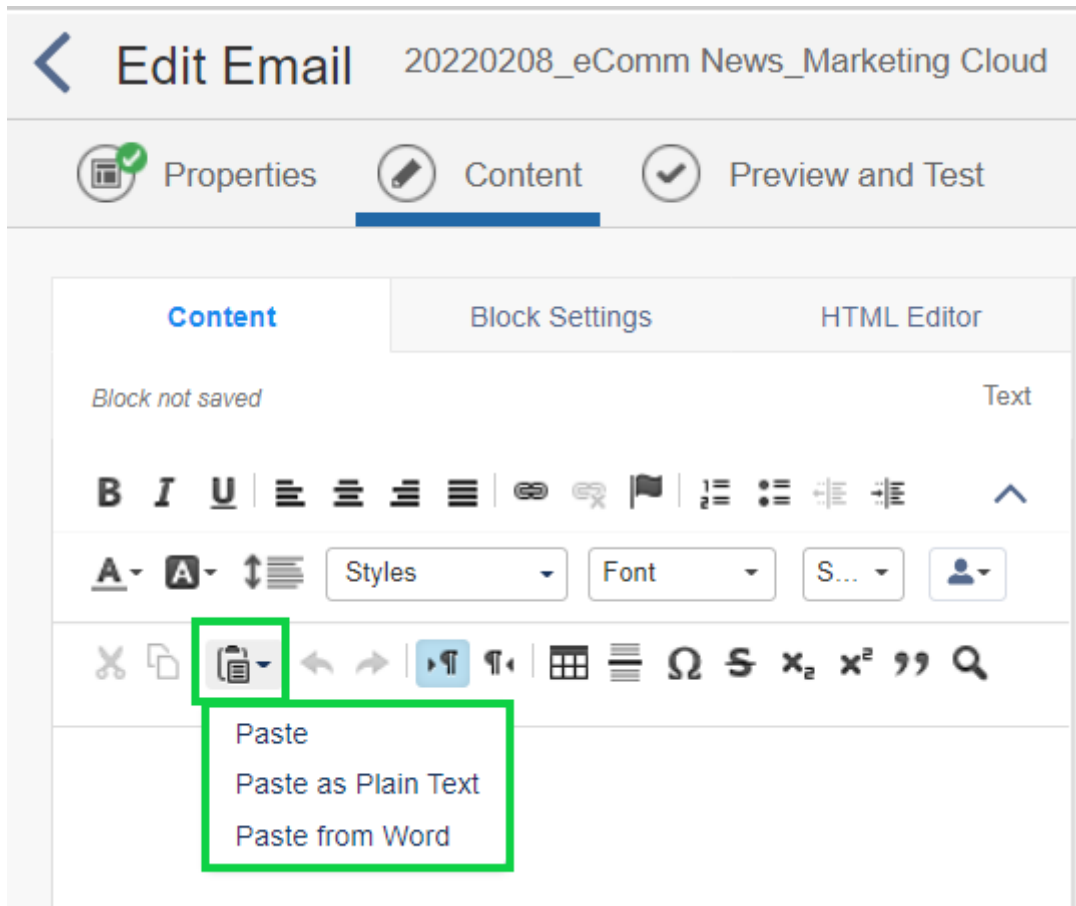
(April 23, 2022) -- Already, a warming climate is leading
vulnerable to wildfire, said [Noah Molotch](#), who research
burned area "exacerbates the impact of drought" by lea
he said.

[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 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] | [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 ” ” 🔍

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.

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] | [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 ” ” 🔍

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.

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 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



▼ Body

#0C0C0C

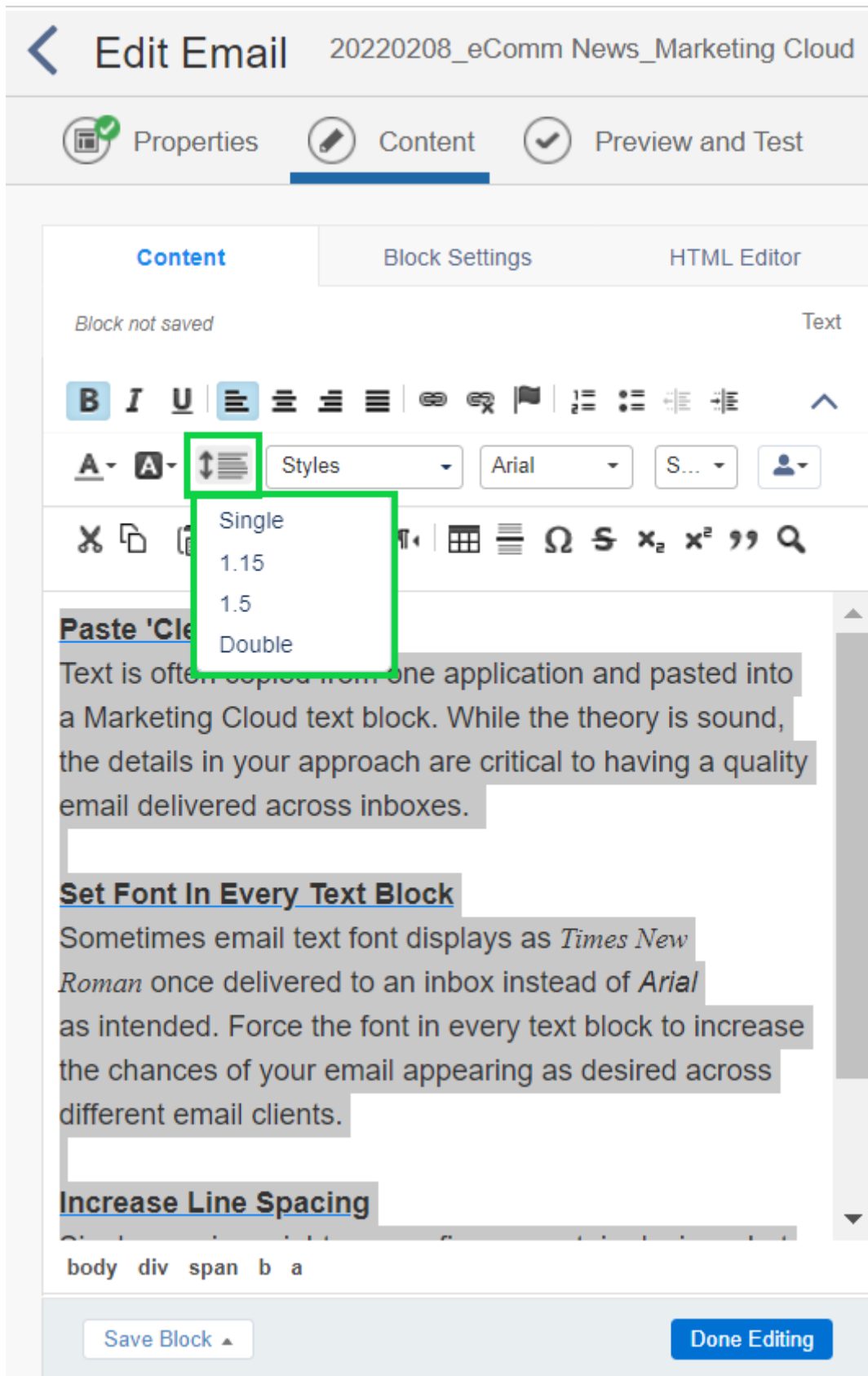
1.5

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



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

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

Links

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

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

[3]

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

[4] <https://www.cu.edu/blog/ecommerce-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>