LESSON 12 · SEND

Sending well: consent and deliverability

Keep your emails out of spam folders and your business on the right side of the law.

Revision 1 · 21 November 2026 About 8 minutes

IN THIS LESSON

- Know who you may email
- Set up SPF, DKIM and DMARC for your domain
- Keep your list clean and your sending steady

Only email people who agreed

Email people who signed up, or existing customers where the law allows you to email them about similar products. Never buy or borrow lists. MailCrafter records how each subscriber agreed, keeps unsubscribed people unsubscribed, and puts an unsubscribe link in every email. Laws such as POPIA in South Africa, GDPR in Europe and CAN-SPAM in the United States all expect this. See our anti-spam policy.

Prove the email is really from you

Gmail, Outlook and Yahoo check that an email really comes from the domain it says. Three records in your domain's DNS do that:

- **SPF** lists the servers allowed to send for your domain.
- **DKIM** signs each email so it can't be changed on the way.
- **DMARC** tells inboxes what to do with an email that fails the other two, and sends you reports.

Your sending provider (Google Workspace, Brevo, Amazon SES…) shows you the exact records to add; whoever manages your domain can add them in a few minutes. Start DMARC with `p=none`, read the reports for a few weeks, then move to `p=quarantine`.

Keep your sending healthy

- **Start slowly** on a new domain or account: use **Send in waves** and a modest **Send speed**.
- **Keep the list clean**: let bounces go to the exclusion list, and remove people who haven't opened anything in a long time.
- **Be recognisable**: a From name people know, a clear subject line, and preview text that adds to it.
- **Balance words and pictures**: an email that's one big picture looks like spam to filters; keep real text in it.
- **Send a test** every time, and look at it on a phone.

> **Try it.** Ask whoever manages your domain to check your SPF, DKIM and DMARC records, then send yourself a test and look at its headers for "spf=pass" and "dkim=pass".

Revision history

Revision	Date	What changed
1	21 November 2026	First edition.