Utilizing Google's Free SMTP Server to Send Free Email's

Check out the various options on how you can use Google's free SMTP server to send emails in your web applications, with custom domains, and your WordPress sites.

https://calvin.me/use-google-smtp-server/ (feature image)

While in the past, emails were only restricted to work, with digitization, technology has positioned "the email" as a "must have" commodity of our personal lives as well.

Think about it, when was the last time you went an hour without checking your email (apart from dear sleep)? Well if you actually did achieve this feat, there must be one hell of an explanation for it. This is because, emails have become one of the best sources for people as well as companies to connect with one another.

Over the years, e-mail marketing has provided businesses with significant opportunities to connect with their targeted audience. It has emerged as a cost-effective method of sending promotional messages to a much larger group of people with an aim to attain substantial leads. While e-mail marketing has become an integral aspect of marketing, companies are looking for ways to streamline its usage to make it more effective.

Google introduced the SMTP server that organizes the use of email without any clutter. So what's SMTP? Never heard of it? Read further to learn everything there is about this tool that made our electronic existence a tad bit simpler.

Defining Google's SMTP Server

SMTP OR Simple Mail Transfer Protocol is a postman interface that enhances email transmissions. Usually, when we receive an email, it is sent from the client via an SMTP server. Google's free SMTP server allows individuals with Gmail accounts to send emails from different address domains. Interestingly, their use is not restricted to only personal transits but can also be used for broadcasting newsletters, notifications, contact forms, etc.

Wondering how's that possible?

Let's break your scepticism and explore how we can use Gmail's free SMTP server to send emails with custom domains.

(Pull Stat) "PowerProDirect states that, 74% of email users have more than one active email account."
(http://www.powerprodirect.com/)

Adding One Source to the Many Email ID's

Today, we often find ourselves juggling between emails. Combining all domains would save us a significant amount of time that we spend switching from one email account to another. This efficient task can be accomplished one way by the G-Suite email. It is basically a suite of intelligent apps, which was formerly referred to as Google Apps. G-suite is highly recommended for people who use email hosting for their web pages. However, it is not limited to email services only; it also embeds tons of applications and features that often come handy.

While they do cost USD 5 per month, they are certainly a worthwhile investment. This is because when verifying your website's LinkedIn, Google+, or Pinterest pages, the source needs to develop from your custom domain. Besides, sending emails through your business domain authenticates the source and gives your business the required professional outlook.

So How Do You Integrate the SMTP Server in Your Custom Domain for FREE?

Integrating Google's Free SMTP server in a custom domain is quite an easy procedure. Follow these simple steps and you will be all set to make organized distinct email conversations from a single platform.

1. **Forward Other Emails to Your Gmail Account**

Set up automatic forwarding

You can automatically forward your messages to another address. You can choose to forward all new messages, or just certain ones.

Note: You can only set up forwarding on your computer, and not on the Gmail app.

Turn automatic forwarding on or off ⌃

Note: When your new messages are forwarded, messages from spam won't be included.

Turn on automatic forwarding

1. On your computer, open Gmail ⧉ using the account you want to forward messages from. You can only forward messages for a single Gmail address, and not an email group or alias.
2. In the top right, click Settings ⚙.
3. Click **Settings**.
4. Click the **Forwarding and POP/IMAP** tab.
5. In the "Forwarding" section, click **Add a forwarding address**.
6. Enter the email address you want to forward messages to.
7. Click **Next** ＞ **Proceed** ＞ **OK**.
8. A verification message will be sent to that address. Click the verification link in that message.
9. Go back to the settings page for the Gmail account you want to forward messages from, and refresh your browser.
10. Select **Forward a copy of incoming mail to**.
11. Choose what you want to happen with the Gmail copy of your emails. We recommend Keep Gmail's copy in the Inbox.
12. At the bottom of the page, click **Save Changes**.

Begin by forwarding the emails from your business websites to your personal Gmail account. You often get free email forwarding when you have access to your DNS record provided by your domain registrar. Unfortunately, custom DNS record doesn't avail this option and this is where applications like Woorkup, Pobox and DuoCircle come into the picture. These services allow us to forward emails from different platforms to your personal account without any hassle.

2.   Send Email as Google SMTP

https://www.interserver.net/tips/kb/use-googles-free-smtp-server/   **(how   to   add accounts in Gmail account)**

Once you have collated all your emails onto your personal account, it's time to reply:-

● Go to your Gmail Setting, then click "Accounts and Import", and then select "Add another email address you own."
● In the boxes below, add your name and email address that is in the custom domain.
● The SMTP server will by default show your domain, but to use Google's free SMTP server you will have to change this to smtp.gmail.com.
● Having done that, add Gmail address, username, and password - That's all! You now have your gmail id integrated with your business id.

You can repeat the same process for other accounts as well. Now when you send an email, you can click on the dropdown in the address tab and select which email address you want to send it from.

Where Can You Incorporate SMTP Server?

https://www.tipsdotcom.com/smtp-gmail.html **(Image of the outgoing setting)**

From local email clients like Microsoft Outlook, IBM Lotus, Mozilla Thunderbird, etc., to adding it within the WordPress sites using a plugin, there are multiple arenas where you can make use of Google's SMTP server.

In order to use Gmail's SMTP server, following settings will be required for outgoing emails:

Username- Gmail account
Password- Gmail password
Outgoing Mail (SMTP) server- smtp.gmail.com
Authentication: Yes
Port: 465 with SSL or 587 with TLS

What Google's Free SMPT Server Plan Offers?

Companies with low email transits can highly benefit from Google's free SMTP server. It provides great infrastructure and service to ensure that businesses stays active in the digital world. And the best part is, it comes free of cost. However the free usage has a set limit to it; the SMTP server provides 100 emails for every 24 hours or 3,000 emails per month. With Google's reliability and limited email requirement, this plan seems apt for startups.

However when the business expands and the email conversions (in terms of newsletter broadcasts) cross the benchmark of 5000 emails per month, that is when you might want to consider the option of a premium email service. Nodalio (www.nodalio.com) offers an unlimited email package with high deliverability on a VPS/server of your choice, running any WordPress Plugin (Thrive Leads, Bloom, OptinMonster, etc). Some of the other substitutes of SMTP server are listed below:

- Mailgun (free 10,000 emails per month)
- VoloMP
- Amazon SES

- SparkPost (free 100,000 emails per month)
- SocketLabs
- SendGrid
- Mailjet (free 6000 emails per month)
- SparkPost

While there are an array of digital marketing platforms, e-mail marketing still carries its strong credibility in the corporate world. It is targeted, shareable, and cost-effective, and despite these qualities, email marketing is quite often overlooked by businesses. However, with an efficacious plan, proper guidance for an expert, and strong message to convey, business can benefit from email marketing in many ways.

If you found this article helpful, we would love to hear from you. Please share your thoughts or queries below and let's connect.