Setup the [GWA] Pro Autoresponder

NOTE: Please DEACTIVATE THE FREE AUTORESPONDER if you are currently running it as your address list and messages will automatically be imported into the new plugin.

Step #1 : Install & Activate your Plugin

Create and copy the plugin files into their own plugin sub-directory keeping the directory structure of the .zip file intact. The directory path should look like:

"**~/wordpress/wp-content/plugins/autoresponder-gwa/**"

Login and activate the new plugin in your wp-admin panel. If all went well (and this is your first installation ever) you will have a new main menu item called [GWA] Autoresponder like the one shown on the left, otherwise if you were running the free version you will notice that several *new menu items* have appeared.

If you were running the free version click the new **[Lists]** menu link and check to verify that your previous list has been recreated successfully. You can check on the **[Leads]** page to see that your address list was imported successfully and on the **[Messages]** page check to verify your messages were imported properly.

You can click the subject to edit the message or select the message's checkbox and click the delete button to get rid of the default message.

On a fresh installation (no previous version running) you can create a new list with the Wizard. Navigate to the **[Wizard]** page in the menu and follow the steps to easily create your first autoresponder newsletter list.

Before doing anything else navigate to the main **[Options]** page in the **[GWA] Autoresponder menu** and enter your API key in the box where indicated. Your key is always available in the textbox on the download page in your members area. The image to the right shows the API Key text-field you are looking.

The two additional check-boxes below the text-field in the API key box affect plugin operations. Check the first box to include your Affiliate Page Link in your public subscription form widget display and automatically added to the footer of all your messages. **When uninstalling/deactivating the plugin you must check the DATA SECURITY check-box to delete all data associated with this plugin.** *This prevents deletion of your lead and message data if the plugin is ever deactivated unintentionally.*

Step #2 : Personalize your Newsletter Details.

You will want to customize the info for each newsletter shown on the **[Lists]** page. Once on the page you will see a list of all existing newsletters. There is an "Update Link" on the far right for each list record. You use this link to access the **List Details** page for your list.

Once on the **List Details** page you have access to update all of the settings for your individual lists. For starters the Title or Label, the Newsletter Name, and the Email Address you want all the messages to be addressed *From:* can be set at the top of this page.

List Details (List: TestBed 2.8)

Newsletter Name:
TestBed 2.8

Subscription Form Label:
TestBed 2.8

"From:" Email Address:
pomspot@getwebactive.com

Subscription Response:
Use External URL
Select page to display or enter an external URL below.

External URL for above:
Select Use External URL above. URL MUST START WITH http://

Confirm Link Response:
Use External URL
Select page to display or enter an external URL below.

External URL for above:
Select Use External URL above. URL MUST START WITH http://

Unsubscribe Response:
Use External URL
Select page to display or enter an external URL below.

There are many other options that can be set on this page including all of the the following:

1. Set the Page or an External URL forward after submitting the subscription form.
2. Set the Page or an External URL forward after clicking the confirmation link.
3. Set the Page or an External URL to forward after clicking the unsubscribe link.
4. Send admin a notification when a new subscriber clicks their confirmation link.
5. Include an Opt-in Box on the Wordpress Registration Page (if applicable.)
6. Use CAPTCHA Human Verification for subscribers. (requires manual form editing.*)
7. Set/Edit FOOTER attached to all messages sent from this list. (HTML/PLAIN-TEXT.)
8. Set/Edit the Widget Subscription Form on this page using the TinyMCE Editor.

☐ Display Opt-in Checkbox on User Registration Page

☐ Send Admin an Email on Subscription Confirmations.
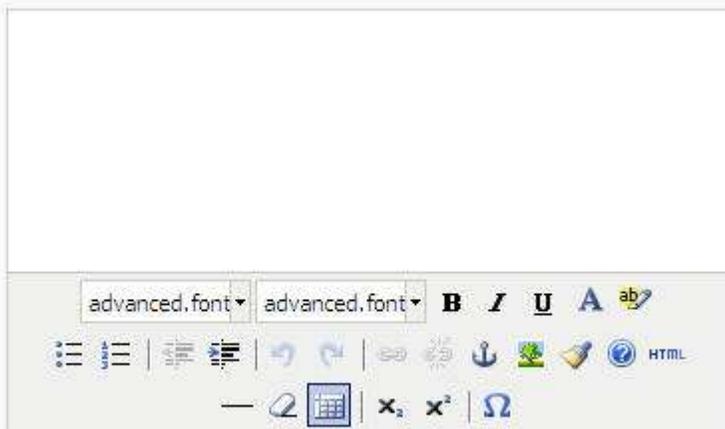
☐ Use jCap CAPTCHA Human Verification.

Newsletter List Options:
When this option is checked CAPTCHA MUST BE SUBMITTED with form. Also controls loading of the required js files. If the CAPTCHA images fail to load verify that the javascript files are being included in your page header. **Additional code insertion in the form html is required.** See the HELP Page for details.

When you are done apply your changes using the Submit button at the bottom of the page.
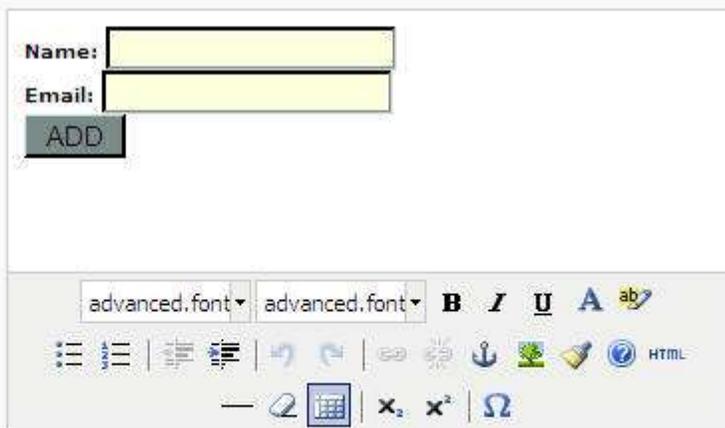
Common List Footer:
HTML

Subscription Form:
HTML

Name:
Email:
ADD

◉ None ○ Update Form ○ Reset Form

Submit   Reset

If you change the subscription form html you will need to select the "Update Form" radio button below the HTML Editor Window to commit your changes. Always test your form.

If you make a mistake and the subscription form stops working (you can no longer capture leads) select "Reset Form" to get back the default code.

"Remember, it is your responsibility to ensure your software operates properly."

Step #3 : Schedule up to a year of Daily Emails to be sent automatically.

Navigate to the **[Messages>Add Message]** page where you may create your messages. The select-box at the top will allow you to choose an existing lists to assign the message you are creating. If you make a mistake you can correct any of the entries on this page again later on.

Add Message

LIST	TestBed 2.8 ▾ * SELECT LIST *
Day	(0 - 365)
TYPE	HTML ▾
SUBJECT	

We HATE SPAM! And so does the FTC. Fines for sending spam can be as high as $11,000 per violation! Protect yourself. Know the law. Click here to see the Can-Spam Act.

BODY

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**Personalize your Messages!** *USE ONLY THE TAGS BELOW*
Use these custom tags when mailing your lists from this page.
<?Name?> <?Email?> <?Unsubscribe?> <?Archive?>
<?Field1?> <?Field2?> <?Field3?> <?Field4?> <?Field5?>

Add Message

The next field requires you to set a number for the "Day" the message should be sent. It allows you to define the DELAY between a user subscribing and receiving this message. This is really the number of days to wait after the user subscribes before this particular message is going to be sent.

To send the message right away after the subscriber confirms set the Day# to 0.

The next select-box in the form allows you to choose the format for your message. You can create your messages in either the TinyMCE HTML Editor or enter them in simple PLAIN-TEXT format using the select-box to choose between the two message entry formats. The setting you choose is very important as it determines which email message headers are going to be sent with your message.

If you want to enter raw html please click the HTML button in the TinyMCE Editor. A new window will open and you must add your raw HTML source code here and then submit the form.
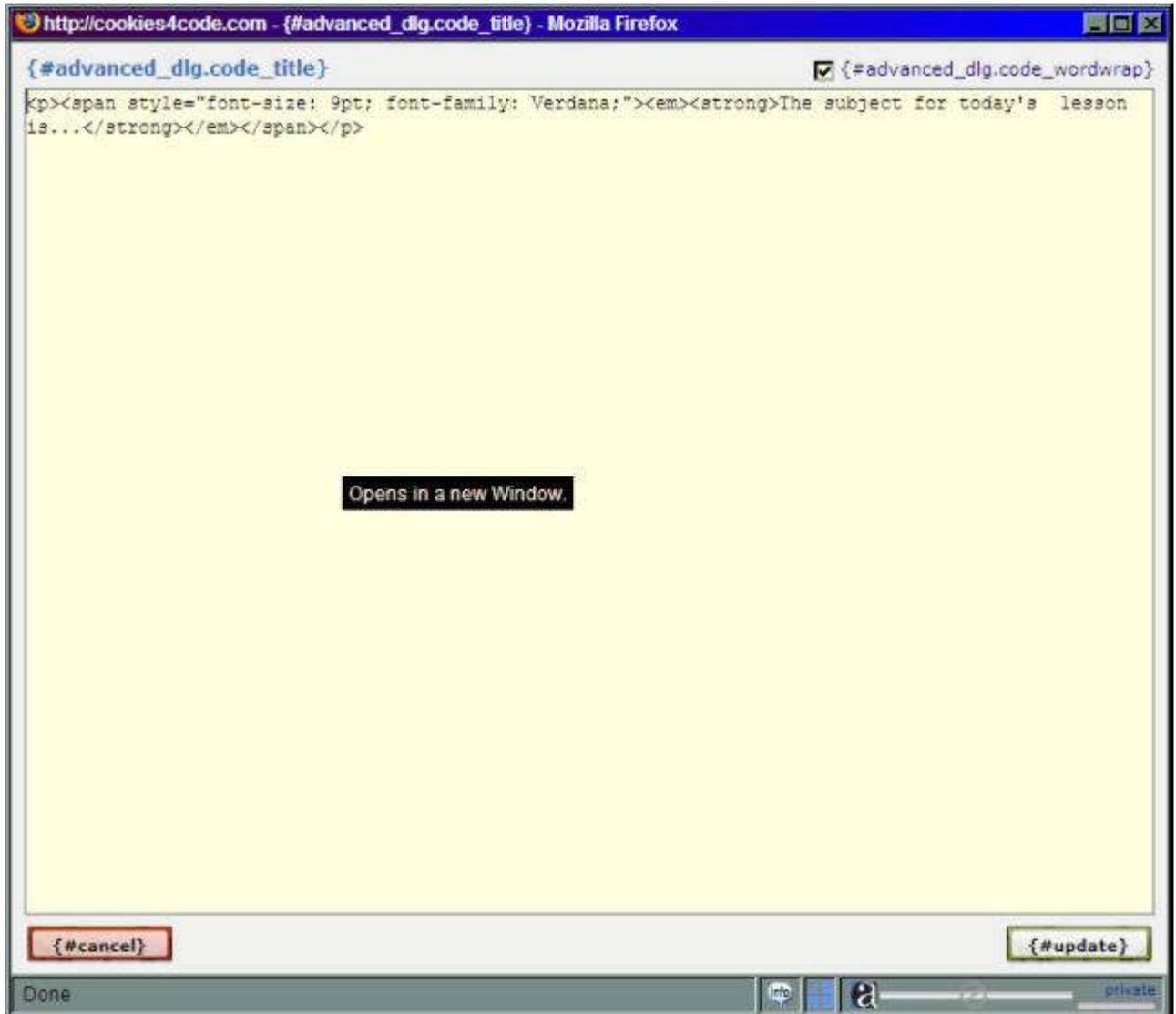
Of course you need to enter a Subject for your message as well. Both the subject and the body of your message can be personalized with some of the information provided by your subscribers including their name and email address as well the body may include any additional fields collected with a custom subscription form. The fields are self explanatory and are shown on [HELP] page for easy reference:

<?Name?> <?Email?> <?Archive?> <?Unsubscribe?>

<?Field1?> <?Field2?> <?Field3?> <?Field4?> <?Field5?>

Note: Auto-wrapping is available for PLAIN-TEXT messages only and by default is set to 50 characters. This value can be changed on the main [Options] page of the plugin menu.

BEWARE: FOR YOUR SAFETY KNOW AND FOLLOW THE U.S. CAN-SPAM ACT of 2003 AS WELL AS ANY LOCAL LEGISLATION APPLICABLE IN YOUR COUNTRY OR THE COUNTRY OF ORIGIN OF YOUR EMAIL MESSAGES!

Step #4 : Now display your Double Opt-in Subscription Form on your Blog.

This part is really easy. You can just go directly to your **Wordpress Widget Display Menu** and **Add** your new Autoresponder widget to your sidebar.

Every list you create has its own widget that you can assign to a particular blog page or choose to have it appear on in the sidebar on every page. All the other settings found here are also on the **List Details** page and changes made in either location will be effective immediately.
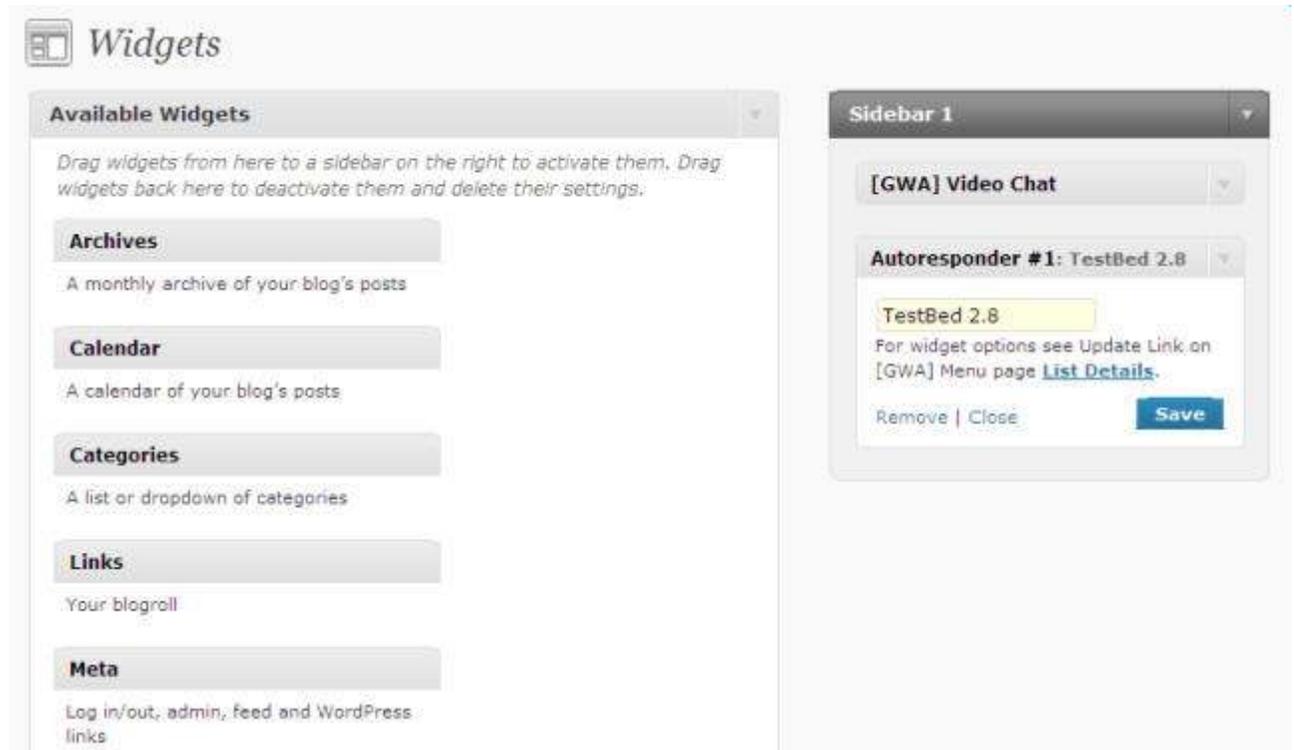
On the **List Details** page there is a TinyMCE HTML Editor window where you can update the display for your subscription widget directly if you know HTML. This same HTML code can be inserted on any webpage anywhere online to collect new subscribers. You can copy out the raw HTML code into your favorite WYSIWYG Editor for customizing but be sure you always copy back ONLY RAW HTML into the PLAIN-TEXT window view for proper display.

You can personalize your subscription form using the HTML Editor on the **List Details** page.

TestBed 2.8

Please enter the details below to receive a subscription to our Newsletter.

You must confirm by clicking the link in the email we send. Please add the following email address to your WHITELIST to ensure delivery of all our future messages.

pomspot@getwebactive.com

Name: [   ]

Email: [   ]

ADD

See the example forms to the left. At the top is the default form and at the bottom it has been modified as shown to the right.

This update form can be located by clicking the **Update Link** on the Lists page for the specific list (record) you want to modify.

+ Other Options:

Add the Shortcode tag **[gwa-autoresponder listid="#"]** where listid = the list ID # as seen on the far left for each record on the **[Lists]** page. This can be added directly in the content when composing or editing posts or pages as seen in the example below

Step #5 : Getting plugin responses displayed on your weblog.

You have several options when choosing how to display responses from the plugin on your blog. The shortcode form will display both the subscription form and plugin output so if you set the page containing the shortcode (see above) as your response pages for your list you are done.

You also already know you can send a subscriber to an external page to display a static response or send them directly to any page on your weblog. These options are on the List Details page.

As a third option (and required when using only the widget subscription form) you can insert the plugin output messages into any of your page templates using the Template Tags provided for this purpose. The messages displayed by the plugin can be updated on the main **[Options]** page of the plugin administrator panel in the left column.

The appropriate Template Tags and Shortcode to use as well as a lot of other important information you need for customizing your plugin is available on the **[HELP]** page. Check there first if you are looking for instructions on using or modifying this plugin, especially with each new version released.

Adding <?php ... ?> tag to your template file:

This is where you will get the Plugin output messages you enter in your administrator on your blog pages. This works with the internal "Blog Page Forward" options in the drop-down box on the **[List Details]** page. You want to insert the following tag into your theme (template) file for the page being shown.

Open the file page.php from your active theme's directory and find the part that looks like the following:

<?php if (have_posts()) : while (have_posts()) : the_post(); ?>

That's the start of what's called the POST LOOP in WordPress speak, it is where your posts are inserted and displayed in the page template.

To get the plugin output into your template you want to paste the following code (also found on the HELP Page of the plugin) into your template BEFORE the POST LOOP in your template(s).

```
<!-- GWA Autoresponder: START PHP Tag -->
<?php
if ( function_exists('autoresponder_output') ) {
autoresponder_output('<div id="output">','</div>');
}
?>
<!-- GWA Autoresponder: END PHP Tag -->
```

See the part in green in the code. That can be anything you need for proper formatting and will be output wrapped around the plugin results

so you can easily integrate it into your template. It could be an <li> and to integrate it into a LIST or anything else that is required for your template.

Just make sure if you use quotes they are the (") kind, or you absolutely must escape any single quotes (') with a slash like (\').

IMPORTANT: *Be sure you pay attention to the quotes or your blog may crash*!