**HubSpot Marketing Information**

*Stage: Pre-Class Logistics*



Our alumni support includes post class automated emails designed to reinforce the concepts learned in our courses.

We use the Marketing Automation tool, HubSpot, for our email deployment service.

HubSpot strives to maintain an excellent sender score and reputation, along with their Spam checkers and message review process to ensure that messages do not contain red-flags or spam keywords or anything else that may cause a message to be rejected, and to ensure they only ever send out the best possible emails from their system. However, beyond that point it still falls entirely to the recipient email platform or domain to determine how it is filtered and received. Emails cannot be forced into an inbox for a domain that has security settings preventing it.

A few key points to keep in mind or share with your I.T. department to ensure deliverability:

1) If your contacts are receiving the emails in a public domain's inbox or platform such as gmail, yahoo, aol, etc. they will want to make sure that they have the sender email address ‘team@effectiveedge.com’ added to their contacts or 'Safe Sender' list that some of these platforms have, to ensure messages can be accepted by your incoming email filter.

2) You can also request your I.T. person update your Sender Policy Framework (SPF Record) to include HubSpot's information to allow emails to arrive to the inbox.

You can read more about white-listing and updating the SPF record in the following article. Please feel free to pass this article on to your I.T. person as well as it provides all the details necessary for that they will need to do to white-list HubSpot and add our details to your SPF record: Please click the link below.

<https://knowledge.hubspot.com/articles/kcs_article/email/not-receiving-hubspot-system-or-notification-emails>