

Newsletter Tycoon | WordPress Plugin

version 1.5.2

1. DESCRIPTION

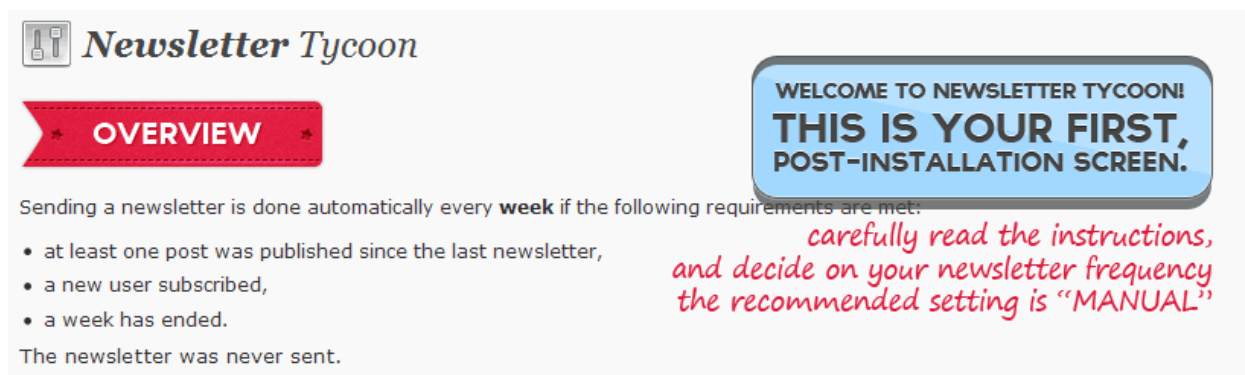
This plugin allows users to subscribe and receive a newsletter containing the blog latest posts. The newsletter subscription system features a double opt-in system, with email confirmation.

Administrators can also activate subscribers.

The newsletter can be sent regularly (weekly, monthly) or manually (anytime) and may contain any amount of articles and any post type.

By customizing the newsletter template, one can send announcements, special offers and holiday messages.

After installation, find your plugin in **Settings | Newsletter**.



Start setting up the plugin as desired by looking at the 3 main sections, **Overview**, **Campaign Settings** and **Subscribers List**.

The **Overview** section, shown above, will display your current configuration, information and advice. It will also show your last send date.

CAMPAIGN SETTINGS

Send Mode:

☐ Manual |
 ☒ Weekly |
 ☐ Monthly |
 ☐ Every
 posts

youremail@yourdomain.com

From

This e-mail address appears in recipient's **From** field.

Blog Tycoon - Newsletter

Subject

This is the subject of your newsletter.

Header:

<p>Welcome! </p>

Template:

<h2>{TITLE}</h2>

 <p><small>{DATE}</small> - Posted by {AUTHOR}</small></p>

 <p>{EXCERPT}</p>

 <p><small>{URL}</small></p>

You can use the following tags to get the post information:

{TITLE} {UPTITLE} {URL} {DATE} {TIME} {AUTHOR} {EXCERPT} {CONTENT}

Footer:

This email was sent to you because you opted in on our website or a partner website.

All messages are sent in HTML format with plain text fallback. **Header** and **footer** areas accept (X)HTML tags. Use the "Preview" button to see how your newsletter looks like before sending it.

Update

Preview

NOTICE THE CAMPAIGN SETTINGS!
 THIS IS YOUR NEWSLETTER!
 ADD TEXT OR USE TAGS

set your desired send mode and set up your newsletter appearance! use any (X)HTML tag you want (even HTML5!) to style your newsletter template

if you decide to send posts, set up weekly, monthly or every X posts!

we recommend setting either a manual newsletter or every 3 posts for your users!

be careful to add email marketing mandatory information such as business details and sending reason!

The **Settings** section is the heart of your plugin. Set up sending frequency (we recommend either manual for special offers and featured posts, or every X posts if your post regularly. For one of my sites, I use every 5 posts, so that I keep my readers informed and not bother them with too many emails.

Add your **From** email address (make a separate one, as you will either receive bounced emails or replies from users. Keep yourself organized. It should be newsletter@yourdomain.com or noreply@yourdomain.com.

The header of the plugin should contain a small welcome text, a link to your site and any other one-line text you might like. Keep it short though, the attention should be focused on the main template.

The template is self-explanatory by default, and it's the best choice so far in articles layout.

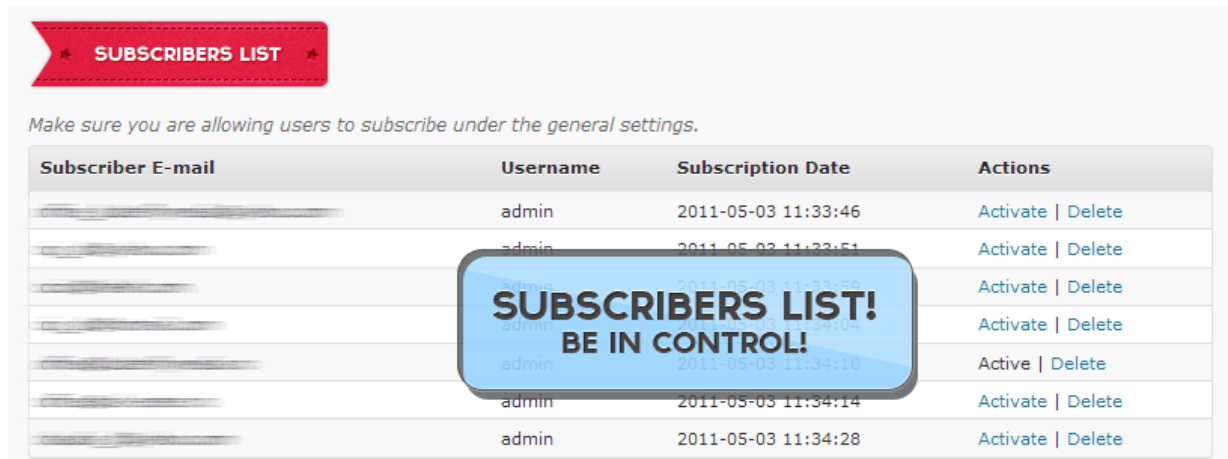
The following tags can be used in the template for the newsletter:

- {TITLE} - Your WordPress post title
- {URL} - Your WordPress post URL (check the permalink options)
- {DATE} - The date the post was published (WordPress format - see Settings page)
- {TIME} - The time the post was published (WordPress format - see Settings page)
- {AUTHOR} - Post author
- {EXCERPT} - Post excerpt (recommended).
- {CONTENT} - Post content.

If you need to send a special offer newsletter, you may use any (X)HTML code you want, even one created in other editing programs. If you are using images, make sure you correctly add the paths.

The footer, should contain legal info, disclaimers, privacy policy links and business details. Keep it legal.

Use the preview button to see how your template looks like and update the settings.



Subscriber E-mail	Username	Subscription Date	Actions
[REDACTED]	admin	2011-05-03 11:33:46	Activate Delete
[REDACTED]	admin	2011-05-03 11:33:51	Activate Delete
[REDACTED]	admin	2011-05-03 11:33:59	Activate Delete
[REDACTED]	admin	2011-05-03 11:34:04	Activate Delete
[REDACTED]	admin	2011-05-03 11:34:10	Active Delete
[REDACTED]	admin	2011-05-03 11:34:14	Activate Delete
[REDACTED]	admin	2011-05-03 11:34:28	Activate Delete

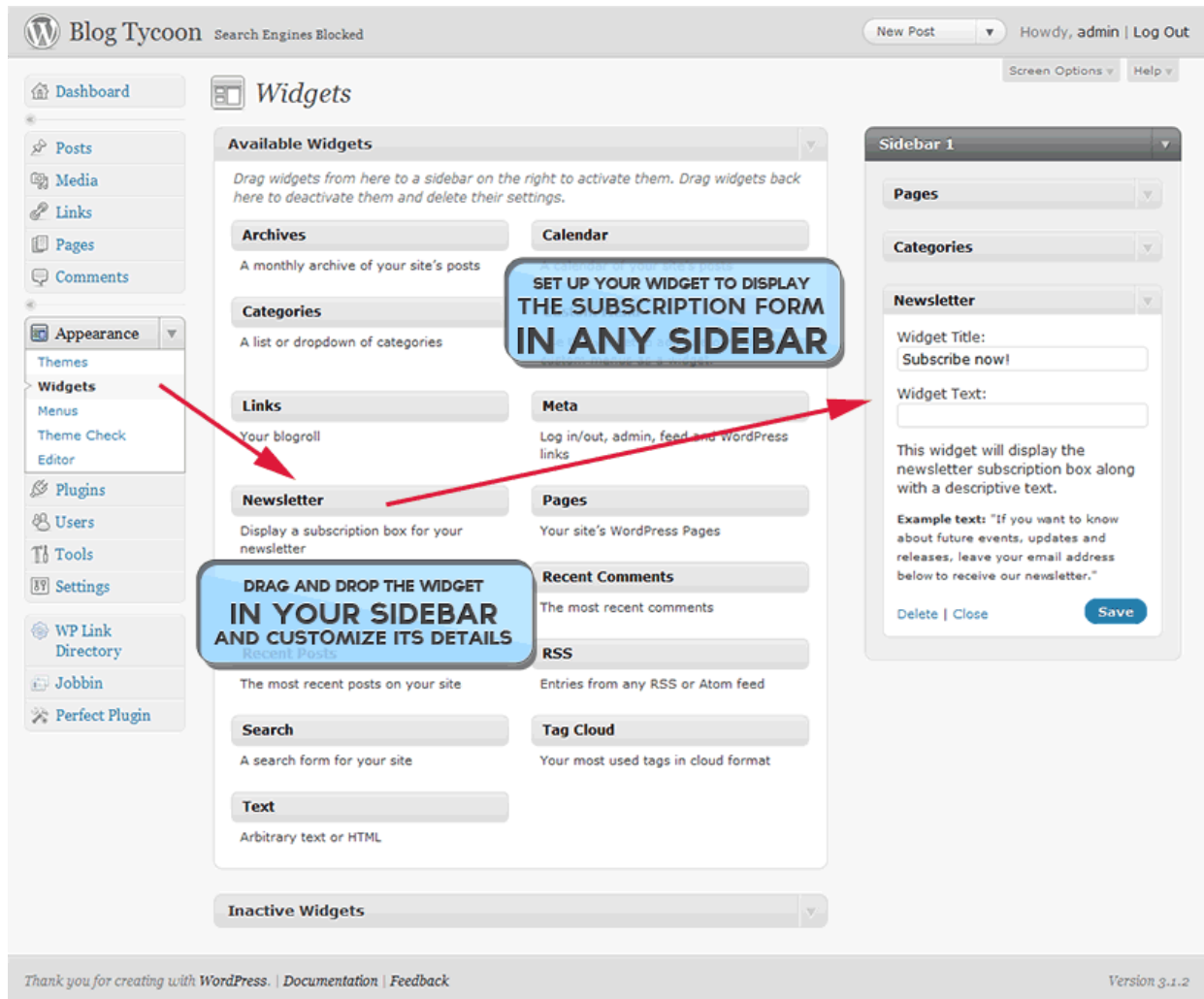
All the way down (as shown above) is the subscribers list and several useful details. The username if the subscriber is also a member of your WordPress site, the subscription date, the subscription status and user options.

The plugin uses a double opt-in system, so any subscriber is required to click a link inside his/her mailbox to activate the subscription.

Unsubscribing is also there, automatically added in the footer of each newsletter.

Widget Options

The widget allows one to place the subscription box in the sidebar, and add a custom, descriptive text, an incentive or an "elevator pitch".



Your WordPress sidebar will show a simple, elegant subscription form, according to your theme style and your widget settings:

**WELCOME TO NEWSLETTER TYCOON!
THIS IS YOUR
SIDEBAR WIDGET!**

*according to your theme style,
this is the layout of your frontpage
subscription form!*

customize the title and the incentive text as suited!

Subscribe now!

If you want to know about future events, updates and releases, leave your email address below to receive our newsletter.

Compatibility

Newsletter Tycoon has been tested in Microsoft Internet Explorer, Mozilla Firefox, Google Chrome and Safari and works fine.

2. REQUIREMENTS

Server requirements for **Newsletter Tycoon** are:

PHP 5+

MySQL 5+

WordPress 3.3+

3. INSTALLATION

Upload and activate!

What's Next?

Change your newsletter title, customize your sending email address and send away!

You should create a new mailbox (e.g. noreply@yourdomain.com or newsletter@yourdomain.com) as you may receive error or bounced emails.

4. UPGRADE

Newsletter Tycoon gets updated by overwriting the plugin files. WordPress system does the rest. No information is lost, as all data is kept in the database.

Make sure you deactivate and reactivate the plugin after upload.