

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>

My Feeds are bracing for winter/preparing for summer Google feedburner

tevetcty@gmail.com My Feeds My Account | Languages | Help | Sign Out

✓ Welcome back

FEED TITLE **SUBSCRIBERS**

Burn a feed right this instant. Type your blog or feed address here:

I am a podcaster! **Next »**

Export Feeds: Get a list of your burned feeds as an OPML file

Export Feed Stats: from **this month** for all feeds. **Export as CSV »**

AdSense for Feeds

- Saying goodbye to the AdSense for Feeds blog 7/26/2012
- Your stats, right away 10/25/2010
- Enabling social sharing with FeedFlare 4/23/2010

FeedBurner Status

- Incorrect statistics for May 6th (fixed) 5/9/2015
- Subscriber Counts and Stats February 9-12 5/9/2015

Submit your content to Google • Feed 101 • Developers • Ping • FeedBurner Blog • Privacy Policy • Terms of Service

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5:20 PM

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:

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 navigation links: "Edit Feed Details...", "Delete Feed...", and "Transfer Feed...". A horizontal menu contains four tabs: "Analyze", "Optimize", "Publicize" (which is circled in red), and "Troubleshootize". To the right of this menu is a "My Feeds" link. On the left side, under the heading "SERVICES", there is a list of services: "Headline Animator", "BuzzBoost", "Email Subscriptions" (circled in red), "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 "Note" follows: "Email Subscriptions requires that your FeedBurner account uses a valid email address. Visit My Account to double-check your settings." There is a section for "FeedBurner Email Preview" with a link to "View a sample message in HTML or Plain Text" and a question "How do I know which email format my subscribers will see?". At the bottom of this section, there is a red button labeled "Activate" (circled in red) and the text "this service is inactive". At the very bottom of the page, there are 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)

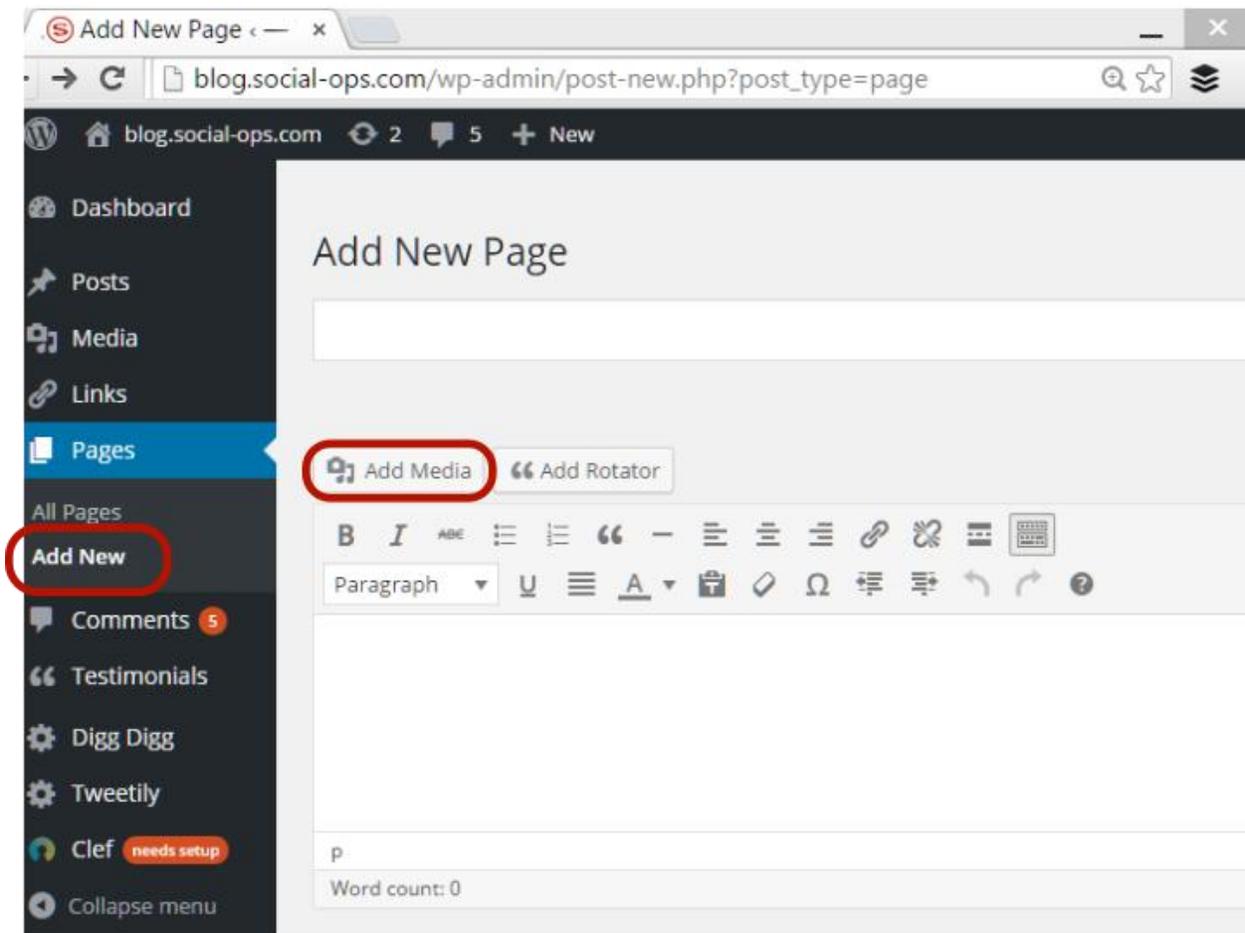
To use your own custom designed subscribe button first copy your FeedBurner subscription link. (See image below) The red highlighted link below is the link that will be used to make the subscribe button.

The screenshot shows the Google FeedBurner interface. At the top right is the 'Google feedburner' logo. Below it are navigation links: 'Edit Feed Details...', 'Delete Feed...', and 'Transfer Feed...'. A menu bar contains 'Analyze', 'Optimize', 'Publicize' (highlighted with a red circle), and 'Troubleshootize'. On the right of the menu bar is 'My Feeds'. The left sidebar lists various services: 'Headline Animator', 'BuzzBoost', 'Email Subscriptions' (checked), 'Subscription Management' (circled in red), 'Communication Preferences', 'Email Branding', 'Delivery Options', '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 the 'Subscription Management' section, which includes 'Subscription Form Code'. It instructs the user to '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.' There is a 'Language:' dropdown menu currently set to 'English'. Below the dropdown is the instruction: '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.' A code block contains the following HTML:

```
<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.

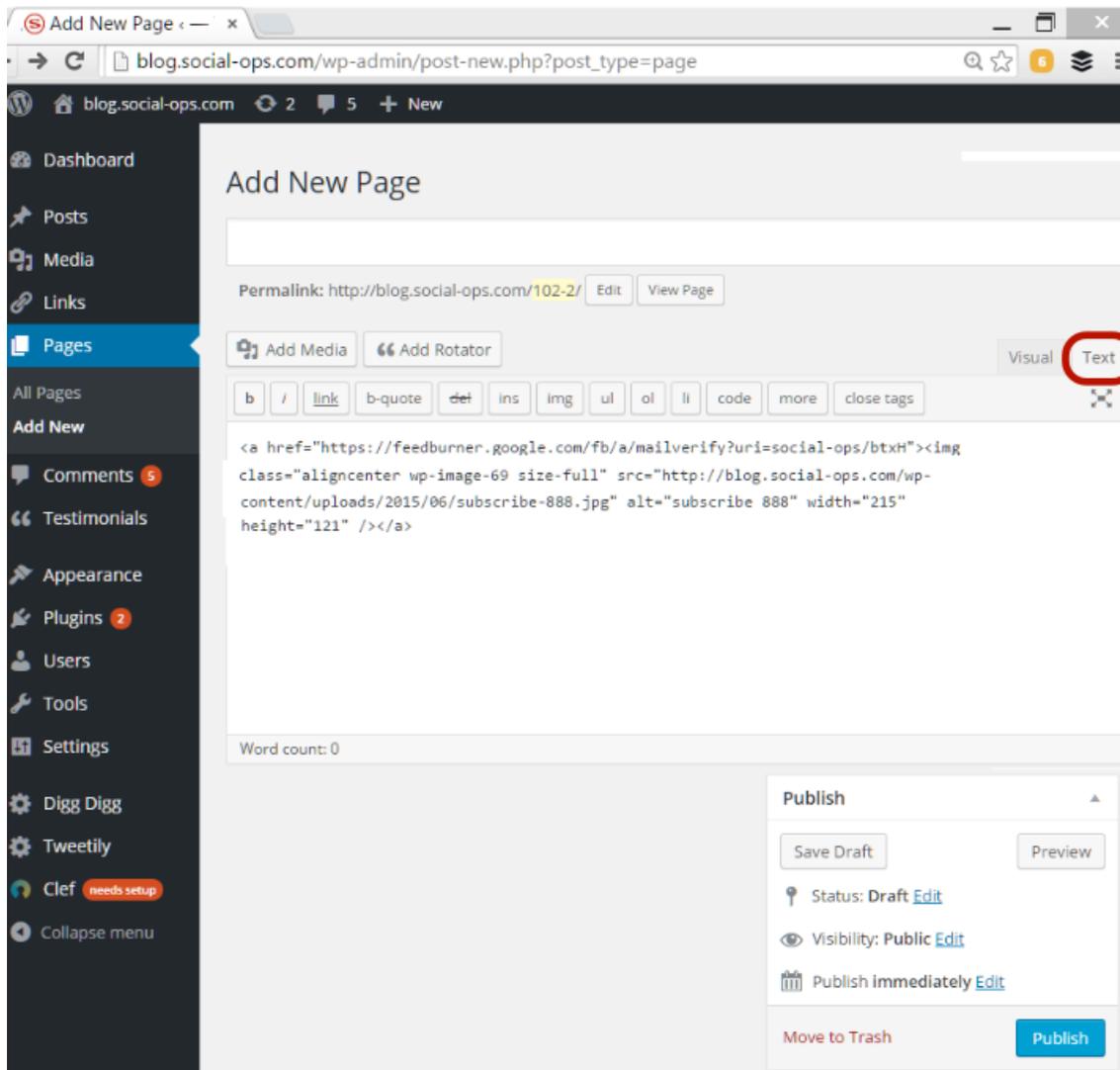


A new screen will pop up. This is where you upload the image of your button. (See the next page)

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' modal window in a WordPress dashboard. On the left sidebar, there are options: 'Insert Media', 'Create Gallery', 'Set Featured Image', and 'Insert from URL'. The main area is titled 'Insert Media' and has a close button 'x' in the top right. Below the title, there are 'Upload Files' and 'All media items' sections. A red arrow points to the 'Upload Files' section with the text 'Upload your subscribe button.' Below this, a media item is shown with a thumbnail of a 'Subscribe' button. A blue box highlights the thumbnail with the text 'The latest interesting NEWS delivered to your inbox every day' and a 'Subscribe' button. To the right of the thumbnail, there is a preview of the button with a red arrow pointing to it. Below the preview, there are fields for 'URL' (http://blog.social-ops.com/v), 'Title' (subscribe 888), 'Caption', 'Alt Text', and 'Description'. Underneath these is the 'ATTACHMENT DISPLAY SETTINGS' section, which includes 'Alignment' (Center), 'Size' (Full Size - 215 x 121), and a 'Custom URL' dropdown menu. A red arrow points to the 'Custom URL' dropdown with the text 'Choose the custom url option and paste in your FeedBurner url.' At the bottom right, there is a blue 'Insert into page' button circled in red. At the bottom left, it says '1 selected' and 'Clear'.

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 ◀

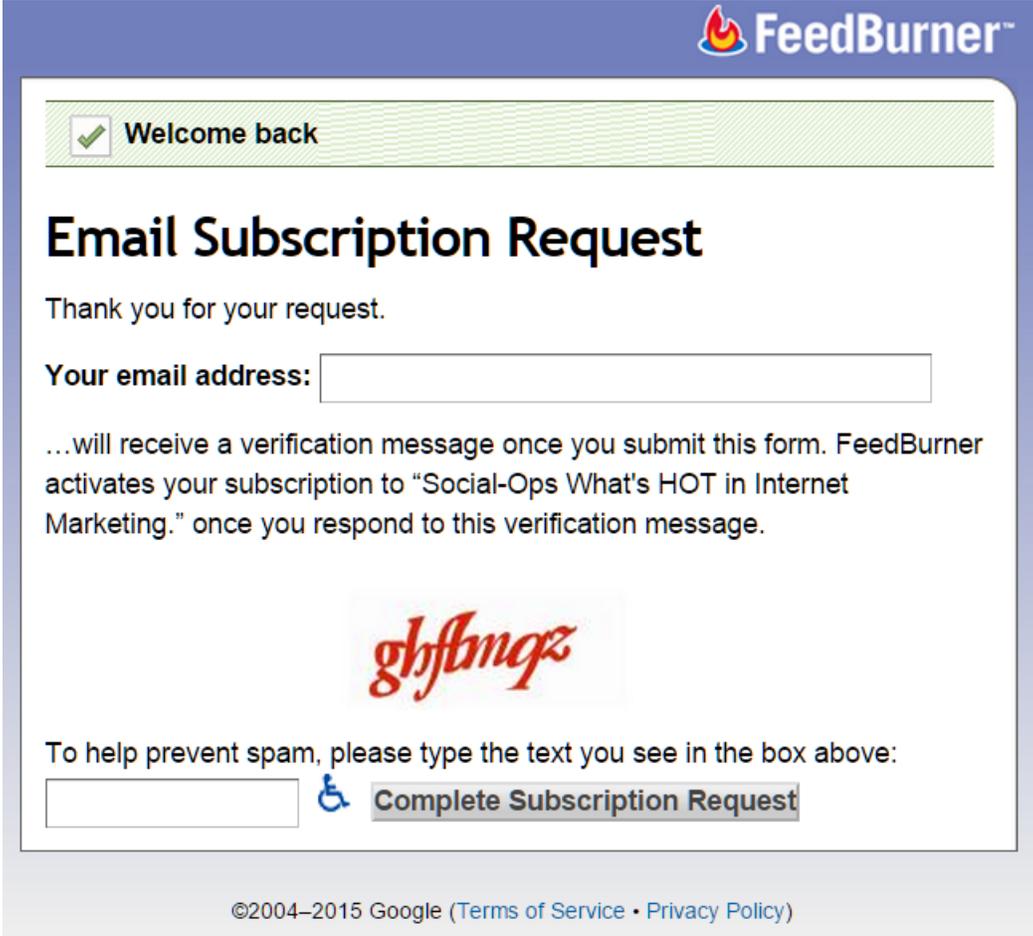
WordPress themes for everyone

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.



 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.



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



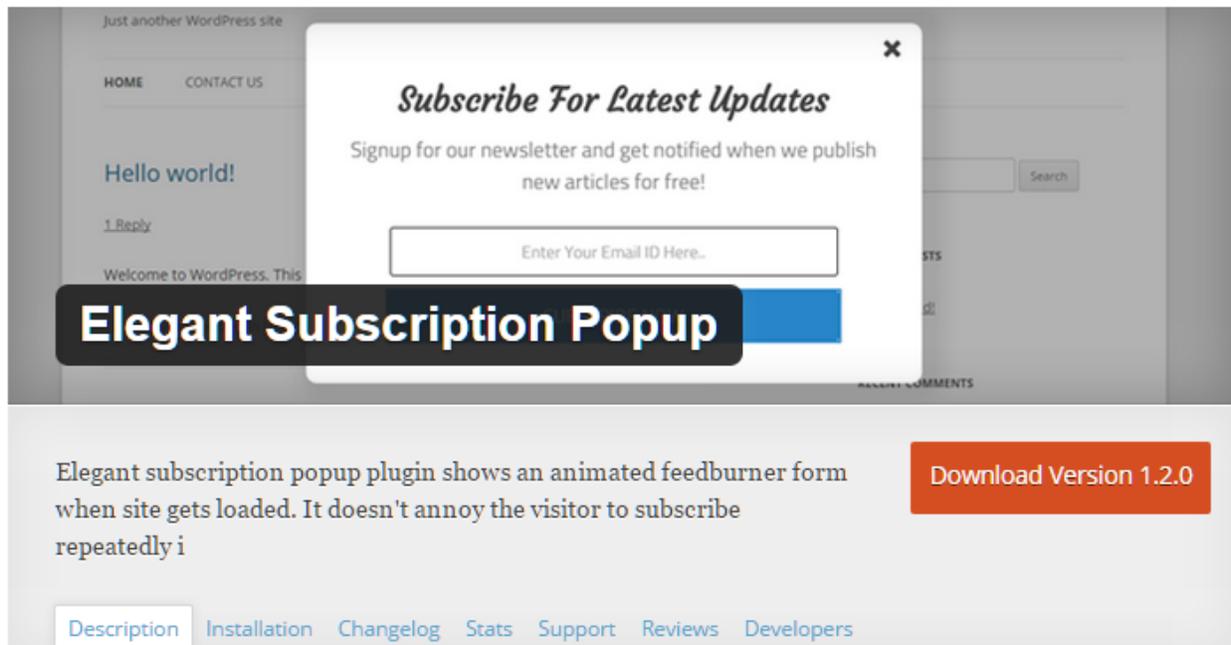
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The subscriber will then need to confirm their email address like any other auto-responder or newsletter opt-in process. Test the system to check its functionality.

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

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

[Download Version 1.2.0](#)

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.

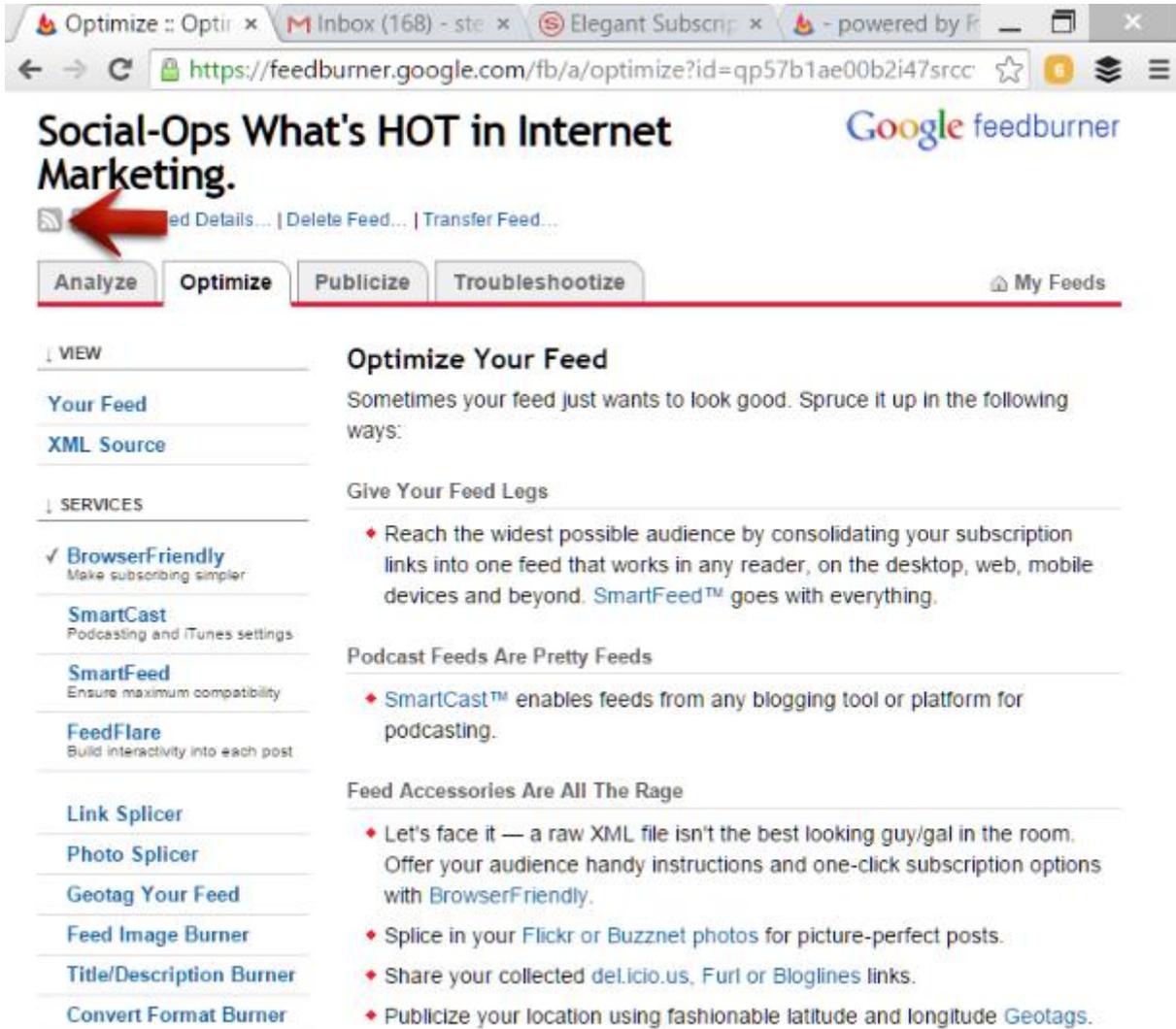
Requires: 3.0 or higher
Compatible up to: 4.2.2
Last Updated: 2015-7-1
Active Installs: 100+

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.

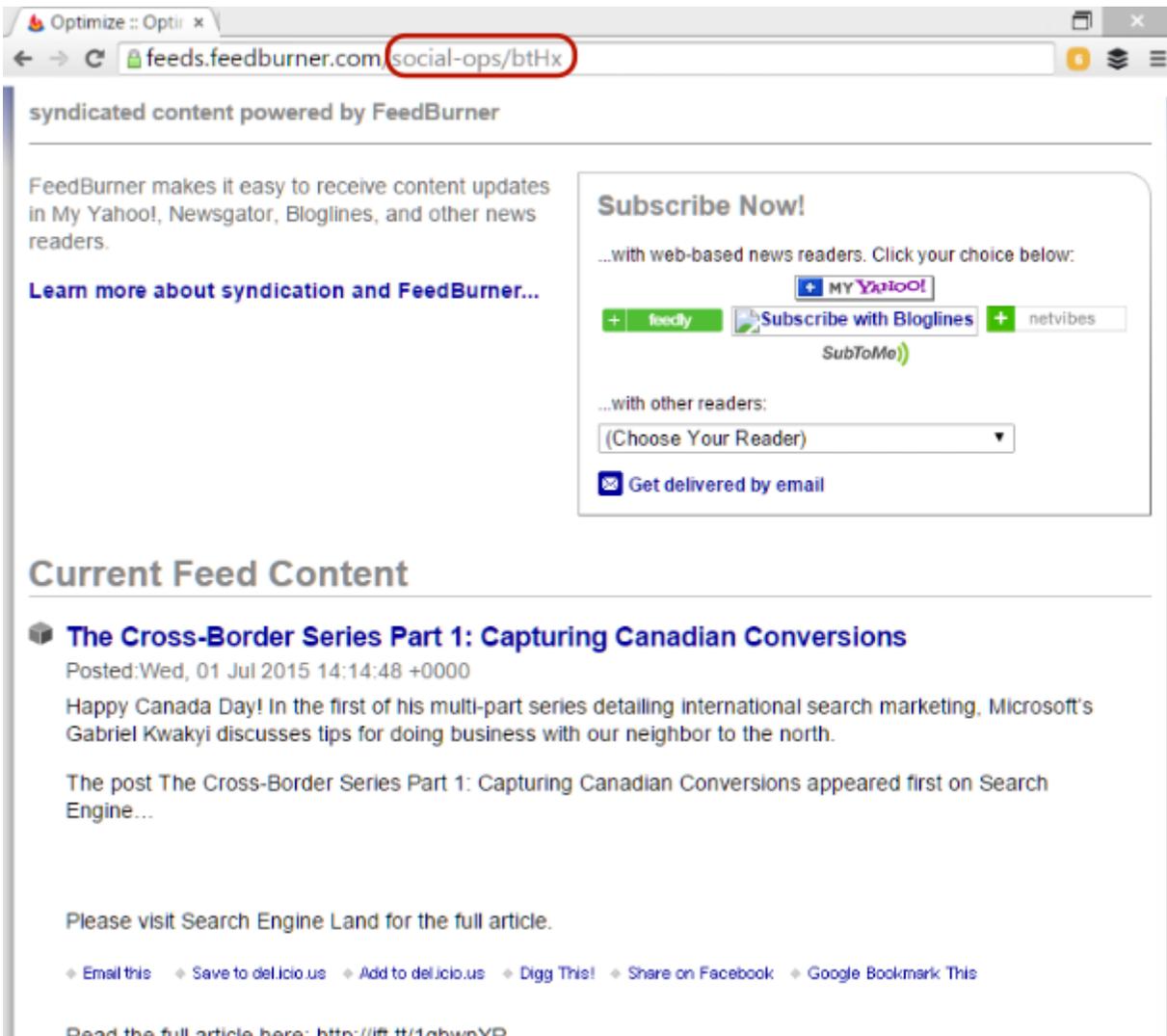


The screenshot shows the FeedBurner dashboard for a feed titled "Social-Ops What's HOT in Internet Marketing." The page is divided into several sections. On the left, there is a sidebar with a "VIEW" section containing "Your Feed" and "XML Source", and a "SERVICES" section with options like "BrowserFriendly", "SmartCast", "SmartFeed", "FeedFlare", "Link Splicer", "Photo Splicer", "Geotag Your Feed", "Feed Image Burner", "Title/Description Burner", and "Convert Format Burner". The main content area is titled "Optimize Your Feed" and contains several sections: "Optimize Your Feed" with a list of ways to spruce up the feed, "Give Your Feed Legs" with a list of tips to reach a wider audience, "Podcast Feeds Are Pretty Feeds" with a tip about SmartCast, and "Feed Accessories Are All The Rage" with a list of tips to make the feed more appealing. A red arrow points to the RSS icon in the top left corner of the dashboard.

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.

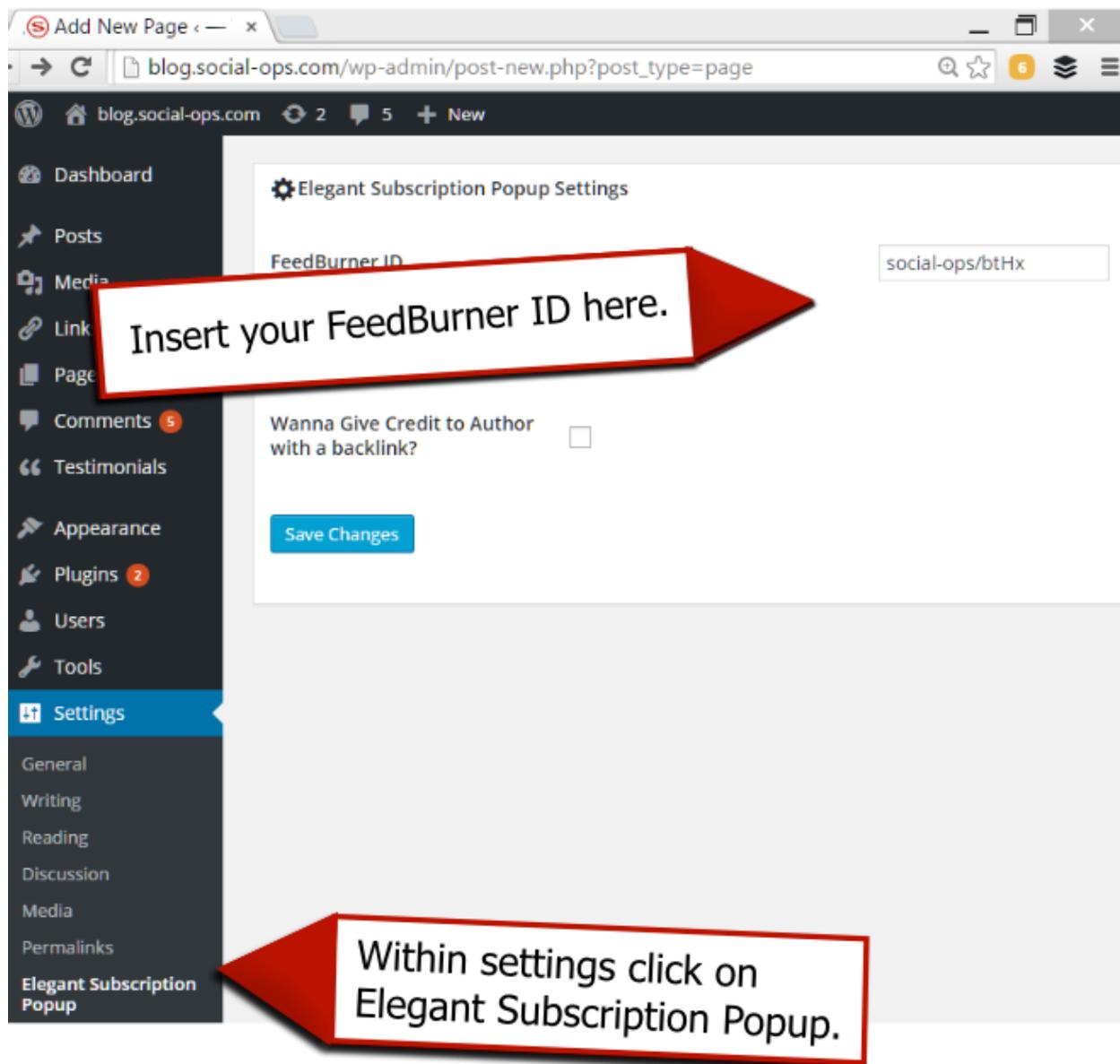
Your feeds URL will look something like this:
feeds.feedburner.com/social-ops/btHx

The portion highlighted in red is the FeedBurner ID.



The screenshot shows a web browser window with the address bar containing the URL feeds.feedburner.com/social-ops/btHx. The 'social-ops/btHx' portion is circled in red. The page content includes a 'Subscribe Now!' section with various reader options like 'MY Yahoo!', 'feedly', 'Subscribe with Bloglines', and 'netvibes'. Below this is a 'Current Feed Content' section featuring an article titled 'The Cross-Border Series Part 1: Capturing Canadian Conversions' posted on July 1, 2015. The article text discusses international search marketing and mentions Microsoft's Gabriel Kwakyi. At the bottom, there are social sharing links and a link to read the full article.

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



The screenshot shows the WordPress admin interface for 'blog.social-ops.com'. The left sidebar is expanded to 'Settings', with 'Elegant Subscription Popup' selected. The main content area displays the 'Elegant Subscription Popup Settings' form. A red arrow points to the 'FeedBurner ID' field, which contains the text 'social-ops/btHx'. Below this field is a checkbox labeled 'Wanna Give Credit to Author with a backlink?' and a 'Save Changes' button. Another red arrow points to the 'Elegant Subscription Popup' option in the sidebar.

Insert your FeedBurner ID here.

social-ops/btHx

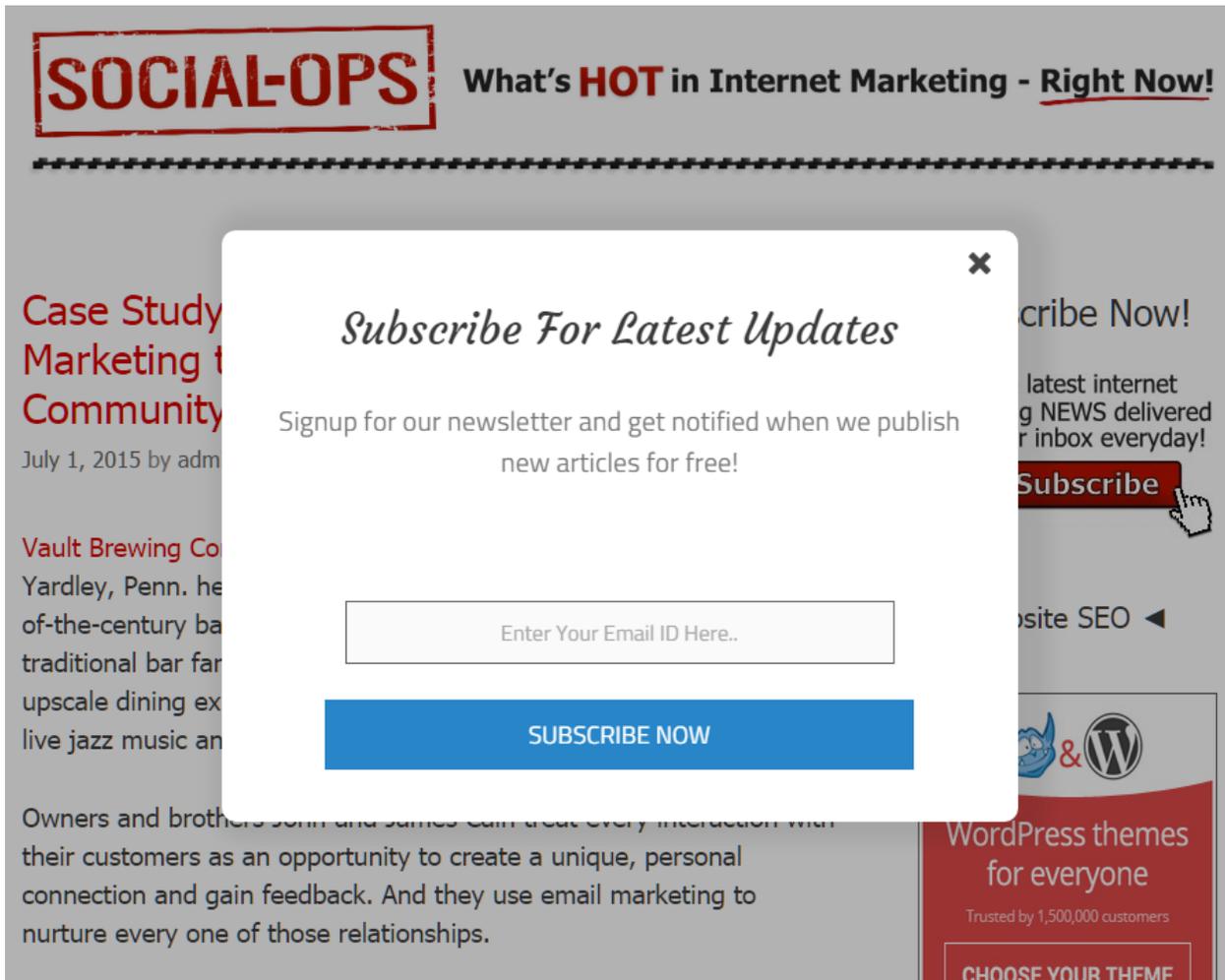
Wanna Give Credit to Author with a backlink?

Save Changes

Within settings click on Elegant Subscription Popup.

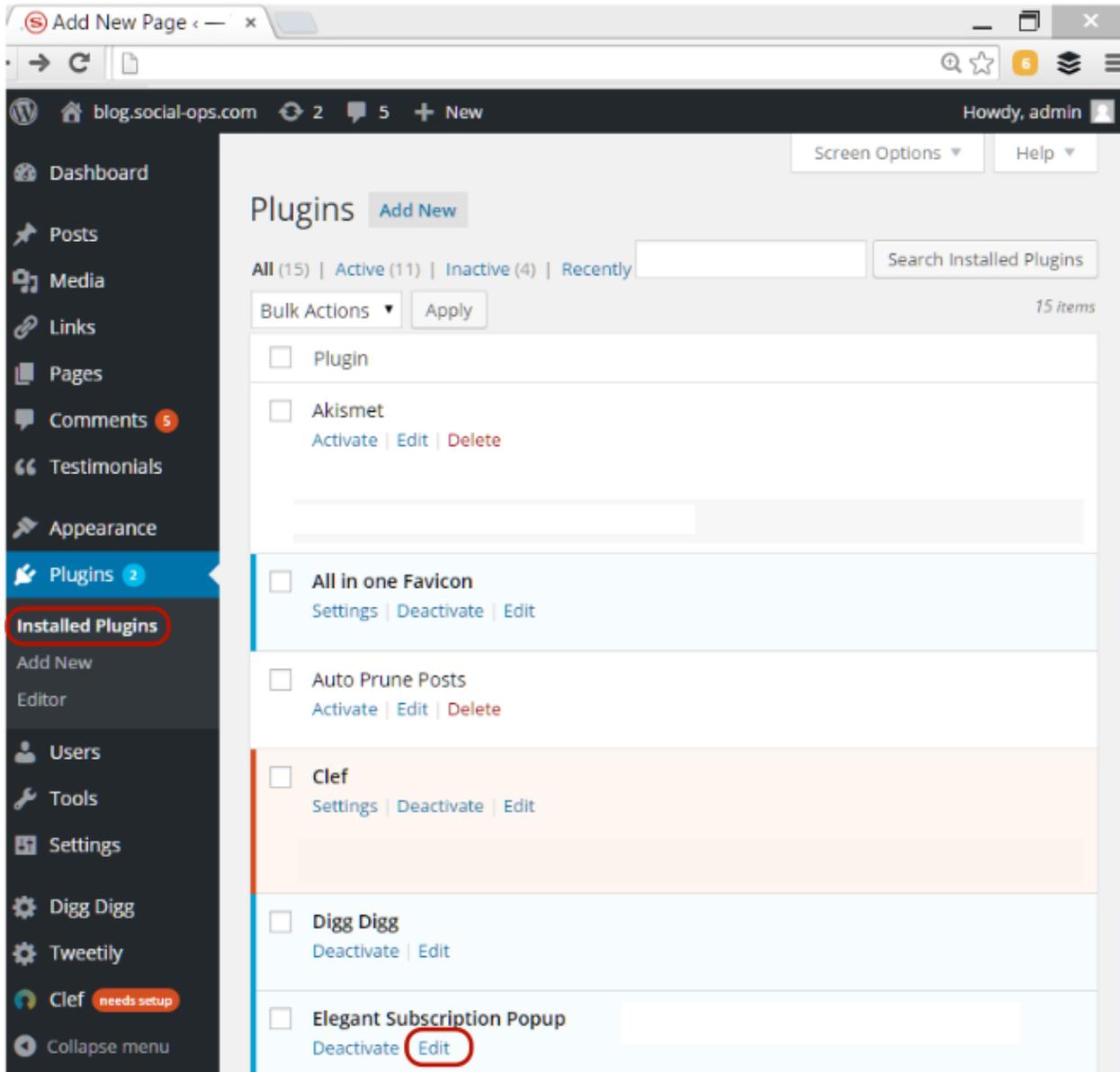
As you can see Elegant Subscription Popup is easy to setup and configure. Best of all it's free!

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.



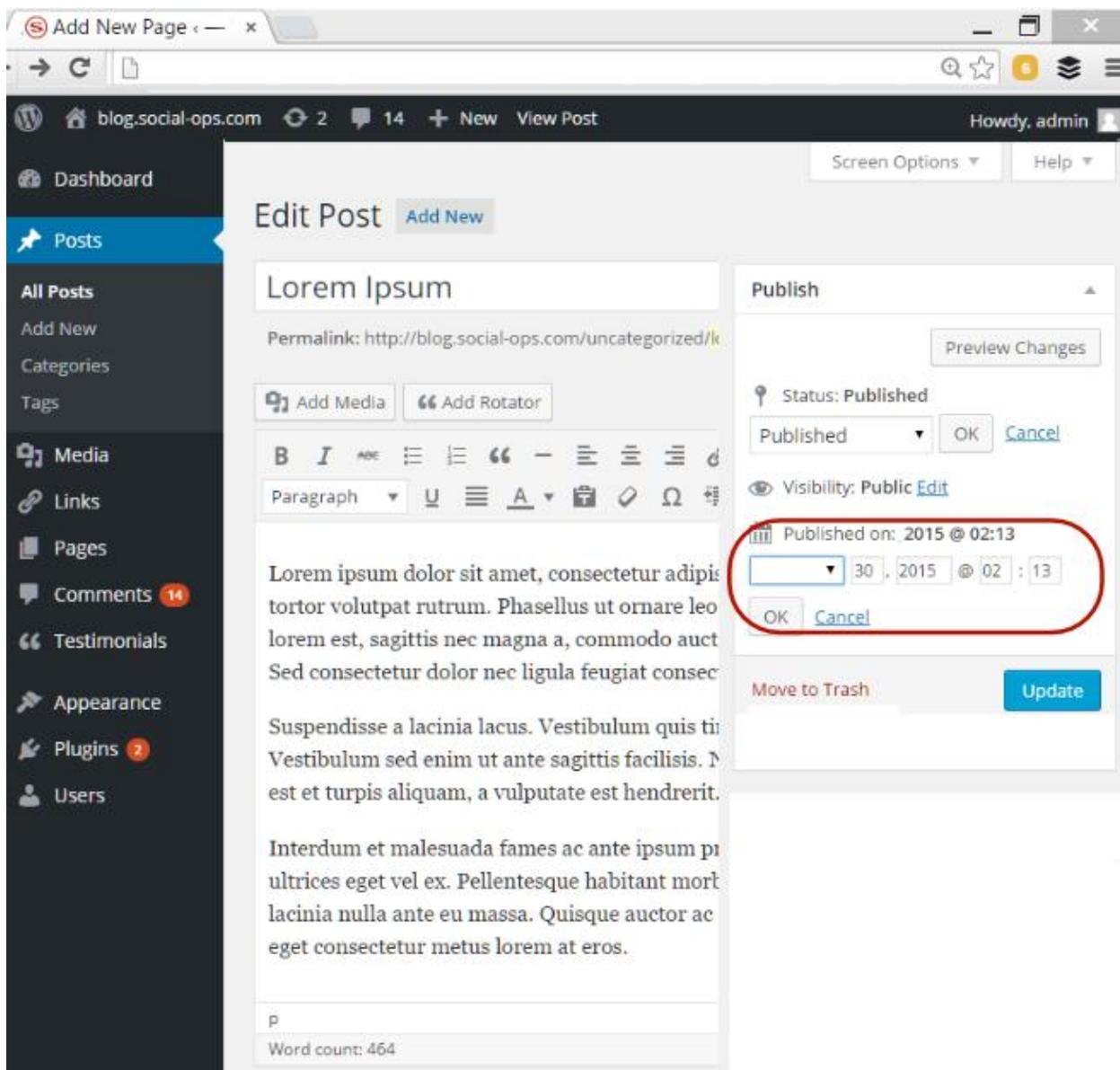
Click the edit button to edit the CSS code of the Elegant Subscription Popup plugin. (Seen above)

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.

The screenshot displays the Google Feedburner interface for configuring an email feed. The feed title is "Social-Ops What's HOT in Internet Marketing." The "Publicize" tab is active. In the "Email Branding" section, the "Email Subject/Title" field contains the text "Social-Ops What's HOT in Internet Marketing." Below this field, a "HOT TIP" explains that using `#{latestitemTitle}` will insert the latest post's title. There is an unchecked checkbox for "Change Subject when an email has 2 or more items" and an empty "Logo URL" field. At the bottom, the "Headline Font" is set to "Arial" and the "Headline Size" is set to "18".

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>

