

EMAIL INBOXER



NO-COST NEWSLETTER AND LIST BUILDER

www.social-ops.com

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INTRODUCTION

Are you looking for a way no-cost way to update and build multiple email lists?

This strategy guide details how to setup a newsletter subscribe form on WordPress that will automatically send an email to your list of subscribers every time that you post a new blog post. Even better, you will be able to schedule the posts like an auto-responder would. – At absolutely no cost.



Should you choose to accept this mission you will need to collect the following items:

- WordPress self hosted blog.
- Sign up for a FeedBurner account.
- Elegant Subscription Popup plugin.



The whole process of setting everything up should take under an ½ an hour to complete.

We arn't messing around! - Lets get started.

SIGN UP TO FEEDBURNER

Great! I am glad to see that you have chosen this mission. – We need more people like you!



Okay, so first things first, you will need to signup for a FeedBurner account using your Gmail account.


<https://feedburner.google.com>

CONFIGURING FEEDBURNER

Now that you have signed up for a FeedBurner account go ahead and grab your WordPress blog's feed and paste it into FeedBurner to burn your blogs feed. Your WordPress blogs feed should look like this. <http://EXAMPLE.com/feed>

The screenshot displays the Google FeedBurner 'My Feeds' interface. At the top, the browser address bar shows 'https://feedburner.google.com' and the user is logged in as 'tevetcty@gmail.com'. The main heading reads 'My Feeds are bracing for winter/preparing Google feedburner for summer'. A green banner says 'Welcome back'. Below this, there's a section for adding a new feed with a red header 'FEED TITLE' and 'SUBSCRIBERS'. The text 'Burn a feed right this instant. Type your blog or feed address here:' is followed by a red-outlined input field. To the right of the input field is a checkbox 'I am a podcaster!' and a 'Next »' button. Below the input field, there are links for 'Export Feeds' and 'Export as CSV'. On the right side, there are several status updates under 'AdSense for Feeds' and 'FeedBurner Status'. The footer includes links for 'Submit your content to Google', 'Feed 101', 'Developers', 'Ping', 'FeedBurner Blog', 'Privacy Policy', and 'Terms of Service', along with the copyright notice '©2004–2015 Google'.

Next, give your feed a title and create a FeedBurner address.



Welcome! Let us burn a feed for you.

The original blog or feed address you entered has been verified.

Here is what happens next in the setup process:

- ▶ FeedBurner will apply some of our most popular services to your new feed to get you started. (You can always modify or remove them later.)
- ▶ This new feed will be activated in your FeedBurner account.
- ▶ You may also set up some optional traffic stats tracking and podcasting services.

Give your feed its title and feedburner.com address:

Feed Title:

Enter a title to help identify your new feed in your account.

Feed Address:


http://feeds.feedburner.com/
The address above is where people can find your new feed.

Next » **Cancel and do not activate**

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Click the next button...

You will be redirected to a new page. This page asks if you would like to track your feeds stats. Again, click the next button.



1. Claim your feed

2. Enhance Your Stats

Congrats! Your FeedBurner feed is now live. Want to dress it up a little?

Subscribe to your feed (and share with others!) at:

<http://feeds.feedburner.com>

For your convenience, FeedBurner has applied the following services to your new feed:

- ▶ **BrowserFriendly** improves your feed's appearance in most web browsers and makes it easier to subscribe to
- ▶ **FeedBurner Stats** tracks basic feed traffic statistics

You control your feed. All services are optional and can be changed at any time.

You have completed **Step 1 of 2**. In Step 2, you may consider adding additional free **FeedBurner Stats** options for a more richly detailed view of your feed readership.

Next » or [Skip directly to feed management](#)

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The next page that comes up will be where you will choose the stats that you would like to track. Most people choose to select all of them.

FeedBurner™

1. Claim your feed 2. Enhance Your Stats

Get More Gusto From Your Feed Traffic Statistics.

FeedBurner Stats automatically measures the general traffic level for your feed. You may also consider additional options that can give you insight into how engaged your audience is with your content. ([Tell me more about all FeedBurner Stats features.](#))

FeedBurner Stats automatically tracks:

- ✓ Circulation — How many people are subscribed
- ✓ Readership — What feed readers people are using
- ✓ Uncommon Uses — Other services and sites using your feed
- ✓ Clickthroughs — How often people click items back to your site
In order to track item clickthroughs, we redirect all links in your feed through FeedBurner. If you want us to leave your links untouched, leave this option unchecked.
- ✓ Item enclosure downloads (podcast downloads)

☒ I want more! Have FeedBurner Stats also track:

- Individual item views and resyndication — Popularity of individual items
- Reach — Number of people who viewed or clicked the content in your feed

« Back Next »

Click the next button after you have chosen all of the stats that you would like to track.

Within the next page that you are brought to click the “Publicize” tab. Then, click the “Email Subscriptions” tab. – And activate the email subscription option by clicking the “Activate” tab.

The screenshot shows the Google Feedburner interface. At the top right is the 'Google feedburner' logo. Below it are links for 'Edit Feed Details...', 'Delete Feed...', and 'Transfer Feed...'. A navigation bar contains four tabs: 'Analyze', 'Optimize', 'Publicize' (which is highlighted with a red circle), and 'Troubleshootize'. To the right of these tabs is a 'My Feeds' link. On the left side, under the 'SERVICES' heading, a list of services is shown: 'Headline Animator', 'BuzzBoost', 'Email Subscriptions' (highlighted with a red circle), 'PingShot', 'FeedCount', 'Socialize', 'Chicklet Chooser', 'Creative Commons', 'Password Protector', and 'NoIndex'. The main content area is titled 'Email Subscriptions' and contains the following text: 'Give your biggest fans another way to keep up with your blog or podcast feed by placing an email subscription form on your site.' Below this is a note: 'After you activate this service, FeedBurner will provide HTML code for a subscription form you should copy and place on your own site.' A red box highlights the 'Activate' button, which is next to the text 'this service is inactive'. The footer contains links for 'Submit your content to Google', 'Feed 101', 'Developers', 'Ping', 'FeedBurner Blog', 'Privacy Policy', and 'Terms of Service', along with the copyright notice '©2004–2015 Google'.

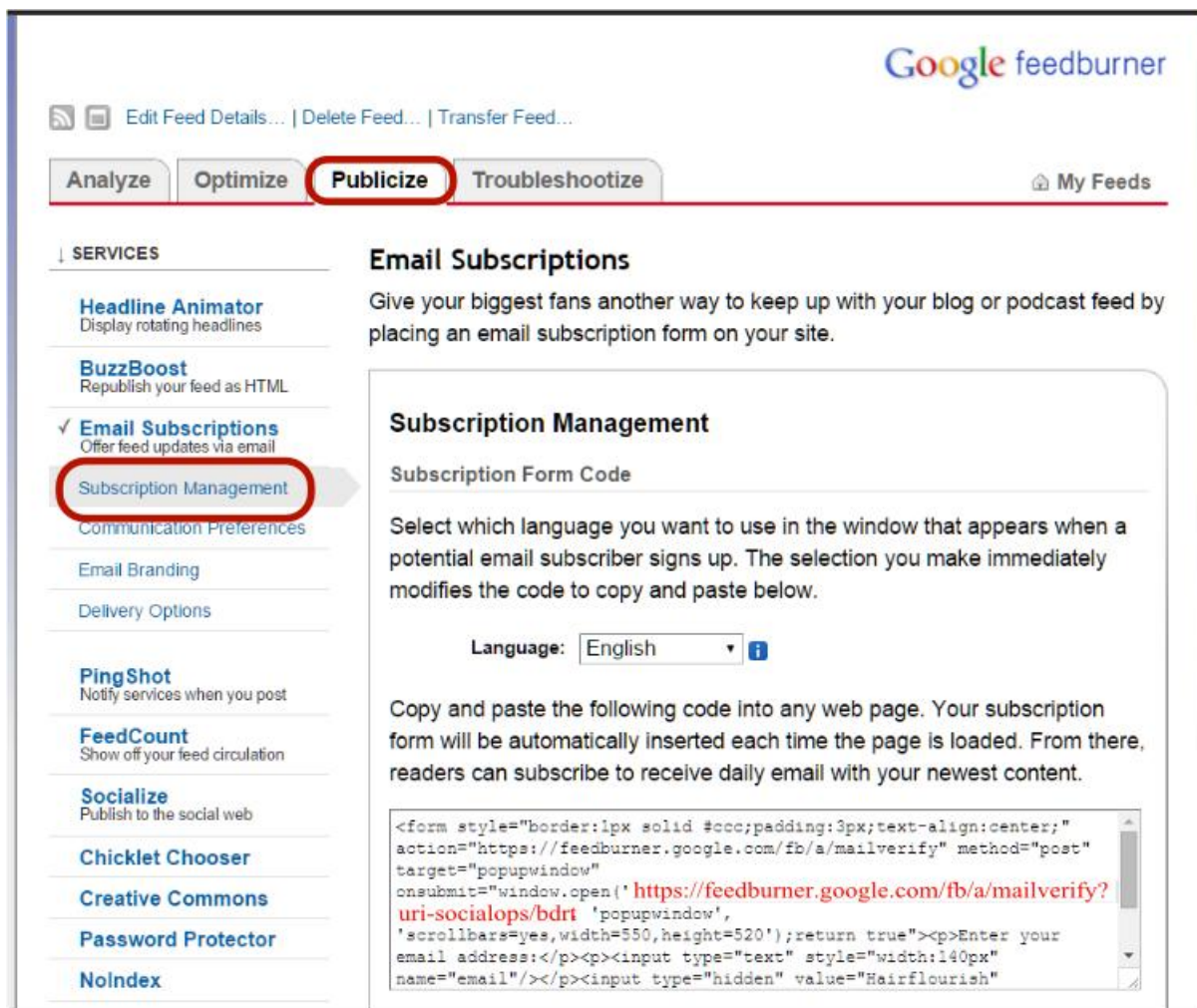
The email subscription options are now activated! Let’s create a way for people to subscribe to your blog.

CREATE AN OPT-IN FORM

Now that the email subscription options are activated it's time to create a newsletter opt-in form for you blog.

You can either choose to use the default FeedBurner subscribe form or you can choose to use your own custom subscribe button. (Another option is to install a subscription popup. See page 16)

To use your own custom designed subscribe button first copy your FeedBurner subscription link. (See image below) The red highlighted link below is the link that will be used to make the subscribe button.



Google feedburner

Edit Feed Details... | Delete Feed... | Transfer Feed...

Analyze Optimize **Publicize** Troubleshoot

My Feeds

SERVICES

- Headline Animator
Display rotating headlines
- BuzzBoost
Republish your feed as HTML
- ✓ Email Subscriptions
Offer feed updates via email
 - Subscription Management**
 - Communication Preferences
 - Email Branding
 - Delivery Options
- PingShot
Notify services when you post
- FeedCount
Show off your feed circulation
- Socialize
Publish to the social web
- Chicklet Chooser
- Creative Commons
- Password Protector
- NoIndex

Email Subscriptions

Give your biggest fans another way to keep up with your blog or podcast feed by placing an email subscription form on your site.

Subscription Management

Subscription Form Code

Select which language you want to use in the window that appears when a potential email subscriber signs up. The selection you make immediately modifies the code to copy and paste below.

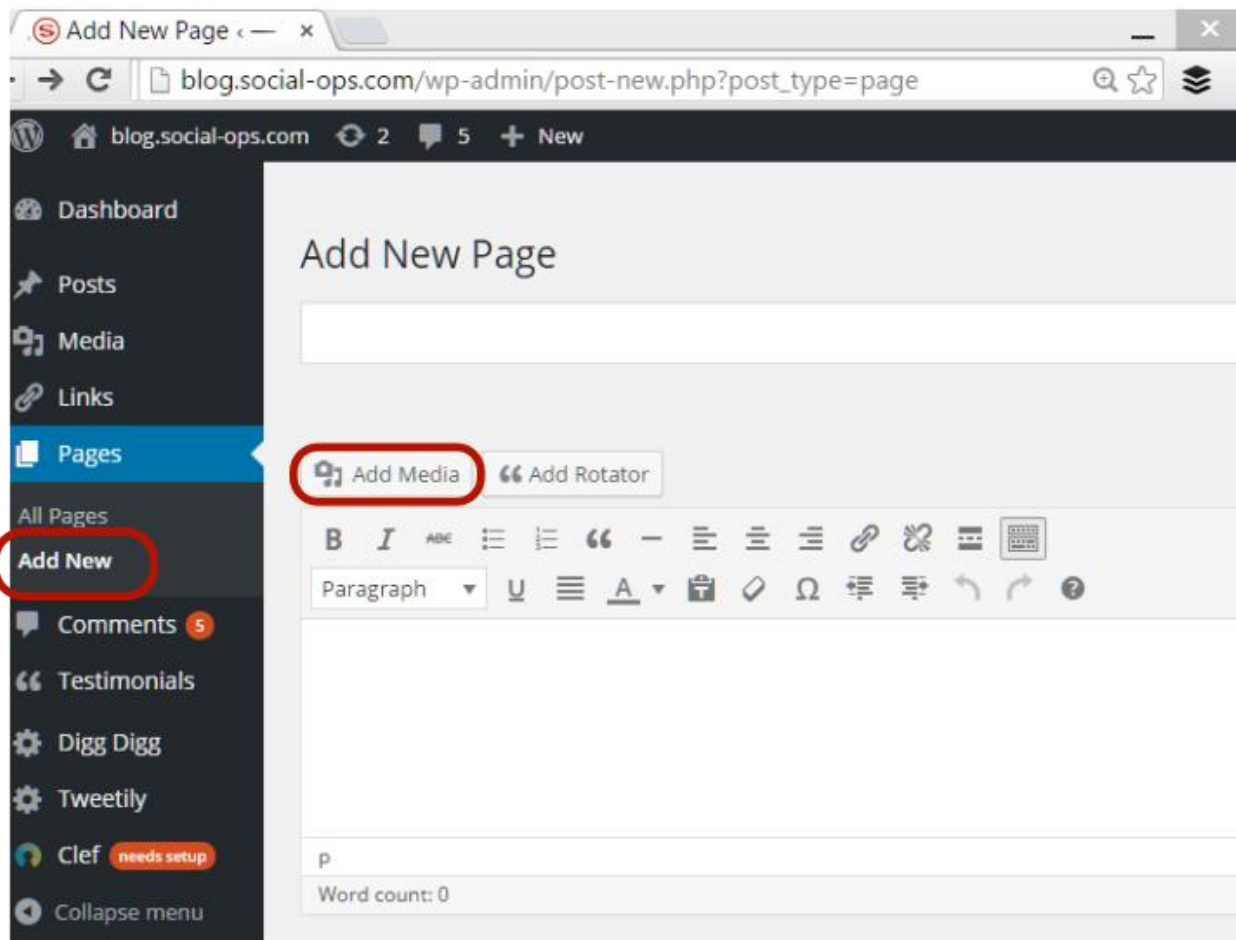
Language: ⓘ

Copy and paste the following code into any web page. Your subscription form will be automatically inserted each time the page is loaded. From there, readers can subscribe to receive daily email with your newest content.

```
<form style="border:1px solid #ccc;padding:3px;text-align:center;"
action="https://feedburner.google.com/fb/a/mailverify" method="post"
target="popupwindow"
onsubmit="window.open(' https://feedburner.google.com/fb/a/mailverify?
uri-socialops/bdrt 'popupwindow',
'scrollbars=yes,width=550,height=520');return true"><p>Enter your
email address:</p><p><input type="text" style="width:140px"
name="email"/></p><input type="hidden" value="Hairflourish"
```

The easiest way to create a subscription button for your sidebar widget or elsewhere is to use the html editor of a post or page within WordPress.

On the lefthand side of your WordPress dashboard click on the “Add New” page tab. Within the new page click on the “Add Media” tab to add your pre-designed subscribe button to the page.



A new screen will pop up. This is where you upload the image of your button. (See the next page)

This is the Add Media page within your WordPress dashboard. Choose the image that you would like to upload for your custom subscribe button.

The screenshot shows the 'Insert Media' interface in a WordPress dashboard. On the left sidebar, there are links for 'Insert Media', 'Create Gallery', 'Set Featured Image', and 'Insert from URL'. The main area is titled 'Insert Media' and includes an 'Upload Files' button. Below this, a media library shows a selected image with a thumbnail that says 'The latest interesting NEWS delivered to your inbox every day' and a red 'Subscribe' button. A red arrow points from the text 'Upload your subscribe button.' to the 'Upload Files' button. Another red arrow points from the text 'Choose the custom url option and paste in your FeedBurner url.' to the 'Custom URL' dropdown menu in the 'ATTACHMENT DISPLAY SETTINGS' section. The 'Custom URL' dropdown is currently set to 'Custom URL'. The 'Size' dropdown is set to 'Full Size - 215 x 121'. At the bottom right, the 'Insert into page' button is circled in red. The bottom left shows '1 selected' and a 'Clear' link.

Insert Media

Upload Files

All media items

The latest interesting NEWS delivered to your inbox every day

Subscribe

Upload your subscribe button.

subscribe-888.jpg

he 30, 2015

215 x 121

Edit Image

Delete Permanently

URL

http://blog.social-ops.com/v

Title

subscribe 888

Caption

Alt Text

Description

ATTACHMENT DISPLAY SETTINGS

Alignment

Center

Custom URL

Size

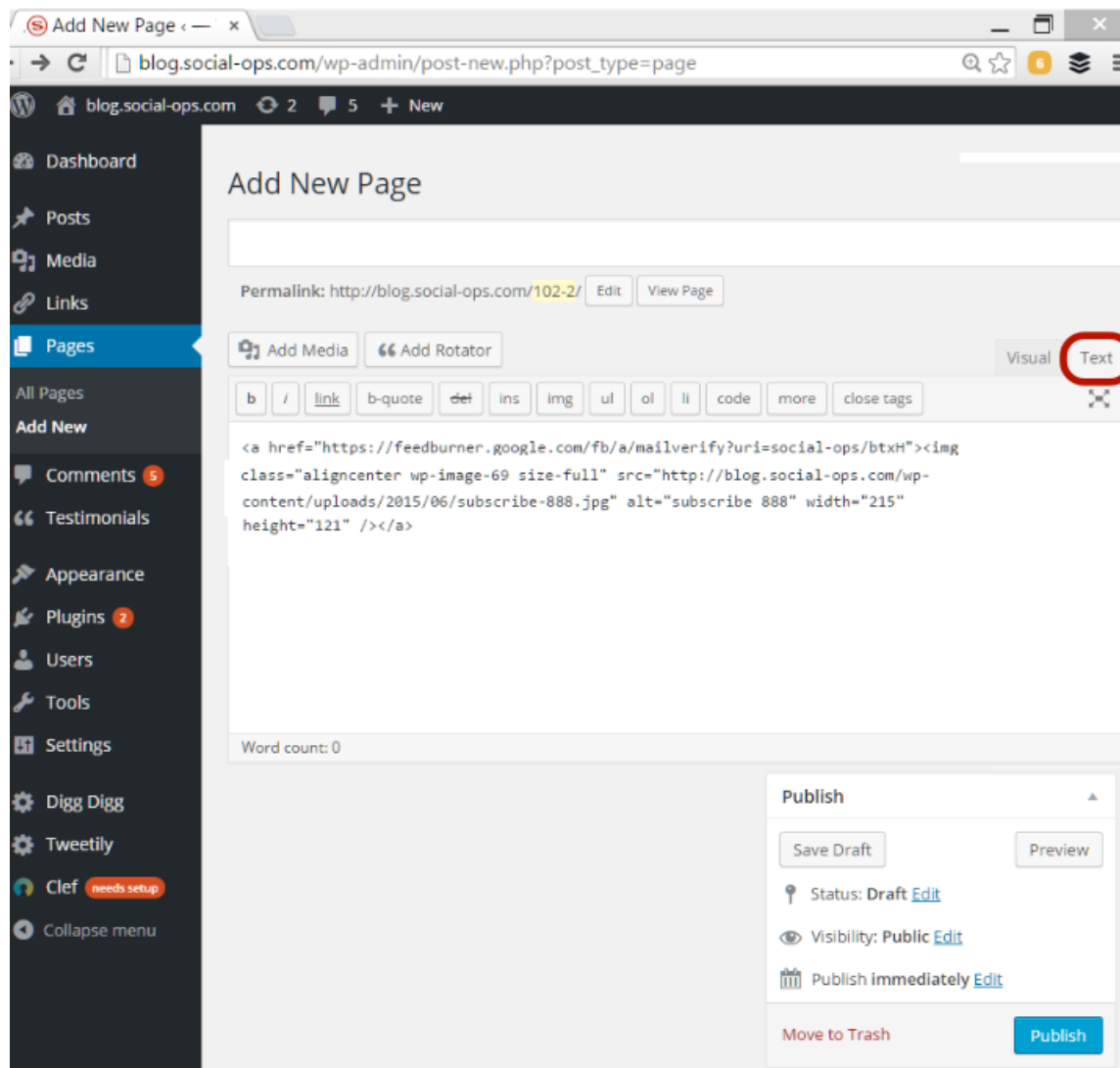
Full Size - 215 x 121

1 selected

Clear

Insert into page

Your custom subscribe button is now ready to go. To access the html code click on the "text" option within the Add New Page screen. Copy this html code and save it to be used in your sidebar or elsewhere.



*You can delete the page that was used to create the subscribe button if you would like to because the button has been uploaded to your media library.

For this example we have placed the subscribe button code into the sidebar.
Our example blog can be seen here: <http://blog.social-ops.com>



What's **HOT** in Internet Marketing - Right Now!

Social-Ops Internet Marketing NEWS Blog – Industry NEWS delivered to your inbox everyday.

July 1, 2015 by admin



You have just discovered the premier internet marketing NEWS blog where you will hear it here first. Everything from the latest email marketing strategies, social media guides, to who's-who, this is where it is at! [Subscribe Now.](#)

Uncategorized

Leave a comment

Subscribe Now!

The latest internet marketing NEWS delivered to your inbox everyday!



Copywriting ◀



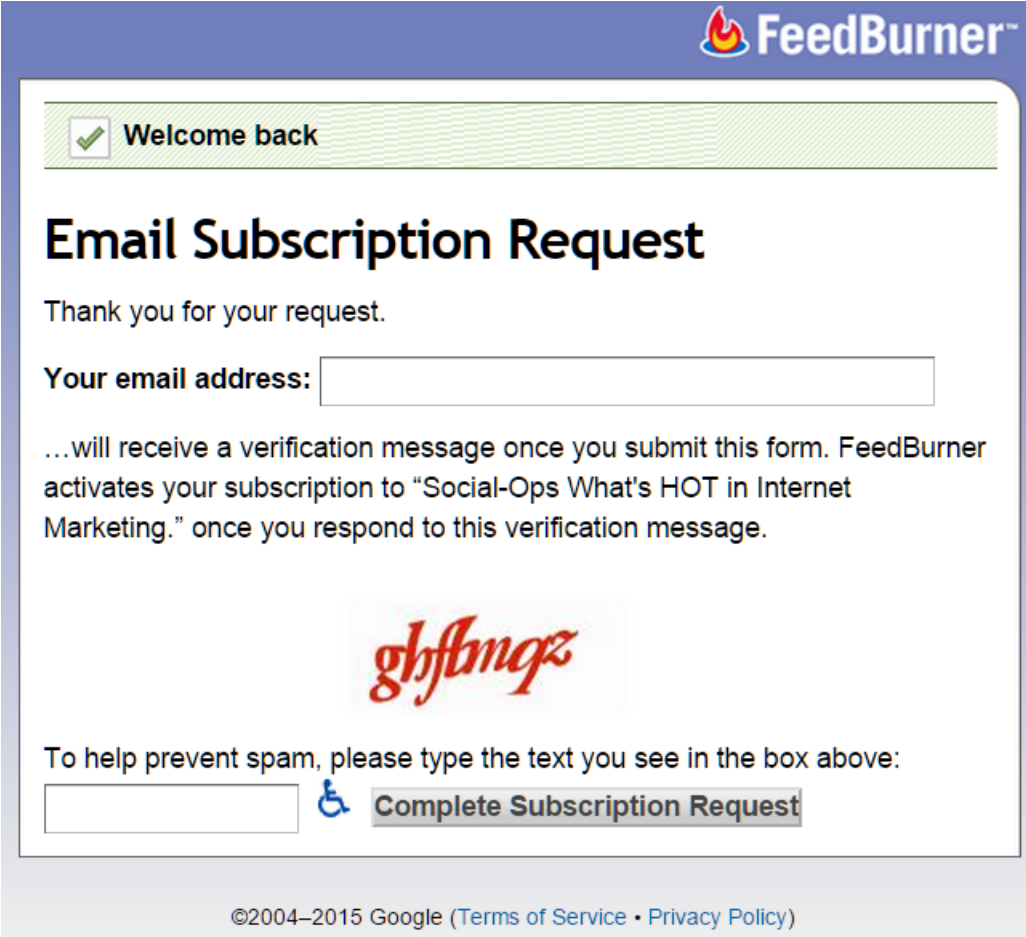
WordPress themes
for everyone

Trusted by 1,500,000 customers

CHOOSE YOUR THEME

TEST THE OPT-IN BUTTON

When the website visitor clicks on the subscribe button the FeedBurner opt-in page will pop up.



The image shows a screenshot of the FeedBurner "Email Subscription Request" form. At the top right is the FeedBurner logo. Below it is a green banner with a checkmark icon and the text "Welcome back". The main heading is "Email Subscription Request". Below this is the text "Thank you for your request." followed by a text input field labeled "Your email address:". Below the input field is a paragraph explaining that the user will receive a verification message and that the subscription is for "Social-Ops What's HOT in Internet Marketing." Below this is a red, stylized, cursive logo that reads "ghfbmgz". Below the logo is the text "To help prevent spam, please type the text you see in the box above:" followed by a text input field and a button labeled "Complete Subscription Request" with a blue accessibility icon. At the bottom is a copyright notice: "©2004–2015 Google (Terms of Service • Privacy Policy)".

FeedBurner™

☒ Welcome back

Email Subscription Request


Thank you for your request.

Your email address:

...will receive a verification message once you submit this form. FeedBurner activates your subscription to "Social-Ops What's HOT in Internet Marketing." once you respond to this verification message.

ghfbmgz

To help prevent spam, please type the text you see in the box above:

 **Complete Subscription Request**

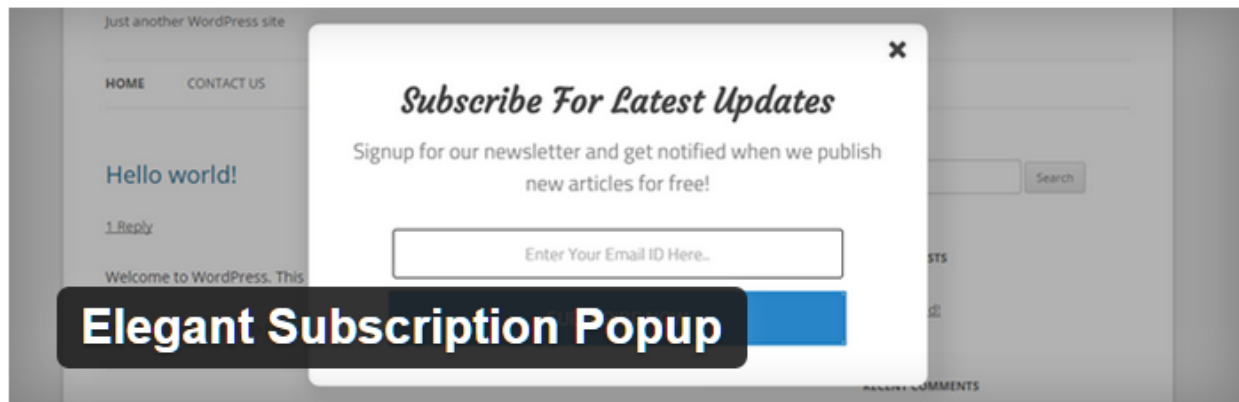
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The subscriber will then need to confirm their email address like any other auto-responder or newsletter opt-in process. Test the system to check its functionality.

INSTALL ELEGANT SUBSCRIPTION POPUP

Don't want to mess with designing and installing an opt-in form? Within the WordPress plugin directory there is a free FeedBurner subscribe form popup plugin called Elegant Subscription Popup. You can search for it in your WordPress dashboard or you can download it and manually install it.

<https://wordpress.org/plugins/elegant-subscription-popup>



Elegant subscription popup plugin shows an animated feedburner form when site gets loaded. It doesn't annoy the visitor to subscribe repeatedly i

[Download Version 1.2.0](#)

[Description](#) [Installation](#) [Changelog](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

Elegant subscription popup plugin shows an animated [feedburner form](#) when site gets loaded. It doesn't annoy the visitor to subscribe repeatedly instead it shows the feedburner subscription form with the interval of days set by admin.

Elegant subscription popup is responsive therefore it adjusts itself with PC, tablet and mobile devices. This plugin is built with OOP (class based) so the chances of conflict with other plugins is very less.

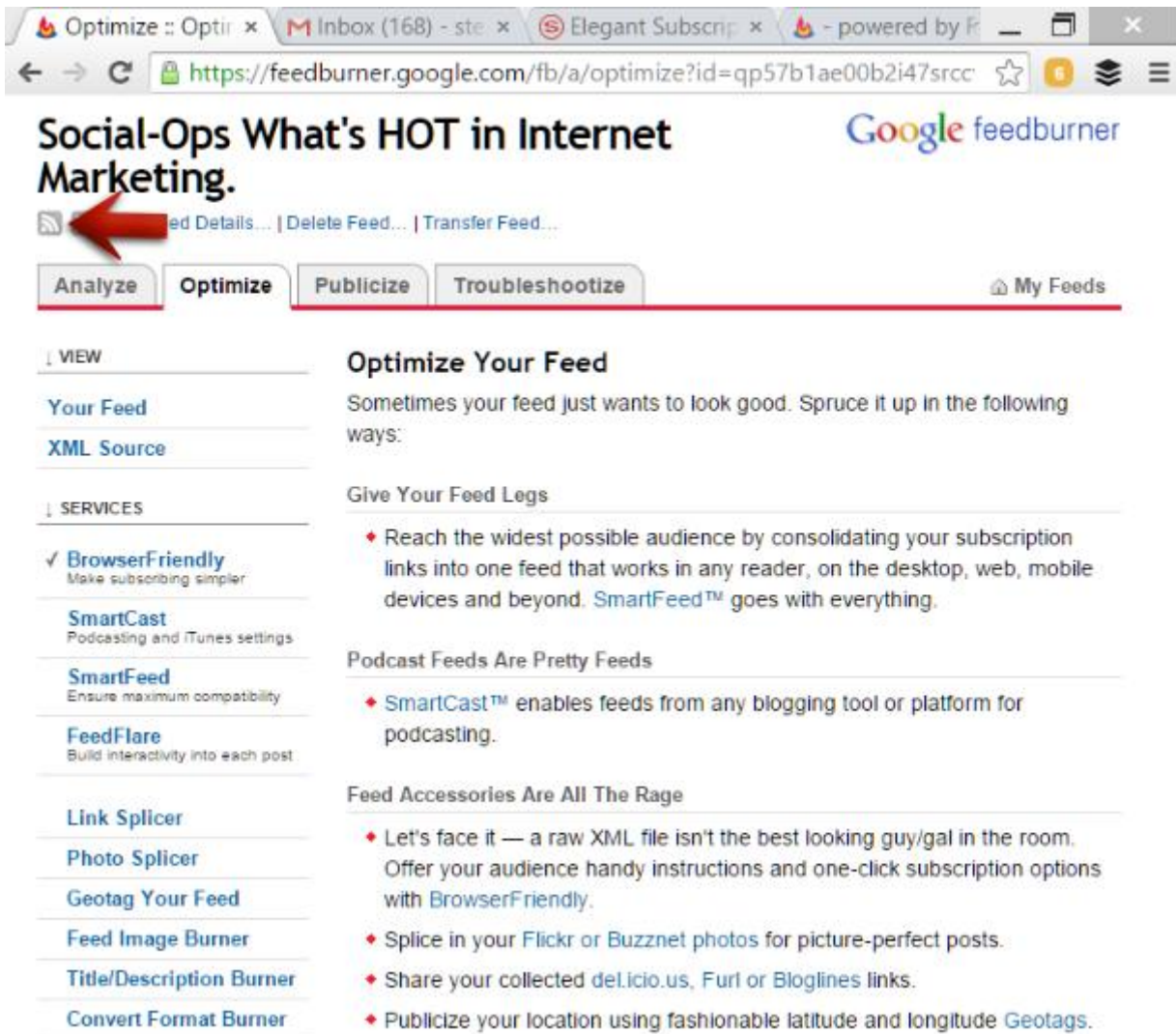
Requires: 3.0 or higher
Compatible up to: 4.2.2
Last Updated: 2015-7-1
Active Installs: 100+

Ratings

Install and activate Elegant Subscription Popup like any other WordPress plugin.

CONFIGURE ELEGANT SUBSCRIPTION POPUP

Now that Elegant Subscription Popup is installed and activated you need to configure it. First grab your FeedBurner ID. Your FeedBurner ID can be found by clicking on the RSS icon within the FeedBurner dashboard of your feed.



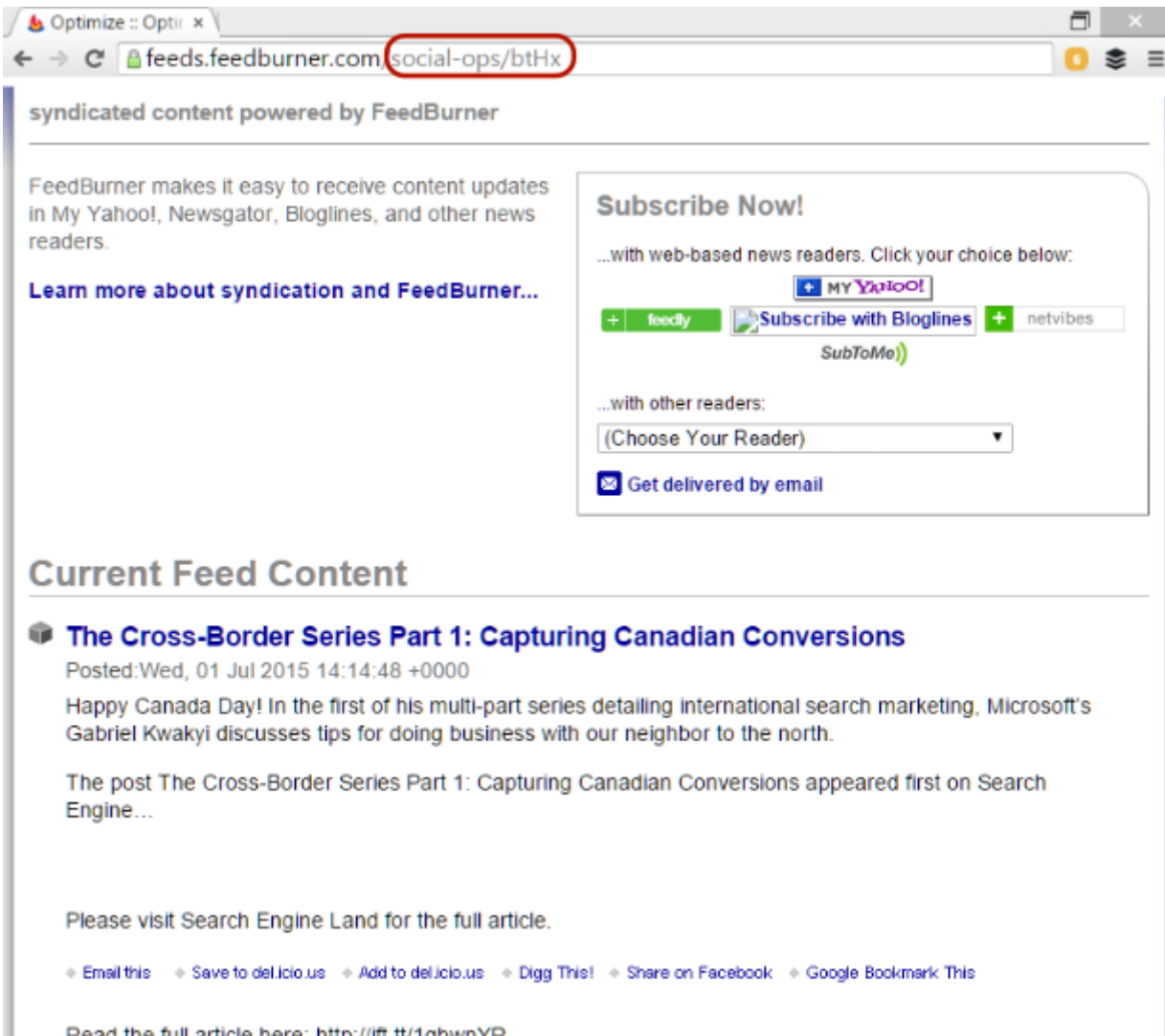
The screenshot shows the FeedBurner dashboard for a feed titled "Social-Ops What's HOT in Internet Marketing." The URL in the browser is <https://feedburner.google.com/fb/a/optimize?id=qp57b1ae00b2i47src>. The dashboard includes a navigation bar with tabs: Analyze, Optimize (selected), Publicize, and Troubleshootize. On the left, there is a sidebar with sections: VIEW (Your Feed, XML Source) and SERVICES (BrowserFriendly, SmartCast, SmartFeed, FeedFlare, Link Splicer, Photo Splicer, Geotag Your Feed, Feed Image Burner, Title/Description Burner, Convert Format Burner). The main content area is titled "Optimize Your Feed" and contains several sections: "Sometimes your feed just wants to look good. Spruce it up in the following ways:", "Give Your Feed Legs" (with a tip about consolidating subscription links), "Podcast Feeds Are Pretty Feeds" (with a tip about SmartCast), and "Feed Accessories Are All The Rage" (with tips about XML files, Flickr/Buzznet photos, deLicio.us/Furl/Bloglines links, and Geotags).

After you click on the RSS icon within your feed dashboard your feed page will popup in another screen. From here you can grab your FeedBurner ID to be used to configure Elegant Subscription Popup.

Your feeds URL will look something like this:

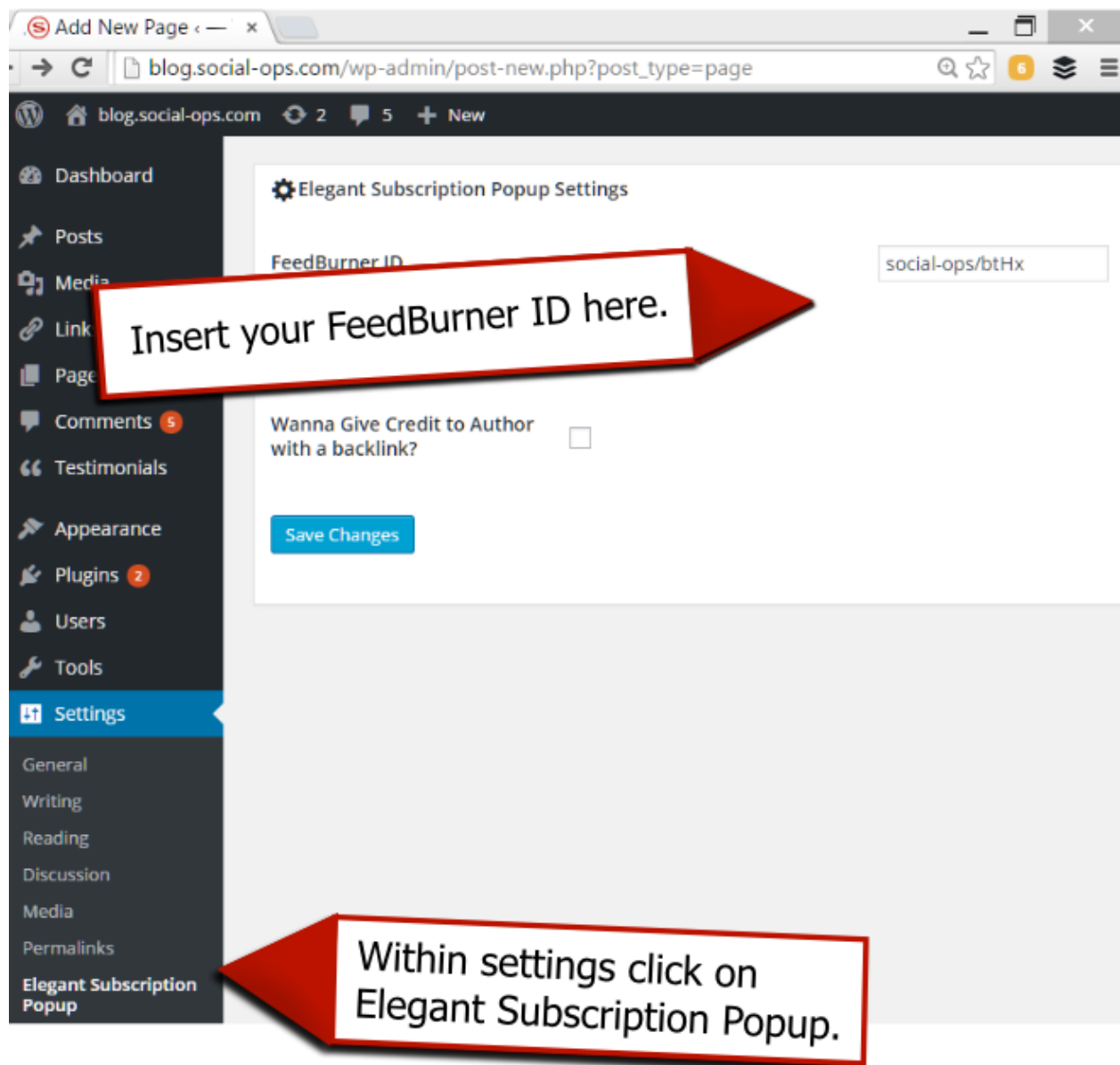
feeds.feedburner.com/social-ops/btHx

The portion highlighted in red is the FeedBurner ID.



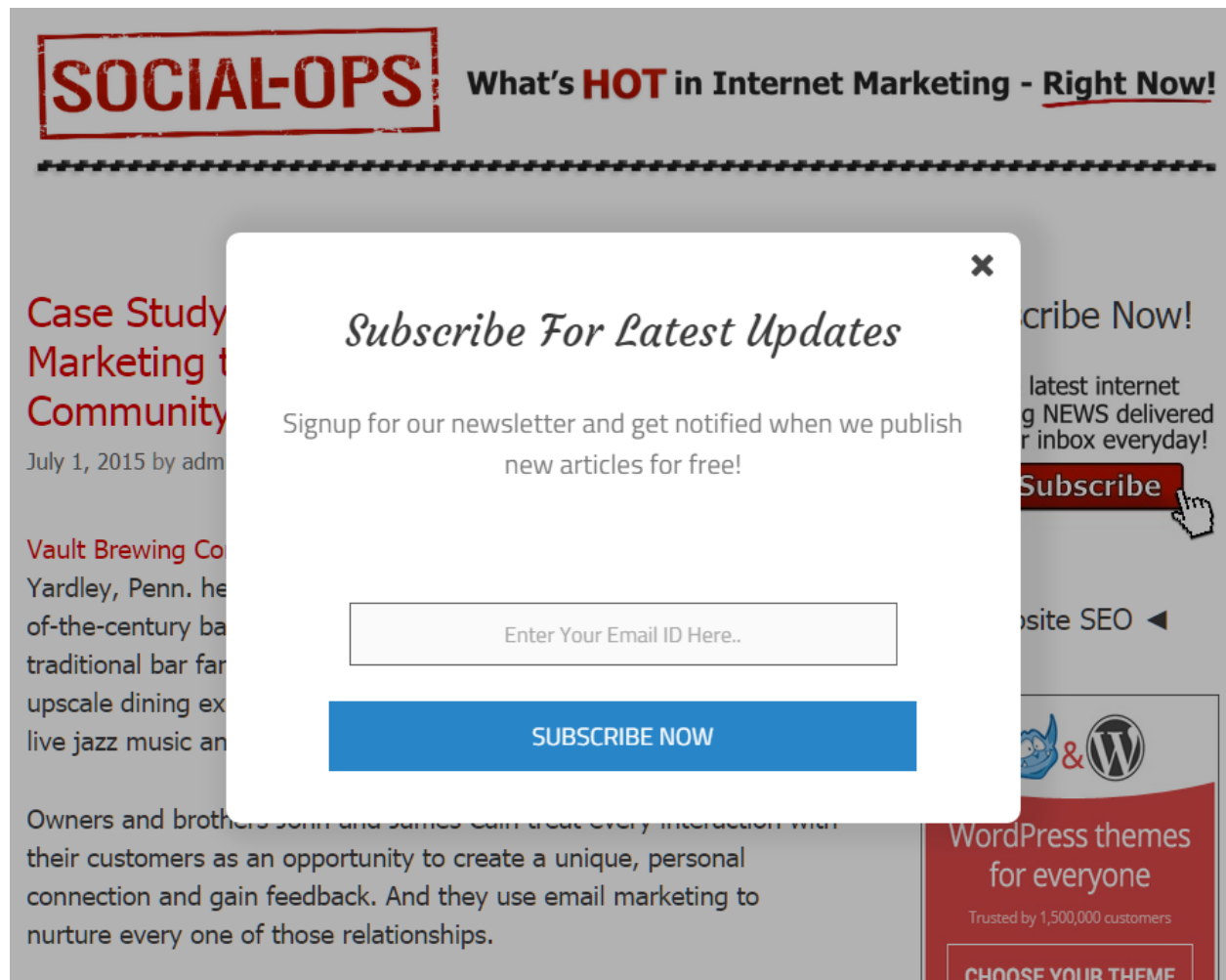
The screenshot shows a web browser window with the address bar displaying feeds.feedburner.com/social-ops/btHx. The page title is "syndicated content powered by FeedBurner". The main content area includes a "Subscribe Now!" section with options to subscribe via web-based news readers (My Yahoo!, feedly, Bloglines, netvibes, SubToMe) and other readers (a dropdown menu). Below this is a section titled "Current Feed Content" featuring a post from "The Cross-Border Series Part 1: Capturing Canadian Conversions" dated Wednesday, July 1, 2015. The post text mentions "Happy Canada Day!" and discusses international search marketing. At the bottom, there are social sharing links (Email this, Save to del.icio.us, Add to del.icio.us, Digg This!, Share on Facebook, Google Bookmark This) and a link to read the full article.

Now that you have your FeedBurner feed ID you can setup Elegant Subscription Popup. (See below)



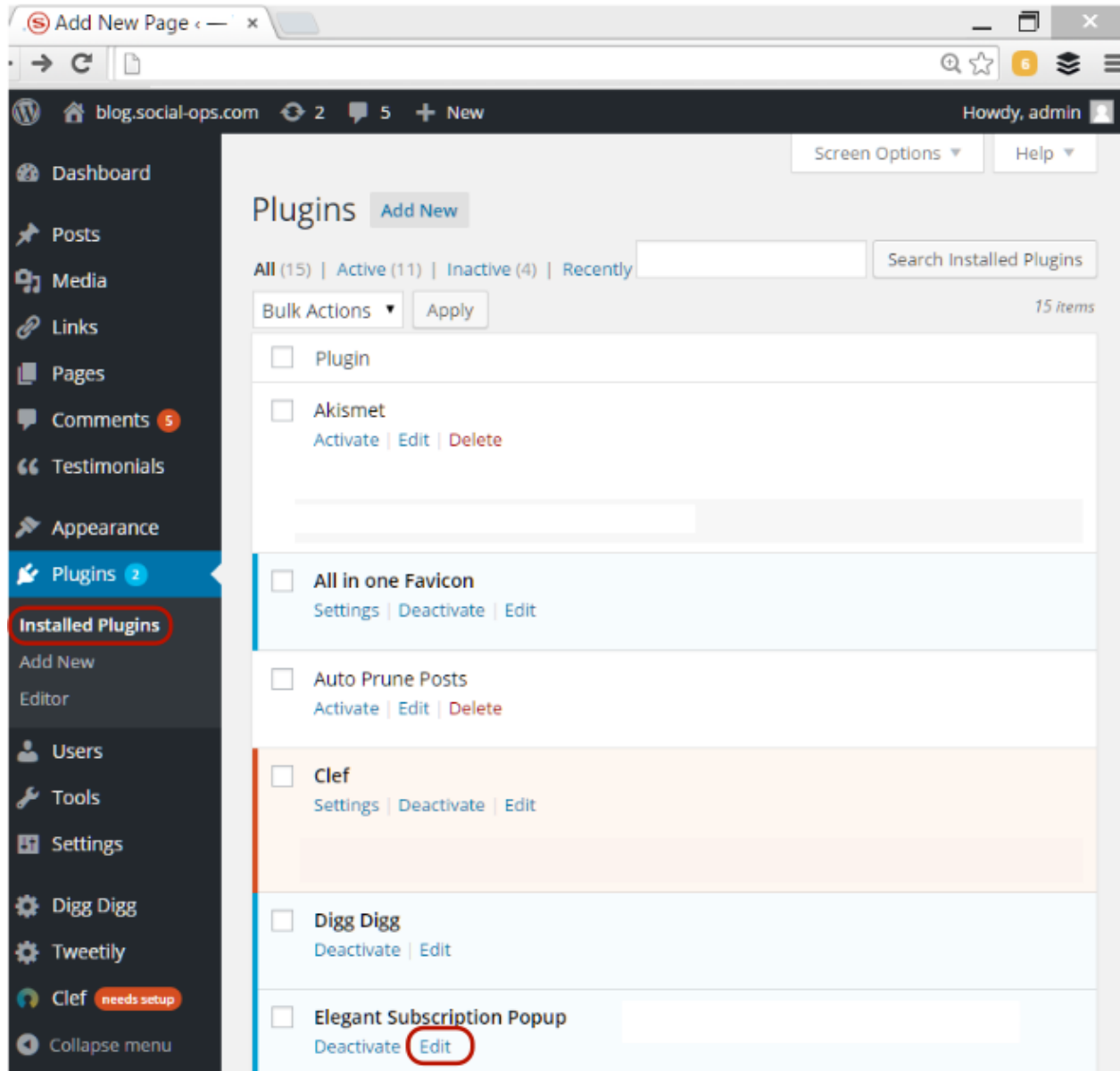
As you can see Elegant Subscription Popup is easy to setup and configure. Best of all it's free!

This is what Elegant Subscription Popup looks like on the Social-Ops blog.



CUSTOMIZE OPT-IN POPUP

If you are familiar with CSS the code for Elegant Subscription Popup can be customized from the plugin's page within the WordPress dashboard.



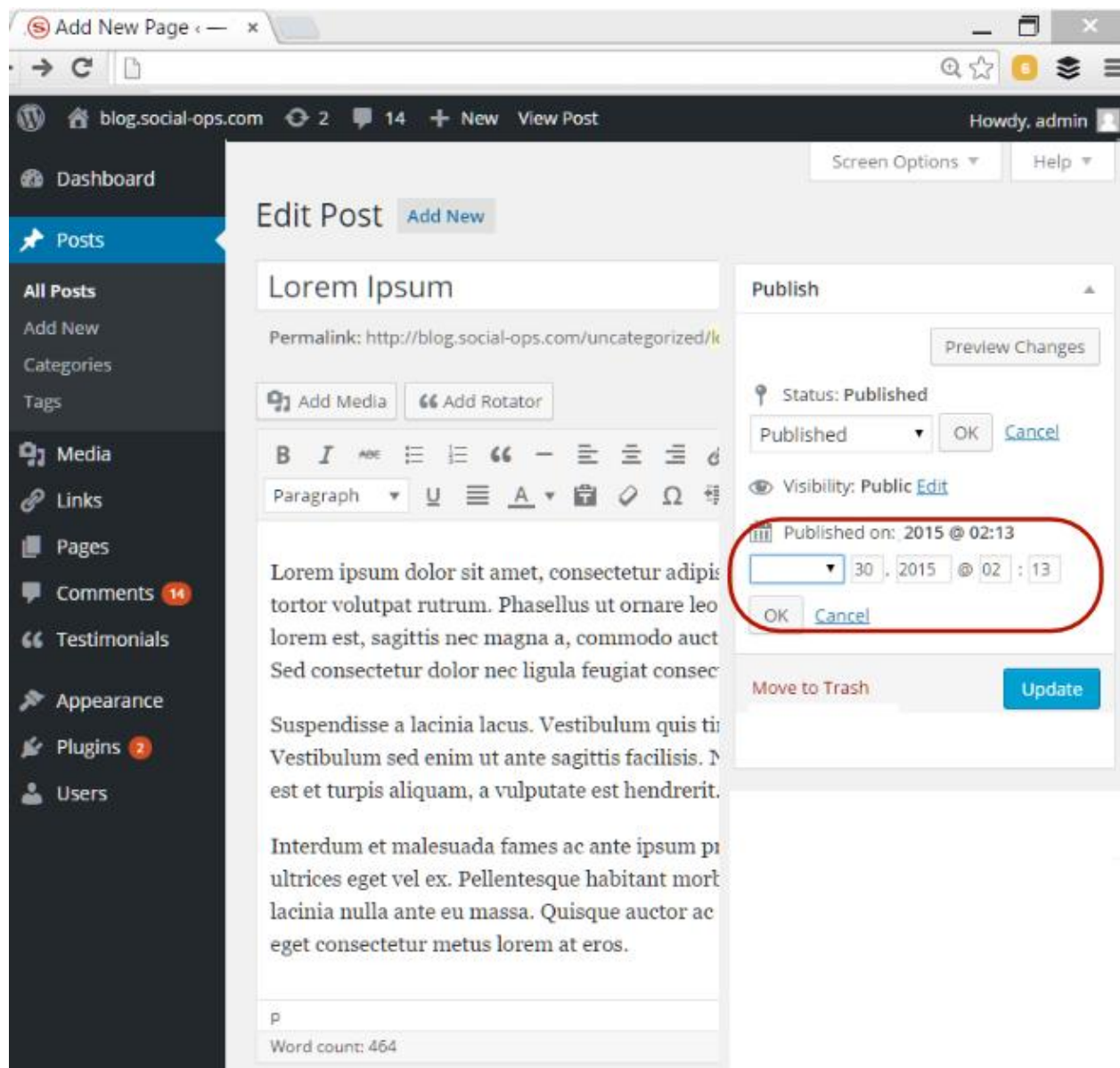
Click the edit button to edit the CSS code of the Elegant Subscription Popup plugin. (Seen above)

In this instance we modified the popup to include the content that we want to use. It is possible to change the colors of the button and all of the other variables within the plugin editor using CSS code tweaks. It now looks like this.



SCHEDULING POSTS

While this no-cost system does not offer the ability to start the subscriber at the beginning of an email sequence it is possible to schedule WordPress posts to offer some level of email scheduling. Scheduling WordPress posts is easy. When creating a new post you can schedule the post to be published at the date and time that you would like. (See below)



INCREASE INBOXING ODDS



To increase the odds of your FeedBurner blog posts/messages getting inboxed it is suggested that you place your businesses name, address, email address and other contact information at the bottom of every new blog post that you create.

TECHNICAL NOTES

Within the email branding configuration screen we suggest inserting the following code into the Email Subject/Title: `${latestitemTitle}`

Inserting the above code will place the last posts title into the title of the email that is sent to your subscribers.

Social-Ops What's HOT in Internet Marketing. Google feedburner

Edit Feed Details... | Delete Feed... | Transfer Feed...

Analyze Optimize **Publicize** Troubleshootize My Feeds

↓ SERVICES

- Headline Animator
Display rotating headlines
- BuzzBoost
Republish your feed as HTML
- ✓ Email Subscriptions
Offer feed updates via email
- Subscription Management
- Communication Preferences
- Email Branding**
- Delivery Options
- PingShot
Notify services when you post
- FeedCount
Show off your feed circulation
- Socialize
Publish to the social web
- Chicklet Chooser
- Creative Commons
- Password Protector
- NoIndex

Email Subscriptions

Give your biggest fans another way to keep up with your blog or podcast feed by placing an email subscription form on your site.

Email Branding

HTML Email Appearance

Email Subject/Title: Social-Ops What's HOT in Internet Marketing.

This line will appear as both the Subject of update emails and as the main title in the body of the message.

HOT TIP
Use `${latestitemTitle}` to insert your latest post's title into the Subject/Title of email.

☐ Change Subject when an email has 2 or more items

Logo URL:

Logo URL is optional and it requires that you host an image on a server FeedBurner can access. Only JPEG, GIF and PNG graphic files will work. The recommended size is no larger than 200 pixels by 200 pixels.

Headline Font:

Headline Size:

There are several other configurations that can be made to custom tailor FeedBurner to your specific needs. Spend some time inside FeedBurner to get familiar with the different options that FeedBurner offers.

THE END...

No, this is just the beginning!

All effective marketing strategies take proper planning.

While this no-cost strategy may not be quite as effective as some of the expensive auto-responder systems out there it will return significant results with the proper planning.

Best of all, this strategy can be used on as many WordPress websites and blogs that would like. – So why not install it on all of your blogs?

Want more eBooks like this? Come and visit our website at <http://social-ops.com>

And...

Follow our Twitter page!

<https://twitter.com/socialopsteam>

