

# XYZ NEWSLETTER MANAGER

## A Wordpress Plugin

### **User's Guide**

Version 1.0.2

April 2012

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## About this User's Guide

This user's guide describes XYZ Newsletter Manager's Graphical User Interface (GUI). It shows you how to use each menu item in the GUI.

## Customer Support

If you have a problem with XYZ Newsletter Manager that is not covered in this User's Guide , please contact our customer support section. Our customer support email is [support@xyzscripts.com](mailto:support@xyzscripts.com) You can also contact us through your member area.

## Introduction

Congratulations for using XYZ Newsletter Manager! XYZ Newsletter Manager gives you unlimited ability to create, manage and automate large scale email marketing campaigns.

### Emails

Emails are the email information of people about whom you store information in Newsletter Manager. These are the people to whom you send emails. We can store email addresses and name of people.

### Manual Input, CSV Files, Text Files and Website Forms

There are 4 ways to add contacts to the email list: by inputting them manually one by one, by extracting from a bulk text, by uploading a CSV (Comma Separated Value) or text file with information and by having contacts fill out a form on your website.

Newsletter Manager helps you create forms you can put on your website to let your customers sign up for your newsletter or emails.

### Email Campaigns

Email campaigns are the emails that you send out from Newsletter Manager to the people on the email list. Email campaigns are based on an HTML or plain text format, and are sent to members of the email list. You control when you send email campaigns; you can send them at the click of a button, or schedule them to be sent out at a specific point in the future.

### Cron

Cron (an abbreviation of “chronograph”) is a program that activates other programs, commands and processes at pre determined times and intervals. It is a way of scheduling tasks to happen automatically. The Newsletter Manager uses cron jobs to take care of sending out scheduled emails.

## Getting Started

The steps in this section will show you how to set up a list of your contacts and send emails to them.

### A. Settings

After installing the Newsletter Manager plugin, please go to the wp-admin area and you can see the Newsletter Manager menu in the left menu section.

The Settings page contains different settings of the Newsletter Manager plugin and these are grouped into different sections. Each section is described below in detail.

#### General

##### 1. HTML Campaign Editor

We are using the Wordpress HTML editor and the Text editor to create email campaigns. To create beautiful HTML campaigns, select the "HTML Editor" as the HTML Campaign Editor.

##### 2. Pagination Limit

This setting gives you the freedom to set the number of records to be displayed in a page. If you want to set 50 rows (of emails or campaigns) in a single page, please set the pagination limit as 50.

#### Email Sending Settings

##### 3. Hourly Email Sending Limit

In most shared hosting and some VPS hosting servers, there is a limit for sending emails in an hour. If your host allows you to send only 100 emails per hour, you can enter this limit in the "Hourly Email Sending Limit" section and the system will send only 100 emails per hour.

##### 4. Default Sender Email

This is the default sender email address to be used with outgoing emails. You can change the email address for each campaign.

##### 5. Default Sender Name

This is the name of the default sender for all out going mails. You can override this for each campaign.

##### 6. Default Subscriber name

This is the default name of the subscriber if no name is added with the email address during subscription.

## Subscription

### 7. Opt-in Form Title

This is the title of the opt-in form/ subscription form. This title will be displayed in the subscription form.

### 8. Opt-in Mode

This is the subscription activation method. Two subscription modes are available now. Single opt-in and Double opt-in.

In the single opt-in, users can subscribe to your newsletter by simply filling up the subscription form. There is no confirmation mail to subscribe.

In double opt-in mode, we are sending a confirmation mail to the user after filling up the subscription form. The user is added to the email list only after the email confirmation. This is the most widely used subscription mode.

We recommend the Double opt-in mode according to the anti-spam laws.

### 9. Page to be redirected after subscription (absolute path)

This is the page the user redirected after filling up the subscription form. If you have a specific page, you can use that link. While adding the path, please use the absolute path with http:// prefix.

Note: During the installation of the Newsletter Manager Plugin, 3 pages are created automatically. These are 'Email Subscribed' , 'Subscription Confirmed' and 'Email Unsubscribed'.

In the 'Page to be redirected after subscription' section we are using the ' Email Subscribed' page by default. If you donot have a separate redirection page, you can use this page.You can edit the content of the thanks page in “newsletter-manager/shortcodes/thanks.php”

### 10. Page to be redirected after email confirmation (absolute path)

This is the page the user redirected after confirming the subscription by clicking the confirmation link. If you have a specific page for this purpose, you can specify that link. While adding the path, please use the absolute path with http:// prefix.

In the 'Page to be redirected after subscription' section we are using the 'Subscription Confirmed' page by default. If you do not have a separate redirection page, you can use this page.You can edit the content of confirmation page in “newsletter-manager/shortcodes/confirm.php”

### 11. Enable Subscription Activation Mail (Welcome Email)

If you want to send a welcome email to the user after completing the subscription, you need to enable the Subscription Activation Mail (Welcome Email). In the single opt-in mode, the system

will send a welcome mail after filling up the subscription form and in the double opt-in mode, the welcome mail will be send after a user confirms the subscription by clicking the confirmation link.

## **Unsubscription**

### 12. Page to be redirected after unsubscription (absolute path)

This is the page to which the user redirected after unsubscribing from the list. If you have a specific page, you can use that link as redirection page.

In this section we are using the 'Email Unsubscribed' page by default. If you do not have a separate redirection page, you can use this page. You can edit the content of the unsubscription page in “newsletter-manager/shortcodes/ unsubscribe.php”

### 13. Enable Email on Unsubscription

If you want to send a mail to the user after unsubscribed from the list, please use this option. It will send a mail after unsubscription.

## **Notification Messages**

### 14. Email Confirmation Subject.

This is the subject of the subscription confirmation email. This message is applicable only in the double opt-in mode.

### 15. Email Confirmation Message

This is the body of the subscription confirmation email. This mail contains the link for confirming the subscription.

Note: Be careful while editing the Email Confirmation Message. DO NOT remove the {confirmation\_link} from the message.

### 16. Subscription Activation Subject

This is the subject of the subscription activation notification mail. This is the mail after clicking the confirmation link in double opt-in mode or after completing the subscription form in the single opt-in form.

### 17. Subscription Activation Message

This is the body of the subscription activation notification mail.

### 18. Email Unsubscription Subject

This is the subject of the unsubscription email.

## 19. Email Unsubscription Message

This is the body of the email unsubscription notification message.

### **Others**

This section provides some information about the cron job/scheduled task and short codes.

## 20. Cron Job Command

If you want to automate the emails/newsletter , you need to set the cron job/ scheduled task in your server. The command to run the cron job/ scheduled task is given in this section. Go to your server control panel(cpanel, plesk etc.), select the cron job/ scheduled task and add this command in the cron section. Also select the appropriate time schedule to run the cron job. We recommend setting the cron job to run once every hour

## 21. Shortcode to be used in page after subscription.

If you want to add the thanks message for subscription in your wordpress page, you can use this shortcode.

## 22. Shortcode to be used in page after email confirmation.

You can use this shortcode in a wordpress page to display appropriate message to your users after email confirmation.

## 23. Shortcode to be used in page after unsubscription.

This shortcode can be used in the wordpress pages to show proper message where the users get redirected after unsubscription.

### **B. Opt-in Form**

There are 3 methods for showing the opt-in form/ subscription form in your public page: Widget, Short Code and HTML Subscription code.

The widget is available in the Appearance -> Widget section.

The name of widget is Newsletter Manager. You can drag the widget to appropriate location.

Another method is Short code. You can use the short code in any location of your wordpress site to get the subscription form.

The third method is HTML code. You can copy the html code and paste it in any location to get the subscription form.

You can also preview the opt-in form here.

### **C. Add Emails**

You can add bulk emails through this section. Here you can add a text containing email addresses and the system will automatically identify the email addresses and add to the list.

### **E. Search Emails**

Here you can search for emails by specifying a search term. You may edit, delete, activate, unsubscribe emails in search result.

### **F. Email Addresses**

You can see all email addresses in the system here. You can edit, unsubscribe, activate or delete the email addresses here. Pending, unsubscribed and active emails are displayed in different colors

### **G. Create Campaign**

In this section you can create a campaign.

First you need to add a campaign name and select the email type. You can use plain text or HTML for creating email campaigns.

**Start Time** – You can set the start time of the email campaign with date and time.

Consider, you want to send a newsletter in a particular date and time. You can create the campaign in an earlier date and specify the starting time of the campaign. The campaign starts to execute on the starting time only. You can leave this setting if you want to send the campaign soon.

**Note:** Please note that if you want the campaign to start automatically, cron job must be enabled in your cpanel. Instructions for setting a cron job can be found in our [knowledge base](#).

Next comes the mail subject and body of the campaign. In the body we can use template variables for unsubscription link, custom personalization parameter etc. For example, if you want to add the name of your client in the campaign, use the variable `{field1}`

**Batch size** is the number of emails to be sent in a single execution. It is recommended to use a value for batch size depending on the server limitation.

**Sender name** and emails are the name and email of the sender. If you have already set the default sender name and email, it will display those values here. You can change these for each campaign.

You can also add attachments with the campaign.

**Note:** Some email clients do not support all file extensions with the campaign. So please try to use some common standard file extensions like zip, rar, pdf, image formats as attachments.

## H. Email Campaigns

You can manage the campaigns here. You can see all email campaigns and their status here. You can activate or pause the campaign, restart a campaign at any time, preview, edit or delete a campaign, send a test mail and execute the campaign to the list.

It will also display the basic statistics like the attachments with the campaign, number of emails sent, number of emails remaining, start time and the last mail fired time.

If you want to send all the campaigns, please use the button “execute all”.

## I. Import/Export

You can import emails to the list or export emails from the list here.

To export the emails, set the batch size and click the export. We are using the batch size to reduce the server load. It will export all the email addresses with name and you can save this list.

To import emails to the list, select the csv/txt file, enter the number of lines per batch (to reduce the server load), separator and enclosing character and click import.

## J. Statistics

You can view the newsletter statistics here. You can see all emails statistics and campaign statistics. You can also view the queue statistics and cron/scheduled task statistics here.

# Troubleshooting

This section describes some common problems, and their solutions. If you are not sure about what effects a certain troubleshooting action will have, please do contact the customer support team at [support@xyzscripts.com](mailto:support@xyzscripts.com)

### Problem 1: I Can't Send Emails

- Please make sure that the `phpmail()` function is enabled in your server.
- You may have exceeded the mail quota imposed by your host. This limits the number of emails you may send in a specific period. Check with your host if you are unsure.
- Your server's IP address may have been blacklisted. This can happen if emails from the server appear to be spam. You can use an online service to check whether your server's IP is blacklisted.

### Problem 2: I Can't Import Contacts From a CSV File

- Your CSV file may be incompatibly formatted. Check the CSV formatting to ensure that it can be read by XYZ Newsletter Manager plugin. Check that the information in your CSV file is correctly formatted:

- 1 Each entry must be on a new line; one line of details per contact.
  - 2 There must be no blank lines.
  - 3 The number of fields in each contact's entry must be consistent.
- Your CSV file may be too large. Break the file into two halves and upload both.
  - PHP on the server may be in safe mode. Check with your server administrator

**Thank You !**