Email marketing from your own platform

Email & marketing · https://schoolyland.com/docs/send-email-from-your-platform/

Email on your platform runs on **FluentCRM**, a full email marketing system and CRM that lives inside your own site. Your package includes a configured sending domain and **up to 12,000 emails per month**. There is no Mailchimp bill, and you don’t export contacts to a third-party tool.

What you have

- **Contacts**: every buyer and lead, collected automatically from your store, forms and course enrollments, in one place with their full history (what they bought, what they opened, what they clicked).
- **Campaigns**: one-off broadcasts (announcements, launches, newsletters).
- **Sequences**: automated series (a welcome series, a course onboarding drip, a post-purchase follow-up).
- **Tags & lists**: how you slice the audience ("customer", "lead-webinar", "completed-course-X"). Tags drive automations.

Send your first campaign

1. In WordPress admin, go to **FluentCRM → Campaigns → Create Campaign**.
2. Write the email. Plain, personal-looking emails typically outperform heavy designs: write like you email a client.
3. Choose the recipients: everyone, or a tag/list segment.
4. **Send a test to yourself first.** Read it on your phone. Then schedule or send.

Deliverability: the part most people skip

Your sending domain (with its SPF and DKIM records) is configured during platform setup, which is the technical foundation for landing in inboxes. The rest is behavior:

- Email people who asked to hear from you. Never import a purchased list: it destroys your sender reputation.
- Warm up: if the list is cold, start with your most engaged segment.
- Keep the unsubscribe link obvious. Fighting it hurts you with spam filters far more than losing an uninterested subscriber.

If you outgrow 12,000/month

There are two options: upgrade the included sending package (ask support for current pricing), or connect your own email provider account to FluentCRM. The contacts and automations stay exactly where they are.

Next step

The next step is email that reacts to behavior automatically, such as purchase follow-ups, course nudges and win-back sequences. See Automations: make your systems work together. As with everything on your platform, your AI assistant can also draft campaigns and build sequences with you in conversation.

See who joined recently

To count how many people joined a list in the last days: FluentCRM → Contacts, filter by the list (or tag), then add a date filter on when the contact was created and set the range. The number of matching contacts shows above the table. For the bigger picture over time, FluentCRM's Reports section shows subscriber growth per list.