

# The Beginner's Guide to G-Lock WPNewsman Plugin for WordPress: Installation and Configuration

## Summary

G-Lock WPNewsman is a nice WordPress plugin for collecting subscribers using the confirmed opt-in method and sending newsletters to them. It has many interesting features such as:

- support of multiple lists and forms
- import and export of subscribers
- HTML email templates store
- HTML editor
- tracking of email opens and link clicks
- newsletter scheduler
- bounce email handler.

The plugin comes in two versions:

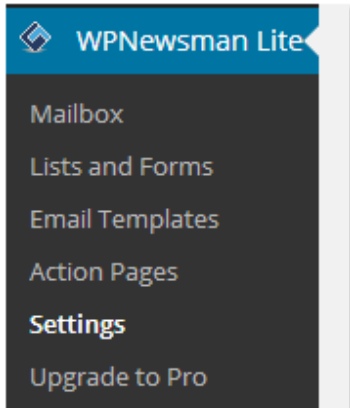
- **Lite version** -- free version, which offers all basic features necessary for a newsletter system. The Lite version is limited to 2000 subscribers.

- **Pro version** — paid version, which offers extra features like unlimited number of subscribers, bounced email handler, full email tracking analytics, integration with tracking services such as Google Analytics and Piwik, and priority support.

The price for the Pro version is \$29/year for 1-site license and \$69/year for 3-site license.

## Configuration

After you install the plugin, you will see the WPNewsman menu in the left side of your WordPress dashboard.



The menu contains 6 items:

- **Mailbox** — here you can create and send newsletters to your subscribers.
- **Lists and Forms** -- here you can manage lists, subscribers and opt-in forms.
- **Email Templates** -- here you can manage default system templates used in the subscription process and create new templates for your newsletters.
- **Action Pages** -- here you can customize the pages used in the double opt-in process such as the subscription confirmation page, “Thank You” page, unsubscribe confirmation page etc.
- **Settings** -- here you can enter all the necessary settings for newsletter sending and bounced email handling.
- **Upgrade to Pro** -- here you can buy the license for the Pro version of WPNewsman.

WPNewsman automatically configures all necessary settings. You can go through the Settings to check if everything is setup correctly and make adjustments if necessary.

The Settings are very well organized and here you can find everything you can imagine.

Click on “**Settings**” in the WPNewsman menu in your dashboard.

## **General Settings**

Under the “**General**” tab you can check the option to delete the subscribers who did not confirm their subscription within 7 days and the option to use a **double opt-out** procedure.

By default the plugin uses an instant unsubscribe process.

If you want your subscribers to confirm their unsubscribe decision, check the option to use the double opt-out procedure.

You can also choose the option to show or not to show the plugin statistics on the dashboard.

If when trying to send messages to your subscribers’ list, you see that the emails are not being sent, but are pending in the Mailbox, check the “**Use PokeBack Mode**” option in the Settings under the General tab.

In addition, you can enter the URLs of your social profiles such as Twitter, Facebook, Google+ and LinkedIn if you plan to use your social links in email newsletters.

To save the changes, click “**Update Options**”.

# Settings

General | **Email Settings** | Delivery Settings | API | Bounce Handler | Uninstallation

Delete subscribers who didn't confirm their subscription within 7 days  
 Use double opt-out procedure

## Plugin statistics on the dashboard

Do not show  
 Show in the activity box (Right Now)  
 Show in the separate widget

## Geolocation

New version of the database is available.

[Update Database](#)

## PokeBack mode

Use PokeBack mode ( will make secure calls to our web server and back. No sensitive data is shared with our server).

## Social profiles links

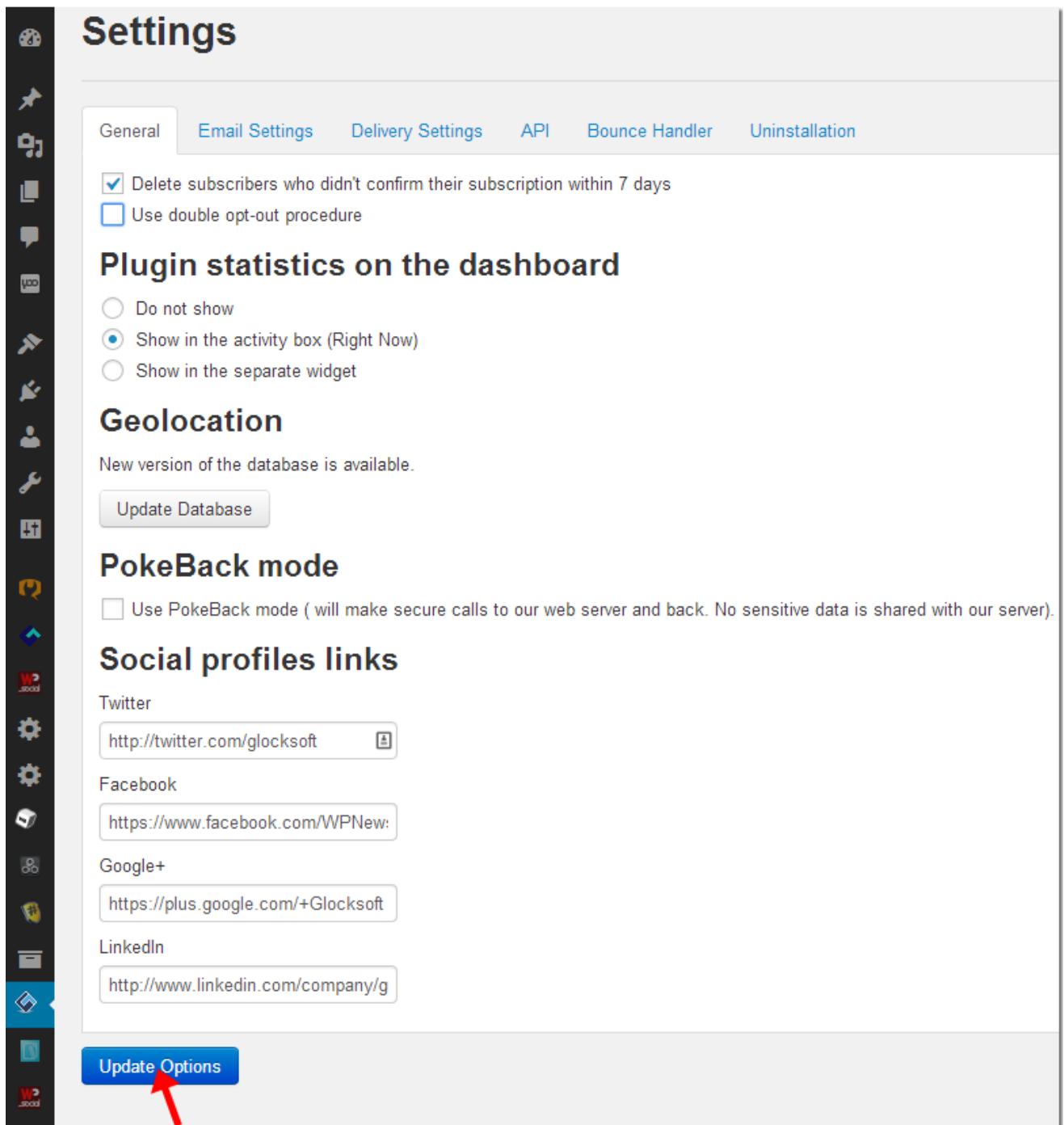
Twitter

Facebook

Google+

LinkedIn

[Update Options](#)



Now click on the **“Email Settings”** tab.

## Email Settings

By default the plugin uses your admin email settings on your blog.

Under “**Email Settings**” you can change the sender's **From Name**, **Email Address** and **Return Email Address**.

The **Return Email Address** has to be on the same domain as the sender's address and must be dedicated solely to bounces, nothing else.

Check the “**Send Welcome Message**” option to send the welcome message to the subscribers immediately after they confirm their subscription.

Check the “**Send Unsubscribe Notification**” option to send an unsubscribe notification to the user after he unsubscribes from your list.

Often times the subscriber can forward your newsletter to other people. Someone can click on the unsubscribe link and unsubscribe the original recipient. With this option checked, the plugin will immediately send an unsubscribe notification to the user and if it was unsubscribed by mistake, the user can go to your site and re-optin.

In addition, you can check the “**Send Subscribe/Unsubscribe Event Notifications to Admin**” option if you want to be notified when a user subscribes or unsubscribes from your list.

To save the changes, click “**Update Options**”.

The screenshot shows the 'Settings' page for WPNewsman. The 'Email Settings' tab is active. The settings are as follows:

- From Name: WPNewsman
- From Email: support@glocksoft.com
- Return Email Address: bounce@glocksoft.com
- Email Address for Admin Notifications: support@glocksoft.com
- Send Welcome Message:
- Send Unsubscribe Notification:
- Send Subscribe/Unsubscribe Event Notifications to Admin:

A blue 'Update Options' button is located at the bottom of the settings form, with a red arrow pointing to it.

Now go to **Delivery Settings** tab.

## Delivery Settings

Here you can check the “**Throttling**” option to accommodate under-powered shared hosting servers by throttling the number of emails that are sent per minute, per hour or per day.

Contact your hosting company and ask if they have any sending limits. We suggest 200 emails per hour to be safe. Keep your frequencies below the limit because your WordPress site might send other emails too, like email notifications of a new comment or new subscriber.

Choose the delivery mode. By default the plugin uses PHP Mail. This mode works on the majority of servers and will work well for you too while you have a small list of subscribers or just start using our newsletter plugin to collect subscribers.

If you have an account with Gmail, click on the button to load your Gmail credentials. Note that Gmail has strict email sending restrictions – 100 emails per day -- and we recommend that you use the Gmail settings only if you have a small email list, or for testing purposes.

If you have more than 2000 subscribers, we recommend that you use Amazon SES SMTP settings to send your newsletters. With Amazon SES you can forget about email limits set by your host while at the same time enjoy high deliverability rate like if you were using big Email Service Providers.

To use Amazon SES SMTP, choose the "**Use Custom SMTP Server**" option and click "**Load Amazon SES SMTP Settings**". Then enter your username and password with Amazon SES.

Click "**Send Test Email**" to test your settings. You'll see "Test Email was sent to your email" at the top of your monitor and the message that your SMTP settings are correct will come into your inbox.

# Email Delivery Settings

**Throttling**

Limit sending to  emails per

Use PHP Mail  
 Use Sendmail Directly (\*nix only)  
 Use Custom SMTP Server

Hostname:

Username:

Password:

Port:

## Secure Connection

Don't Use  
 Use Start TLS  
 Use SSL

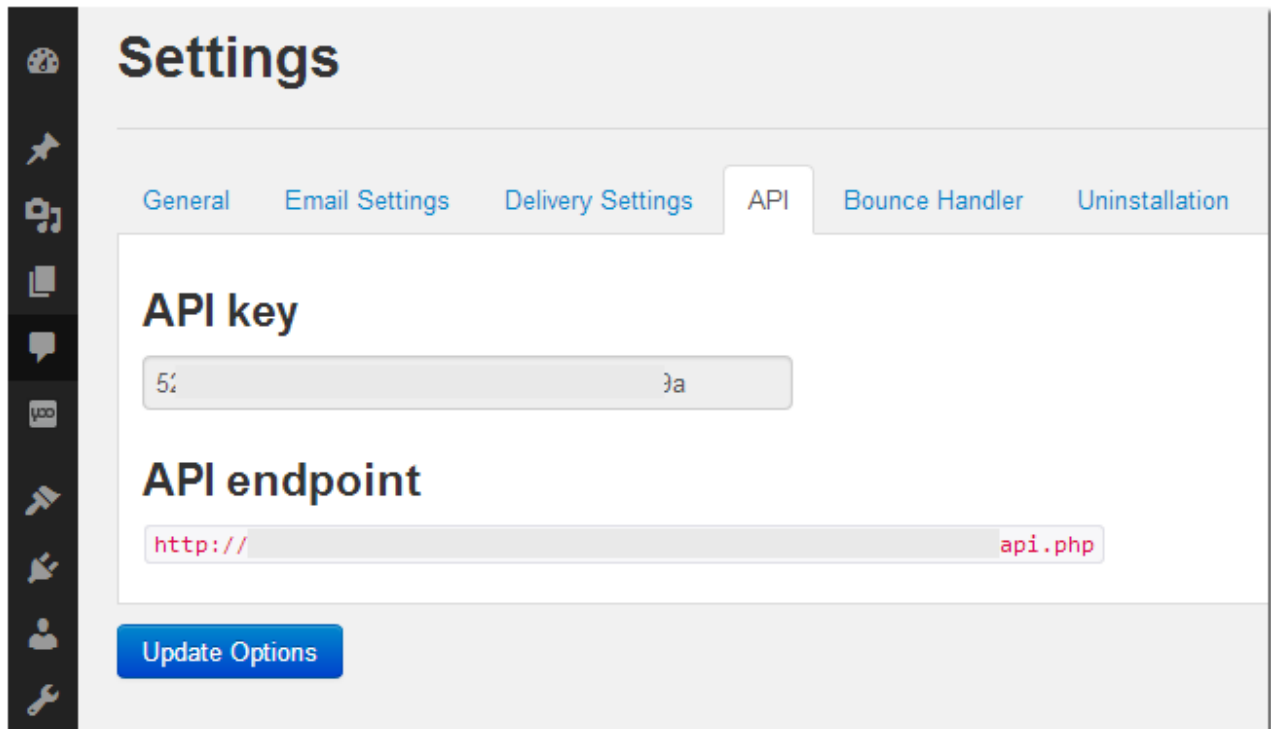
Test your settings:

Click **“Update Options”** to save the changes and go to the API tab.



## API

Under the API tab you can find the API key and endpoint if you want to use the WPNewsman API in another application, for example G-Lock EasyMail7.



You can connect to your subscribers' lists stored in WPNewsman from G-Lock EasyMail7 through API and send email newsletters to your subscribers from G-Lock EasyMail7.

You can read more about how to send emails to WPNewsman subscribers lists from G-Lock EasyMail7 here:

<http://easymail7.com/tutorials/send-emails-to-wpnewsman-subscribers-lists/>

## Bounce Handler

If you want to benefit from bounce email handling and keep your subscribers' lists up-to-date, you must first upgrade to the Pro version of WPNewsman!

Then enter your incoming mail server settings under the Bounce Handler tab:

**Hostname:** your POP3 or IMAP server name

**Type:** account type (POP3/IMAP)

**Secure:** if your server requires a secure connection choose SSL or StartTLS

**Port:** 110 for the POP3 account, 143 for the IMAP account (if you use the secure connection the port numbers will be different)

**Username:** use your "Return Email Address" from the Email Settings as your username

**Password:** your password on the incoming mail server

**Skip messages larger than xx KBytes** – check this option if you want the plugin to skip messages with a big size, for example.

**Remove bounce messages from the server** – check this option if you want the plugin to delete bounced emails from the server after they are processed.

**Remove Auto-Reply messages from the server** - check this option if you want the plugin to automatically delete auto-replies from the server.

Check "On" to enable the automatic bounce email processing. WPNewsman will check your account for bounced emails every hour in the automatic mode.

Check “Off” to disable the automatic bounce email processing and enable the manual bounced processing mode. In this mode you can click “Run” at the right side at any time when you want to process bounced emails.

Click “**Update Options**” to save the settings.

**Settings**

General Email Settings Delivery Settings API **Bounce Handler** Uninstallation

## Bounce Handler

On  Off

Hostname:  Type:  Secure:

Port:

Username:

Password:

Skip messages larger than  KBytes

Remove bounce messages from the server

Remove Auto-Reply messages from the server

Remove Transient Bounce messages from the server

Remove Unknown messages from the server

## Uninstallation

Here you can quickly uninstall the WPNewsman while keeping your subscribers' lists intact.

Or, you can uninstall WPNewsman with the deletion of all subscribers' lists.

## Managing Lists and Subscribers

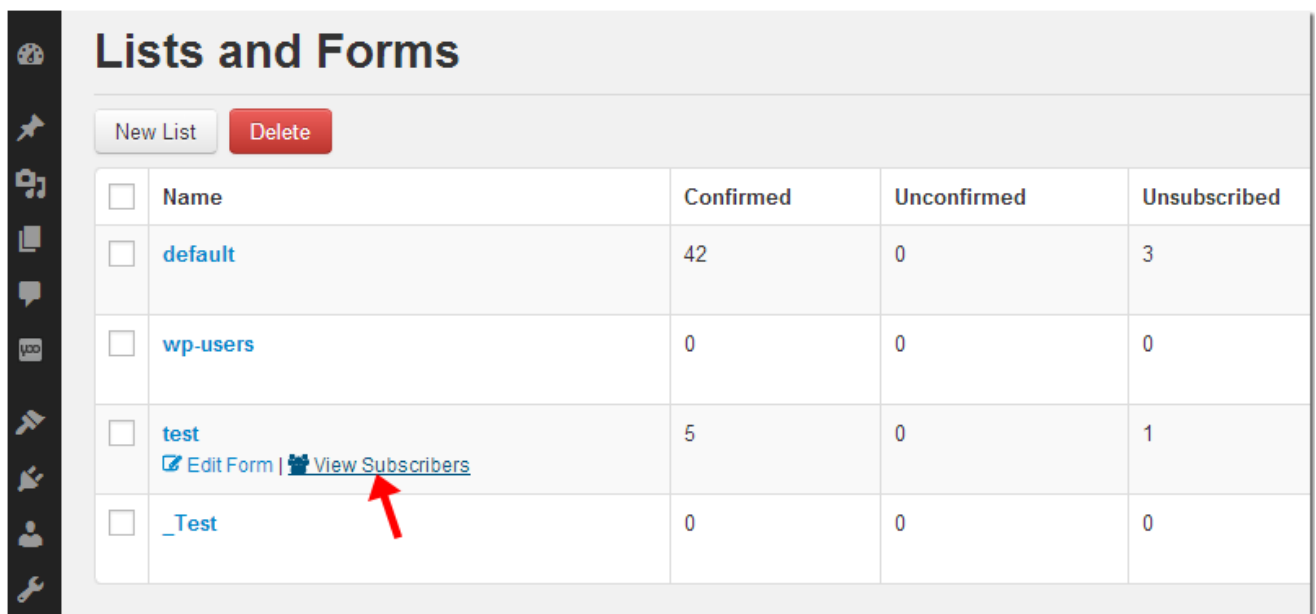
After installation, the plugin creates the “default” list to which the subscribers will be collected.

Go to “**Lists and Forms**” under WPNewsman in your WordPress dashboard.

You can create a new list here and collect subscribers to the new list.

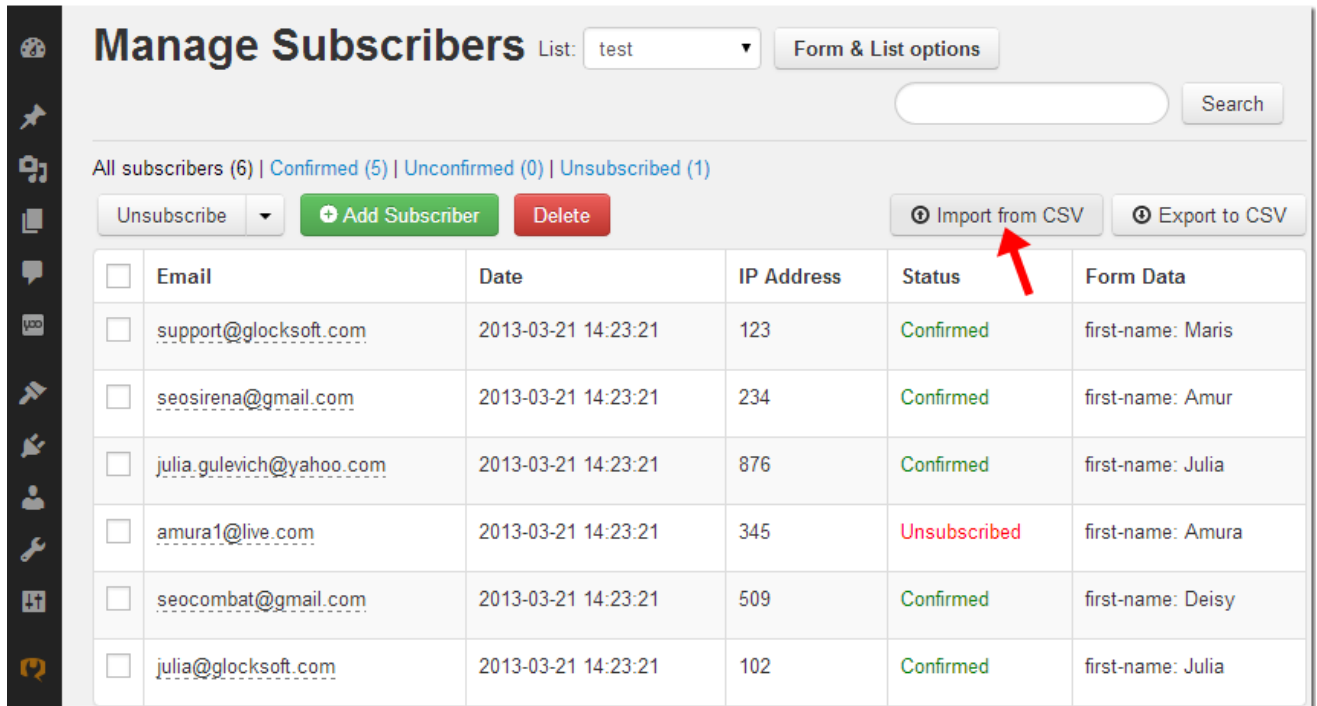
If you already have subscribers collected before, you can import your existing subscribers from the file into the new list or default list. The plugin can import subscribers from CSV files.

Click on "**View Subscribers**" under the list name.



<input type="checkbox"/>	Name	Confirmed	Unconfirmed	Unsubscribed
<input type="checkbox"/>	default	42	0	3
<input type="checkbox"/>	wp-users	0	0	0
<input type="checkbox"/>	test <a href="#">Edit Form</a>   <a href="#">View Subscribers</a>	5	0	1
<input type="checkbox"/>	_Test	0	0	0

Then click on the **"Import from CSV"** button.



The screenshot shows the 'Manage Subscribers' interface. At the top, there is a 'List: test' dropdown and a 'Form & List options' button. Below this, there is a search bar and a 'Search' button. The interface displays statistics: 'All subscribers (6) | Confirmed (5) | Unconfirmed (0) | Unsubscribed (1)'. There are three main buttons: 'Unsubscribe' (dropdown), 'Add Subscriber' (green), and 'Delete' (red). To the right, there are two buttons: 'Import from CSV' (highlighted with a red arrow) and 'Export to CSV'. Below these buttons is a table with the following data:

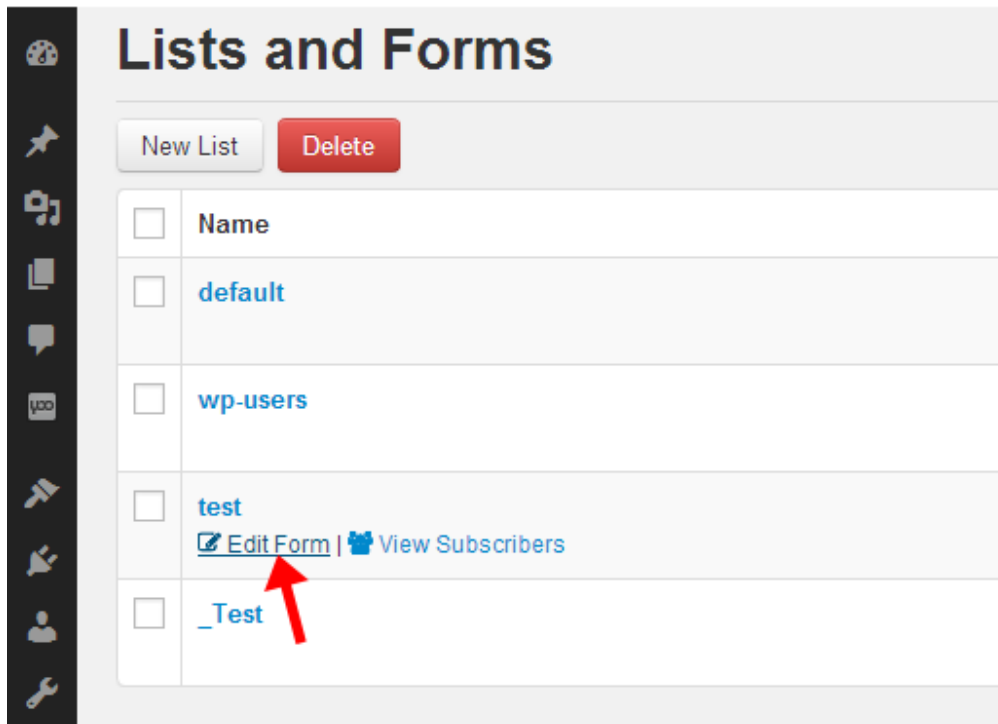
<input type="checkbox"/>	Email	Date	IP Address	Status	Form Data
<input type="checkbox"/>	support@glocksoft.com	2013-03-21 14:23:21	123	Confirmed	first-name: Maris
<input type="checkbox"/>	seosirena@gmail.com	2013-03-21 14:23:21	234	Confirmed	first-name: Amur
<input type="checkbox"/>	julia.gulevich@yahoo.com	2013-03-21 14:23:21	876	Confirmed	first-name: Julia
<input type="checkbox"/>	amura1@live.com	2013-03-21 14:23:21	345	Unsubscribed	first-name: Amura
<input type="checkbox"/>	seocombat@gmail.com	2013-03-21 14:23:21	509	Confirmed	first-name: Deisy
<input type="checkbox"/>	julia@glocksoft.com	2013-03-21 14:23:21	102	Confirmed	first-name: Julia

To add a subscriber manually, click on **"Add Subscriber"**.

## Customizing Subscription Form

By default the plugin uses 3 fields in the subscription form: first name, last name and email address.

You can customize the form if you go to **WPNewsman -> Lists and Forms** and click on **"Edit Form"** under the list name.



In the Form Builder you can add and remove form fields, add drop down menus and checkbox options to the form, add an image above or below the subscription fields, change the form title and customize the subscribe button.

**Edit subscribers list** List: test View Subscribers


### List name

test

### Form Builder

+ Add Field Load Default Form

**Get This FREE Ebook Now!**



Email

Subscribe

**Form options**

- Use inline labels

**Field options**

Name: Subscribe

Size: Medium

Color: Pink

**Style**

- Rounded
- None ( Theme native )
- Brick
- Rounded**
- Pill

After you make changes to the subscription form, click on “**Update Options**” button to save the changes.

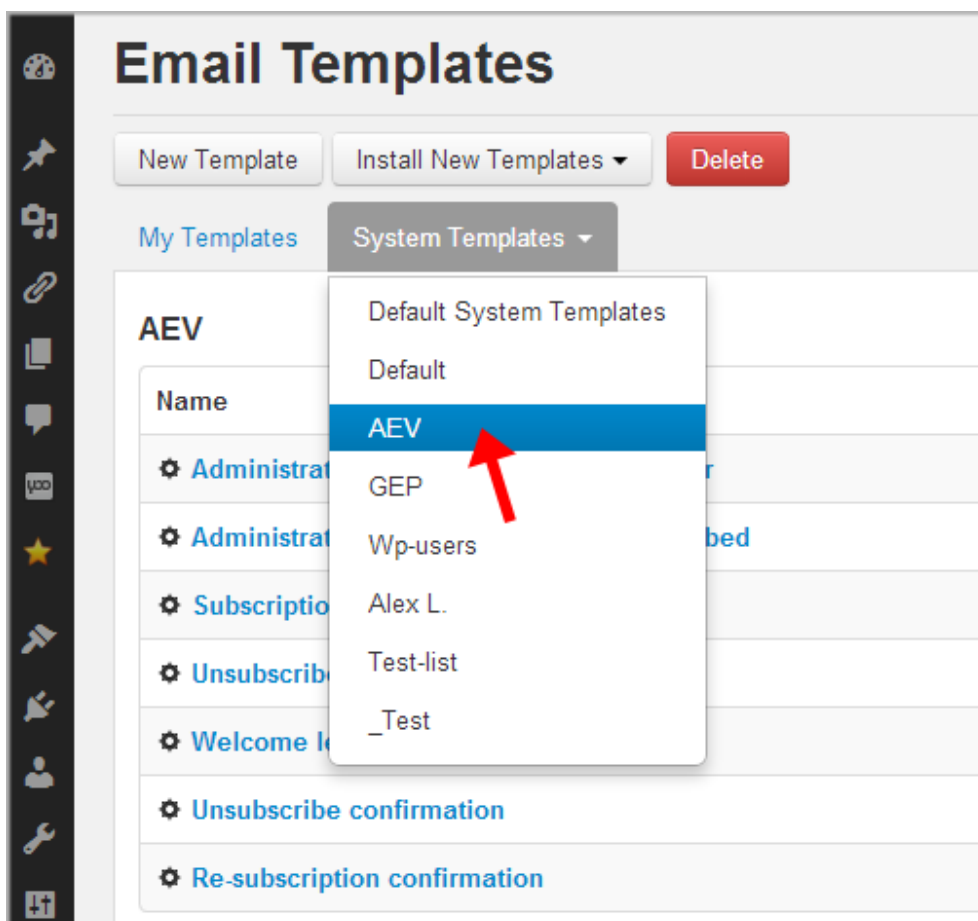
## Customizing System Email Templates

WPNewsman is supplied with the default System Templates used in the confirmed opt-in subscription method.

The templates are pre-configured and can be used as is after the plugin installation.

If you want to customize the email templates, click on “**Email Templates**” under WPNewsman in your dashboard.

Then click on “**System Templates**” and choose the list name.



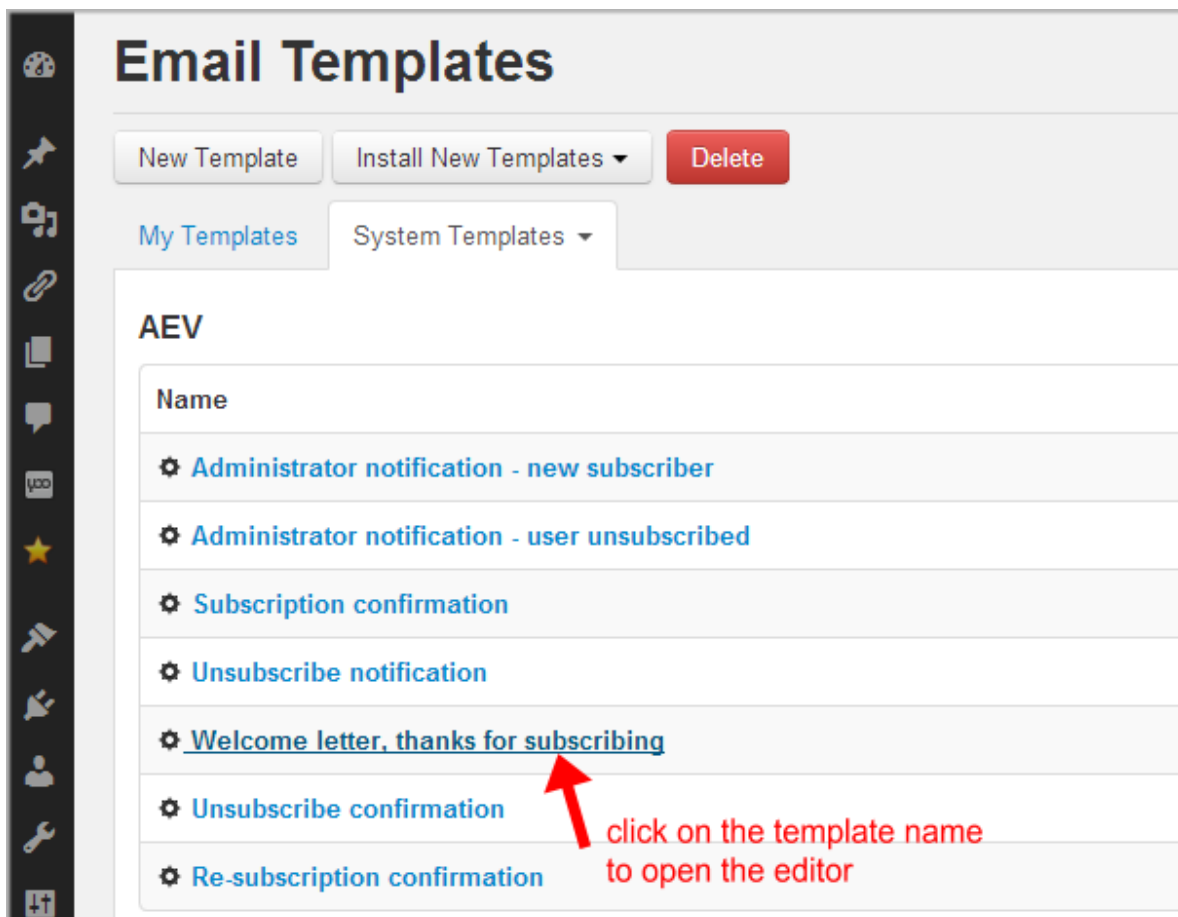
When you create a new list in WPNewsman, the default system templates are copied to the new list.



This makes it possible for you to have customized email templates for each list.

You can edit the templates associated with each list separately and send different email messages to users who subscribe to different lists.

Click on the template name to open the editor window.



You can include a link to a file on your server into the welcome message, for example, a link to a free pdf report, and send it to the subscriber as a bonus for their subscription.

After you make sure the plugin settings are correct, you can put the subscription form to your site and start collecting subscribers.

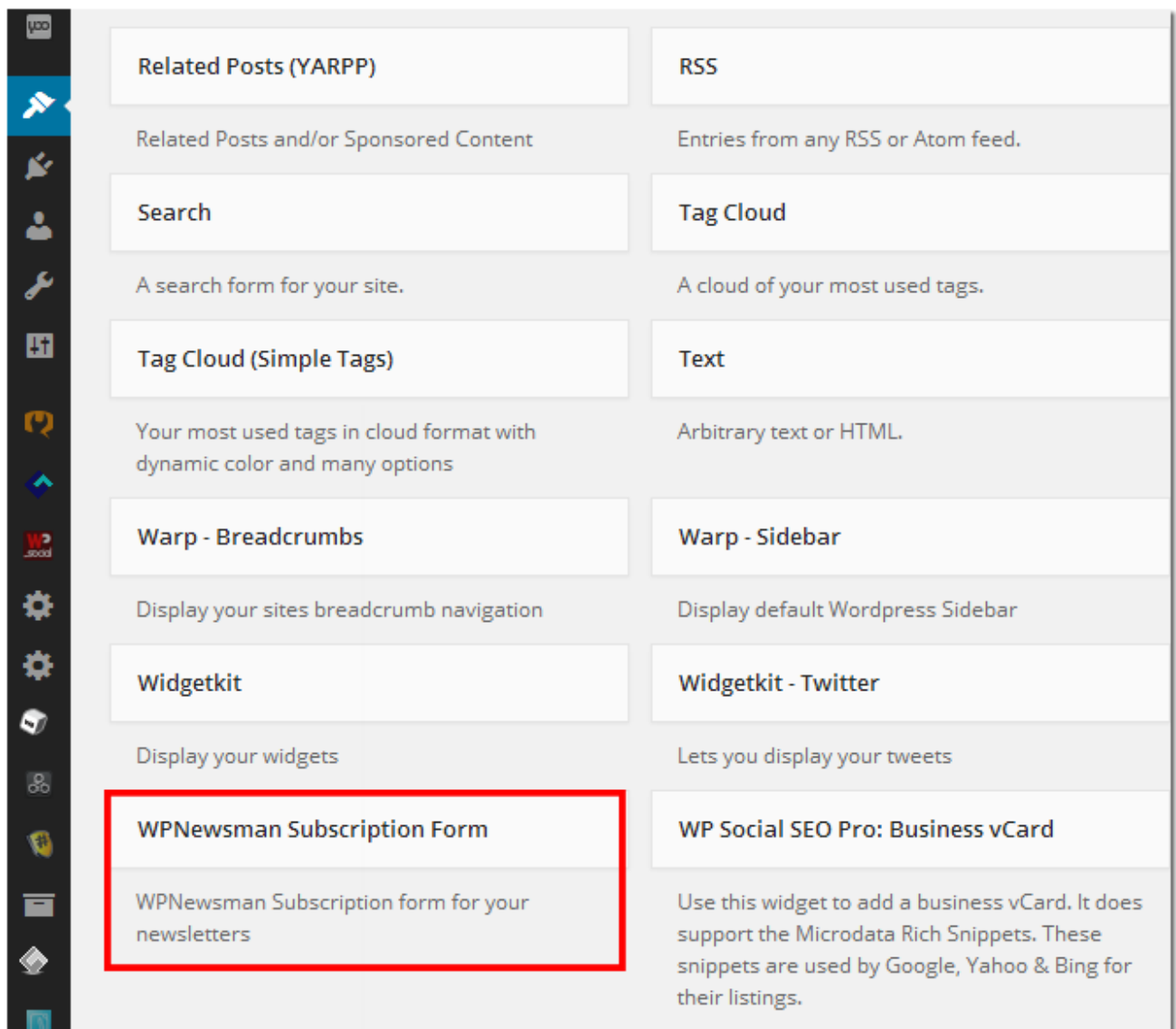
## Adding Subscription Form to the Site

This takes just a few seconds.

Go to **Widgets** in your dashboard.

Drag and drop the “**WPNewsman Subscription Form**” widget to the sidebar.

Click **Save**.



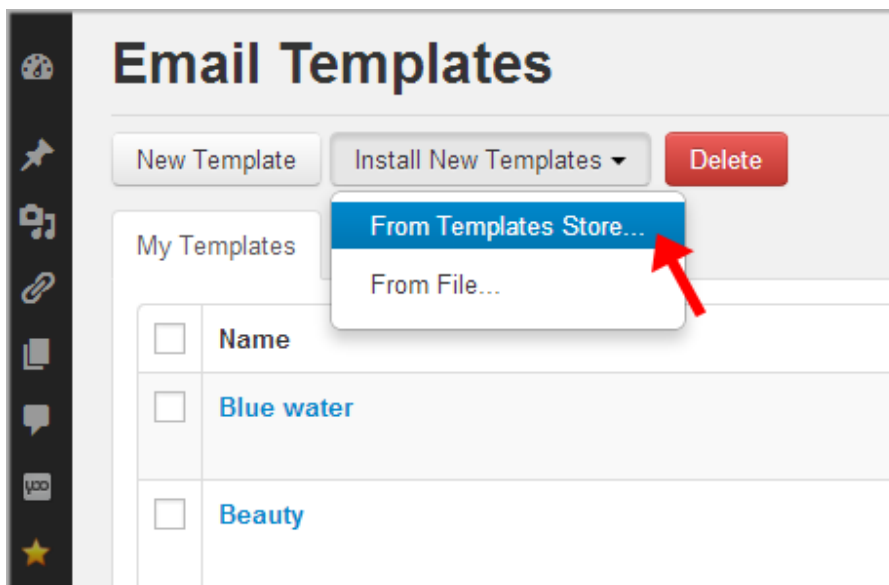
## Creating and Sending Your First Newsletter

To create an email newsletter, you have two options: from template and quick message.

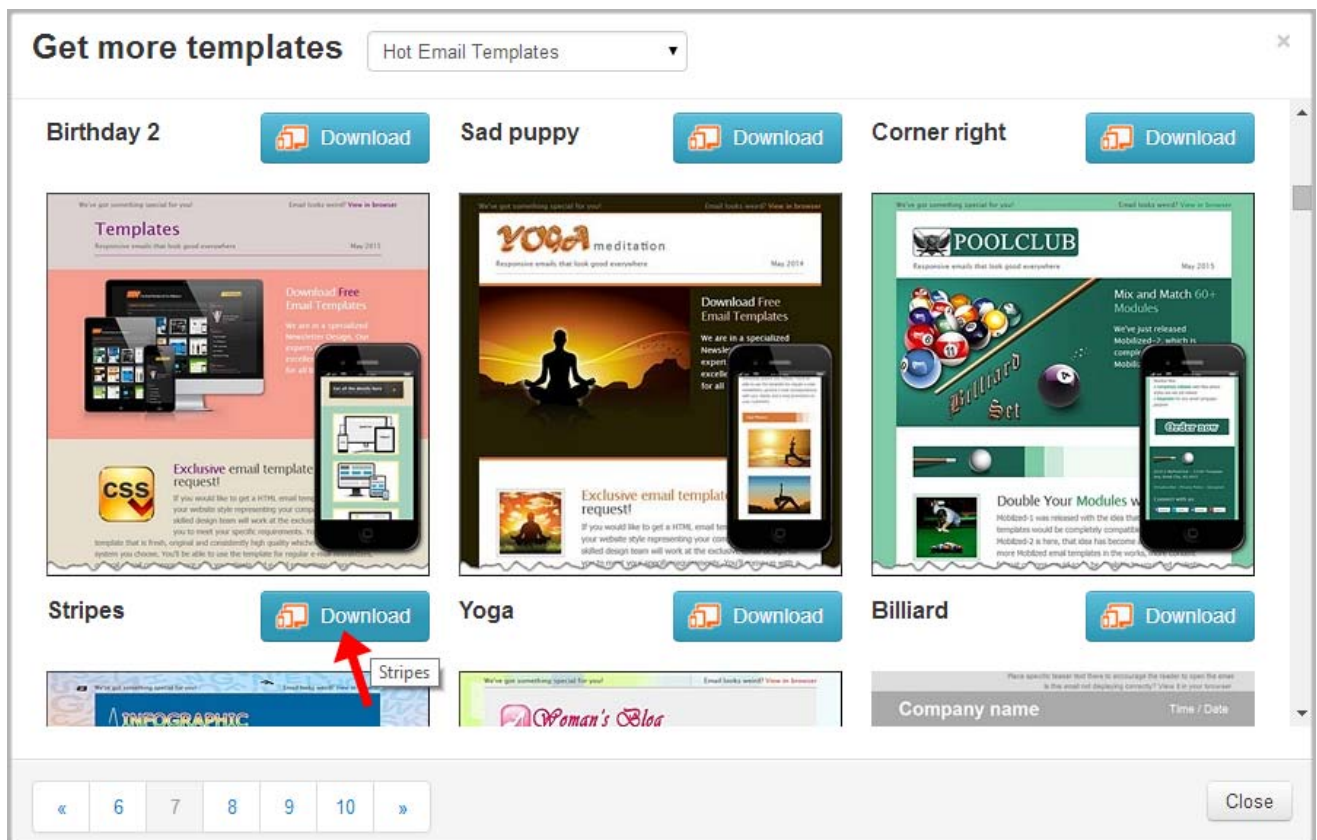
To use a template, you must create the template yourself or download it from the templates' store.

Go to **WPNewsman -> Email Templates** and click on **"New Template"**. Add the content or copy-paste your HTML code here.

To download a template from our rich collection of beautiful templates, click **Install New Templates -> From Templates Store...**



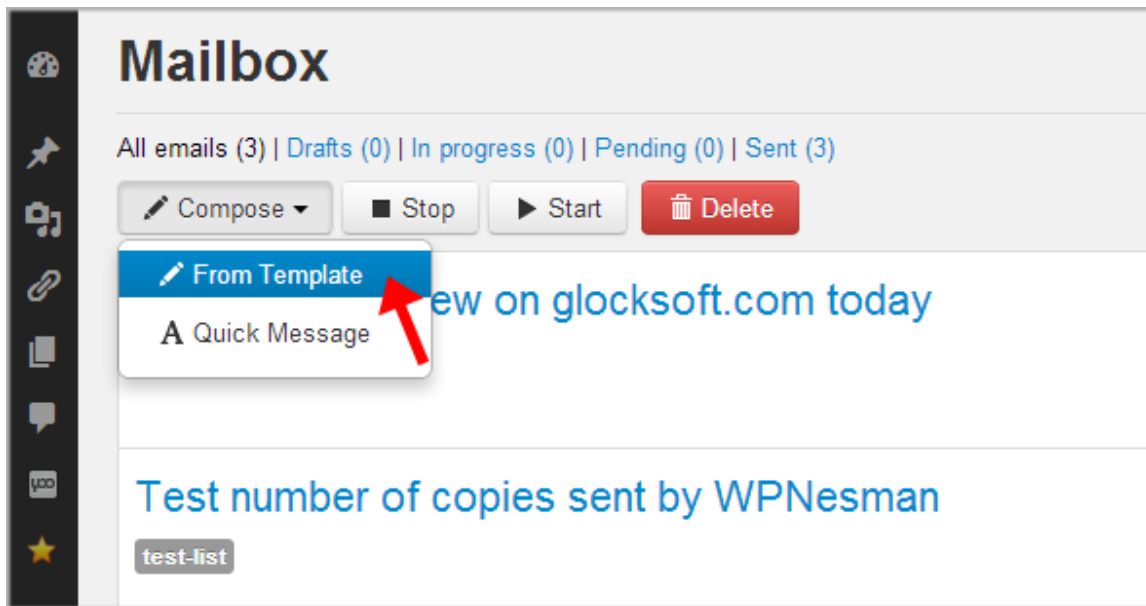
Click **"Download"** below the desired template.



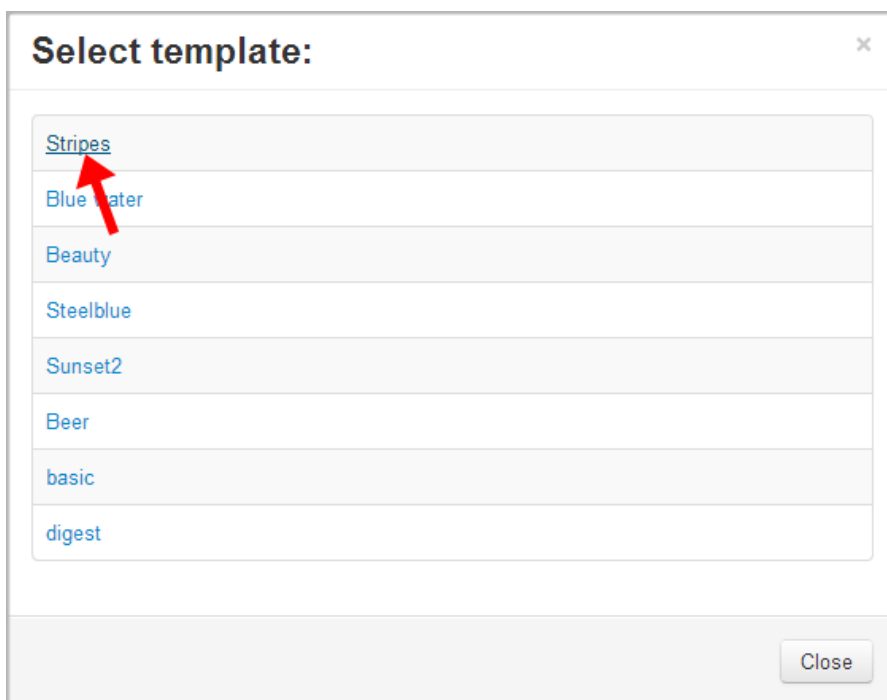
The template will be installed to your **"My Templates"** list.

You can also import the template from a zip file if you have a ready to use template.

After you install the template, go to **WPNewsman -> Mailbox** and click on **Compose -> From Template**.



Click on the template name to open it in the editor.



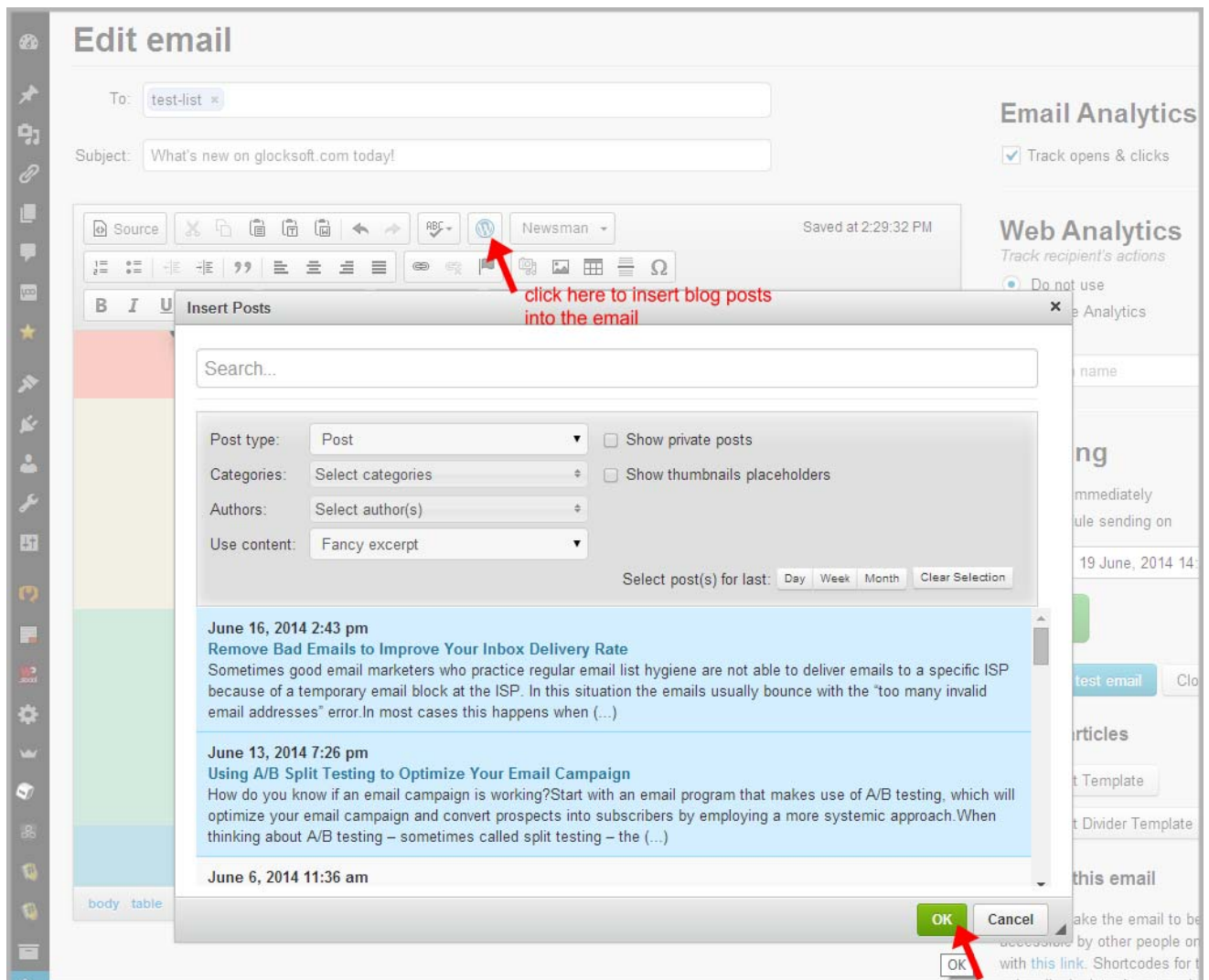
Here's where you can create your newsletter, by your own tastes.

On the editor's toolbar you will find many HTML options and features.

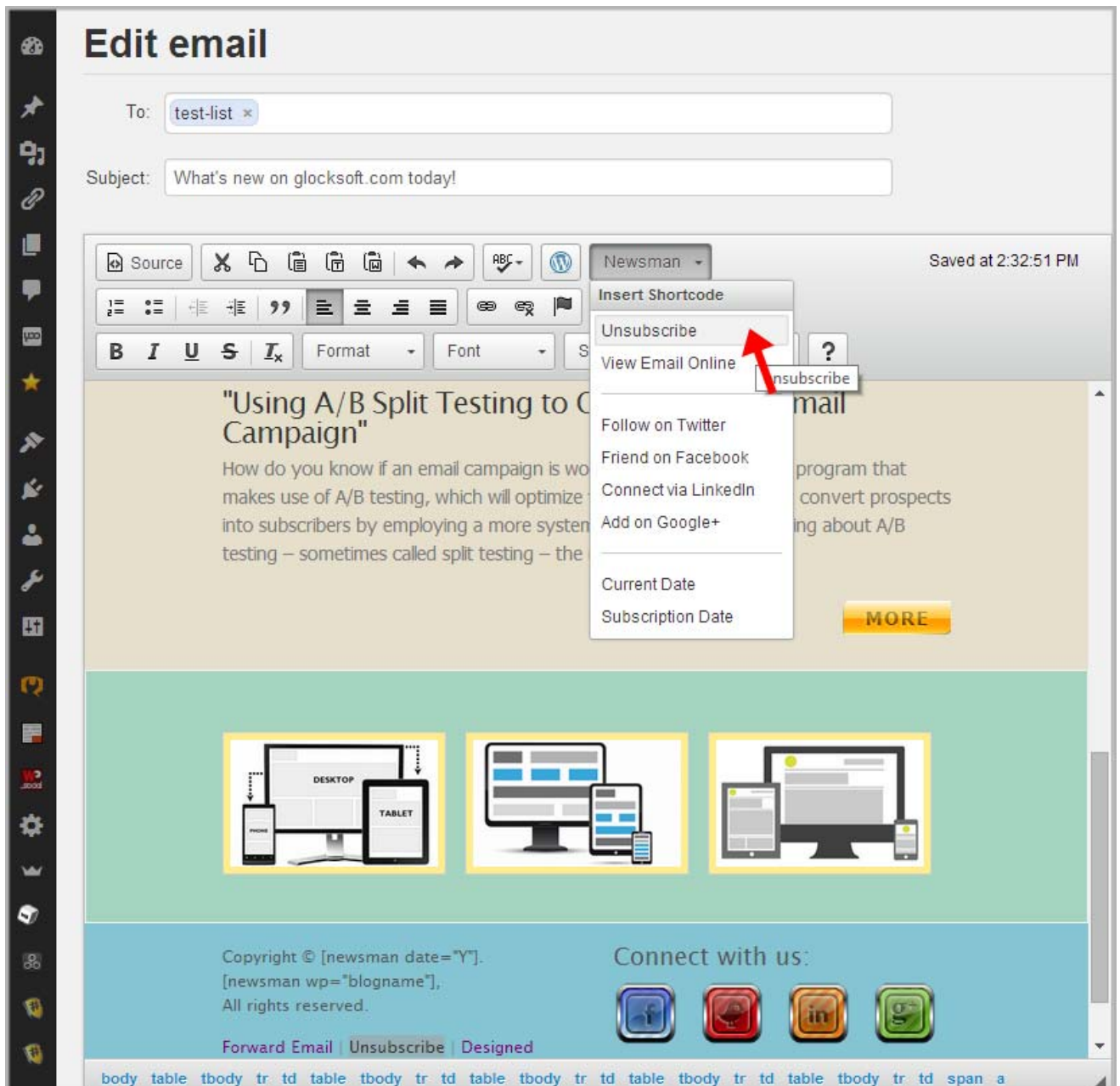
The most tasty features are:

**Source** — for adding HTML code of your newsletter, that can be easy formatted.

**Insert posts** — this allows you to populate your newsletter with posts! No copy-paste! Just insert the posts in your newsletter and then customize it as you want.



**WPNewsman** -- this menu allows you to quickly add the unsubscribe link, link to view the email online and links to your social profiles to the newsletter.



At the right side you have these options and buttons:

**Email Analytics (Track opens & clicks)** – here you can enable or disable email opens and link clicks tracking for your email.

**Web Analytics** – here you can choose either to use web analytics (Google Analytics or Piwik) or not to use.

**Sending** – here you choose the sending mode: immediately or using a scheduler.

**Send Test Email** – allows you to send a test copy of the email to yourself.

**Close** – by clicking “Close” you save the email as a draft in the Mailbox.

**Edit Post Template** - this button allows you to customize the template layout.

**Edit Post Divider** -- using this button you can edit the post divider to have the newsletter's content separated in a nice way.

You can use numerous short codes to populate your email with the content.

After you play a bit with these features, you can be sure that a beautiful newsletter will come out of your hands and delight the subscribers!



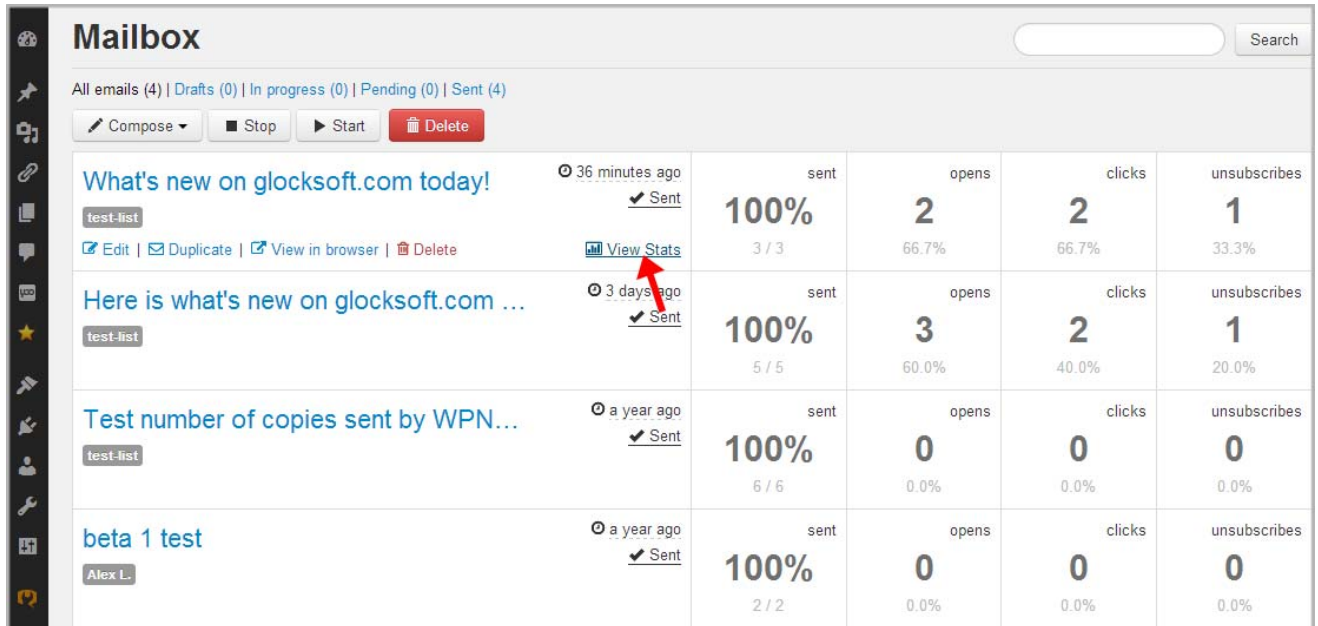
## Monitoring Email Tracking Analytics

WPNewsman uses the built-in tracking system that provides you with email tracking statistics for each sent message — unique email opens, unique link clicks and unsubscribed recipients in the Lite version.

It automatically calculates the open rate, click rate and unsubscribed rate. You can see all this data in the Mailbox.

With the WPNewsman PRO version you can get advanced email tracking statistics. If you are using the Pro version, click on **“View**

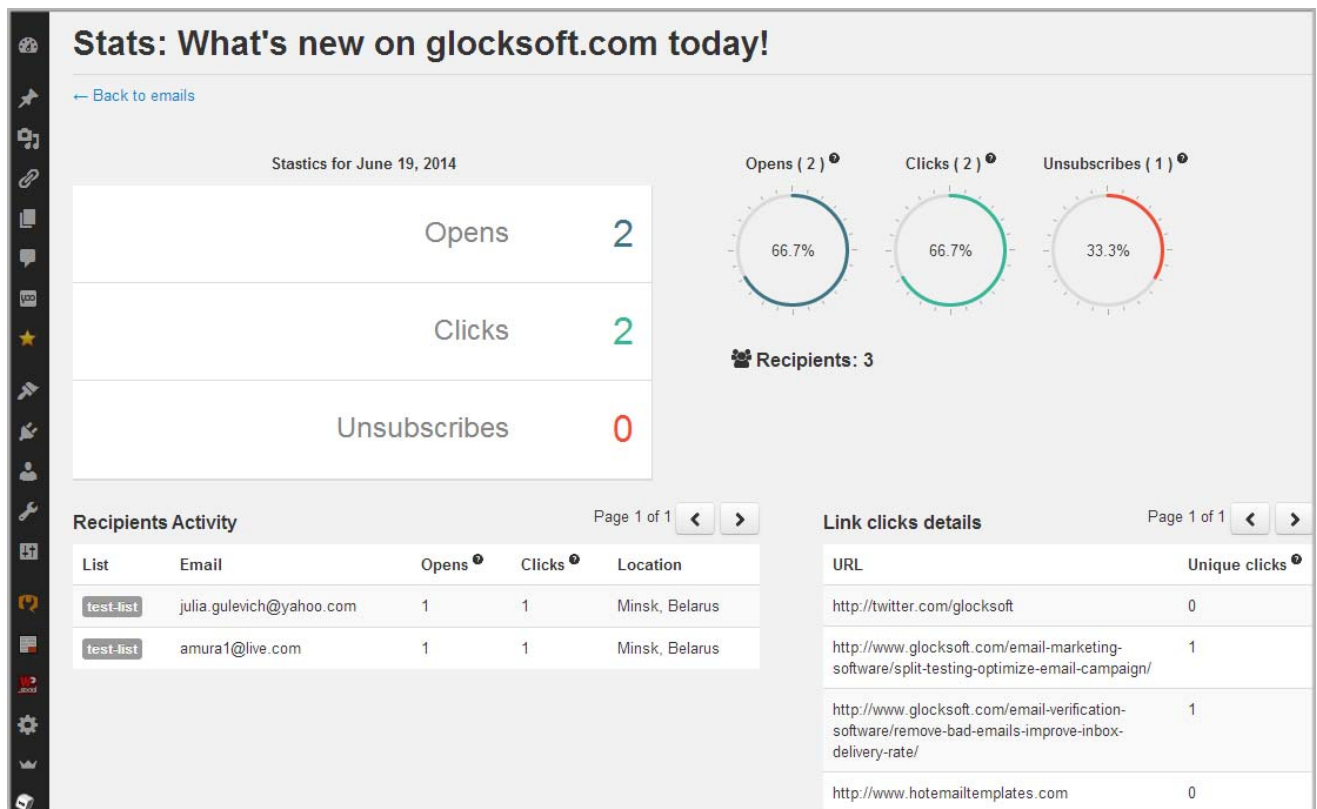
**Stats**” to get full email tracking statistics.



	sent	opens	clicks	unsubscribes
<b>What's new on glocksoft.com today!</b> test-list 36 minutes ago Sent Edit   Duplicate   View in browser   Delete View Stats	100% 3 / 3	2 66.7%	2 66.7%	1 33.3%
<b>Here is what's new on glocksoft.com ...</b> test-list 3 days ago Sent	100% 5 / 5	3 60.0%	2 40.0%	1 20.0%
<b>Test number of copies sent by WPN...</b> test-list a year ago Sent	100% 6 / 6	0 0.0%	0 0.0%	0 0.0%
<b>beta 1 test</b> Alex L. a year ago Sent	100% 2 / 2	0 0.0%	0 0.0%	0 0.0%

The Pro version shows you the recipient’s activity – email addresses of the recipients who opened your email, how many times the recipient opened the email and clicked links, country the recipient originates from.

In addition, you can see the link clicks report – unique clicks on each link in the message.



In Mailbox you can select the message and click on the **“Stop”** button to stop sending.

To resume, click on the message and after it is highlighted by yellow, click **“Start”**.

To delete the message, click on the message and then click **“Delete”**.

To edit the message, click on the message and then click **“Edit”**.

To duplicate the message, click **“Duplicate”**.

To view the message in the browser, click **“View in browser”**.

## Support

The WPNewsman plugin has a support page at <http://wpnewsman.com/support/> where you can access the Knowledgebase section to find the most common problems and their solutions, or just ask for a solution to your problem using the contact form.

Also in the support page you can find the link to the Feature Request page where you can vote for the desired feature or submit your own request.