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Email Subscribers Plugin

Workbook

Edition #2  
November 2019

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Where any part of this document is included in another document, due acknowledgement is required.

## 1. What is it?

Email Subscribers is a plugin that enables readers to subscribe to your blog. The plugin lets you send automated email notifications about new posts, dispatch newsletters and even send a welcome message when someone subscribes. Subscribers have the option to easily unsubscribe if needed.

## 2. How does it work?

You can activate the plugin by going to 'Plugins' on the dashboard sidebar finding 'Email Subscribers & Newsletters' and clicking 'Activate.' Once activated, you will automatically be redirected to the 'Email Subscribers' section which will now appear on your dashboard sidebar.

You will be asked to set-up the plug-in, to do so put in an email you want to use for a test email and confirm. From here you will be sent to the Email Subscribers plugin dashboard, and you should receive an email welcoming you to Email Subscribers.

### ➤ **Setting up an administrator for the newsletter**

Before giving the option for users to subscribe to your blog, you need to change the admin email to feature yours so that you can get updates on subscriptions and replies.

To do this, go to Email Subscribers> Settings then to the General tab.

Here, you will find a Sender space. Make sure the Name and Email is correct and adjust if necessary. Under Email Addresses you can also change the email address or multiple addresses you want admin notifications to be sent to.

The screenshot shows the 'General' settings page for the Email Subscribers plugin. On the left is a sidebar with navigation options: 'General' (selected), 'Notifications', 'Email Sending', 'Security', and 'Access Control'. The main content area is titled 'Sender' and contains two input fields. The first is labeled 'Name' and contains the text 'Candice Playground 4', with a note below it: 'The "from" name people will see when they receive emails.' The second is labeled 'Email' and is currently empty, with a note below it: 'The "from" email address for all emails.'

In this 'General' section, you also have the possibility to alter the automated responses sent to subscribers and you can choose whether the admin is notified of each new subscription and broadcast and what those emails should say.

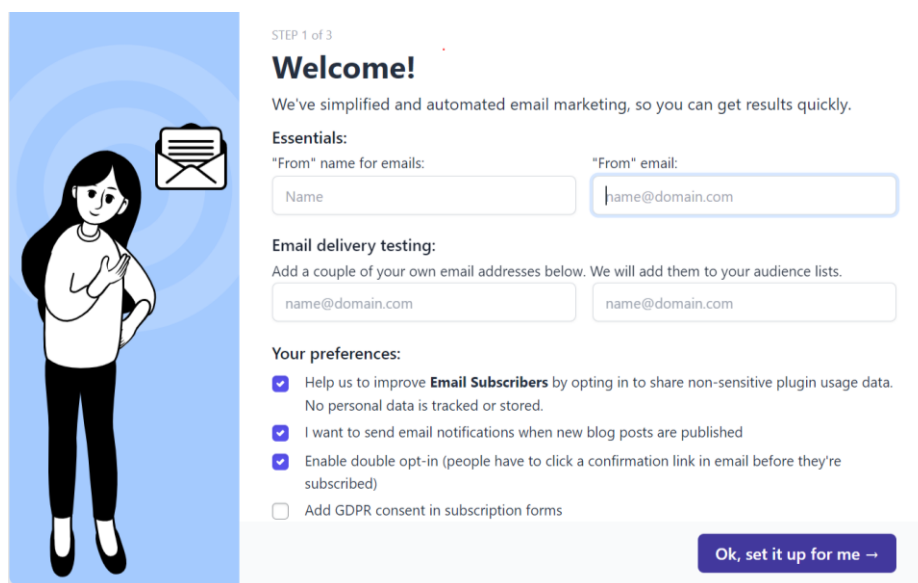
*Please note:* some of the notification emails sent out by this plugin are quite informal. We'd suggest ensuring the default notification text for the different notifications is appropriate before you add the subscribe form to the site. To do this:

- Modify the wording of these notifications by going to 'Settings' and then 'General' and then make the necessary changes to the email wording and click 'Save settings' when finished.

### ➤ Adding a Subscribe Form

Go to the Email Subscribers > Dashboard and follow the simple 3 steps:

- 1) Add a "From" name and email, as well as an email address to test the email delivery. Then click on 'OK, set it up for me'



STEP 1 of 3

## Welcome!

We've simplified and automated email marketing, so you can get results quickly.

**Essentials:**

"From" name for emails:  "From" email:

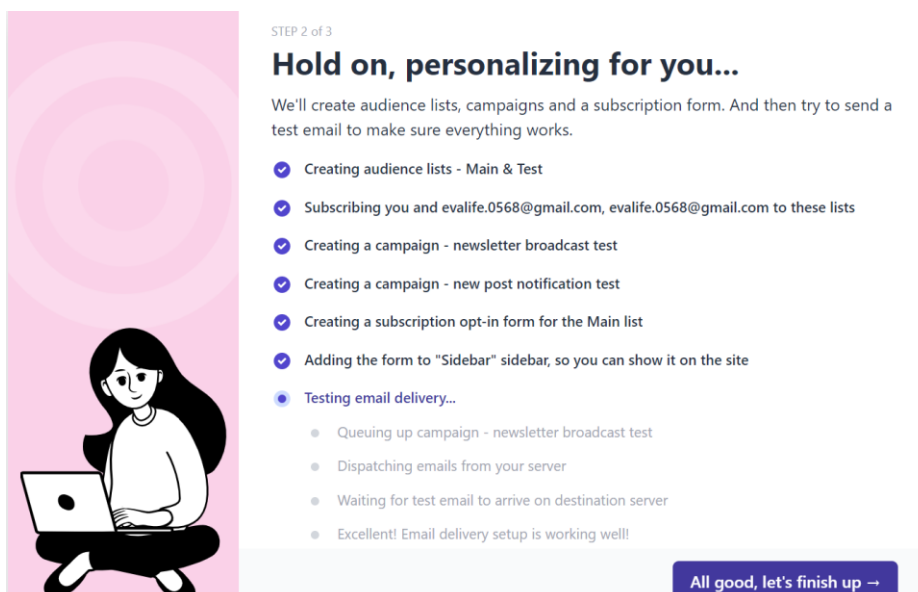
**Email delivery testing:**  
Add a couple of your own email addresses below. We will add them to your audience lists.

**Your preferences:**

- Help us to improve **Email Subscribers** by opting in to share non-sensitive plugin usage data. No personal data is tracked or stored.
- I want to send email notifications when new blog posts are published
- Enable double opt-in (people have to click a confirmation link in email before they're subscribed)
- Add GDPR consent in subscription forms

[Ok, set it up for me →](#)

- 2) Wait until all the points to be processed and then select 'All good, let's finish up'.



STEP 2 of 3

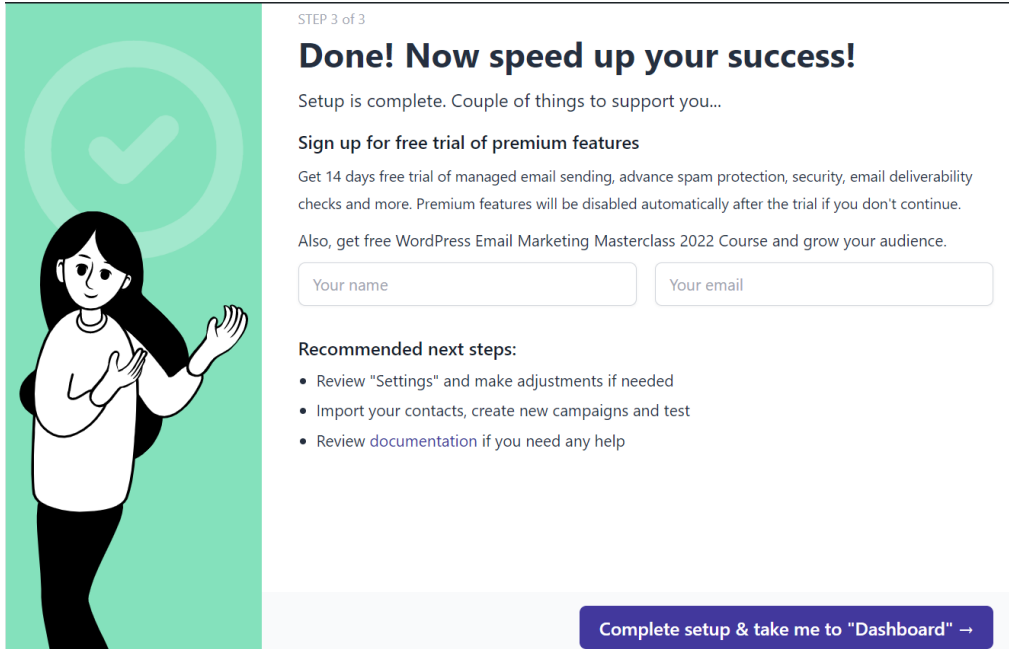
## Hold on, personalizing for you...

We'll create audience lists, campaigns and a subscription form. And then try to send a test email to make sure everything works.

- Creating audience lists - Main & Test
- Subscribing you and evalife.0568@gmail.com, evalife.0568@gmail.com to these lists
- Creating a campaign - newsletter broadcast test
- Creating a campaign - new post notification test
- Creating a subscription opt-in form for the Main list
- Adding the form to "Sidebar" sidebar, so you can show it on the site
- Testing email delivery...
  - Queuing up campaign - newsletter broadcast test
  - Dispatching emails from your server
  - Waiting for test email to arrive on destination server
  - Excellent! Email delivery setup is working well!

[All good, let's finish up →](#)

- 3) Finish up by reading the premium features available as well as the recommended next steps and complete setup.



STEP 3 of 3

## Done! Now speed up your success!

Setup is complete. Couple of things to support you...

**Sign up for free trial of premium features**

Get 14 days free trial of managed email sending, advance spam protection, security, email deliverability checks and more. Premium features will be disabled automatically after the trial if you don't continue.

Also, get free WordPress Email Marketing Masterclass 2022 Course and grow your audience.

Your name

Your email

**Recommended next steps:**

- Review "Settings" and make adjustments if needed
- Import your contacts, create new campaigns and test
- Review [documentation](#) if you need any help

[Complete setup & take me to "Dashboard" →](#)

- 4) Once you have completed these steps, go to appearance > widgets and search for the 'Email Subscribers' widget and add it to your blog  
OR  
Go to Email Subscribers > Forms, you can also hover over the Form and click 'Edit' to change the display name of your form. Once finished simply copy the Shortcode next to your form and paste it into your post. Click publish and you should now see an email subscription form in your blog post.

## 3. More Options

### ➤ Audience

The Audience tab in your dashboard shows you a list of your subscribers. When somebody signs up, you will see their details appear here. Once you have multiple subscribers on this page, you will be able to create lists by ticking their corresponding boxes and picking your action from the Bulk Action dropdown menu.

### ➤ Forms

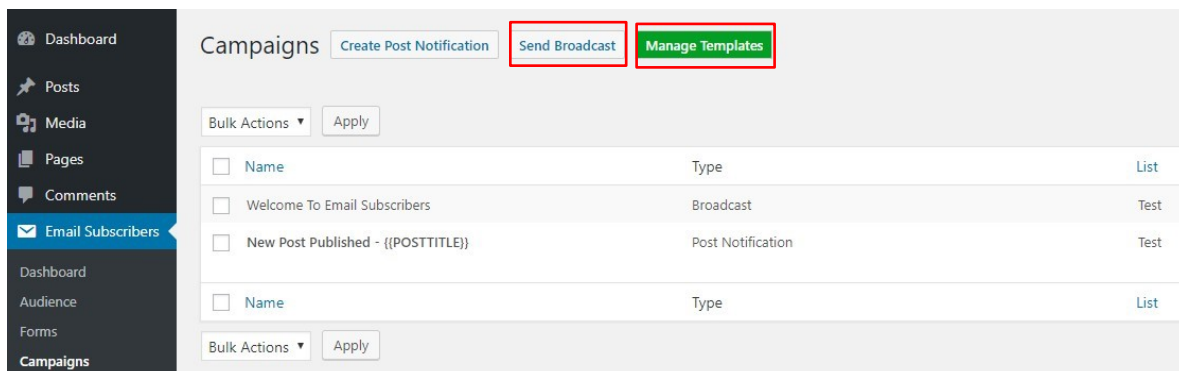
Here you can create a new Subscription form and add you subscriber lists to different email subscriptions if necessary. Each new form will create a Shortcode that you can add to your posts.

### ➤ Campaigns

In this section, you can create new templates for broadcasts (newsletters) or modify templates for automated emails sent when a new post is published as well as the welcome email sent to new subscribers.

To create a template, click on the green 'Manage Templates' button next to Campaigns. From here you can click 'Add New Template' to create a new broadcast and once finish click 'Publish.'

You can then send this Broadcast by going to Campaigns and clicking 'Send Broadcast' and then select the template and subscriber list you want to send your broadcast to.



The screenshot shows the 'Campaigns' section of the WordPress dashboard. At the top, there are three buttons: 'Create Post Notification', 'Send Broadcast', and 'Manage Templates'. The 'Send Broadcast' and 'Manage Templates' buttons are highlighted with red boxes. Below the buttons is a table with columns for 'Name', 'Type', and 'List'. The table contains three rows of data:

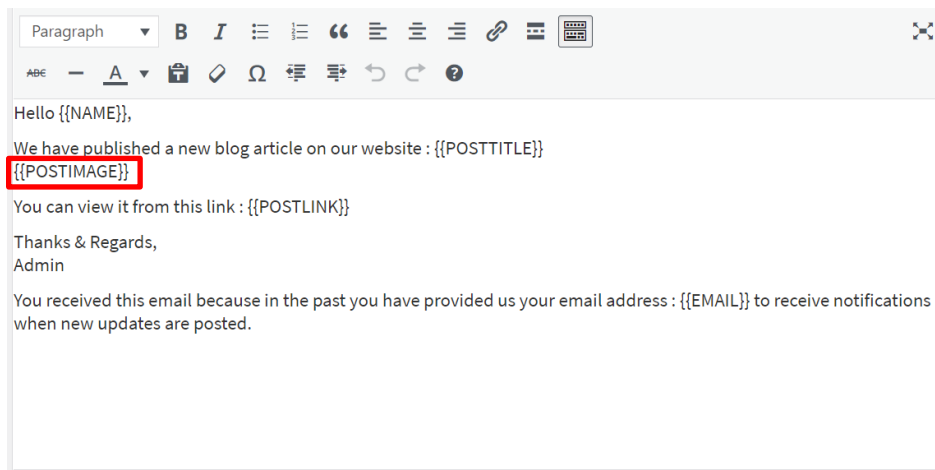
<input type="checkbox"/>	Name	Type	List
<input type="checkbox"/>	Welcome To Email Subscribers	Broadcast	Test
<input type="checkbox"/>	New Post Published - {{POSTTITLE}}	Post Notification	Test
<input type="checkbox"/>	Name	Type	List

You can also modify templates by going to 'Manage Templates' and then click on the title of the template you want to modify and make the necessary changes and click 'Update' when finished.

*Please note:* the default template for the new post emails adds a featured image (if there is one on your post). It, however, doesn't resize the image and so the email gets sent with a very large image in it. We'd suggest removing the image from the email.

This can be done by:

- Go into the Email Subscribers plugin > Dashboard and click on Templates.
- Hover on the 'New Post Published - {{POSTTITLE}}' template and click the Edit button.
- Remove the {{POSTIMAGE}} text in the message, and press Update



### ➤ Reports

In this section is a summary list of all actions done and emails sent in the past with the help of the Email Subscriber plugin. It lets you preview your notification emails and allows you to see the number of contacts that are on the subscriber list and what emails they have been sent. It also gives you the option to delete campaigns.

### ➤ Settings

You can modify general, notification, email sending (this allows you to send a test email), and security settings. Make sure to modify your admin email so that you are the one receiving updates on your subscribers.

### ➤ Help & Info

This section gives you a variety of external help and support links for certain common tasks and actions for the Email Subscribers plug-in.