G-Lock WPNewsman WordPress Plugin

Reviewer's Guide

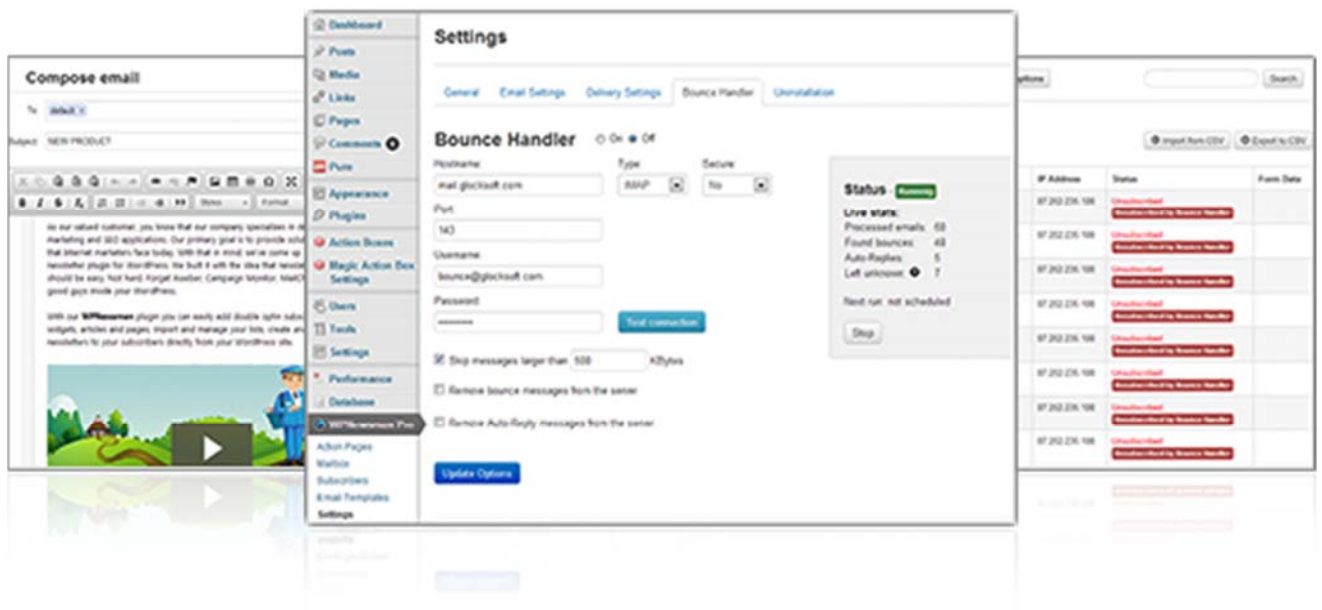To learn more about WPNewsman, visit http://wpnewsman.com

Table of Contents

This document is your reviewer's guide for G-Lock WPNewsman WordPress Plugin. It is designed to provide you with information you need to quickly make an accurate assessment of G-Lock WPNewsman WordPress Plugin.

The following parts are included:

To learn more about WPNewsman, visit http://wpnewsman.com

Introduction

G-Lock WPNewsman is a nice WordPress plugin designed for collecting subscribers using the confirmed opt-in method and sending newsletters to them from within the WordPress installation.

It enables users to have their subscription form added onto WordPress site pages within minutes and allows them to begin effectively converting site visitors into email list subscribers and then send them email newsletters right from within WordPress.

G-Lock WPNewsman features an easy to use newsletter creator that resembles the WordPress post editor users are already familiar with.

Key features of G-Lock WPNewsman include:

- Confirmed opt-in method
- Widget or shortcode supported opt-in forms
- Multiple mailing lists and import/export of subscribers
- Customization of the subscription form, email messages and action pages
- Unlimited number of subscribers
- Instant or confirmed opt-out process using the unsubscribe link
- Email tracking analytics

G-Lock WPNewsman comes in two versions:

    - **Lite version** -- free version which offers all basic features necessary for a newsletter system. The Lite version sends emails to 2000 subscribers only.

    - **Pro version** –- paid version which offers extra features such as sending to an unlimited number of subscribers, full email tracking analytics, bounce email handler, integration with Google Analytics and Piwik, and priority support. The price for the Pro version is $29/year for

To learn more about WPNewsman, visit http://wpnewsman.com

1-site license and $69/year for 3-site license.

The Cutting Edge

Multiple Lists, Customizable Forms

By default G-Lock WPNewsman comes with two mailing lists but it's possible for the user to create more lists and use different subscription forms for different lists. For example, the user could have a mailing list for those who want to receive a general newsletter, alongside a newsletter for a particular event or side topic featured on the site.

G-Lock WPNewsman allows the user to edit the confirmation and welcome messages and send different messages depending on the list the visitor subscribes for.

The plugin has a great form builder which allows the user to design the subscription forms they want by adding custom fields, options, menus, and even images in order to experiment with conversion rates.

Another nice feature of the forms is that they can be easily switched to be displayed horizontally rather than the standard vertical layout. This makes the forms perfect for inserting into the midst of a post to encourage the user to sign up as they are reading.

To learn more about WPNewsman, visit http://wpnewsman.com

Super Easy Configuration, Integration with Amazon SES

Configuring the settings of G-Lock WPNewsman WordPress plugin is quick and easy. It includes things such as entering the "From" name, email address and return address.

The user can also choose whether to use the double opt-out process, send a welcome message, subscription notification and notifications to the admin when a user joins or leaves the list.

When it comes to the sending mode, there are a few options to choose from. As well as using PHP mail and sendmail directly, the user can use the custom SMTP server or alternatively load the Gmail or Amazon SES SMTP settings. Amazon SES is a cost effective way to send emails and is the option to consider once the list begins growing.

There is also the option to throttle deliveries by limiting them to a set amount per day/hour/minute to respect the SMTP server restrictions.
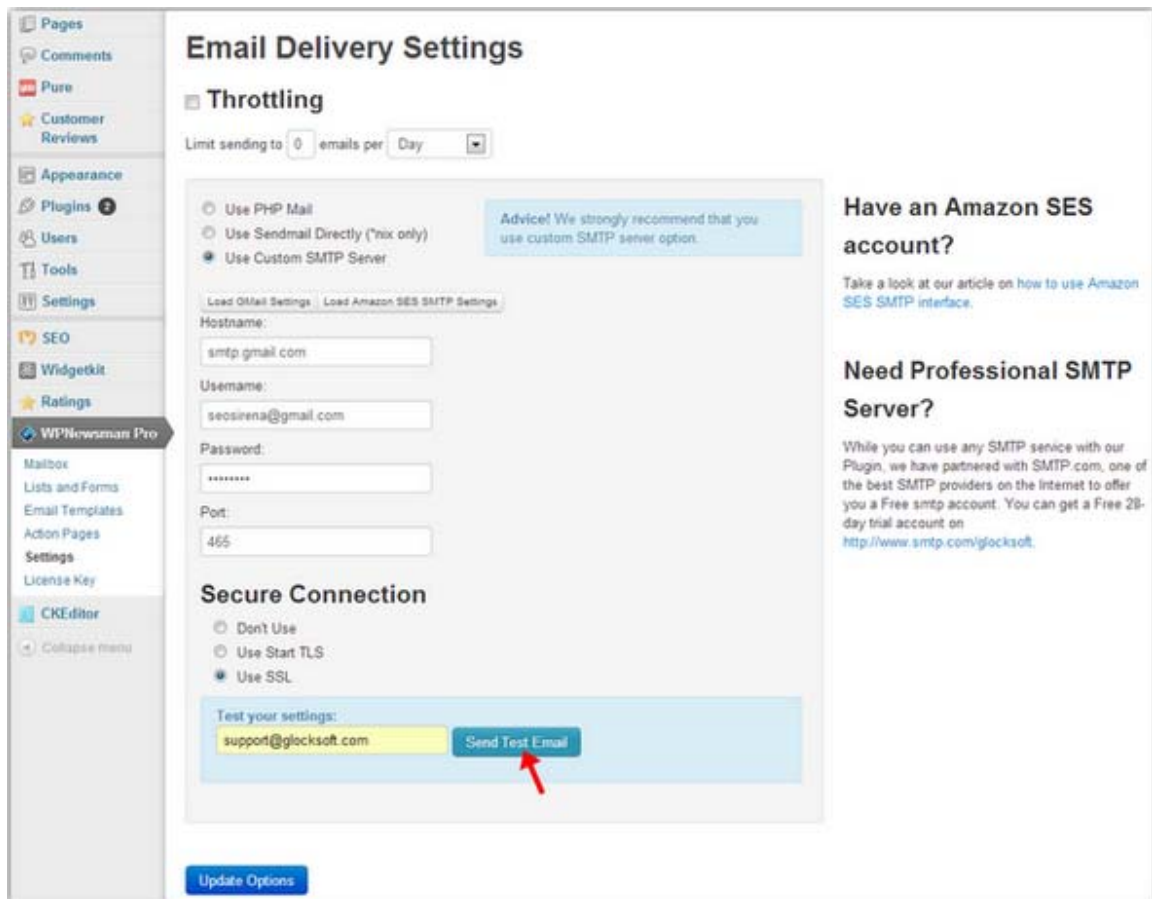
Full Email Control, Built-In HTML Email Templates

G-Lock WPNewsman can be used as the complete newsletter system within the WordPress site. The email editor is well designed and looks very similar to the standard WordPress post editor so new users will quickly find their way around it.

Alternatively the user can import the custom HTML layout right into the WPNewsman editor to create the newsletter keeping their brand and other promotional materials such as the website and social media pages.

Using numerous shortcodes the user can customize the newsletter for each subscriber merging any field from the opt-in form into the email.

To learn more about WPNewsman, visit http://wpnewsman.com

Using the "Newsman" menu on the editor the user can quickly insert the unsubscribe link, link to the online version of the email, social links, current date and subscription date into the template.
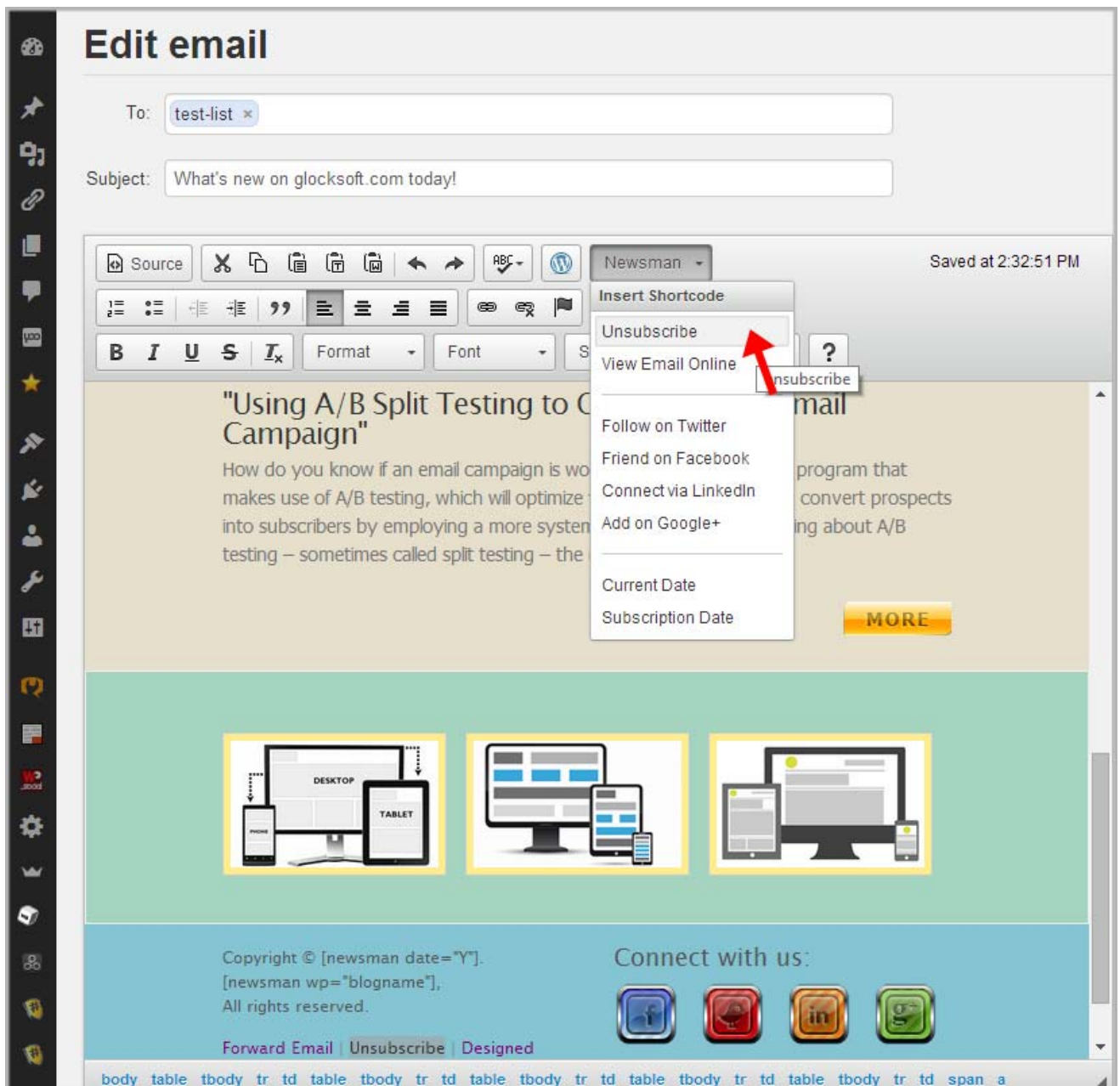
In addition, the plugin allows the user to download professional HTML email templates from the free repositories at HotEmailTemplates.com and Campaign Monitor and install them with one mouse click saving their time for newsletter design.

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Downloaded templates can also be edited and customized giving the user lots of flexibility over how they look.
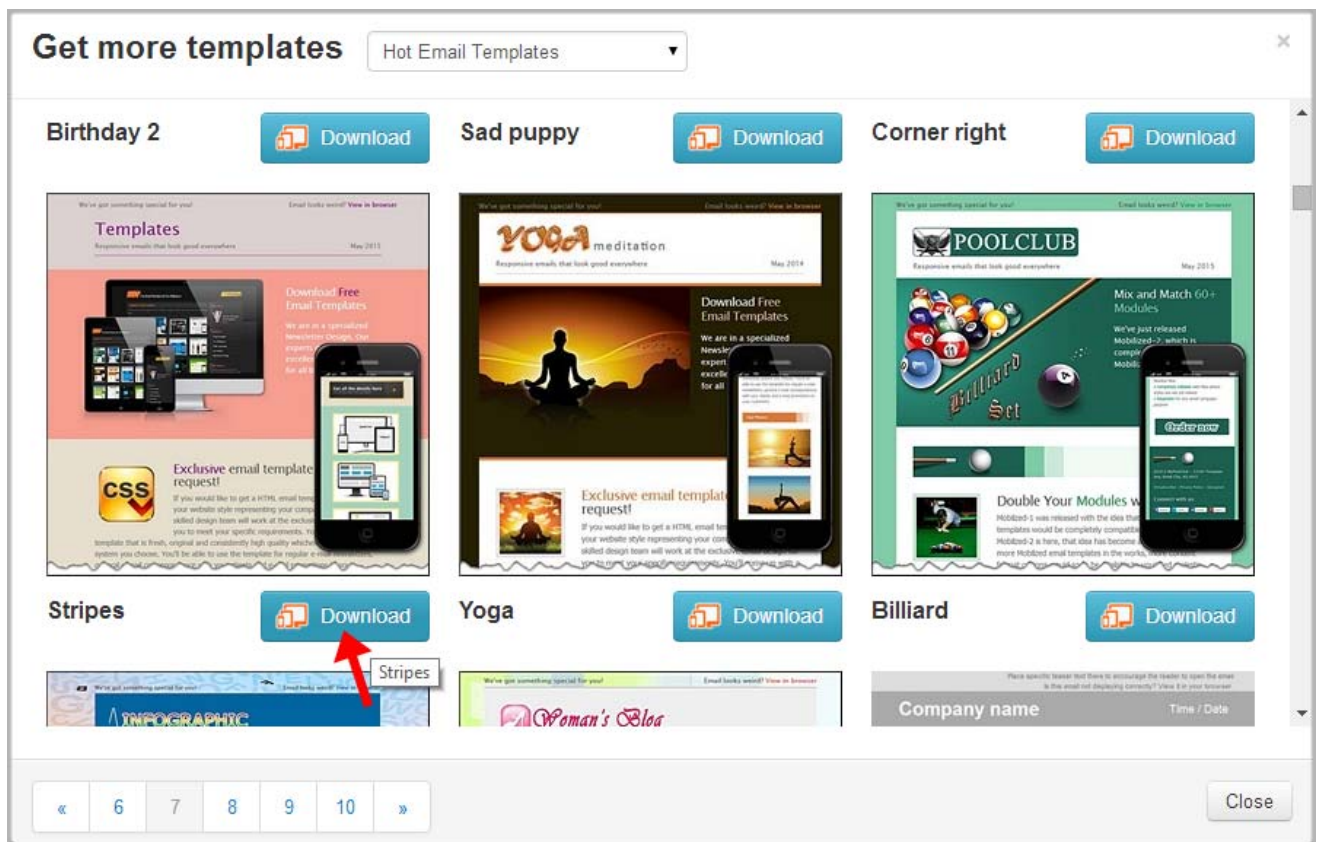

Easy Post Digest Newsletter Design

G-Lock WPNewsman allows the user to quickly send out new blog post notifications and periodic digest notifications of the latest updates from their site.

There is the special digest type of email template in G-Lock WPNewsman. Plus, the user can create a post digest newsletter using any template or new message.

By clicking on the "Insert Posts" icon on the editor the user can choose which posts to add to the newsletter. With one mouse click the user can select the posts for the last day, week or month.
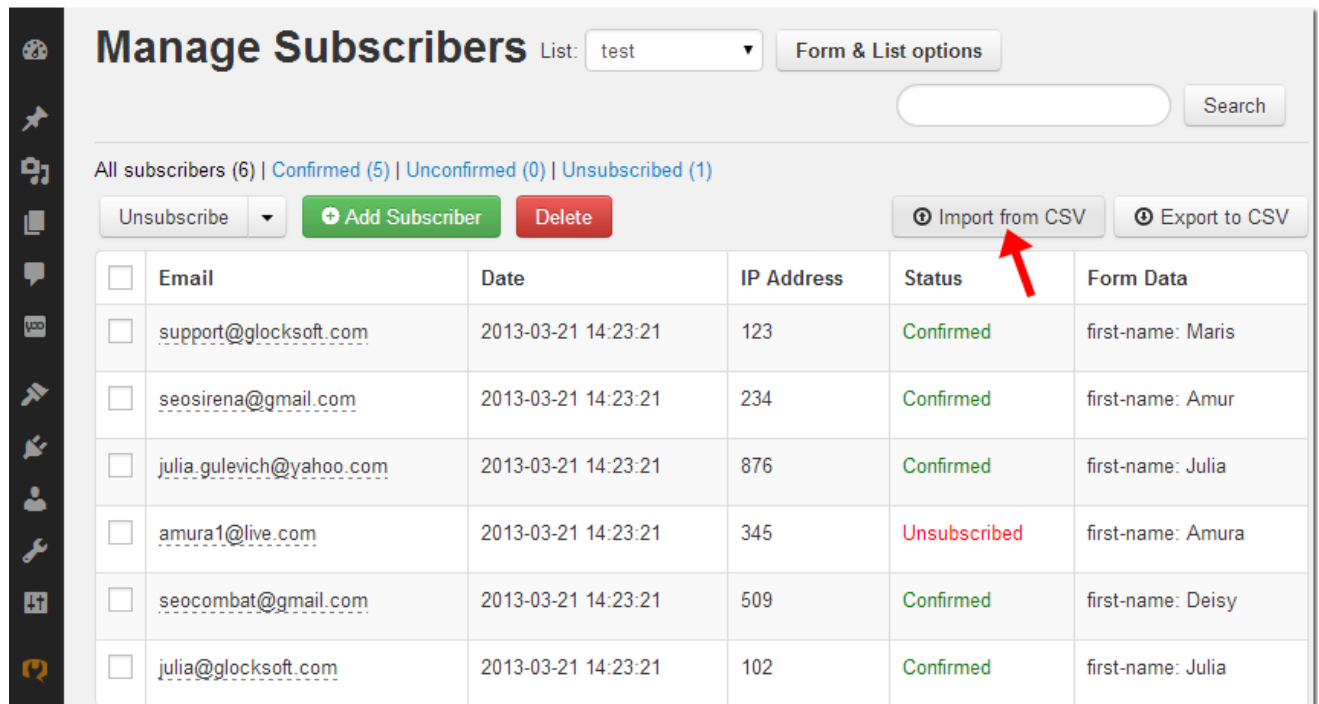
It's also possible to select the post type, category, author, and content. The post digest newsletter can also be customized on the user's choice.
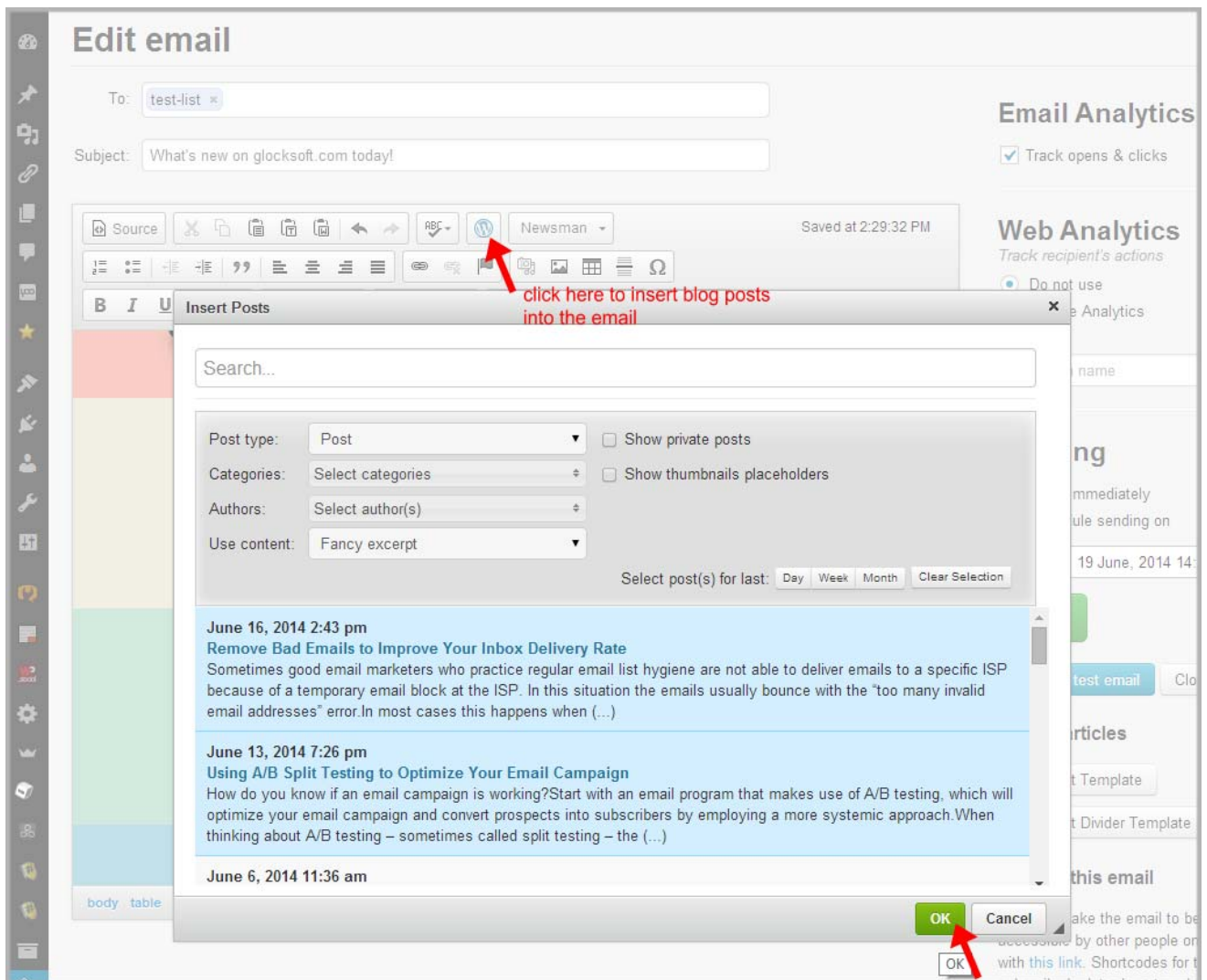
List Management, Import and Export of Subscribers

To learn more about WPNewsman, visit http://wpnewsman.com

As this is an all-in-one solution for building and managing an email list, the user can manage the signups on the list right in the WPNewsman plugin.

The user can import subscribers from other services, export them from WPNewsman, change their status or delete subscribers from the list.

If the user imported subscribers from another email marketing service to G-Lock WPNewsman or simply has an old email list and wants to clear it from inactive subscribers, with one mouse click he can send a re-subscribe request to the list offering a reward for re-subscribing to make it clear to them the benefits of staying on the list!

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Email Tracking Analytics

Tracking email campaigns is important in email marketing.

WPNewsman uses the built-in tracking system that provides the user 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. The user can see all this data in the Mailbox.

With the WPNewsman PRO version the user can get advanced email tracking statistics by clicking on **"View Stats"**.

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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.

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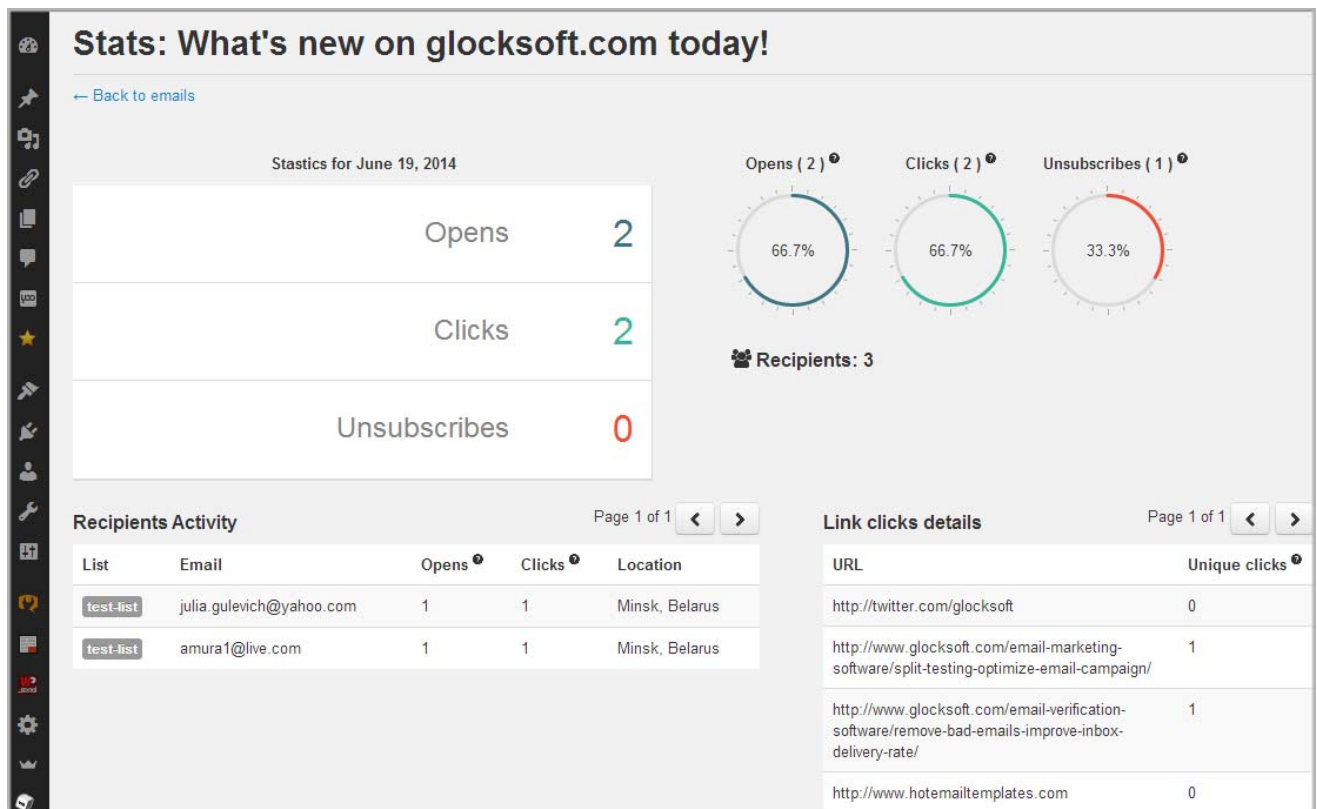
Automated Bounce Email Handling

Bounced emails can be a real problem if not handled in a timely manner. Continuous sending to invalid users leads to the IP address being blacklisted by your ISP and hurts the sender reputation.

The Pro version of G-Lock WPNewsman has the built-in Bounce Handler that can process bounced messages and delete auto-reply emails after each mailing.

All the user needs to do to make the Bounced Handler working is to enter the server information in the plugin Settings and select desired options such as either to delete bounced emails from the server after processing and either to delete auto-reply emails from the server.

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The plugin does not remove bounced email addresses from the list. It only changes the subscriber status to "Unsubscribed by Bounce Handler".

The Bounced Handler within G-Lock WPNewsman can work on the automated and manual mode. In the automated mode it checks the account for bounced emails every hour, in the manual mode the user can run it any time by clicking on the Run button.

Integration with Google Analytics and Piwik

Knowing how well the message performs is important for email marketers. The Pro version of G-Lock WPNewsman plugin provides the user the ability to track the subscriber's actions on the message using Google Analytics and Piwik tracking tools.

Before sending the newsletter, the user only has to select the tracking service Google Analytics or Piwik and enter the campaign name.

During email sending the plugin automatically adds the Google Analytics or Piwik tracking code to the URLs in the message.

In a couple of days the user can go to their account on Google Analytics or Piwik and see the statistics.

To learn more about WPNewsman, visit http://wpnewsman.com

Getting Started

Installation

1. Log into the admin panel of your WordPress site.

2. Go to Plugins -> Add New.

3. Search for "G-Lock WPNewsman Lite" in the plugin directory.

4. Install and activate the plugin.

After activation the WPNewsman menu appears in the left side of your WordPress dashboard.
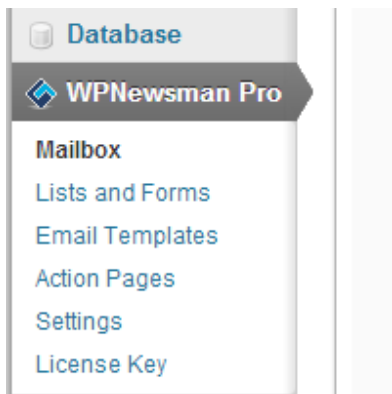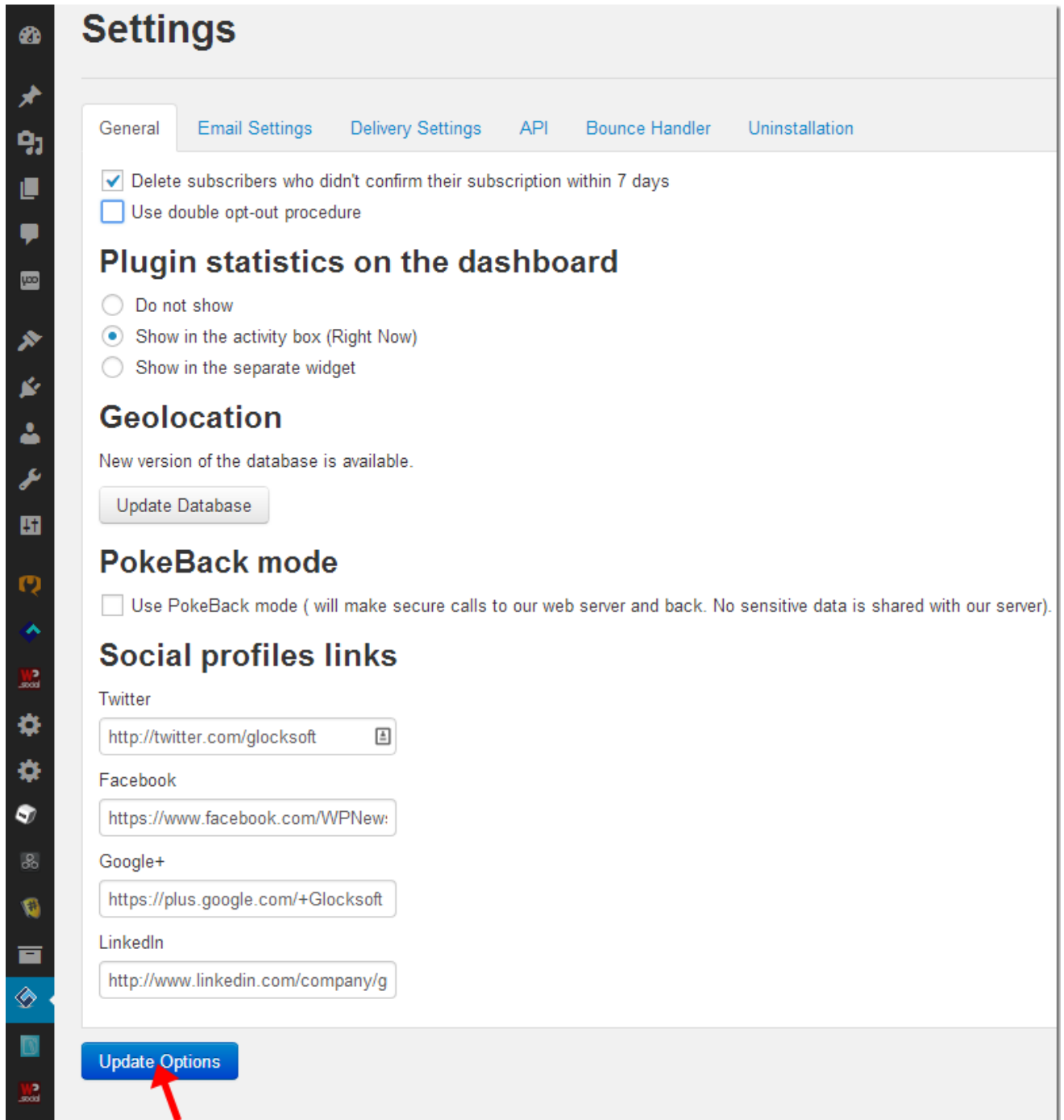
Settings Configuration

G-Lock WPNewsman automatically configures all necessary settings. Go through the Settings to check if everything is setup correctly and make adjustments if necessary.

Click on "Settings" in the WPNewsman menu in your WordPress dashboard and go to the "General" tab.

Here 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 because by default the plugin uses an instant unsubscribe process.
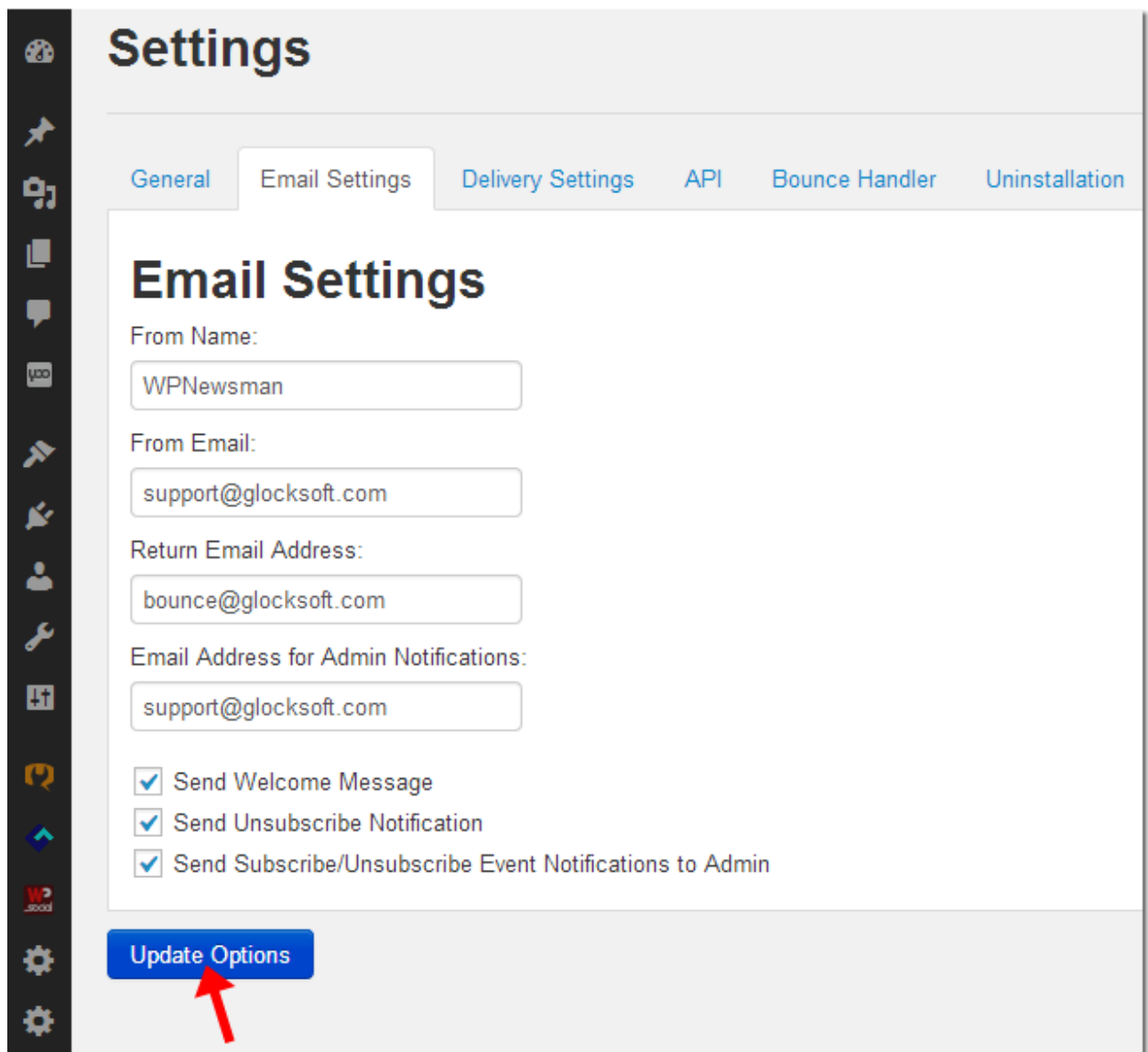
Enter the URLs of your social profiles if you want to insert them in email newsletters and click "Update Options".

Go to the "Email Settings" tab.

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

Optionally select to send the welcome message to new subscribers, send the unsubscribe notification to the user and subscribe/unsubscribe notification to the admin.

To save the settings, click "Update Options".

To learn more about WPNewsman, visit http://wpnewsman.com

Click on the "Delivery Settings" tab.

Here you can check the "Throttling" option to respect the email sending restrictions of under-powered shared hosting servers by throttling the number of emails that are sent per minute, per hour or per day.

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 G-Lock WPNewsman 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 limitations – 100 emails per day. It's recommended that you use Gmail only if you have a small email list, or for testing purposes.

If you have more than 2000 subscribers, consider 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.

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 to your inbox.

Email Delivery Settings

☐ **Throttling**

Limit sending to [0] emails per [Day ▼]

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

[Load GMail Settings] [Load Amazon SES SMTP Settings]

Hostname:
[mail.glockdb.com]

Username:
[support@glockdb.com]

Password:
[••••••••]

Port:
[25]

Secure Connection

● Don't Use
○ Use Start TLS
○ Use SSL

Test your settings:
[support@glocksoft.com] [Send Test Email]

Click "Update Options" to save the settings.

To learn more about WPNewsman, visit http://wpnewsman.com

The above settings are sufficient to get G-Lock WPNewsman working but if you want to maintain your lists up-to-date, upgrade to the Pro version of the plugin and enter your incoming mail server settings under the Bounce Handler tab.

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

Adding Subscription Form Widget

1. Go to Appearance -> Widgets in your dashboard.

2. Drag and drop the "WPNewsman Subscription Form" widget to the sidebar.

3. Click Save.
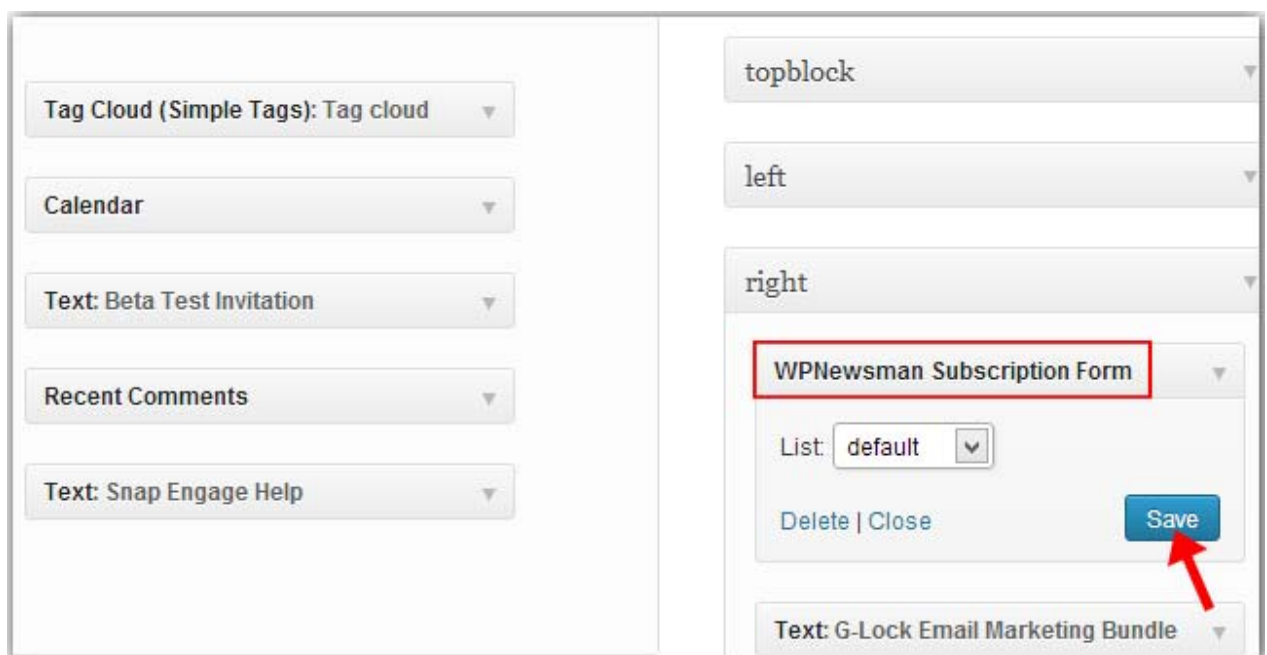
It's done. Now you can go to your site and subscribe to see for yourself how the plugin works.

Creating and Sending Your First Newsletter

When you have something new to tell to your subscribers, you can create and send them a newsletter.

You can compose a newsletter from the template or write a quick message.

If you don't have your own template, you can download the template from the free plugin templates' store.

Click on the "Email Templates" item in the WPNewsman menu.

Click on the "Install New Templates" button and select "From Templates Store…".
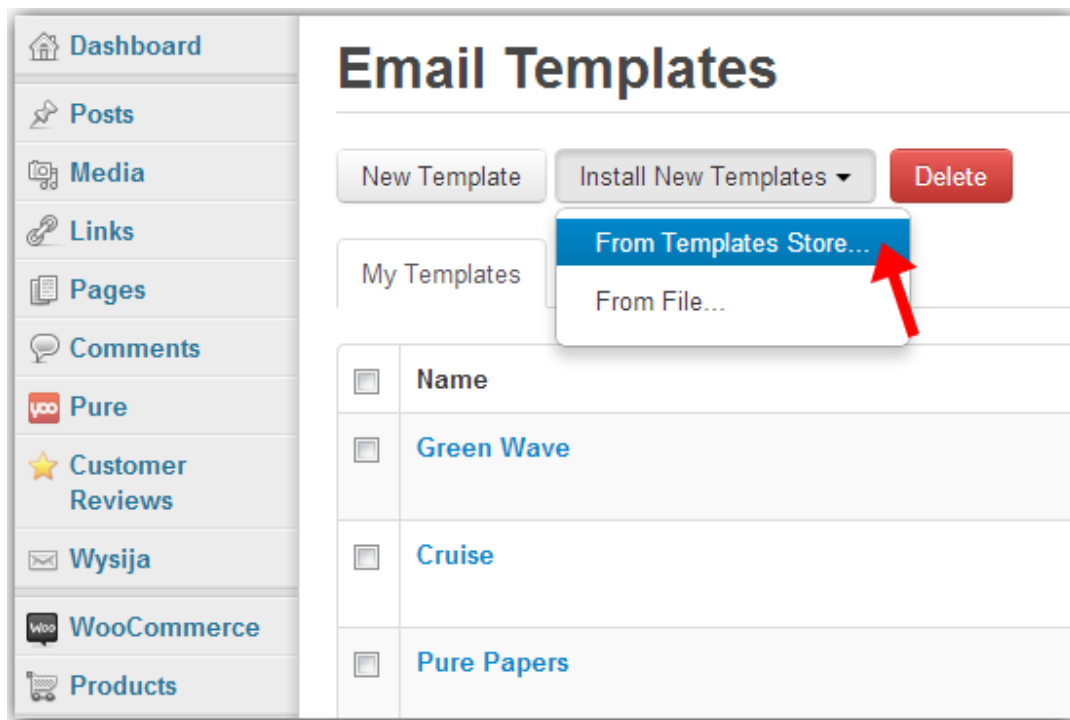
Click "Download" below the desired template.

The template will be installed to the "My Templates" list.

Go to WPNewsman -> Mailbox and click on Compose -> From Template.

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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 best features are:

Source –- for adding HTML code of your newsletter that can be easily formatted.

Insert posts -– allows you to populate your newsletter with posts. 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.

After you play a bit with these features, you can be sure that a beautiful newsletter will come out of your hands.

Click the mouse inside the "To" field and select the list.

Type the newsletter Subject.

Click the "Send Test Email" button and send a test copy of your newsletter to yourself to see if it comes to your Inbox or not.

When you're ready to send the newsletter to the list, click "Send".

Edit email

To: default ×

Subject: What's happening on glocksoft.com today

| Source | ✂ | 📋 | 📋 | 📋 | 📋 | ↶ | ↷ | ✍- | Ⓦ | Newsman ▾ | | | | Saved at 3:58:34 PM |

| ≔ | ≔ | ⊣ | ⊢ | 99 | ≣ | ≣ | ≣ | ≣ | ∞ | ∞ | ⚑ | 🖼 | 🖼 | ▦ | ≡ | Ω |

B *I* U̲ S̶ I͟x̲ | Normal ... ▾ | Font ▾ | Size ▾ | A- A- | ⤢ | ?

Place specific teaser text there to encourage the reader to open the email
Is this email not displaying correctly? View it in your browser.

Hi,

Here is what's happening on glocksoft.com today:

"WPNewsman Giveaway – Free tool to collect and manage email subscribers"

5 Lucky winners will a WPNewsman professional license worth $99 each for one year. It will include all the features mentioned here + allowances for a much longer email list. WPNewsman Giveaway – Free tool to collect and manage email subscribers (...)

Read more...

To successfully receive our communication emails, please add our
address to your contacts list.

Not interested anymore? Unsubscribe instantly.

[f] [🐦] [8] [in]

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Designed by www.hotemailtemplates.com

Track recipient's actions

- ● Do not track
- ○ Google Analytics
- ○ Piwik

Campaign name

Sending

- ● Send immediately
- ○ Schedule sending on

Friday, 6 September, 2013 15:56

Send

✉ Send test email   Close

Email particles

Edit Post Template

Edit Post Divider Template

wpNewsman Shortcodes ❂

You can use this shortcode macro to add the unsubscribe link to your message:

[newsman link='unsubscribe']

and these shortcode macros to add links to you social profiles (enter the URLs of your social pro in the plugin Settings):

[newsman profileurl='twitter']

[newsman profileurl='googleplus']

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Support & Contact

G-Lock 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.

About G-Lock Software

G-Lock Software develops software for different programming environments. Currently, the company's emphasis is on tools and applications in the field of email marketing and SEO.

Among its major products are G-Lock EasyMail7 bulk email sender and newsletter software, G-Lock Analytics real time email tracking system, Advanced Email Verifier email list cleaner and verification software, G-Lock Email Processor advanced email processing and parsing software, G-Lock WPNewsman WordPress newsletter plugin, Fast Directory Submitter directory submission tool for creating permanent one-way backlinks, Fast Blog Finder blog commenting software, and Backlink Diver link verifier and PageRank checker tool.

For more information, visit the company's website at http://www.glocksoft.com

Additional Resources

G-Lock WPNewsman download:

http://wordpress.org/plugins/wpnewsman-newsletters/installation/

Key features:

http://wpnewsman.com/review-newsletter-plugin-wordpress/

Documentation:

http://wpnewsman.com/documentation/

Video tutorials:

http://wpnewsman.com/video-tutorials/

FAQ:

http://wpnewsman.com/top-questions-about-wpnewsman/

Knowledgebase:

http://support.glocksoft.net/kb/11-wpnewsman

To learn more about WPNewsman, visit http://wpnewsman.com