

[GWA] Autoresponder Quick Setup (Free Version)

The plugin is already configured "out-of-the-box" when installed and activated though there are no addresses existing in the leads list. The first thing you can do is test the software and ensure everything is operating as it should be.

Note: You must setup your list details in the Widget Menu. You must have a dynamic sidebar to do this as well as use the Widget Display Option for your Subscription Form. It is not necessary to use the Widget Display for your Subscription Form.

Shortcode Setup: Add a Newsletter page to your blog to display a subscription form and the plugin output.

Create a new page called Newsletter and add the WP Shortcode [gwa-autoresponder] as the content. Publish the page so you can navigate to it on your blog and test the default subscription form.

Widget Setup: Setup your list details and choose whether to show the subscription form in your sidebar.

Navigate to the Widget Menu in your WPAdmin and drag the new Autoresponder Widget into your sidebar. Enter a Name/Label for your List and Subscription Form Widget. Set the email address that your messages will be addressed *From*. This will be the address used by subscribers to reply-to and where you will receive bounced messages. It is important you receive mail at this address as it is where subscribers will normally contact you.

Select the new Newsletter page you just created as your Forward Page. If you do not want the Subscription Form to appear in your sidebar you can remove the Widget. Be sure to save your changes before proceeding either way.

Navigate to your new Newsletter page on your weblog and subscribe an external email account. Use an external email account (one not at the same *@domain* as your weblog address) to ensure external messages are sent.

You will receive a confirmation email message and link at the address subscribed if all goes well. You must click this link (as will all your Opt-in Subscribers) for the address subscribed to now appear in your Confirmed Leads list.

If you don't see it arrive almost immediately check your Spam Box and White-list your list address if required. Be sure to check your spam protection services to determine why this happened.

The page where you are forwarded should be the page you selected in your Widget Setup. If so you will see a message letting you know what happened. If you did not end up on the correct page you will be able to fix this soon.

In any case you should now log back in to your WPAdmin and check the Leads Page in the [GWA] Menu to confirm your address is now subscribed to your list. Unconfirmed leads will not appear in the list. This completes basic testing of the plugin operation. If it did not work out as described you can consult the **Trouble Shooting Guide**.

Now navigate to the Main Plugin 'Options' Page in the [GWA] Menu to update all other list settings. Here you will see several Tabs offering access to edit your plugin responses and customize your Subscription Form. The Portable Subscription Form HTML is also available here put your subscription form to any web page anywhere online.

On the MAIN Tab you see displayed a summary of your plugin operation, the number of confirmed leads subscribed to your list, and the time your plugin will next generate and send your pre-written email messages. To update the Next Scheduled Mailing time you can click the [Reschedule] button and reset the time to 24 hours from now.

On the SETUP Tab you may add a common footer for all your messages as well as customize the unsubscribe link provided to subscribers in your email messages. You can also customize your plugin responses, these are the ones displayed after a user subscribes or clicks the confirm or unsubscribe link in an email message.

The HOOK setting at the top right on the setup tab is where you can correct problems with the Forward Page setting. Use the drop-down box to select the alternate setting if you experienced problems when testing. Be sure to complete the quick test again just to ensure everything is working properly now.

On the FORM HTML Tab you can edit the subscription form display (for the widget / shortcode) and obtain your html form code for use anywhere online. On the left you will see the TinyMCE HTML Editor window with controls to edit the layout and formatting of the form display. Submitting the form will modify your Widget/Shortcode forms immediately.

On the right of the html tab is a live representation of your form. Select PLAIN-TEXT in the drop-down, right-click and SELECT ALL and then COPY the code to any other web page to collect new subscribers. Always test your updated forms and if it stops working you can always hit RESET BROKEN FORM to bring back the working default form.

The last step is to add your messages to send to subscribers on a schedule you desire. Navigate to the Messages Page in the [GWA] Menu to create your newsletter. The tabs on this page offer access to add and edit messages as well as reach your entire subscriber list with a custom message anytime.

You can delete the message displayed, it is a default message installed with the plugin and you should have received it after you clicked to confirm during the subscription test above. Select the checkbox next to the message and click the button. Navigate to the ADD NEW MESSAGE Tab to open the form where you can create your own messages.

The DAY is the number of days after subscribing this message should be sent to the lead. Set this to 0 (zero) to have the message sent immediately after subscribing. Select whether it is to be a PLAIN-TEXT or HTML formatted message as this also controls the message headers added to the email. Entering an HTML message into the plain-text window will cause an error in viewing your message when received by subscribers. To add an HTML message directly click the HTML button in the TinyMCE Editor menu and paste your html code into the pop-up window.

Be sure to add a catchy subject for your message and note the DYNAMIC TAGS you can include in your messages. Only the <?Name?> tag can be entered in both the subject line and body of your messages to have your subscribers name (as they provided it) substituted into their message. The other tags may be entered in the message body only.

Once added your new message records will appear on the first tab and each of these can be edited by clicking the Subject Line in each of the message records displayed.

Blast a message to all your active subscribers instantly on the SEND MESSAGE Tab. This is identical to the add message form except you can enter a date (or dates) to restrict which leads receive this message based on a leads subscription date. Leave these blank to reach your entire subscriber base. Double check your message for simple typo's and bad grammar and also MAKE SURE YOUR TAGS ARE CORRECT or they will not work. Click Send Message when you are done. Your email will be sent to all subscribers immediately.

The Leads Page is where you can manage your address list. It is possible to change the leads submitted name and email address as well as their placement in the message series. Simply change the value and click anywhere in the page to UN-focus from the text-box to get the javascript pop-up to confirm your changes. You can cancel your changes at this point if you have made a mistake.

Use the buttons at the bottom of the Leads Page to navigate to the pages used to import and export addresses. On the Add Leads page enter an address at the top or a list of addresses at the bottom. Follow the instructions and make sure your bulk import is formatted correctly. On the Export Leads page you can simply copy your leads out to a spreadsheet if desired.

Congratulations on setting up your Free WordPress Autoresponder Plugin from [GWA] GetWebActive. Why not send yourself a custom instant message to see it all in action. There are many different ways to configure your plugin operations to get the results you desire. This has been just one (very simple) example to get you started fast.