

SendGrid SMTP Essentials

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



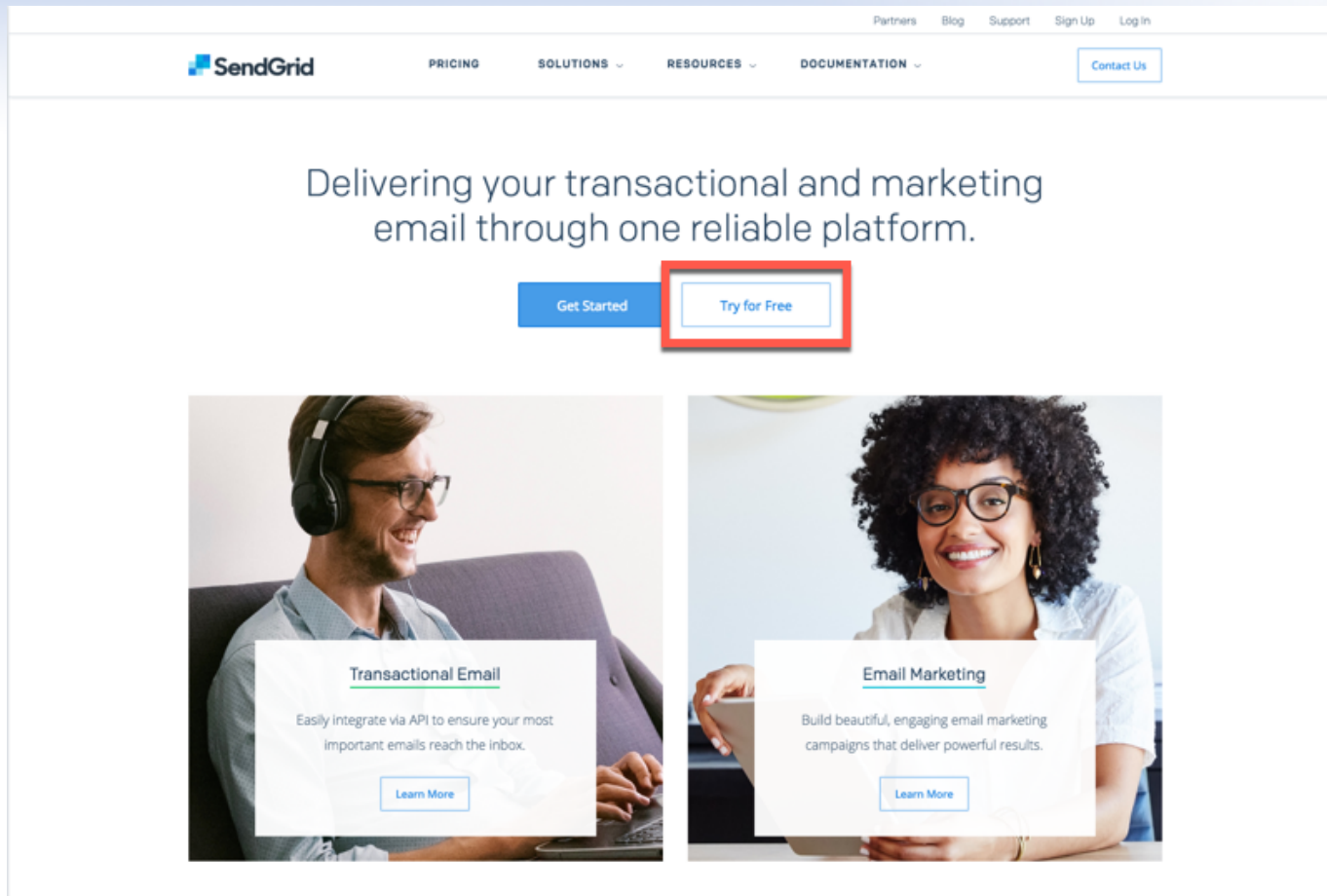
Introduction to SendGrid

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.



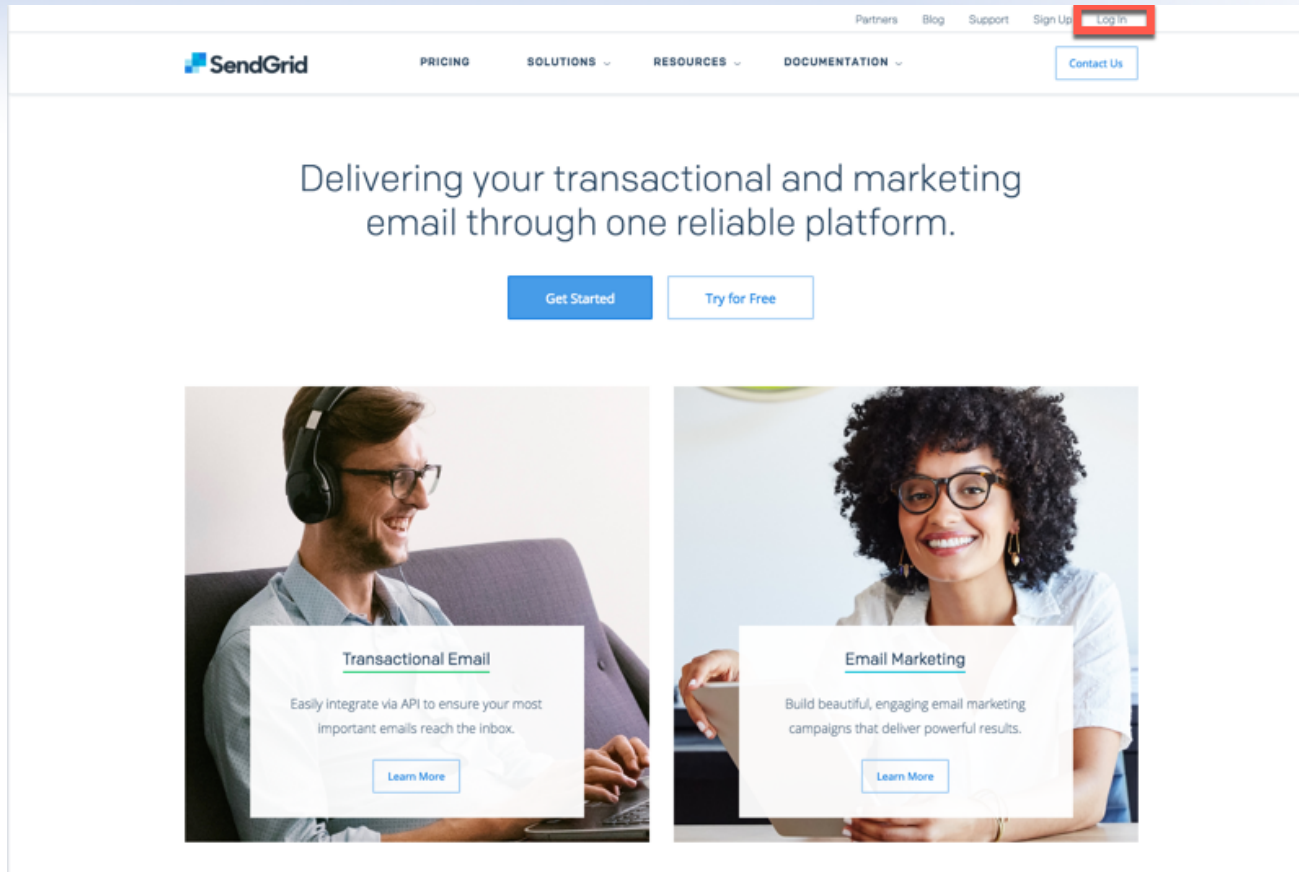
Signup for SendGrid



<https://app.sendgrid.com/signup>

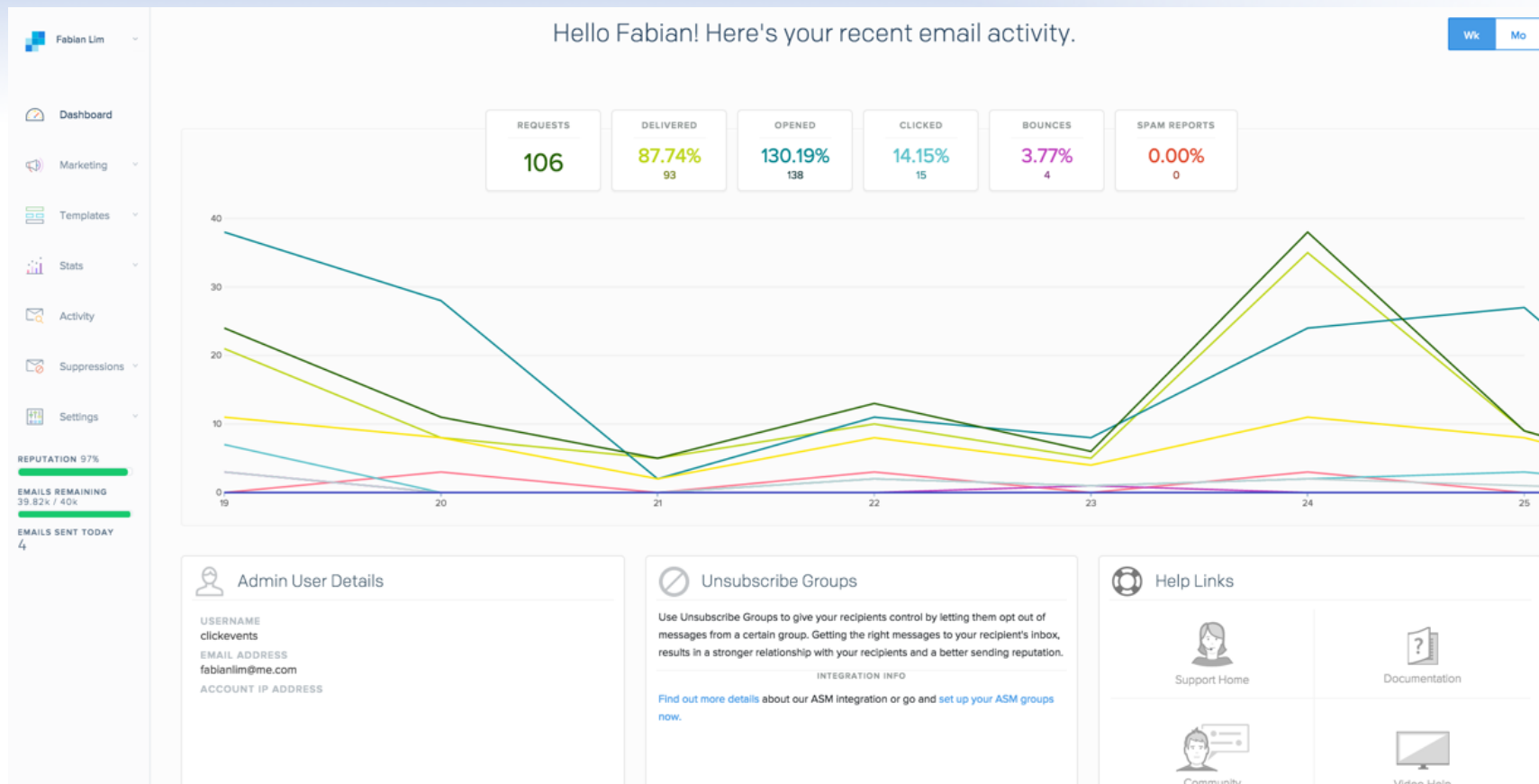


Login to SendGrid



<https://sendgrid.com/login>

SendGrid Dashboard



<https://sendgrid.com/login>

SendGrid API Keys

The screenshot displays the SendGrid API Keys management interface. On the left sidebar, the 'Settings' menu is expanded, and 'API Keys' is highlighted. The main content area is titled 'API Keys' and features a table with columns 'NAME' and 'API KEY ID'. A 'Create API Key' button is located in the top right corner, with a dropdown menu showing 'General API Key' and 'Billing API Key'.

| NAME | API KEY ID |
|------|------------|
| | |
| | |

SendGrid API Keys

Add New General API Key Cancel Save

API keys are a great way for you to manage your permissions around how your account uses our API. Greater security and flexibility can be leveraged through the use of our API keys.

NAME OF THIS KEY*

| | NO ACCESS | READ ACCESS | FULL ACCESS |
|----------------|-----------------------|----------------------------------|----------------------------------|
| Mail Send | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Mail Send | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Alerts | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Alerts | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Email Activity | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Email Activity | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Stats | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Stats Overview | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |

[Feedback](#)

| | NO ACCESS | READ ACCESS | FULL ACCESS |
|---------------------|-----------------------|-----------------------|----------------------------------|
| Suppressions | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Suppressions | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Unsubscribe Groups | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Whitelabel | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Whitelabel | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Mail Settings | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Bounce Purge | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Event Notification | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Forward Bounce | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Marketing Campaigns | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| Marketing Campaigns | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |



SendGrid API Keys

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



We can only display the key above one time. Please store it somewhere safe because as soon as you navigate away from this page, we will not be able to retrieve or restore this generated token.

Download SendGrid Plugin

The screenshot shows the WordPress 'Add Plugins' interface. The left sidebar contains navigation links: Dashboard, All in One SEO, Posts, Media, Comments, Appearance, **Plugins** (highlighted with a red box and callout 1), Installed Plugins, Add New (highlighted with a red box and callout 2), Editor, Users, Tools, Settings, and WordPress.com. The main content area displays search results for 'SendGrid'. A search bar at the top right contains the keyword 'sendgrid' (highlighted with a red box and callout 3). Below the search bar, two plugin cards are visible: 'SendGrid' and 'MyMail SendGrid Integration'. The 'SendGrid' card has a red box around its 'Install Now' button (callout 4) and a 'More Details' link. The 'MyMail SendGrid Integration' card also has an 'Install Now' button and a 'More Details' link. A modal window titled 'Installing Plugin: SendGrid 1.8.2' is open, showing the download progress and a success message: 'Successfully installed the plugin SendGrid 1.8.2.' Below the success message, the 'Activate Plugin' link is highlighted with a red box and callout 5, along with a 'Return to Plugin Installer' link.

1. Click on 'Plugins'

2. Click on 'Add New'

3. Key in 'sendgrid' and hit Enter key to search

4. Click on 'Install Now'

5. Click on 'Activate Plugin'

Dashboard

All in One SEO

Posts

Media

Pages

Comments

Contact

IgniteUp

Appearance

Plugins 1

Users

Tools

Settings

General

Writing

AddToAny

Google Analytics

SendGrid

WP Sitemap Page

SendGrid

SendGrid Options

SendGrid credentials

Authentication method:

Api Key

API key:

Send Mail with:

API

Swift is required in order to be able to send via SMTP.

Mail settings

Name:

Name as it will appear in recipient clients.

Sending Address:

Email address from which the message will be sent.

Reply Address:

Email address where replies will be returned.

Leave blank to use Sending Address.

Categories:

Associates the category of the email this should be logged as.

Categories must be separated by commas (Example: category1,category2).

Leave blank to send without categories.

1. Click Settings
> SendGrid

2. Key in the
values from
SendGrid account

Posts

Media

Pages

Comments

Contact

IgniteUp

Appearance

Plugins 1

Users

Tools

Settings

General

Writing

Reading

Discussion

Media

Permalinks

AddToAny

Google Analytics

SendGrid

WP Sitemap Page

Reply Address:

Leave blank to use Sending Address.

Email address where replies will be returned.

Categories:

Leave blank to send without categories.

Associates the category of the email this should be logged as.

Categories must be separated by commas (Example: category1,category2).

Template:

Leave blank to send without template.

The template ID used to send emails.

Example: 0b1240a5-188d-4ea7-93c1-19a7a89466b2.

Content-type:

Statistics settings

Categories:

Leave blank for not showing category stats.

Add some categories for which you would like to see your stats.

Categories must be separated by commas (Example: category1,category2).

Disabled fields in this form are disabled in the config file.

1. Click on
'Update Settings'

Update Settings

Questions?

