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SendGrid SMTP Essentials

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Introduction

- E-mail marketing is a vital component for any business
- Therefore it is essential for you to be familiar with how to setup your website to be able to reliably send and receive e-mail from prospects and customers
- If your website is running on WordPress, you need to be aware that the in-built PHP Mail feature is not reliable.
- It is recommended that you use a commercial SMTP solution for your website

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Introduction to SendGrid

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Introduction

- SendGrid is a cloud-based SMTP provider that acts as an email delivery engine, allowing you to send email without the cost and complexity of maintaining your own email servers.
- SendGrid manages the technical details of email delivery, like infrastructure scaling, ISP outreach, reputation monitoring, and real-time analytics.
- Good news is SendGrid offers a FREE PLAN that allows you to send up to 12,000 e-mails/month and store 2,000 contacts for free. No credit card required.

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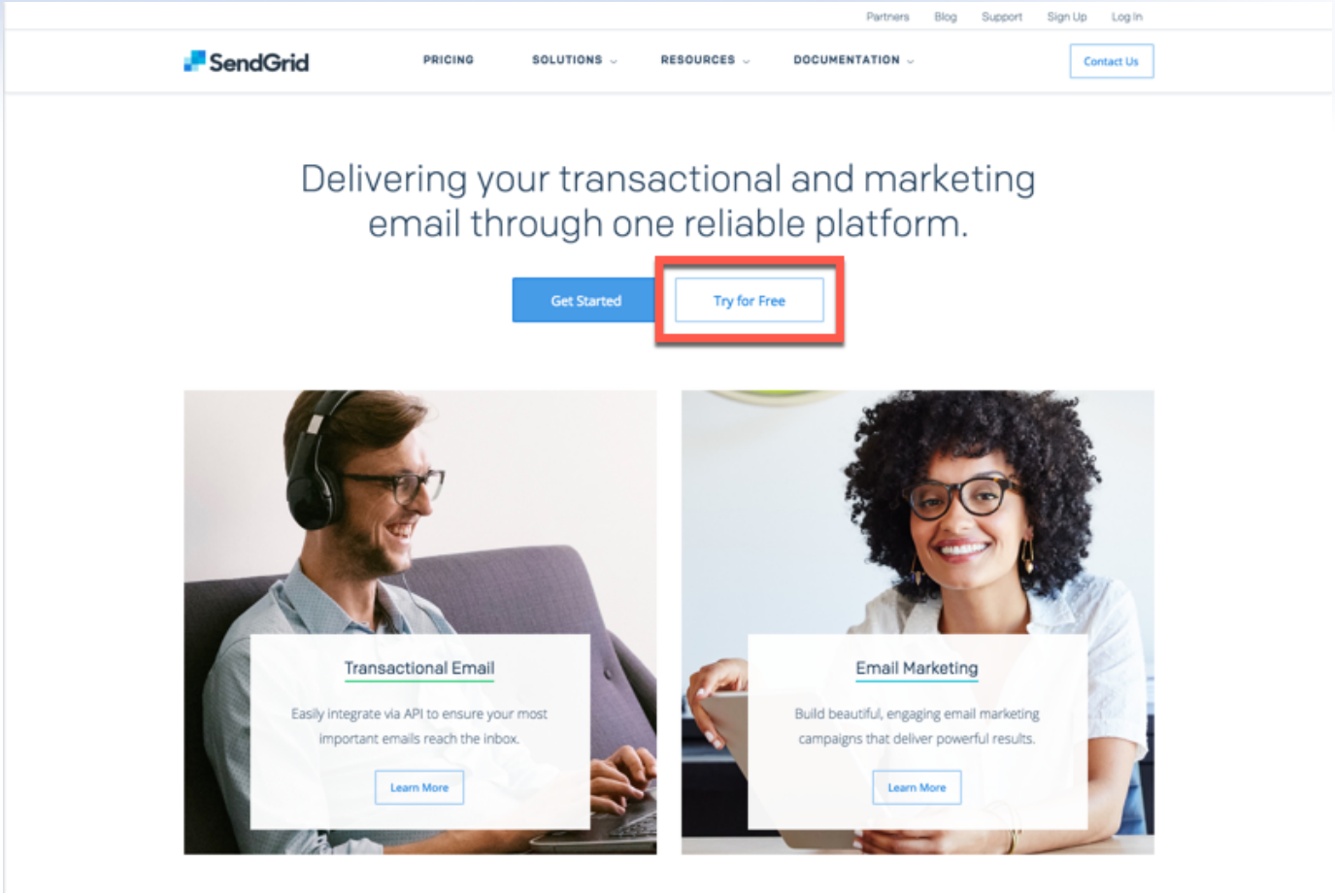
Signup for SendGrid



https://app.sendgrid.com/signup

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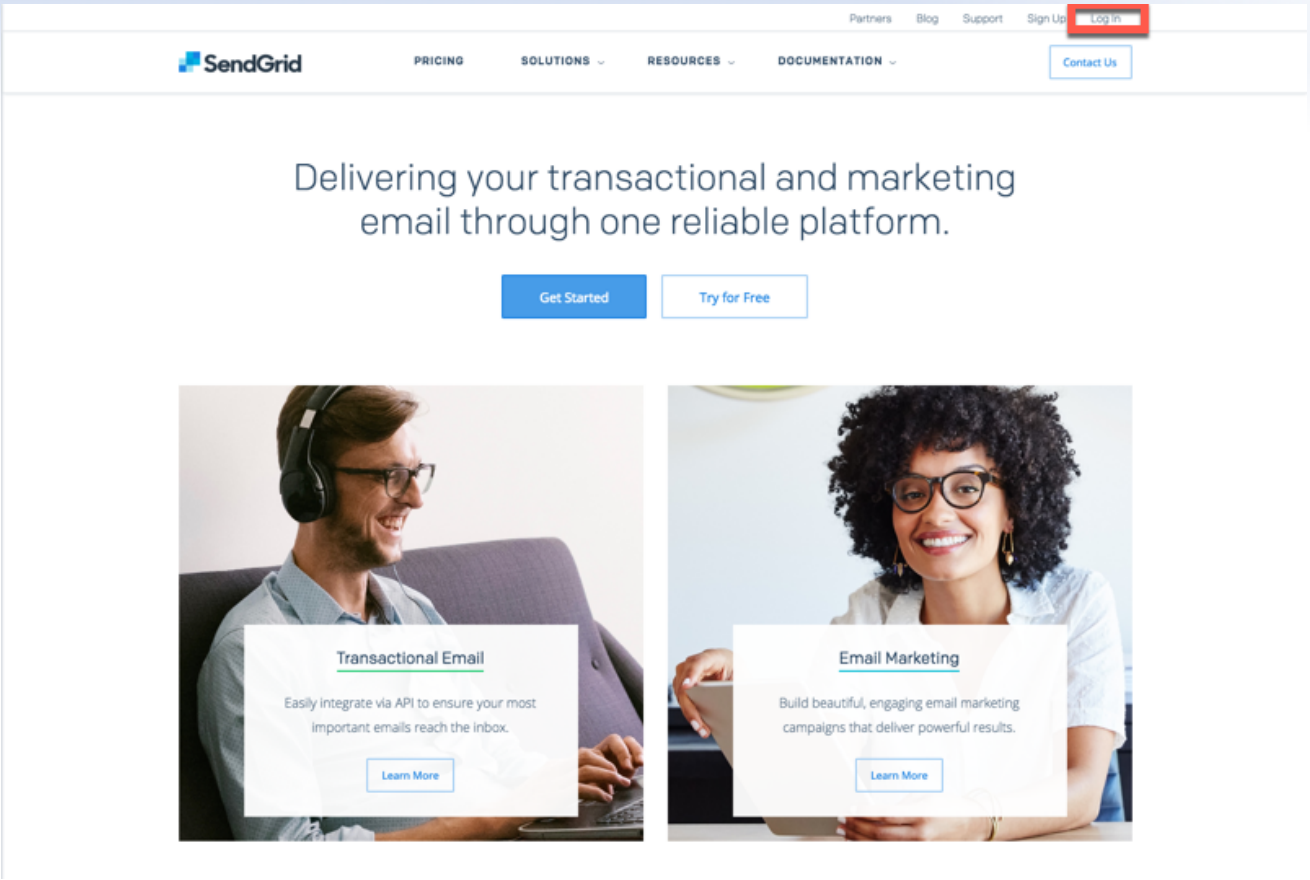
Login to SendGrid



https://sendgrid.com/login

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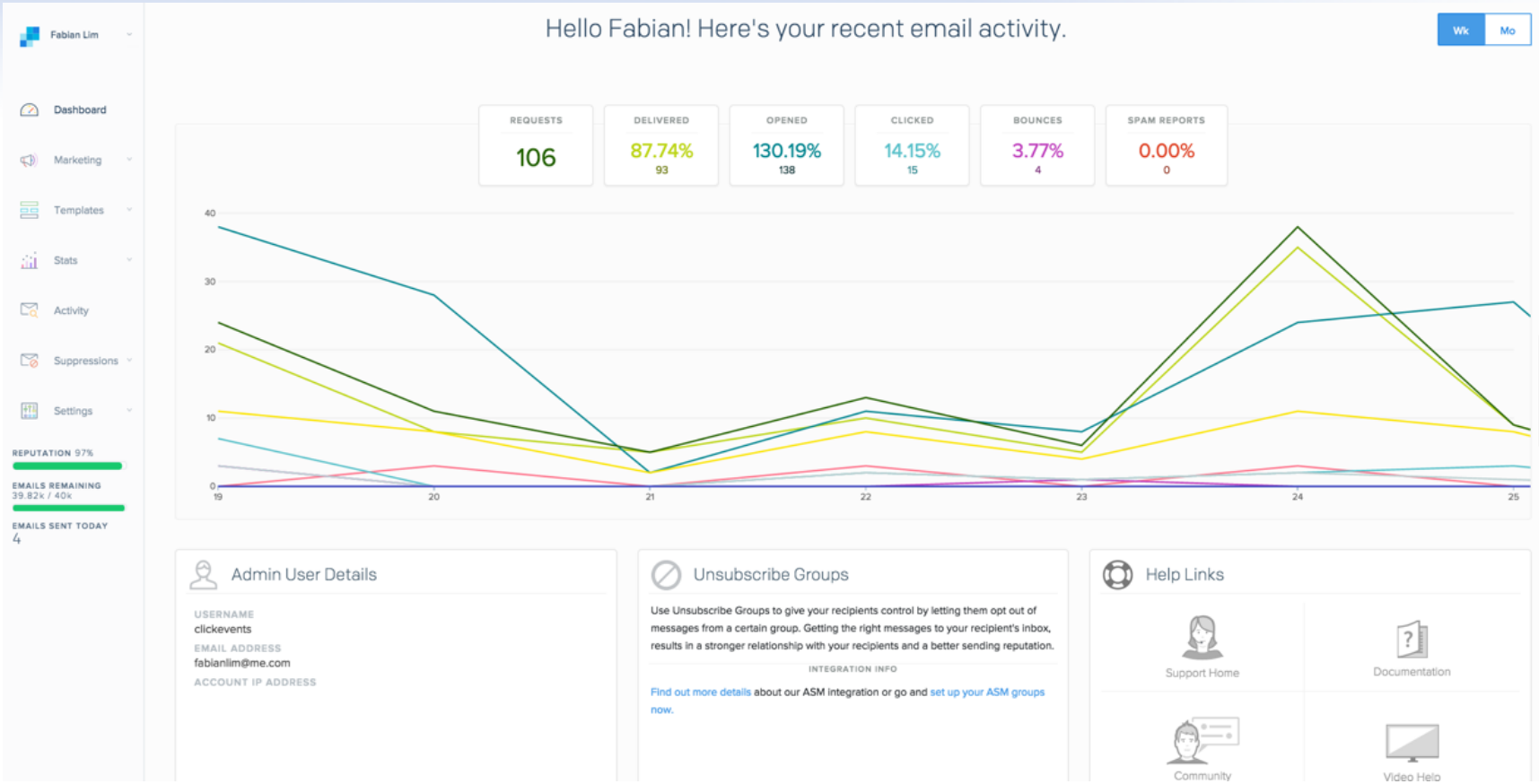
SendGrid Dashboard



https://sendgrid.com/login

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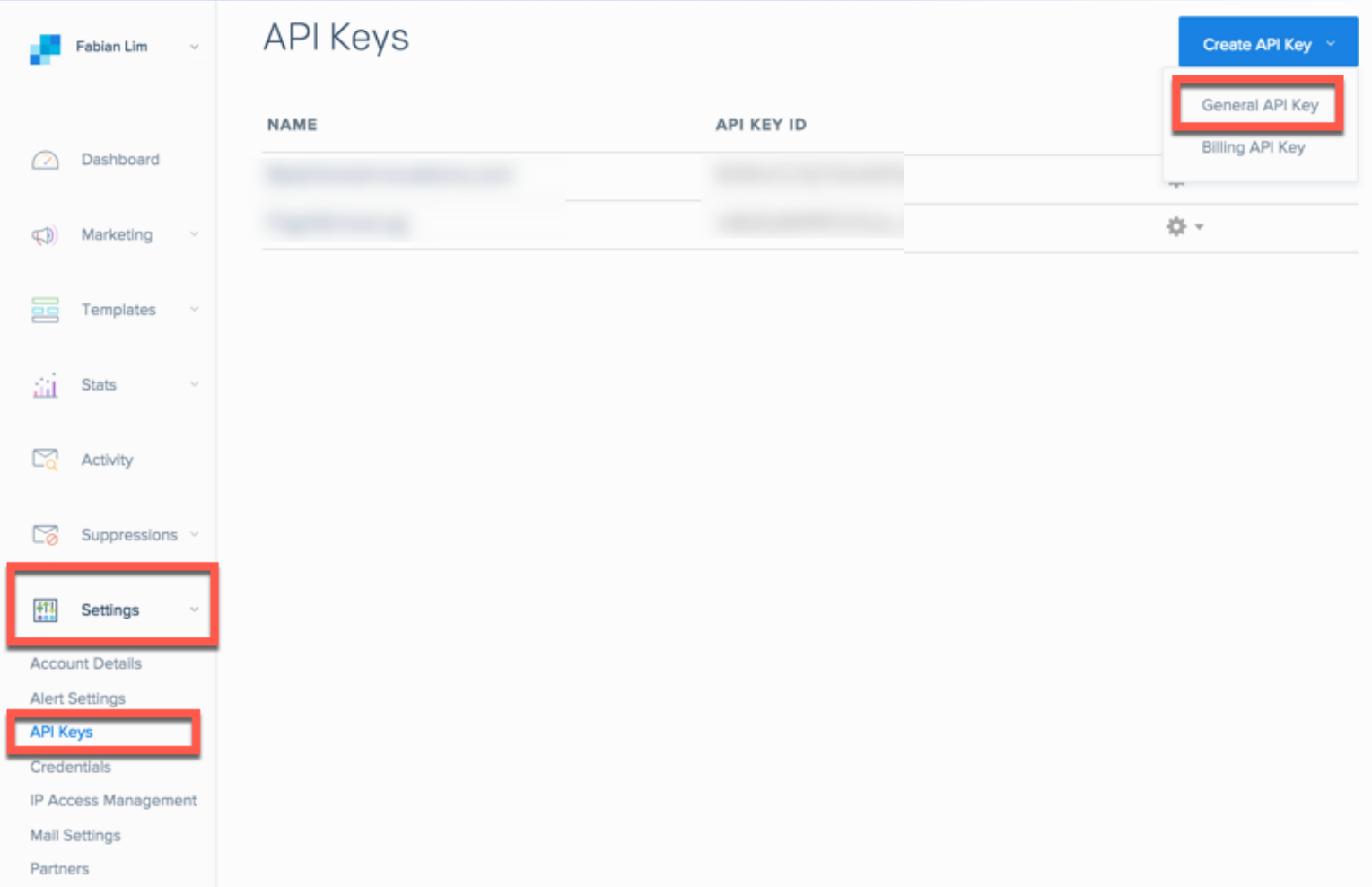
SendGrid API Keys



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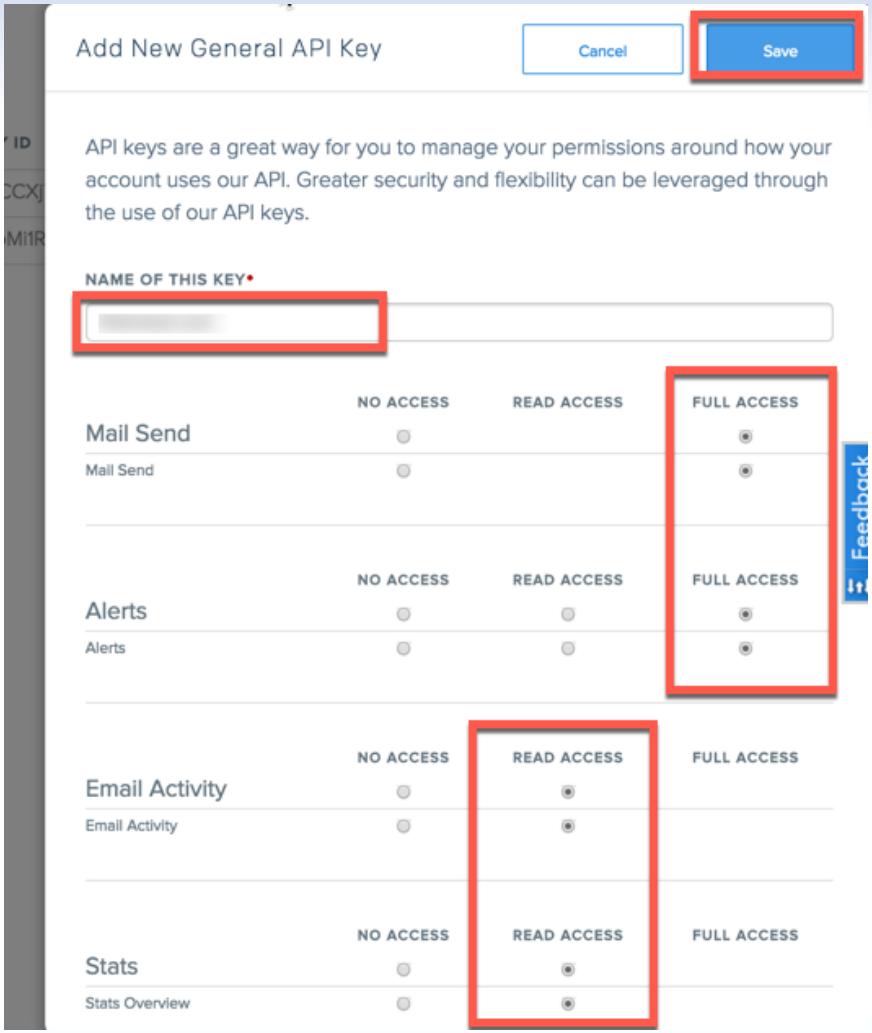
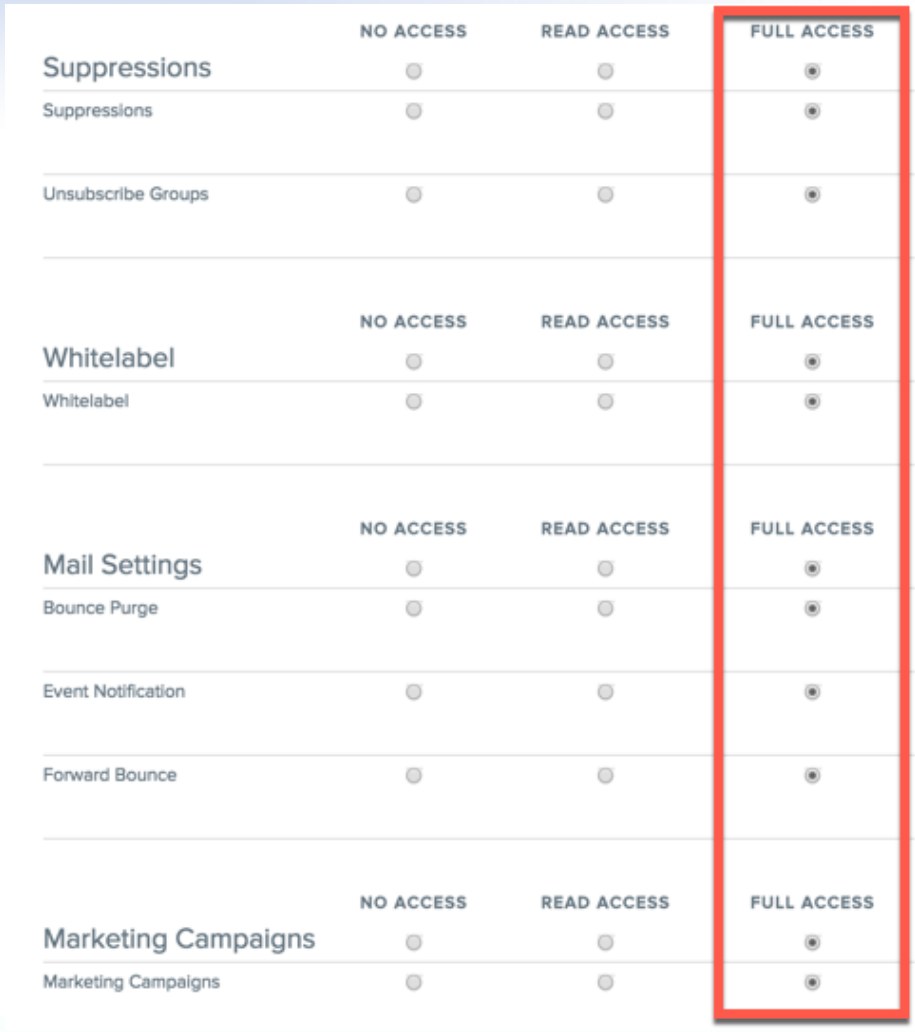
SendGrid API Keys





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SendGrid API Keys

You must copy the API key IMMEDIATELY after it has been generated, and save it in a safe place.

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Download SendGrid Plugin

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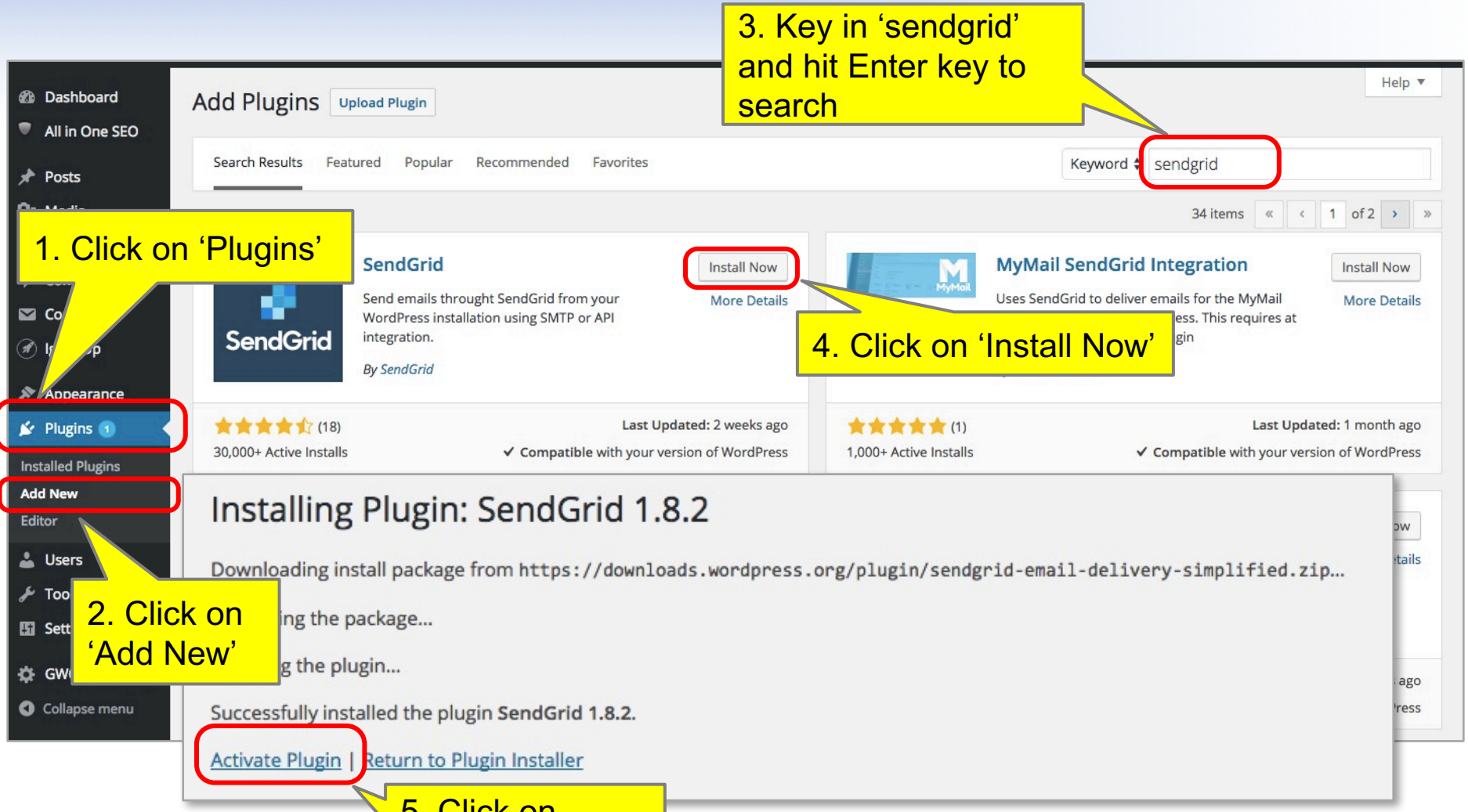

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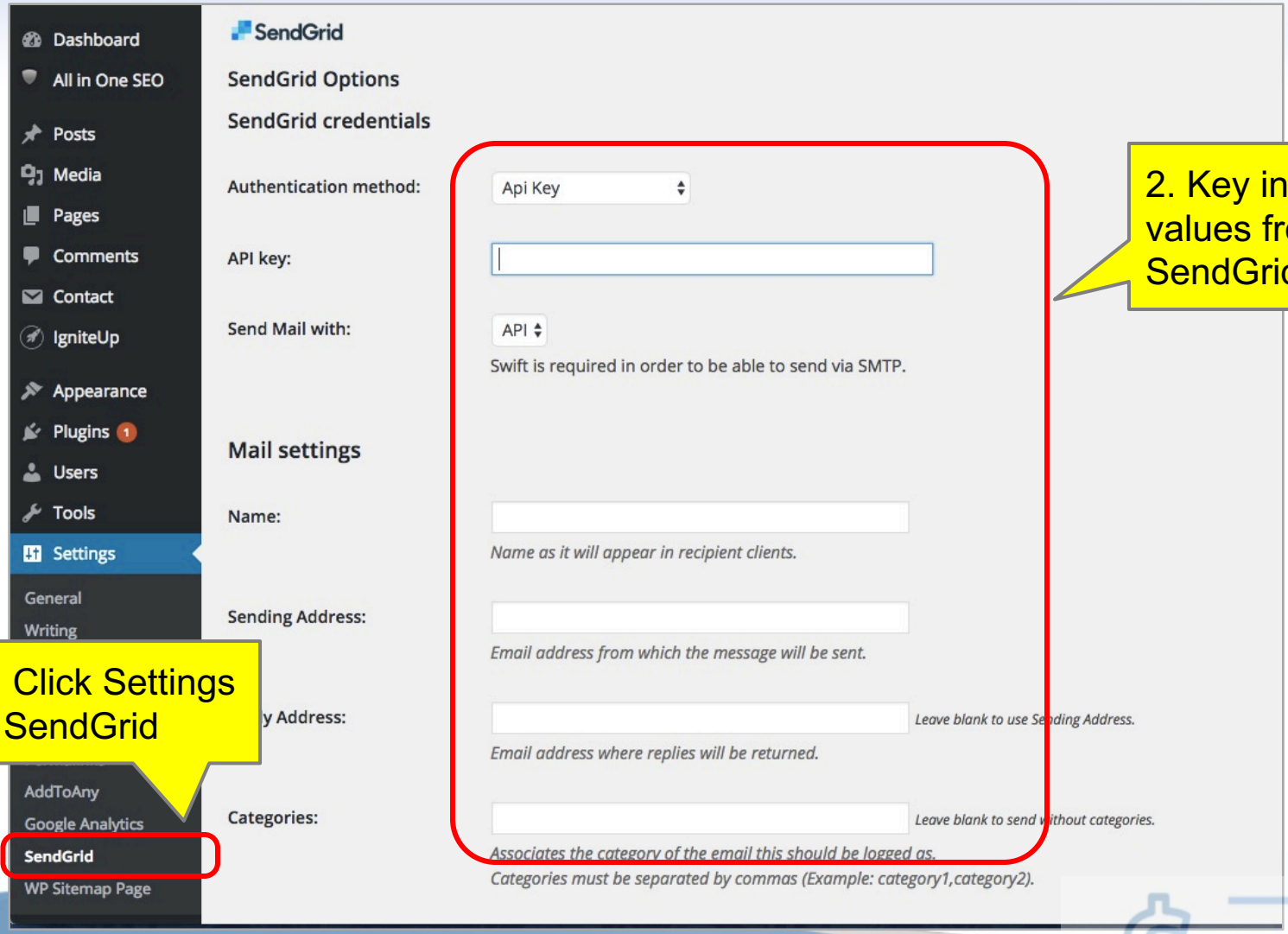
SendGrid



1. Click Settings > SendGrid

2. Key in the values from SendGrid account

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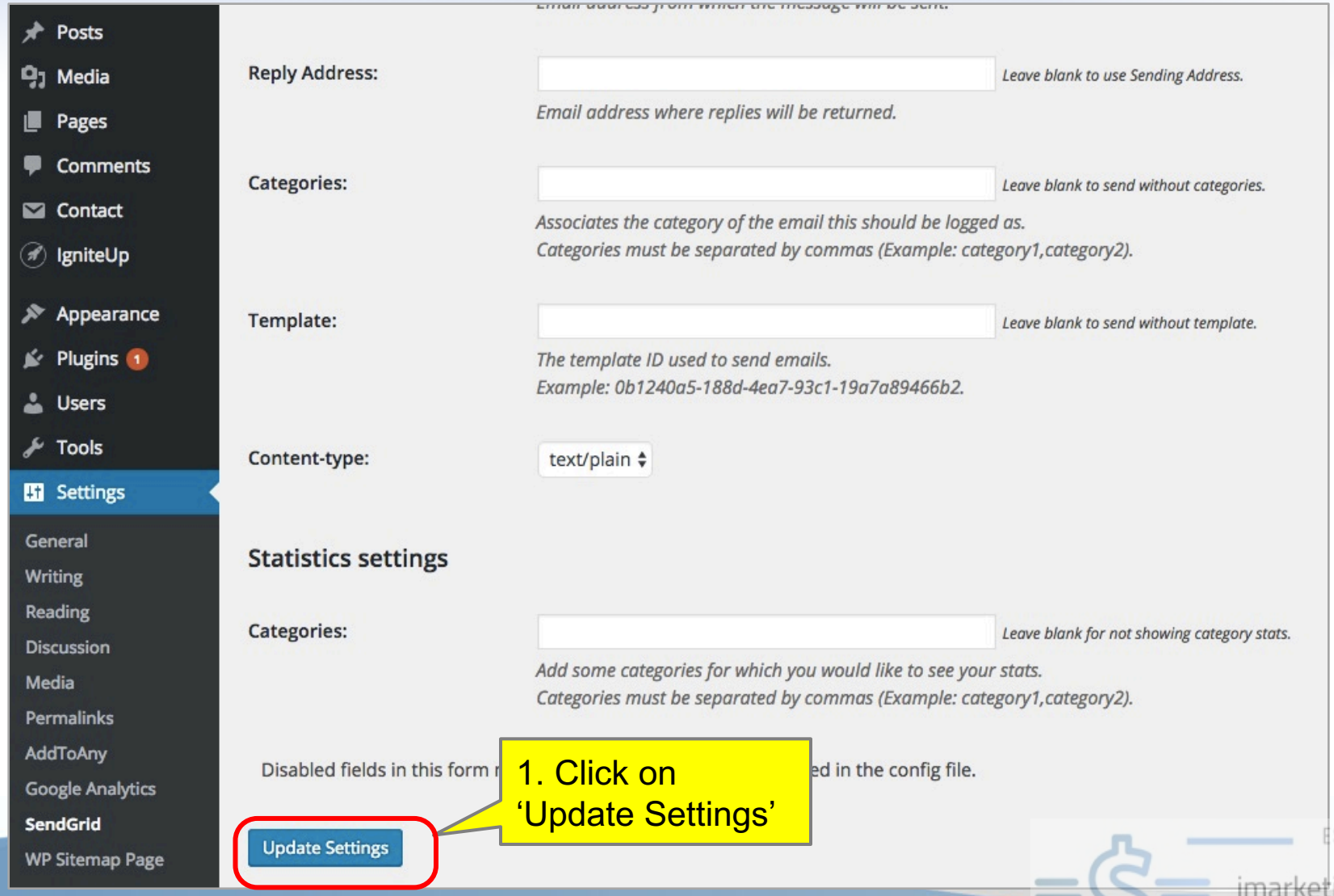
SendGrid



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Questions?

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