Newsletter Enhancements Module V. 3.7.1

Last Update: 10 September 2014



http://www.opencart.com/index.php?route=extension/extension/info&extension_id=4776

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Requirements

Opencart

v1.5.0.1 / v1.5.0.2 / v1.5.0.3 / v1.5.0.4 / v1.5.0.5 v1.5.1 / v1.5.1.1 / v1.5.1.2 / v1.5.1.3 v1.5.2 / v1.5.2.1/ v1.5.3 / v1.5.3.1/ 1.5.4/1.5.4.1/ 1.5.5/1.5.5.1/ 1.5.6/1.5.6.1/ 1.5.6.2/1.5.6.3/1.5.6.4 http://www.opencart.com

Cron is required if you need to use throttle mode and scheduled Newsletter

In case your hosting does not allow access to set up cron you may check these sites for free Cron services:

https://www.setcronjob.com/ http://www.mywebcron.com/

We are in no way affiliated with these sites and we cannot guarantee whether they work or not. Please consult each site's documentation first.

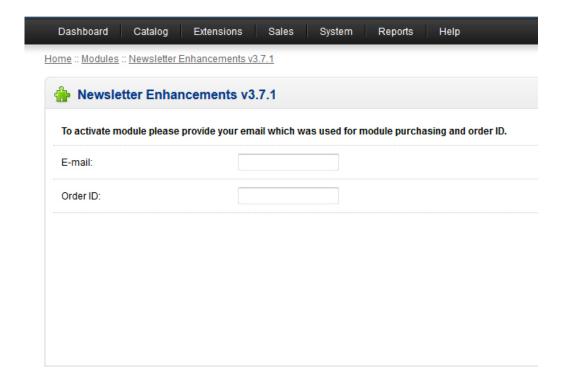
We suggest you use vQmod. However the module may also be used without vQmod. In that case, 2 files (admin/view/template/common/header.tpl - admin/controller/common/header.php) must be edited first. Check our guide: no-vqmod.txt in the Help folder on how to do this.

Installation and Activation

Unzip and upload the contents to Opencart root folder after having installed the vQmod engine (http://code.google.com/p/vqmod/)

In Opencart admin "Modules" section click the link "Install" Newsletter Enhancements

The module will be installed in Home -> Modules -> Newsletter Enhancements



Important Module Activation

To activate the module you will need to type your **Order ID** of your order, it may easily be found in your Order History of your OpenCart account https://www.opencart.com/index.php?route=account/order and the **e-mail** used to purchase the module.

Please note you will have to accept these terms and conditions:

- I agree to Use it for ONE website ONLY
- Reselling or giving away for free the downloaded work is NOT ALLOWED
- Copyrights removal is NOT ALLOWED
- Please, read the installation Guide before opening a ticket

Important: As with all Opencart modules you must first give permission to allow the module to work. To do this go to System -> Users -> Users Groups, choose admin group and check all permission boxes for relevant module files that are not checked (module/ne, ne/draft, ne/marketing, ne/newsletter, ne/schedule, ne/stats, ne/subscribers and ne/template).

After the module is installed you may edit all module settings.

In case you don't want to use vQmod please check the file no-vqmod.txt in the folder Help.

This is not an update of the previous V2.0 version and must be installed separately.

Language Issues: Regarding the language, for example if your store uses two languages French and Italian. In the module files there is only an English folder (from the basic Opencart installation) so you will need to duplicate all the contents of the English folder to any other languages folders you wish and rewrite them in the languages of your choice.

Important: Maintenance Mode in OpenCart settings must be set with "NO", if it's changed to YES, our module will NOT work.

Maintenance Mode should be OFF even if logged as admin for the module to work correctly.

Support

The best and fastest way to get support is through our ticket system https://www.codersroom.com/support/register.php .

Please, give us as more information as possible on the issues you are having.

Support is reachable from Monday to Friday 10.00 a.m. -6.30 p.m. CET - Central European Time.

We do our best to answer in 24/48 hours.

We don't give support on Opencart page as our Support Team have access ONLY in our dedicated ticket system.

To perform installation and configuration of the module: \$35

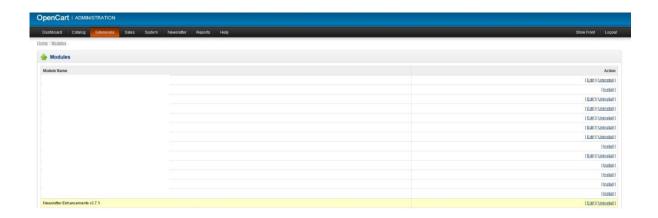
- > Can you customize the script for me?
- Can you customize the template for me?

Sure, drop us an e-mail with full specs of what you are looking for and we will send you a quote.

Module Options

Home -> Extensions -> Modules -> Newsletter Enhancements v3.x.x

After the installation, we suggest you edit the module options. To do this go to: Home -> Extensions -> Modules -> Newsletter Enhancements and click [Edit] on the right side.



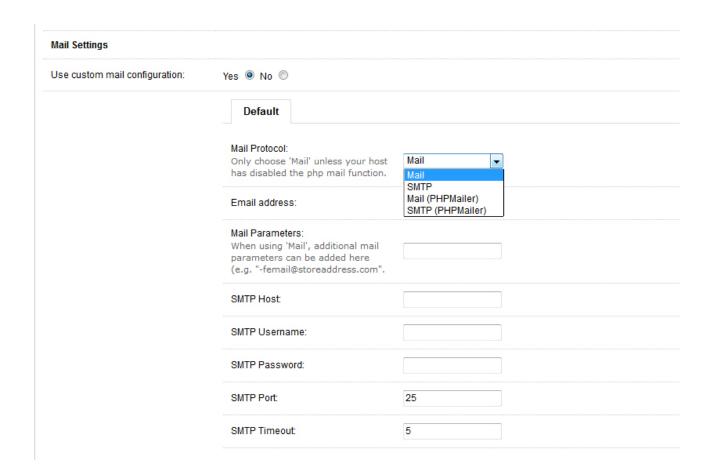
Use throttle when sending emails

As many hosting providers have a limit per hour on the number of emails that an account may send, we decided to add the throttle mode option. With this option, you will be able, with the help of cron, to define how many e-mails to be send out each hour.

If you would like to use throttle mode select "Yes" in the options. Also, please check the example of how the **Cron** must be set up. You will be able to track stats of how many mails are currently being send out of a total "Sent # of #" in the relevant page.

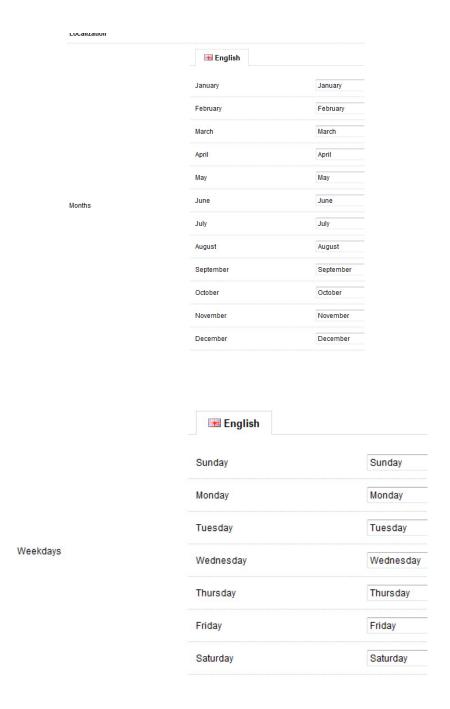
Mail Settings

Mail Protocol: you may choose 'Mail' unless your host has disabled the php mail function optionally you may use SMTP or **we suggest is much better to use PHPMailer**.



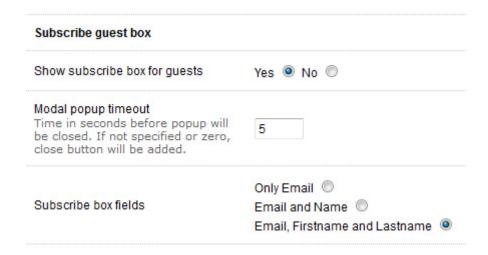
Localization

Important: Once this is done, please assign it in Home -> Modules -> Newsletter Enhancements Localization, months/week days in module settings. If you only use the module in the English language - just duplicate the names from labels text.



From the Module Options you can also create the names for the custom Marketing users. Marketing users are the list of e-mail that you may manually add from the backend, please note that this does not refer to registered Opencart users.

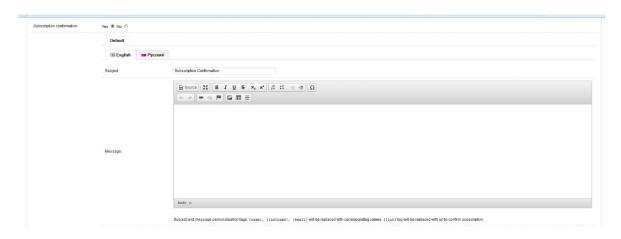




Subscription confirmation

This new feature allows you to have customer have a confirmation e-mail once subscribed, this confirmation is only for customer who register from the frontend subscribe box.

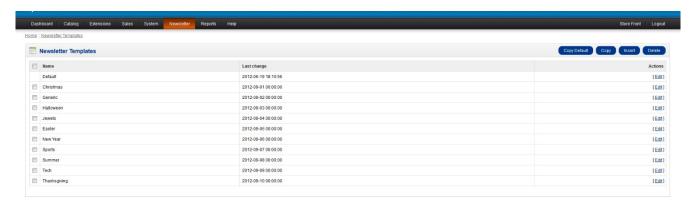
Marketing list will get NO subscription confirmation.



Newsletter Templates

Home -> Newsletter -> Newsletter Templates

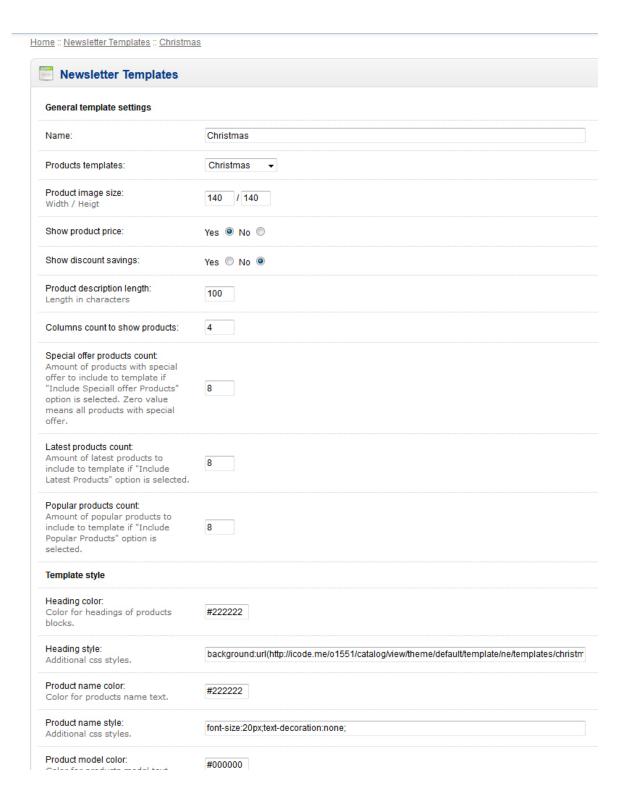
After completing, the Module Options go to Home -> Newsletter -> Newsletter Templates

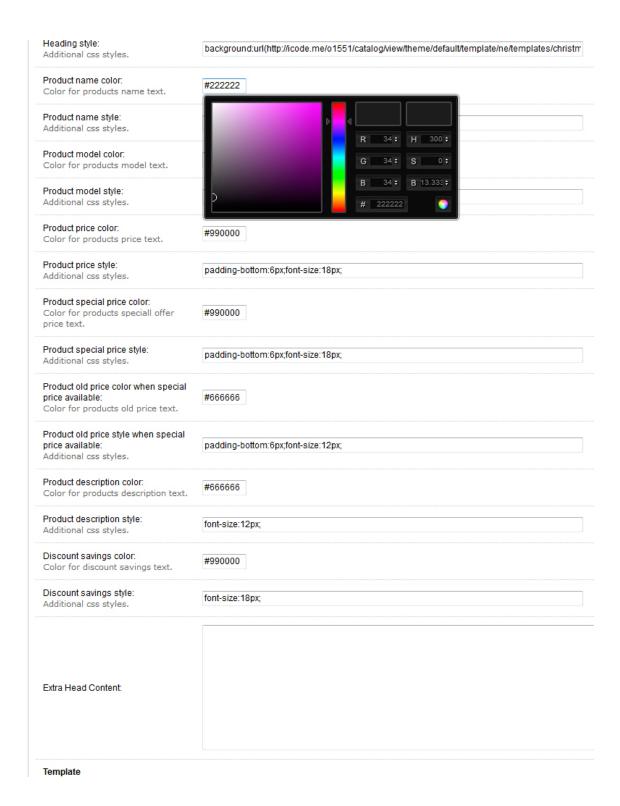


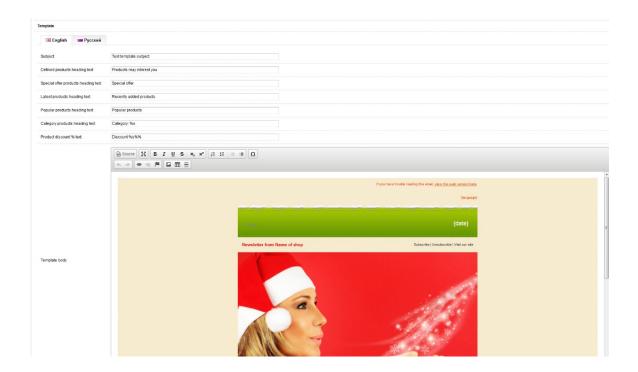
and check these settings:

- Product image size:
- Width / Height
- Show product price:
- Show discount savings:
- Product description length:
- Length in characters
- Columns count to show products:
- Special offer products count:
- Amount of products with special offer to include to template if "Include Special offer Products" option is selected. Zero value means all products with special offer.
- Latest products count:
- Amount of latest products to include to template if "Include Latest Products" option is selected.
- Popular products count:
- Amount of popular products to include to template if "Include Popular Products" option is selected.
- Template style
- Heading color:
- Color for headings of products blocks.
- Heading style:
- Additional css styles.

- Product name color:
- Color for products name text.
- Product name style:
- Additional css styles.
- Product model color:
- Color for products model text.
- Product model style:
- Additional css styles.
- Product price color:
- Color for products price text.
- Product price style:
- Additional css styles.
- Product special price color:
- Color for products special offer price text.
- Product special price style:
- Additional css styles.
- Product old price color when special price available:
- Color for products old price text.
- Product old price style when special price available:
- Additional css styles.
- Product description color:
- Color for products description text.
- Product description style:
- Additional css styles.
- Discount savings color:
- Color for discount savings text.
- Discount savings style:
- Additional css styles.
- Extra Head Content:







Newsletter Marketing Subscribers

Home -> Newsletter -> Newsletter Marketing Subscribers

If you have a list of customer e-mails that are not registered on your site but want to receive your specials deals and update just copy and paste their e-mails inside the box and select in which group list they should be added. This great tool will help boost your traffic and manage all your customers from a single point.

You may simply cut copy and paste:

Emails or Name|Email or Name|Lastname|Email divided by comma or newline.

You may also **export** data in CSV



Create Newsletter

Home -> Newsletter -> Newsletter Create and Send

Once you have set up the options and defined your template you can start creating the newsletter.

1. **Template**: Select the Template scheme you would like to use.

To check the default template and to add new ones you must click on Newsletter and then select http://www.yourdomain.tld/admin/index.php?route=ne/template

2. Language: As our module supports Multilanguage installations you may select the language to be used for your newsletter.

Currency: Select the currency

- 3. From: Select from whom this Newsletter will be sent.
- **4. To:** You may select to which Group to send the e-mail. In case you have a custom list of users created in Newsletter Marketing Subscribers you may select Marketing and flag the desired list.
- **5. Include selected products**: If this is selected as yes, a new input box will show up (Product to add). Using autocomplete you may easily add the chosen products you want to the newsletter.
- **6. Include special offer products**: If this is selected as yes, the newsletter will automatically get populated with products that are in the special offer section of your Opencart shop.
- **7. Include latest products**: If this is selected as yes, the newsletter will automatically get populated with the latest products added to your Opencart shop.
- **8. Include popular products:** if you select yes, the newsletter will be populated with the most popular products.
- **9. Include products from categories:** just select yes and flag the category-categories you want to show in the newsletter and automatically it will be populated with all the products of the selected category-categories.
- **10. Attachments**: If you need to upload a file you may easily upload it from here. The attachment will be attached to your newsletter. Suggestion: don't attach huge files

as many e-mail providers have a 10mb attachment size limit.

- **11. Subject**: Subject and message personalization tags: {name}, {lastname}, {email} will be replaced with their corresponding values. Personalized tags are not supported for Affiliates and Marketing recipients.
- **12. Message**: Logo on top will be replaced with the logo uploaded on Opencart administration. Message personalization tags: {name}, {lastname}, {email} will be replaced with their corresponding values. Personalized tags are not supported for Affiliates and Marketing recipients. In case you would like to use the Terms of use | Privacy policy as the template, you must manually link them by using the html editor. Please refer to http://www.yourdomain.tld/admin/index.php?route=ne/template/update

http://www.yourdomain.tld/admin/index.php?route=ne/template/update in order to check the default newsletter template.

In case some users may only read e-mail in txt, they will get a txt e-mail with a message informing them that the newsletter requires html to be read correctly and will be provided with a link to the webpage with the complete, readable web-based Newsletter.

In version 3.0 you will have the ability to save your Newsletter as a Draft and send it after you have reviewed it in Home -> Newsletter -> Draft Newsletter.

We have also added a preview button in the create Newsletter section so you may see how exactly the result will be to the users.

List Subscribers

Home -> Newsletter -> Subscribers

View and edit how many users registered in your newsletter. Order them by name and filter the results.

Scheduled Newsletter

Home -> Newsletter -> Scheduled Newsletter

Are you on vacation? Out of office? Want to automatically schedule your e-mail every week and even auto populate it? Then this is for you!

Just select "Active" and create the newsletter. Your robot will make the job for you. All fields are exactly the same as in the create Newsletter section but this time you must also setup the following:

Recurrent: Yes / No

Frequency:

Day and time to start task:

Selecting recurrent will make the magic of adding random products (you may choose how many products to randomly add) to your newsletter. So just sit back and relax while our system works to boost your sales without you worrying about it.

Newsletter Stats

Home -> Newsletter -> Newsletter Stats

Track and check your stats from your panel. View the list of newsletters that are being sent.

Get the total numbers for recipients, total views, how many e-mail have been sent, newsletters read and unsubscribe clicks

Tracked links check which user has viewed the e-mail and which link they have clicked Graphical Timeline.

Support: https://www.codersroom.com/support/register.php Dedicated to Andrè

Faq:

→ How do I change the default template background color?

in Home -> Newsletter -> Newsletter Templates just double click on the main table and it will open the "table proprieties", from there select the tab with the text -> "advanced" and check "Style"

font-family: Arial, Helvetica, sans-serif; font-size: 13px; color: rgb(130,130,130); at the end just add background: #000000; (replace #000000 with the color you prefer)

The final result should be like this:

font-family: Arial, Helyetica, sans-serif; font size: 13px; color: rgb(130,130,130); background: #000000;

Screen-cast with more details available here: http://www.youtube.com/watch?v=0g0wJDkhUYk

➤ Can message personalization tags such as {name}, {lastname}, {email} be added to the Subject?

Sure and data will be replaced with their corresponding values. Personalized messages are not supported for Affiliates and Marketing recipients though.

> In the template there is a logo section, is this the logo uploaded on Opencart settings?

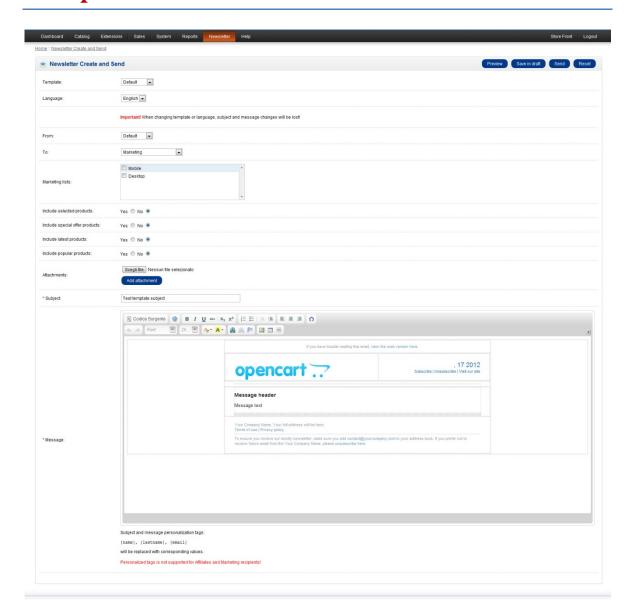
Yes it's the logo uploaded from the Opencart settings. If you don't see the logo it means that you didn't upload one on Opencart settings. You may decide to upload a different logo by removing {logo} and adding yours via html editor (remember to save the template once you have done this)

Features:

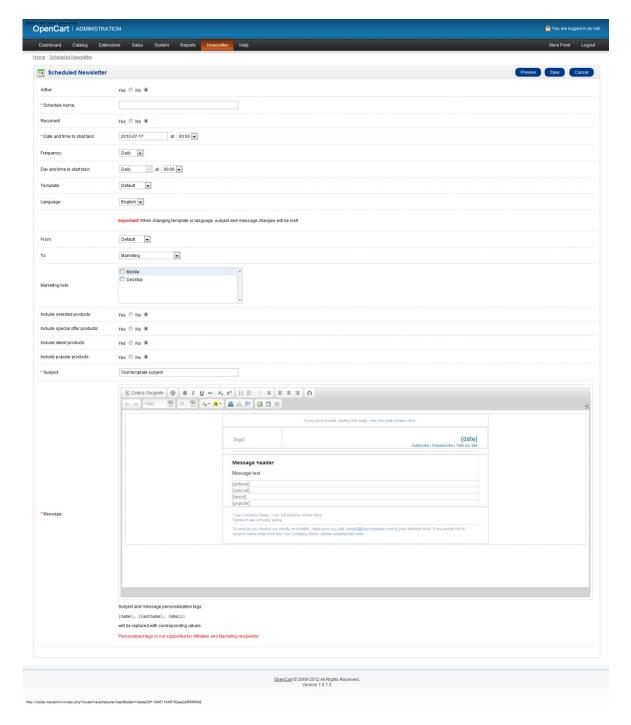
- ✓ Automatically, one click, populate the newsletter with **Latest Products**
- ✓ Automatically, one click, populate the newsletter with **Popular Products**
- ✓ Automatically, one click, populate the newsletter with **Special Offer Products**
- ✓ Add specific Products with the help of autocomplete
- ✓ Add **attachments** to the newsletter
- ✓ Automatically creates a 2,4 or more column newsletter
- ✓ Allow customers to optionally **view the e-mail** with their browser
- ✓ **Schedule** day/month/year when the newsletter is going to be sent
- ✓ Schedule recurrent send with random auto populate feature
- ✓ Create custom list of e-mails with categories
- ✓ Detailed **Stats** with charts
- ✓ Track opened e-mails and clicked items
- ✓ Use **embedded images** in newsletter option
- ✓ **Throttle mode** to bypass hosting provider sending limits
- **✓ Easily Customize Templates**
- **✓** Multi-store Support
- ✓ Multi-Language Support
- ✓ Save drafts, preview newsletter
- ✓ Show/Hide product price option
- ✓ Show/Hide product description option
- ✓ Decide how many products to show in your newsletter
- ✓ Option to use vQmod or not
- ✓ Unsubscribe link for registered and custom marketing lists
- ✓ **PDF Guide** with step by step installation and **instructions**

and much more!

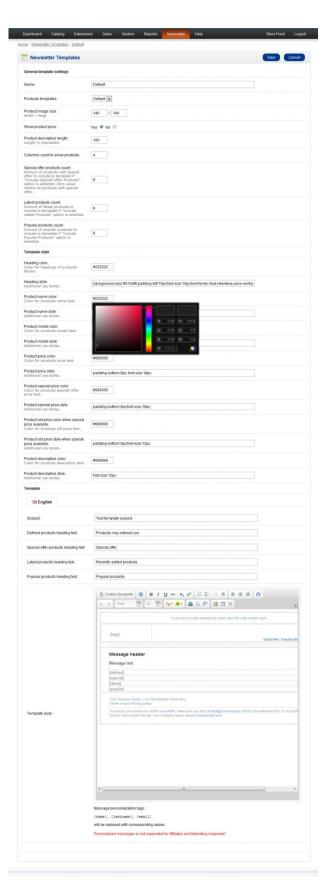
Snapshots



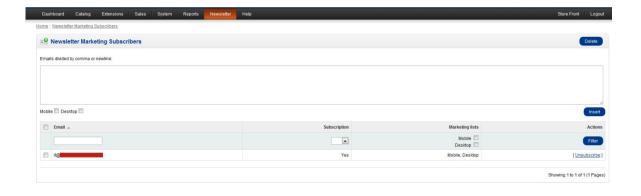
Create and Send Newsletter



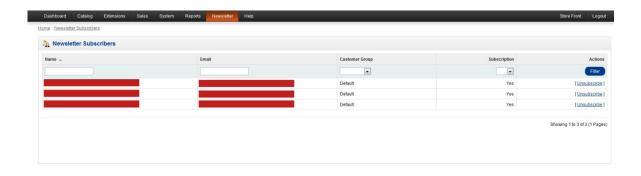
Scheduled Newsletter



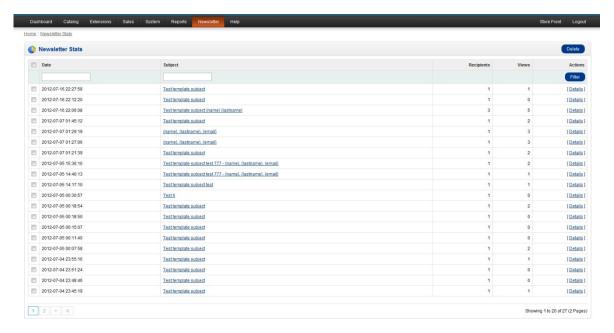
Newsletter Template with settings



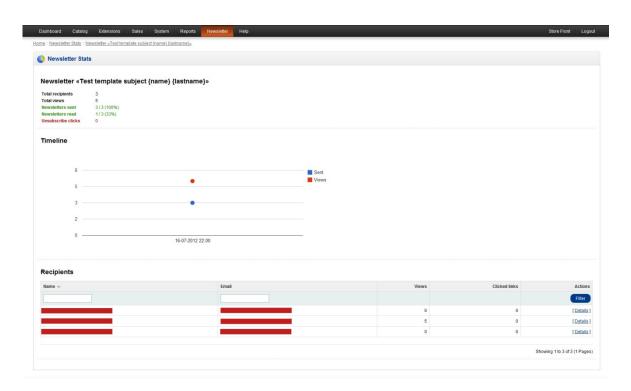
Marketing - Boostyour sales



Newsletter Subscribers



Newsletter Stats



Newsletter StatsDetail

