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

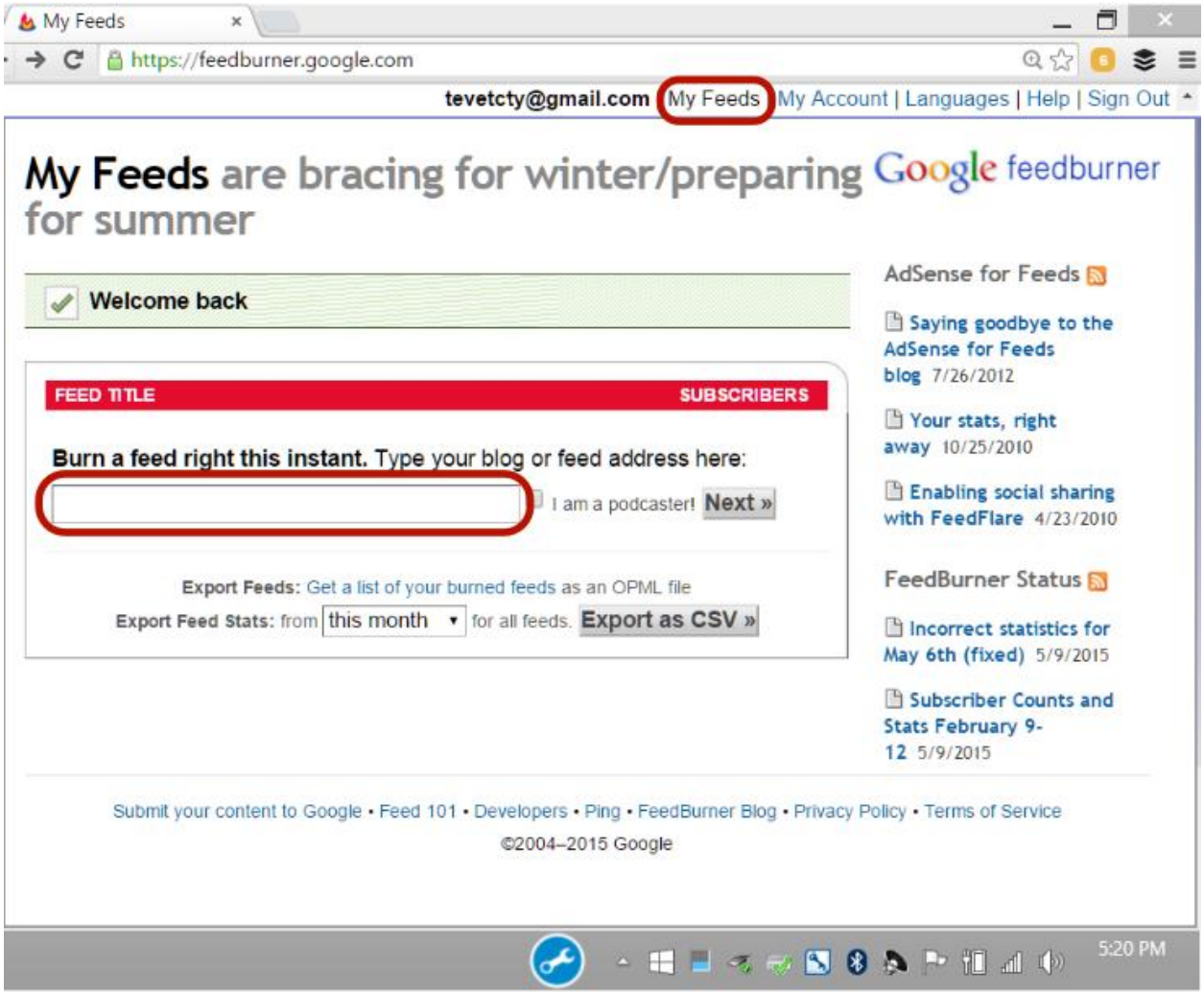
Great! I am glad to see that you have chosen this mission. – We need more people like you!

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

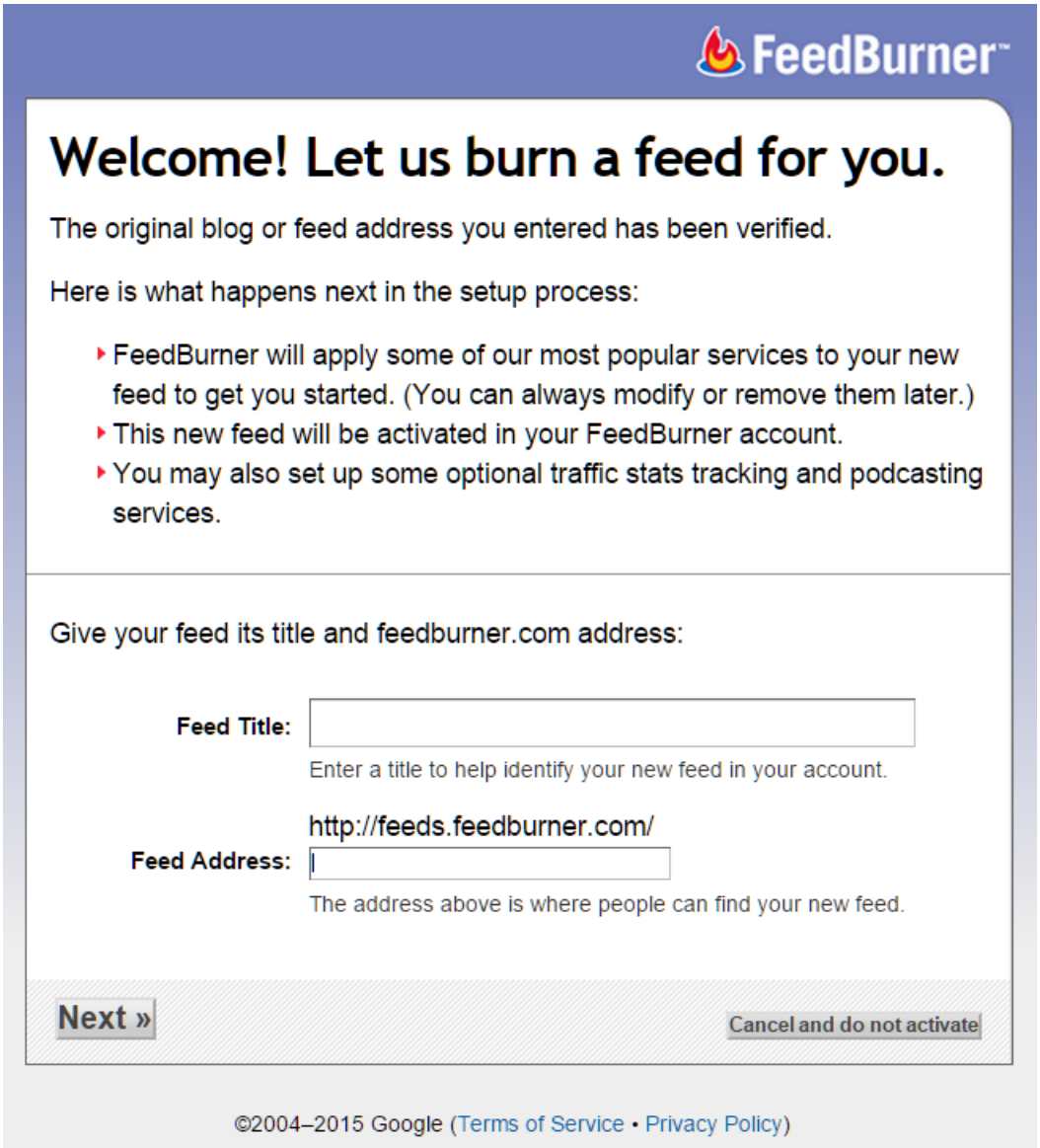
https://feedburner.google.com

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

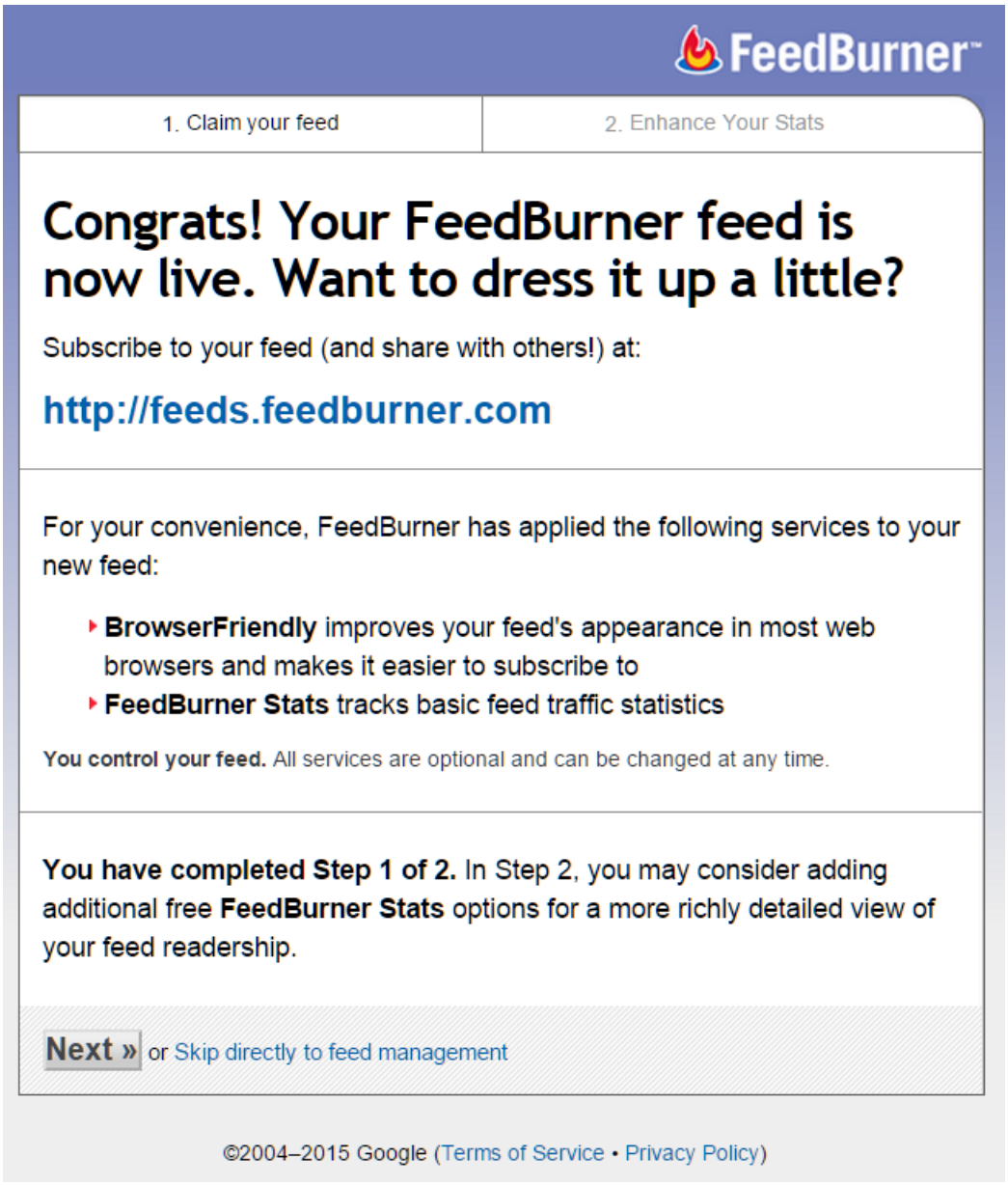


Next, give your feed a title and create a FeedBurner address.

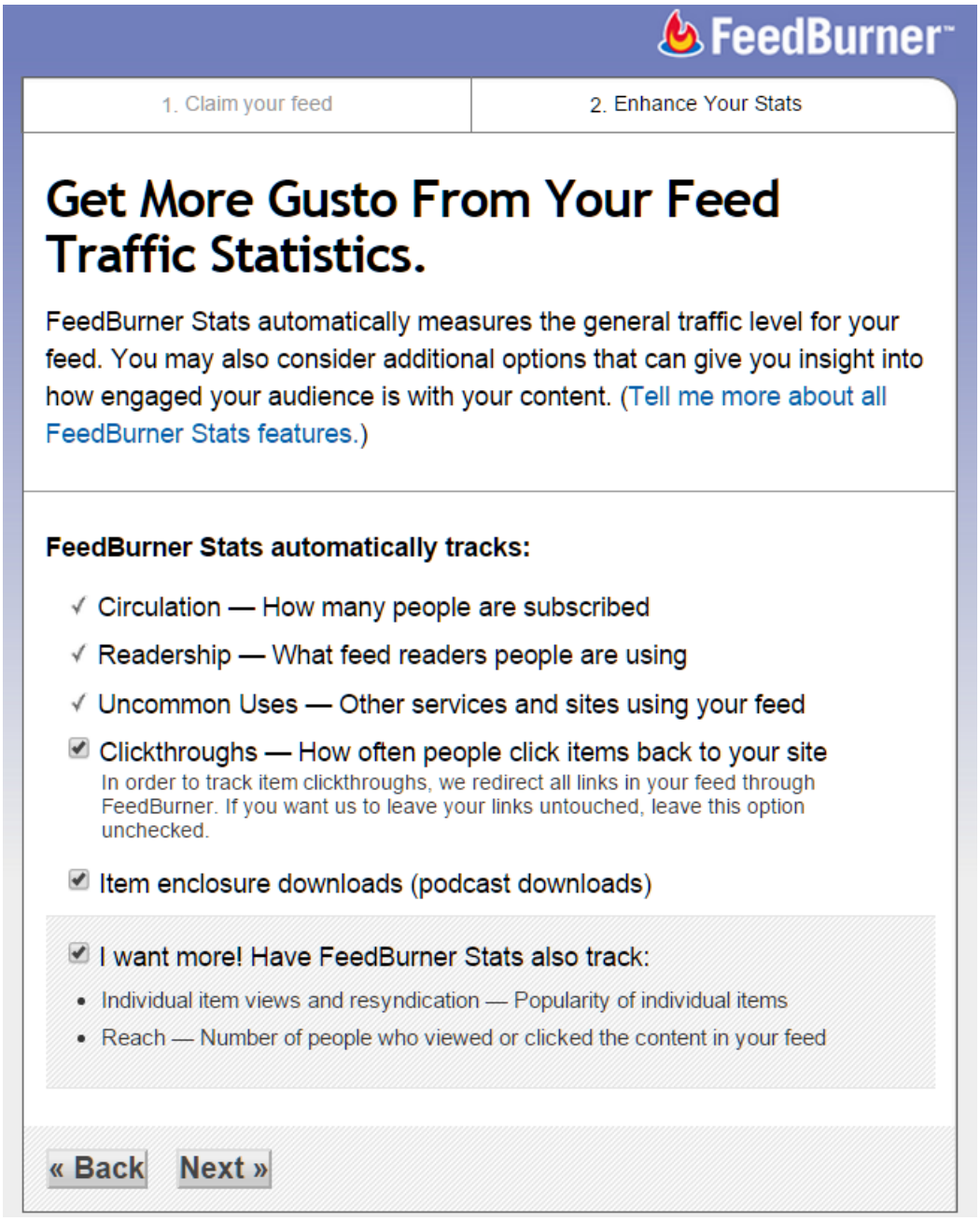


Click the next button…

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.

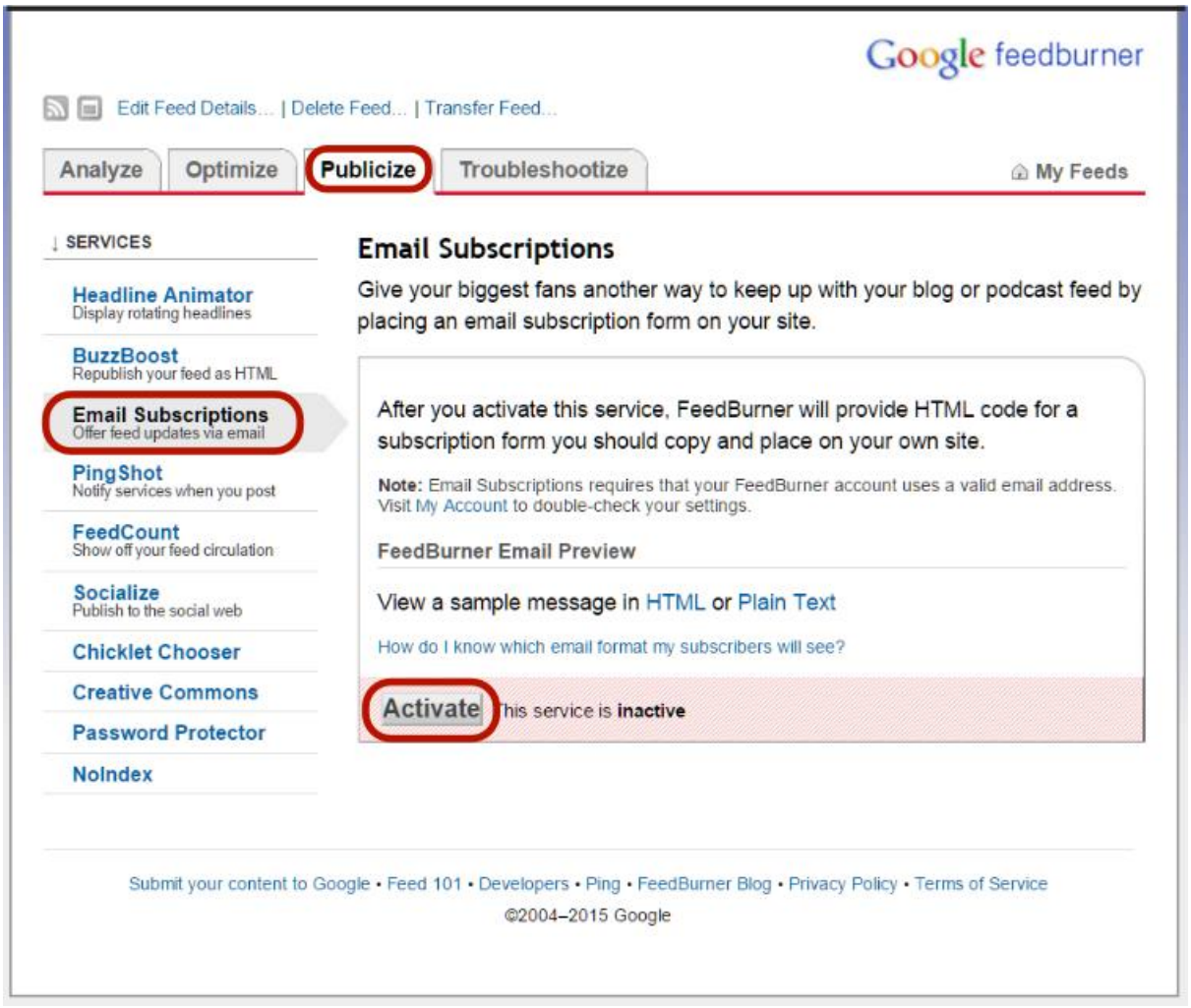


The next page that comes up will be where you will choose the stats that you would like to track. Most people choose to select all of them.



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.



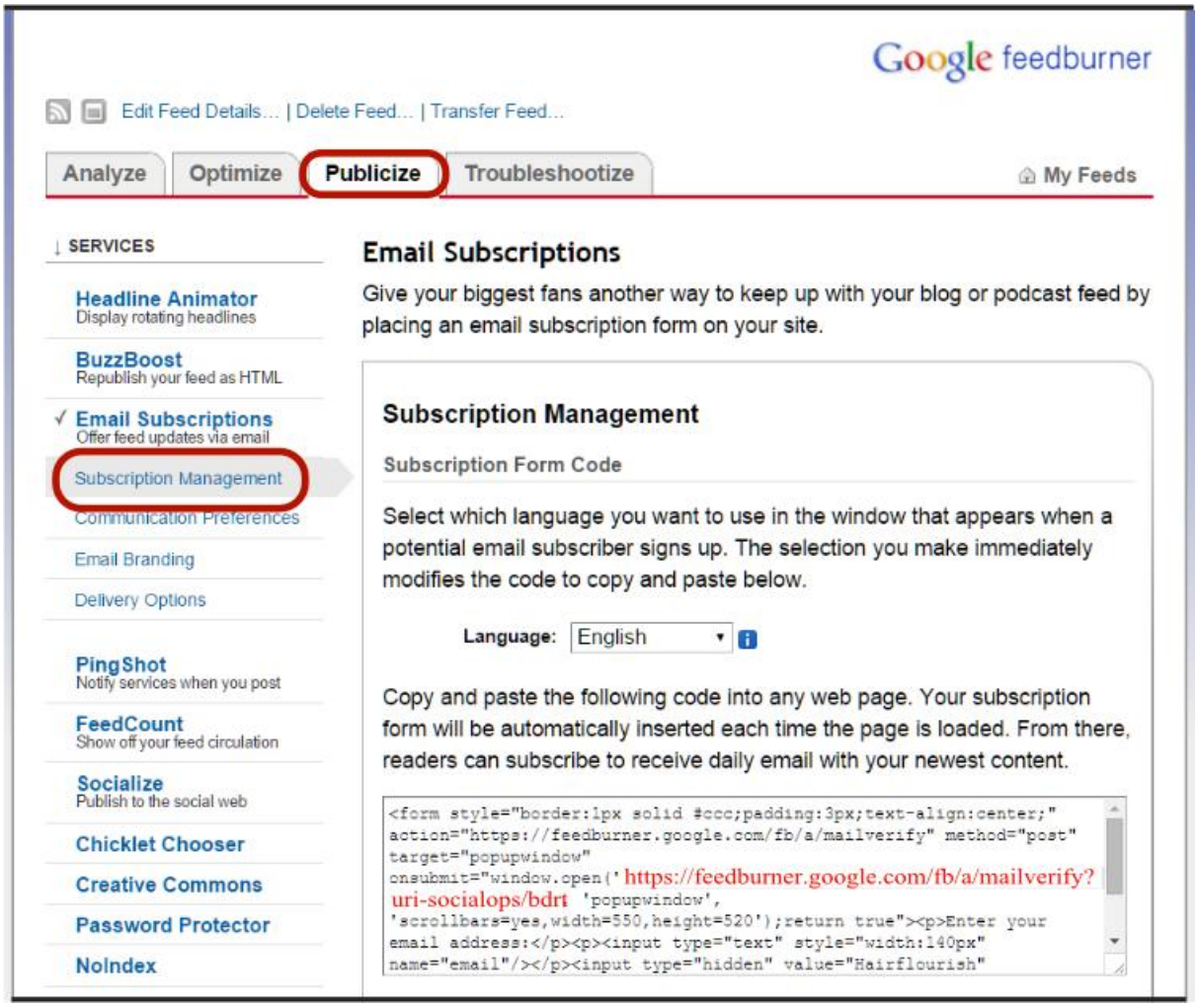
The email subscription options are now activated! Let's create a way for people to subscribe to your blog.

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.

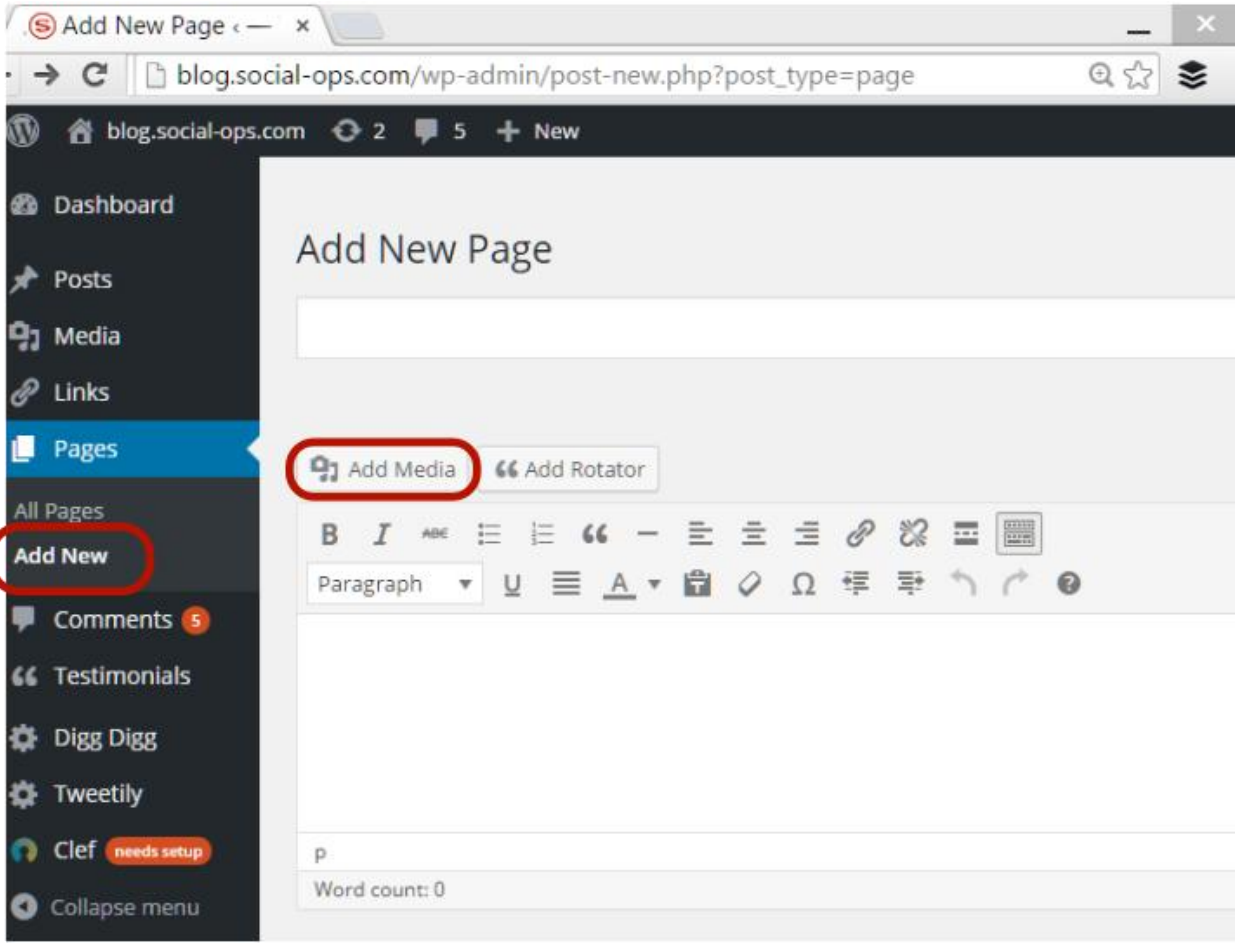
You can either choose to use the default FeedBurner subscribe form or you can choose to use your own custom subscribe button. (Another option is to install a subscription popup. See page 16)

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.



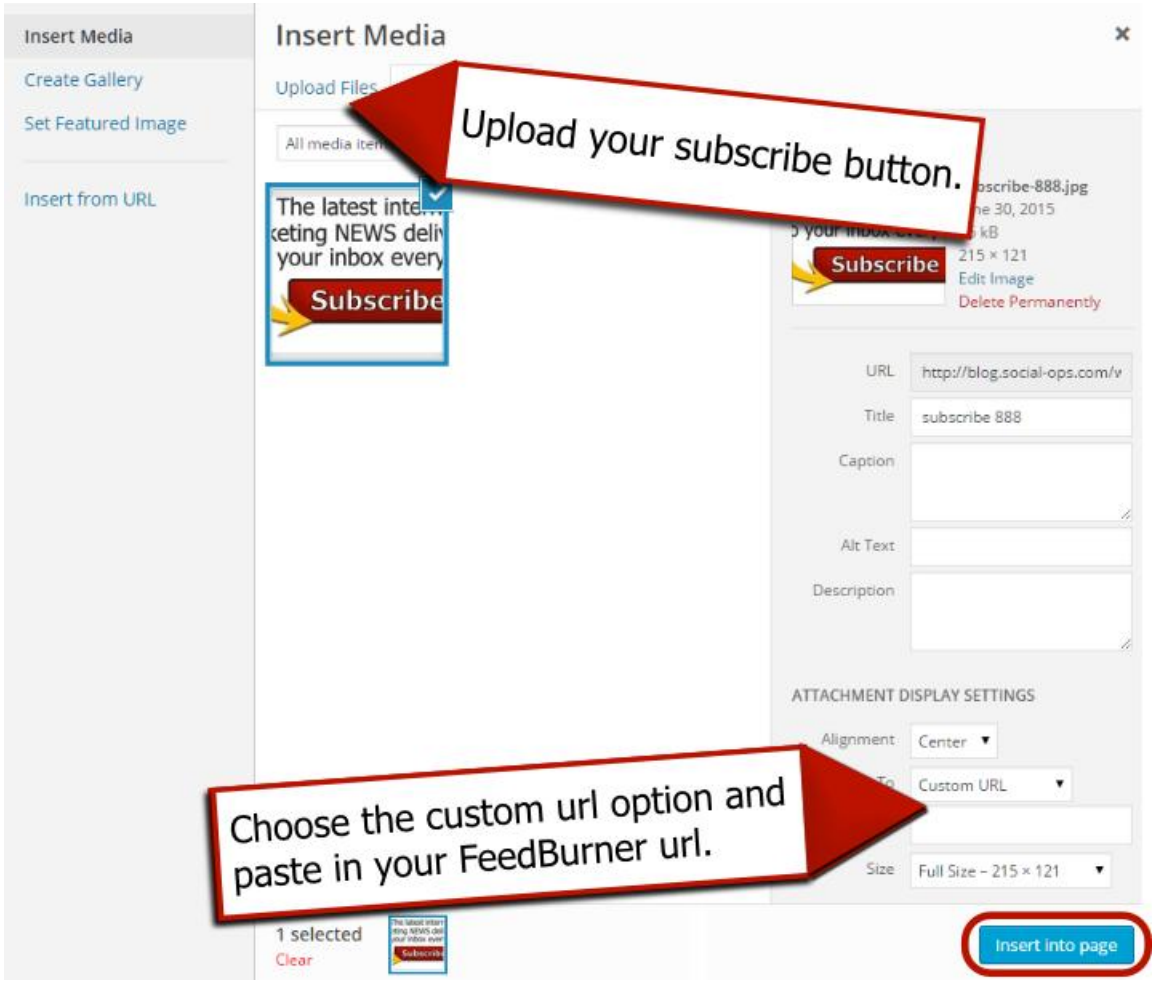
The easiest way to create a subscription button for your sidebar widget or elsewhere is to use the html editor of a post or page within WordPress.

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.

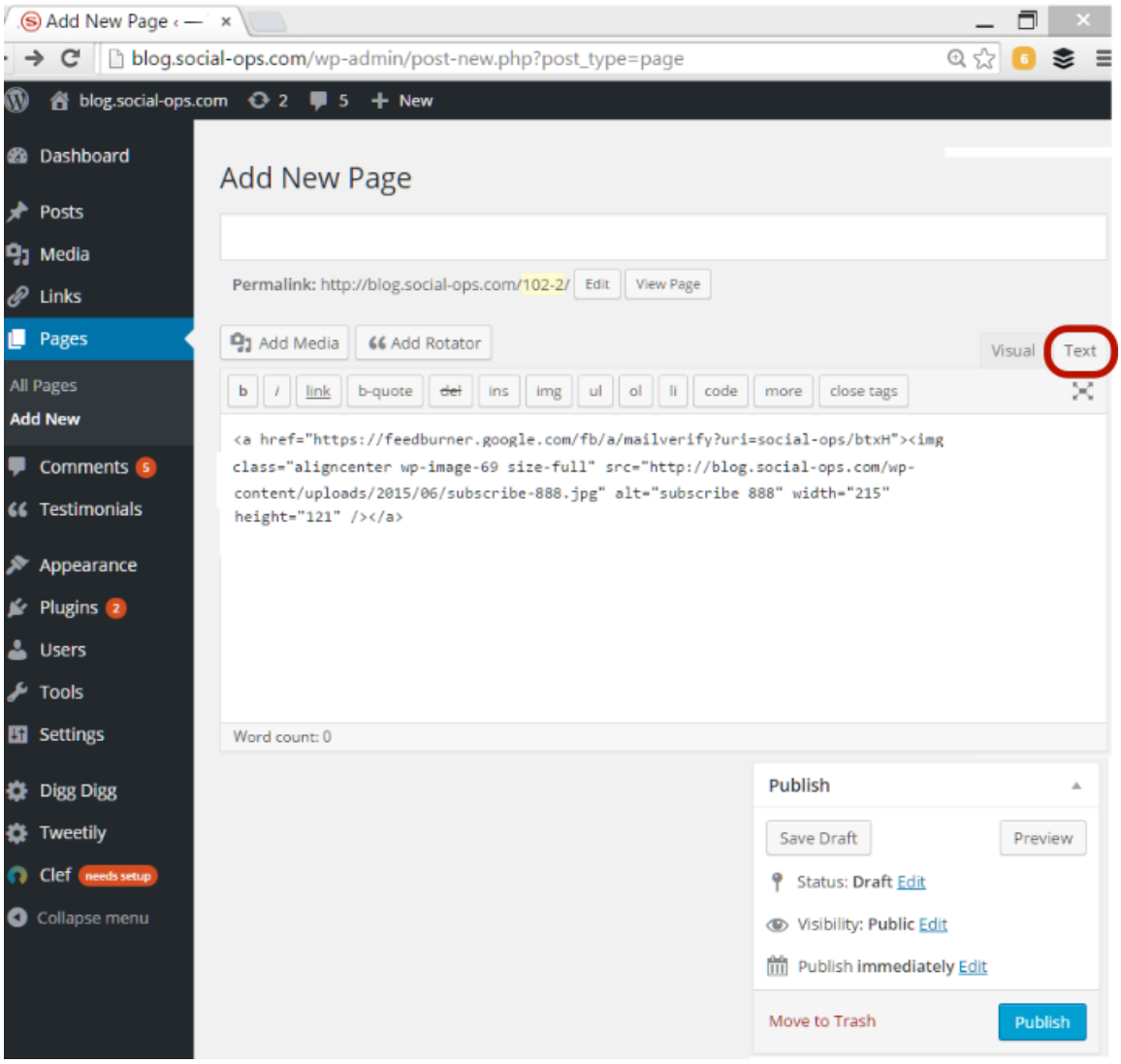


A new screen will pop up. This is where you upload the image of your button. (See the next page)

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



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

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!

Copywriting ◄

TEST THE OPT-IN BUTTON

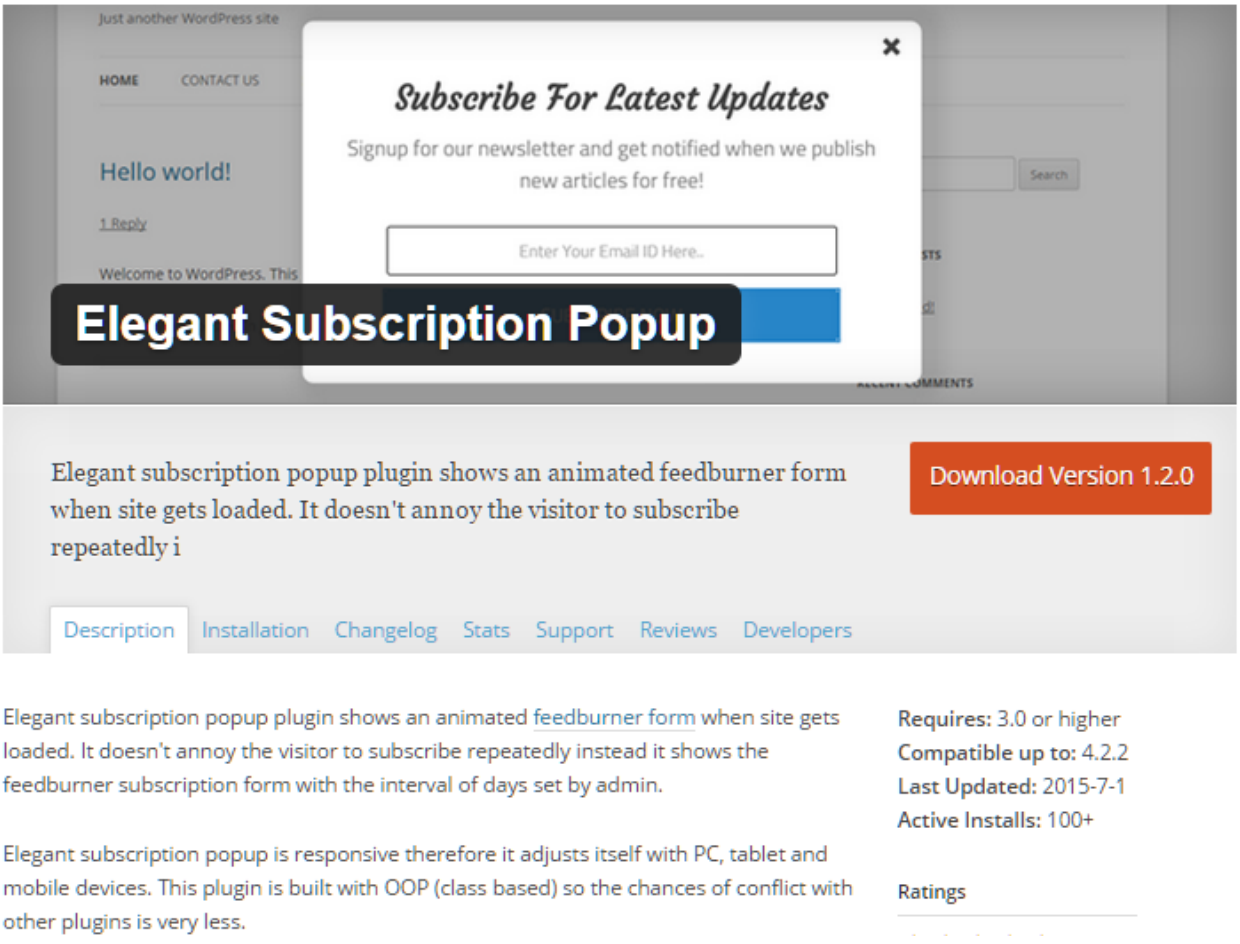
When the website visitor clicks on the subscribe button the FeedBurner opt-in page will pop up.

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.

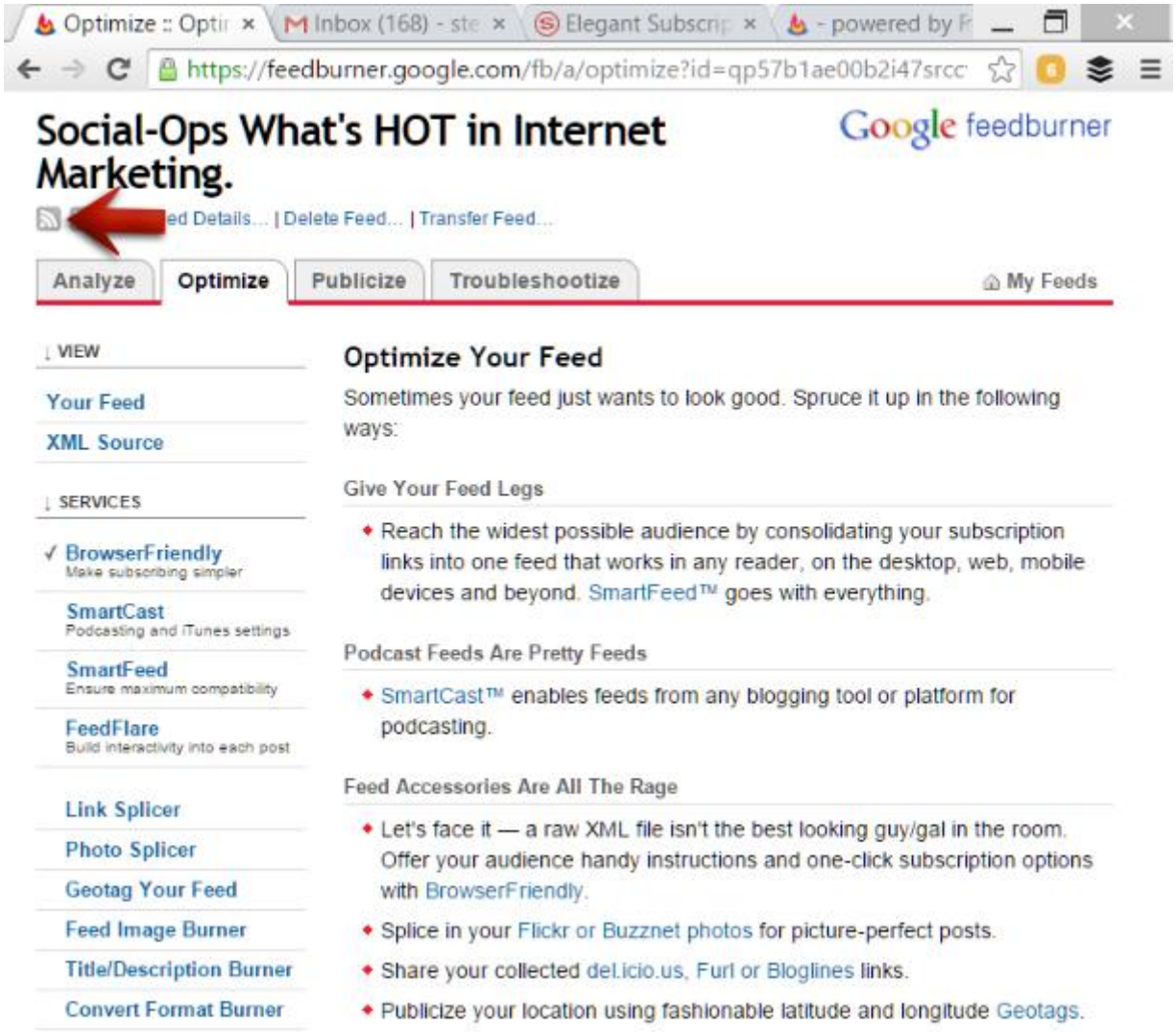
https://wordpress.org/plugins/elegant-subscription-popup



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

CONFIGURE ELEGANT SUBSCRIPTION POPUP

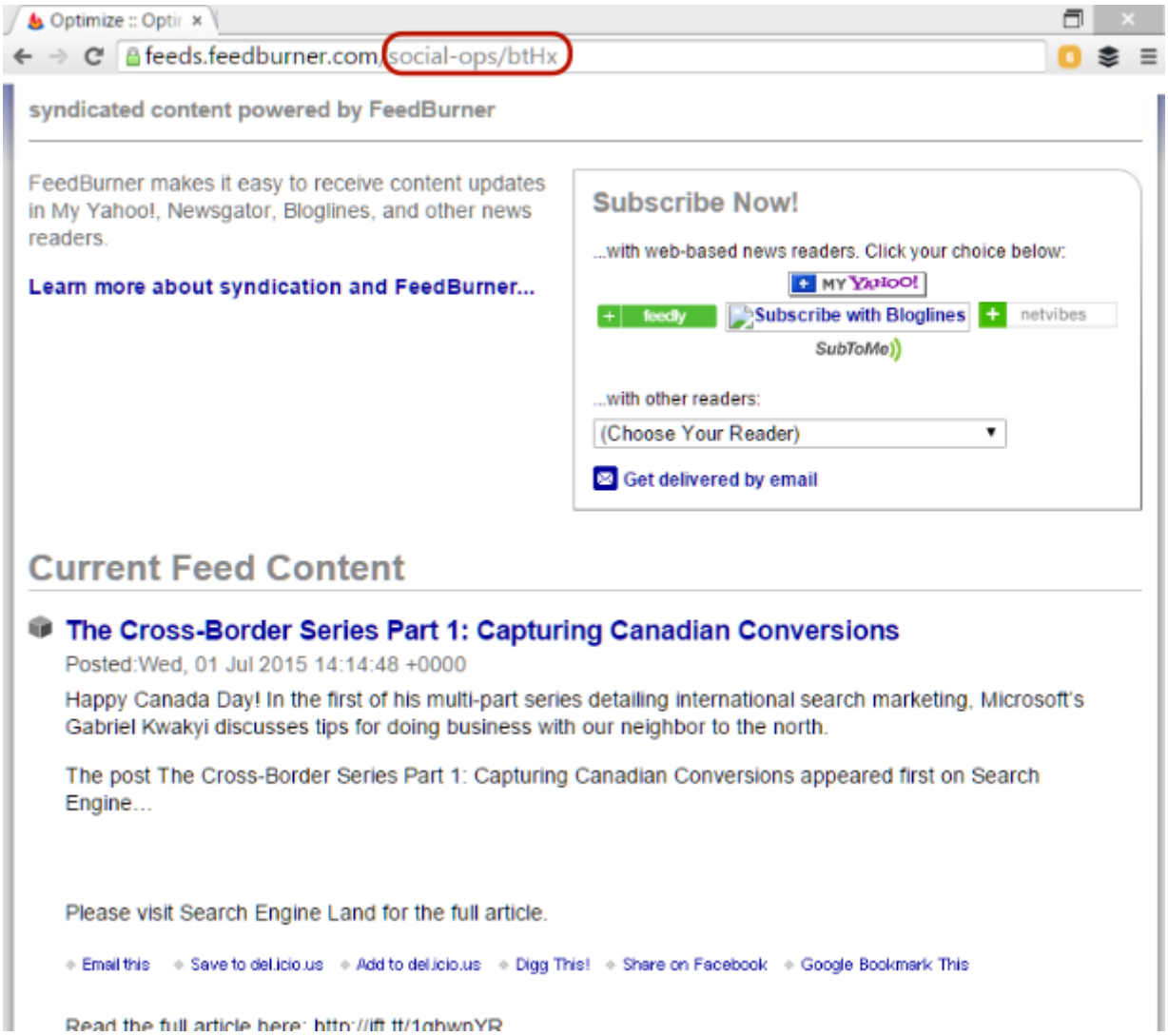
Now that Elegant Subscription Popup is installed and activated you need to configure it. First grab your FeedBurner ID. Your FeedBurner ID can be found by clicking on the RSS icon within the FeedBurner dashboard of your feed.



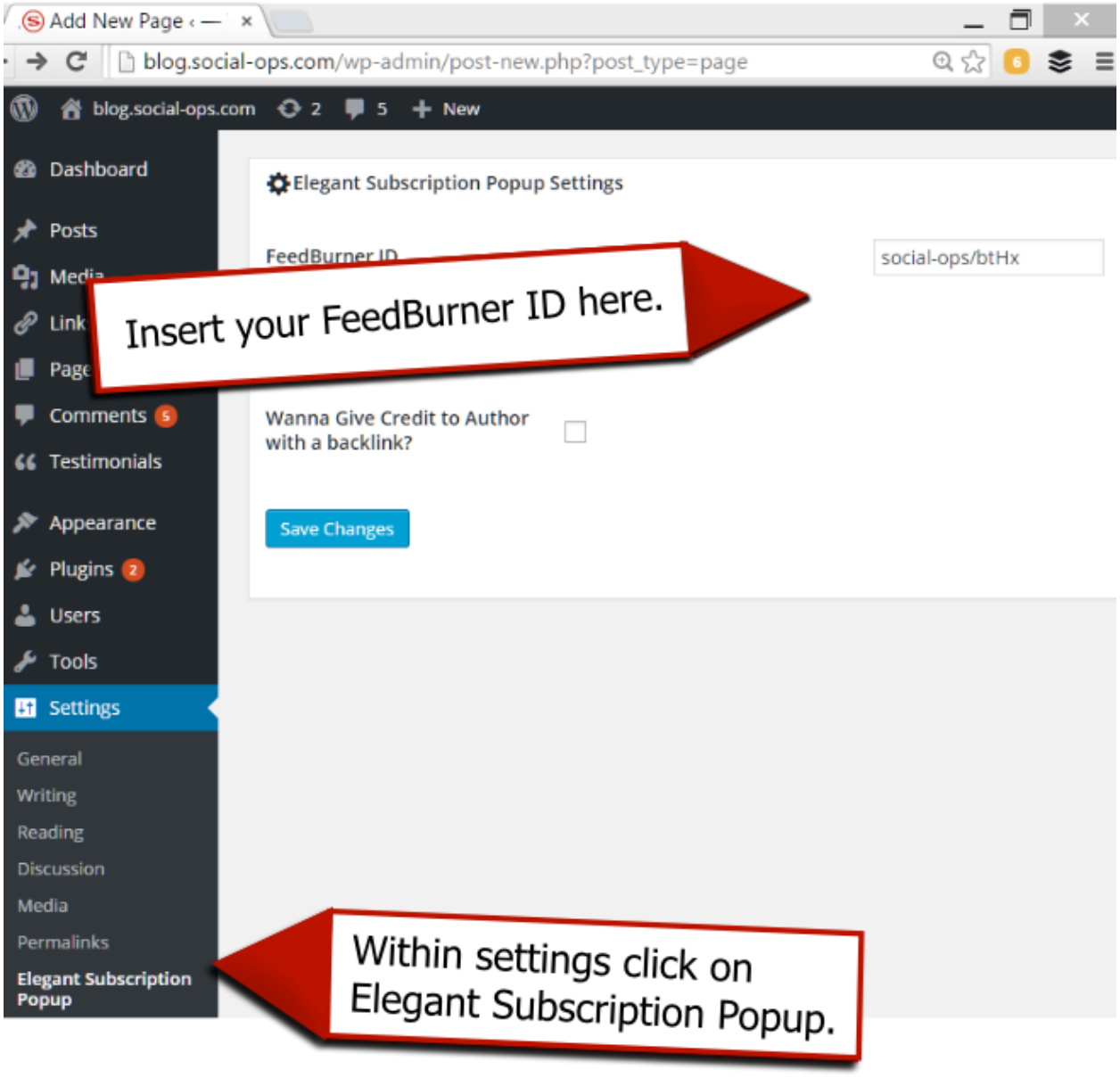
After you click on the RSS icon within your feed dashboard your feed page will popup in another screen. From here you can grab your FeedBurner ID to be used to configure Elegant Subscription Popup.

Your feeds URL will look something like this:
feeds.feedburner.com/social-ops/btHx

The portion highlighted in red is the FeedBurner ID.

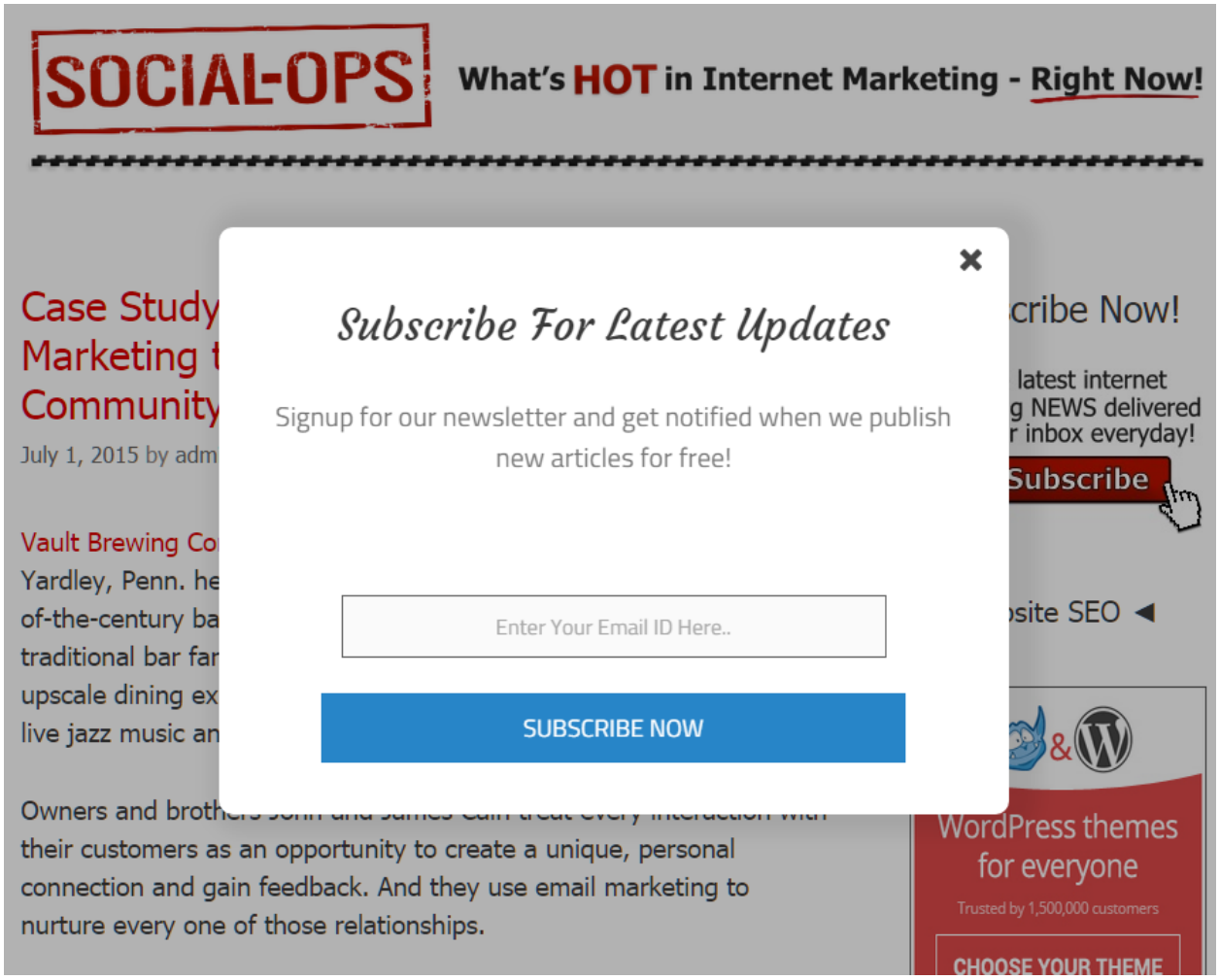


Now that you have your FeedBurner feed ID you can setup Elegant Subscription Popup. (See below)



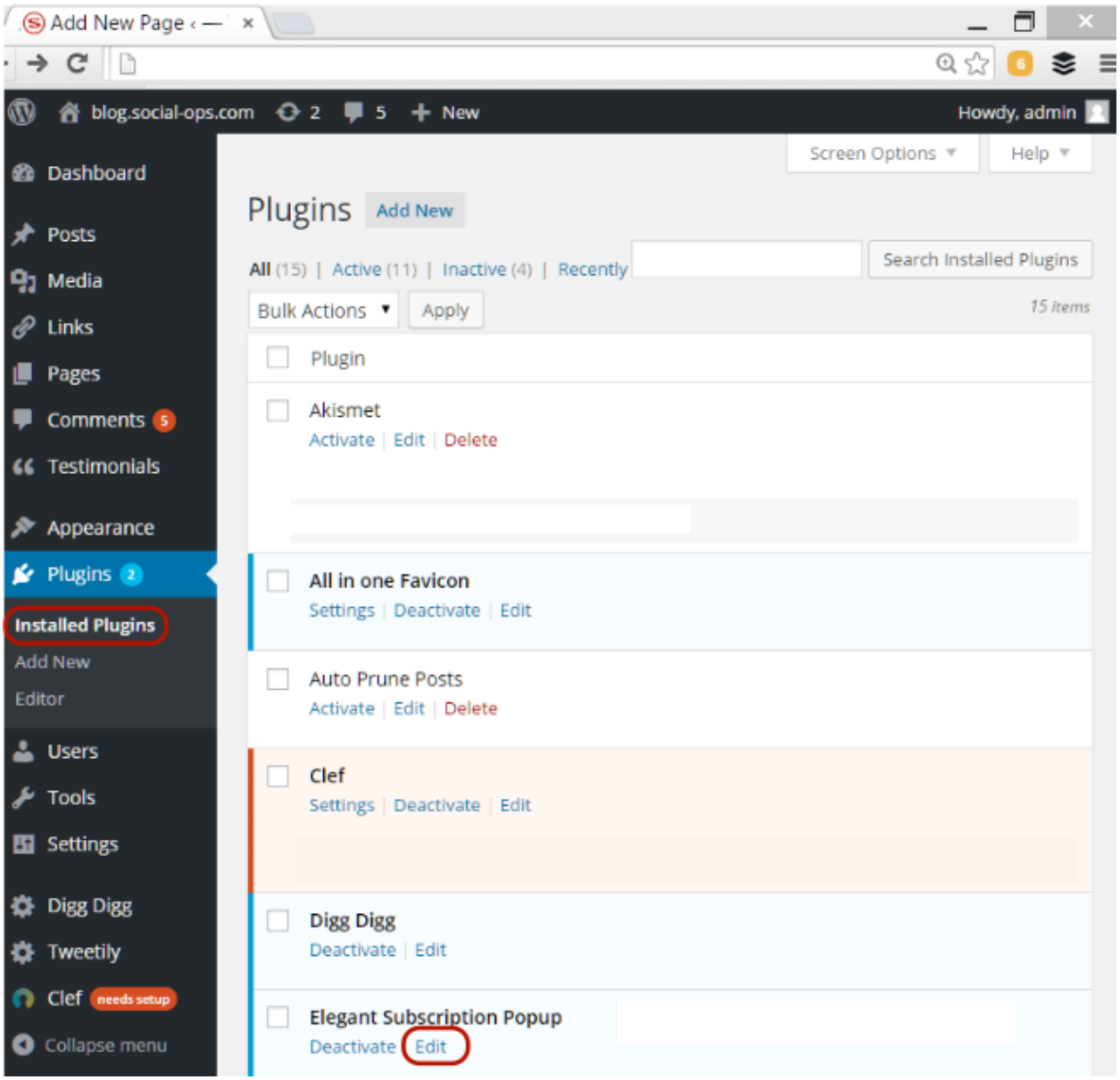
As you can see Elegant Subscription Popup is easy to setup and configure. Best of all it's free!

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 customized from the plugin's page within the WordPress dashboard.

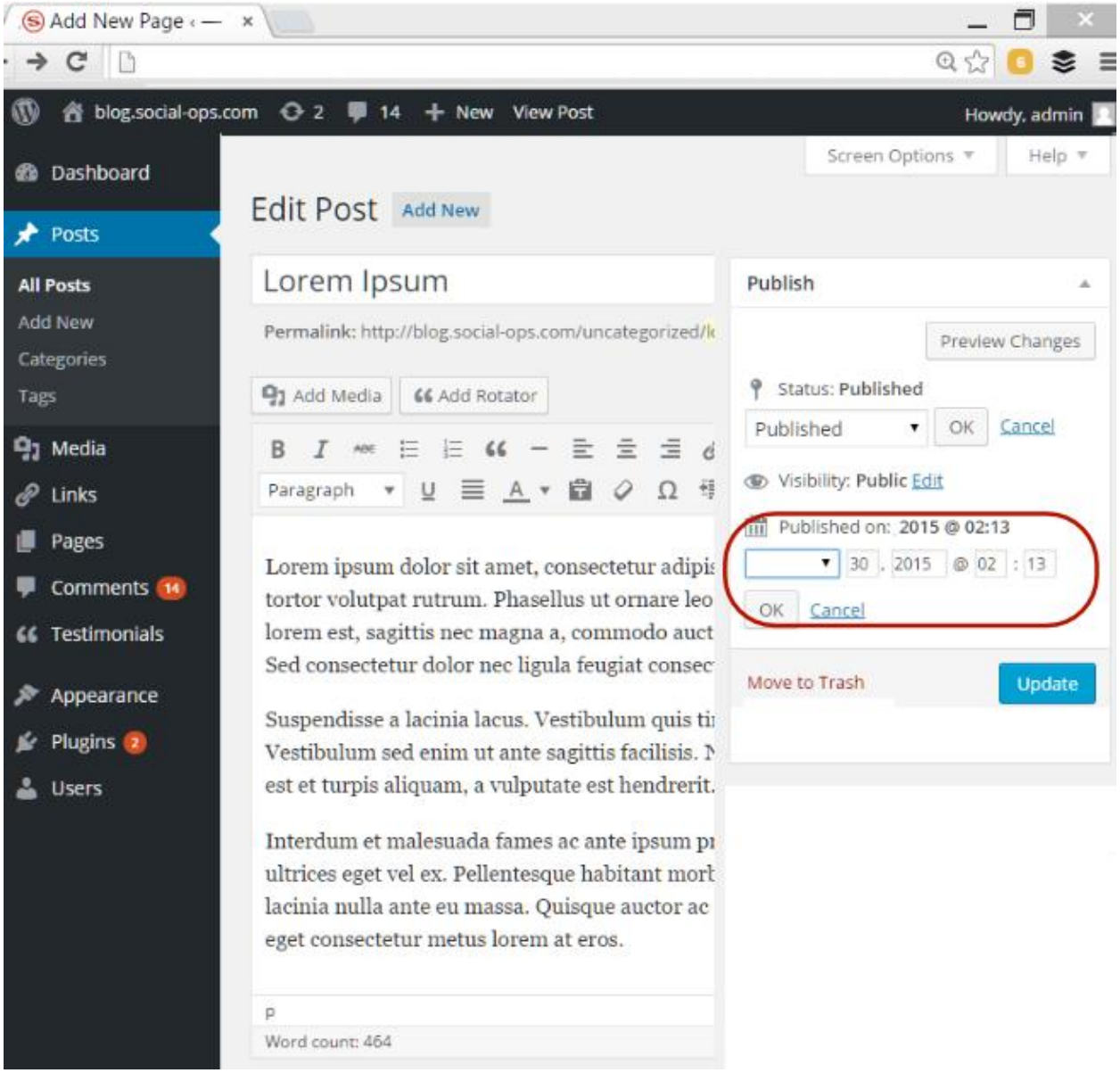


Click the edit button to edit the CSS code of the Elegant Subscription Popup plugin. (Seen above)

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)



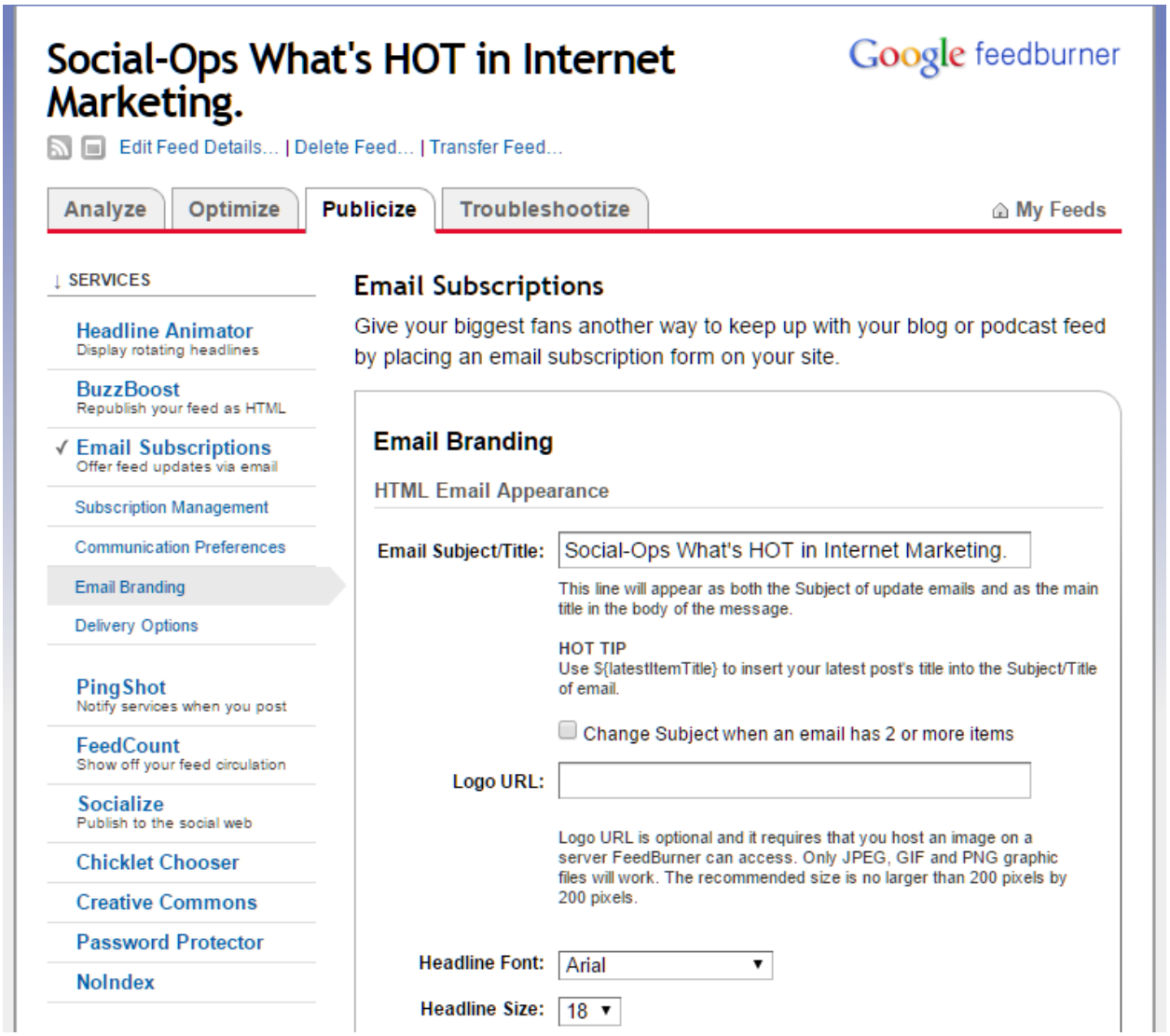
INCREASE INBOXING ODDS

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.



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?

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