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# E-mail marketing: doing it properly without burning your domain

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| CODE | VERSION | COUNTRY · LANGUAGE |
| --- | --- | --- |
| RLX-MZ-KB-378 | v2026.09.28 | Mozambique · English |

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Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

https://www.meu.interweb.co.mz/knowledgebase/378

# E-mail marketing: doing it properly without burning your domain

SEO & Marketing Created on **September 11, 2026** Updated on **September 28, 2026** 4 min read



E-mail is still the channel that returns most per unit of money spent - and also the one where it is easiest to ruin everything at once. A badly run campaign does not merely fail to sell: it **damages your domain's reputation**, and after that even ordinary e-mail stops arriving.

## The first rule, and the most ignored

> **Do not send campaigns from your own mailbox.**
> It is the mistake that does the most damage. Sending five hundred messages from `hello@yourdomain.co.mz` through Outlook or webmail makes the domain behave like a spam sender - and from then on Gmail and Outlook.com distrust **everything** you send, including the invoice you mailed a customer. Recovering reputation takes months. See **how to write an e-mail that does not land in spam**.

Campaigns go out through a sending platform, which handles reputation, lists, removals and reporting. It is not a luxury: it is what separates a campaign from a problem.

## The technical base: without this it is not worth starting

Before the first campaign, the domain has to be authenticated. Three records, and without them the messages go to spam by default - however good the offer:

| Record | What it proves |
|---|---|
| **SPF** | That the sending server is authorised to send in your name. |
| **DKIM** | That the message really left you and nobody altered it on the way. |
| **DMARC** | What to do when someone fails the first two. It starts by observing, and is tightened later. |

How to set them up and confirm them is in **SPF, DKIM and DMARC**. **If you use a sending platform, it has to go into the SPF** - and there is only one SPF record per domain, so it is merged into the existing one rather than added as a second.

## The list: where campaigns are won or lost

1. **Only people who asked.** A bought list, or one scraped off a website, guarantees two things: complaints and a burned reputation. There is no undoing it.
2. **Confirm the address at sign-up.** A confirmation e-mail filters out typos and sign-ups made by other people.
3. **Clear out the bounces.** Addresses that no longer exist and stay on the list are among the signals that count most against you.
4. **One-click unsubscribe, always visible.** Someone who leaves without friction does not complain - and the complaint is what costs you.
5. **Keep the proof of consent:** when, where and how the person signed up. See **personal data protection**.

## Writing so it arrives

| Do | Avoid |
|---|---|
| **A sender with a person's name and the company's** | noreply@ addresses, which nobody answers and many filter. |
| **A clear subject, written as a sentence** | CAPITALS, exclamation marks and «FREE». It is the vocabulary filters know by heart. |
| **Real text, with an image or two** | The campaign that is one single image. With no text it looks like spam - and it cannot be read with images off. |
| **Few links, all to your own domain** | Link shorteners. They hide the destination, and filters know it. |
| **A predictable sending rhythm** | Months of silence and then two thousand e-mails in one afternoon. |

## What can be measured, and what matters

A sending platform shows how many opened, clicked, bounced and unsubscribed. Two honest notes: the **open rate** is far less reliable than it used to be, because several services open messages by themselves for security; and the metric that counts is the last in the chain - **how many bought**. To connect the campaign to what happens on the site, see **being found on Google and measuring visits**.

## Need to send and would rather not deal with this?

**We can handle the sending for you.** We do bulk e-mail sending for **Mozambique and Angola**, with the domain properly authenticated, the list handled and delivery reporting - without putting your domain's reputation or your everyday e-mail at risk.

It is not an off-the-shelf product with a price tag: it depends on volume, frequency and what you want to send. **Open a ticket** telling us how many contacts you have, how often you want to send and to which countries, and we will come back with a concrete proposal.

**If you would rather do it yourself, we still help.**
The part that is ours - SPF, DKIM, DMARC and the DNS records for whichever platform you choose - we handle, and it is the part where most campaigns fail before they begin. See **how far our support goes**.

And if your ordinary messages are already landing in spam, fix that first: **why your e-mail is not sending or receiving** and **an IP on a blocklist**.

NEED A HAND?

Got a list and want to send without burning the domain?

Talk to us →

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| | |
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