



Contact us:

Tel: 0845 467 5234

Email: hello@wiredmarketing.co.uk

Web: www.wiredmarketing.co.uk

Using a Newsletter Sign-up Widget in Wordpress

It is the easy way to convert your WordPress blog or website visitors into sign-ups for your newsletter and email marketing campaigns. The plugin will ensure your new subscribers will be added to your Wired Marketing address books.

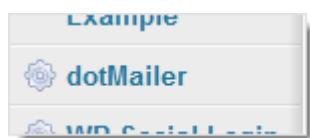
Please note: this plugin can only be uploaded to the self-hosted version of WordPress (WordPress.org), not the hosted version.

How do I install it?

Installation is easy. Log into your WordPress account and follow these steps:

1. Go to 'Plugins' in the left-hand menu
2. Select 'Add New'
3. Search for 'dotMailer Sign Up Widget'
4. Click on 'Install Now'
5. When installed, click on 'Activate Plugin'

The plugin will appear as 'dotMailer' in your left-hand menu.



How do I set it up?

When clicking on 'dotmailer' in your left-hand menu, you will have access to tabs which include 'API credentials', 'My address books', 'My contact data fields' and 'Messages'.

'API credentials'

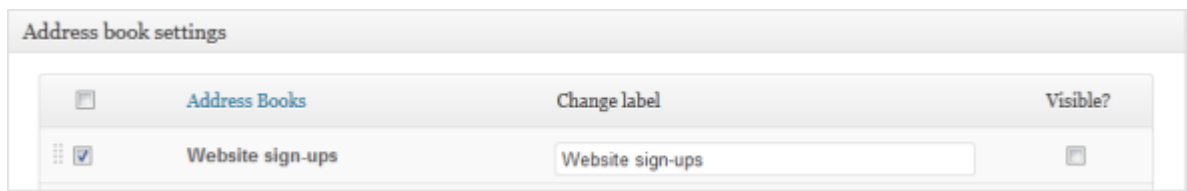
The plugin integrates via our API, so you'll need your Wired Marketing API key (provided by your Account Manager).

If you already know this, fill in your API username and API password in this tab, then click on 'Save Changes'. This will be followed by a summary of the account details, allowing you to confirm that the form is connected to the correct account.

Please note: your API credentials will not be stored if you deactivate the plugin at any point. If you deactivate it, you will need to re-enter them upon reactivation.

'My address books'

This is where you can select which of your Wired Marketing address books your visitors are added to when they sign up. A selection is made by ticking the checkbox to the left of the address book name. You may want to select one address book or multiple address books, depending upon your requirements.



Making use of 'Visible?' and 'Change label' options

On the far right-hand side is a checkbox for selecting the visibility of a selected address book on your sign-up form. Upon ticking this, the 'Change label' field becomes active. This allows you to change the name of your address book so it looks visitor-friendly on your site. For instance, your address book may be called 'Offer sign-ups Autumn-Winter', containing all your sign-ups for that period based on subscription to your weekly offer email. To ensure this is more user-facing however, you can change the label to read 'Weekly offers during Autumn and Winter'. This is how it will then appear on your sign-up form, next to a checkbox.

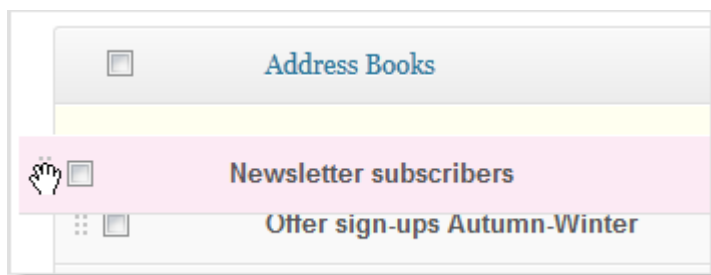
But hang on, why would I hide a chosen address book?

Let's say you have an account full of address books, including one called 'Newsletter subscribers', another called 'Monthly offer subscribers' and a new one you've just created called 'Website sign-ups'. You want your new plugin to populate not only your users' separate subscription choices but also the 'Website sign-ups' address book, however you don't want your users to see them all or change them. In which case you would make 'Newsletter subscribers' and 'Monthly offer subscribers' visible, changing the label to 'Newsletter' and 'Monthly offers' respectively, leaving 'Website sign-ups' invisible.

Address book settings			
<input type="checkbox"/>	Address Books	Change label	Visible?
<input checked="" type="checkbox"/>	Website sign-ups	<input type="text" value="Website sign-ups"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Monthly offer subscribers	<input type="text" value="Monthly offer subscribers"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Newsletter subscribers	<input type="text" value="Newsletter subscribers"/>	<input checked="" type="checkbox"/>

Reordering address books

You can reorder the display of your address books, meaning your sign-up form isn't dictated by the fixed order they are in in your Wired Marketing account. Simply move over the address book of your choice. It will highlight in pink and a drag-and-drop handle will appear on the far left-hand side of the row. Move over to it and simply drag and drop the row to the new position you require. The other rows will shift up or down accordingly.



To save your selections and edits, click on 'Save Changes' at the foot of the page.

'My contact data fields'

This is where you choose which of your Wired Marketing contact data fields your visitor fills in upon signing up. This gives you the chance to enrich your contact data. This section works in much the same way as 'My address books'. The data fields you select will display on the sign-up form but you can change their label to make it a visitor-friendly prompt. For instance, LASTNAME can be changed to 'Please enter your last name'. On the far right-hand side you can tick to make the field a required field, which will mark it with an asterisk on your sign-up form. Again, you can change the display order of your contact data fields, meaning your sign-up form display is not dictated by the fixed order of your contact data fields in your Wired Marketing account. This functions in the same way as in 'My address books'.

To save your selections and edits, click on 'Save Changes' at the foot of the page.

'Messages'

This allows you to customise your sign-up form messages to suit your requirements. For instance, if you don't send out a newsletter but are asking your visitors to sign up to something else instead, you won't want the form header default message to read 'Subscribe to our newsletter'! There are seven fields for you to customise – the form header, invalid email error message, required field missing error message, submission success message, submission failure message, no newsletter selected message and form subscribe button.

To save your customised messages, click on 'Save Changes' at the foot of the page.

How do I add it to my site?

You've installed and configured the plugin – now you want it up on your site! In the WordPress left-hand menu, just select 'Appearance' and then 'Widgets'. This will display all of your available widgets. Simply drag and drop the 'dotmailer sign-up form' widget to your desired location in one of the widget areas on the right-hand side...and you're done! It will now be available on your site for your visitors to use.



If dragging and dropping the widget from this area is not working for you, there is an alternative way. Click on 'Screen Options' in the top right-hand corner and select 'Enable accessibility mode' which appears over to the left.



'Add' links will appear on inactive widgets and 'Edit' links will appear on active ones. Clicking on 'Add' will allow you to choose where you want to place the widget on your page.

What happens if I drag and drop the widget but haven't customised the form yet?

By doing this, you'll be attempting to activate the widget when it isn't ready to be activated yet. You'll be prevented from doing so, with a message informing you to use your settings in 'Messages' to customise your form first.

What should I do if I'm receiving an error about the 'SoapClient' not being found?

This is easily solved. The plugin cannot run without enabling the PHP SOAP extension. The answer is to enable the SOAP extension in the php.ini file (your installed PHP configuration file). This is typically done by uncommenting the following line:

```
extension=php_soap.dll
```

Depending on your host, you may not have access to this file. If you don't, contact your host to ask them to do this for you.

If you'd like further information regarding this, please read [Accessing the API using PHP](#).

How can I insert the form into my posts and pages?

From plugin v3.3, you can use the [dotmailer-signup] shortcode to show the form inside the post's content. The shortcode parameters are:

- **showtitle=0** - hides the title of the widget
- **showdesc=0** - hides the description under the title
- **redirection=[URL]** - redirects the user to a custom URL after successful submission. The value of this attribute will override the default redirection settings in the plugin dashboard.

Example:

```
[dotmailer-signup showtitle=0 showdesc=0 redirection="http://www.example.com"]
```

This will show the form without a title and description and will redirect the user to www.example.com upon success.

Can I send the user to a custom 'thank you' page after subscription?

From plugin v3.4 it is possible. You can find the redirection options under the 'Redirections' tab in the plugin dashboard. Here you can set up three options:

- **No redirection (default)** - the user will stay on the same page where a short message will be displayed about the result of the subscription
- **Local page** - you can select a page from your website that will be your 'thank you' page
- **Custom URL** - with this option you can redirect your user wherever you want to. If you choose this option, please use a valid URL starting with http:// or https:// here.

The screenshot shows a web interface with a navigation bar at the top containing tabs for 'About', 'API credentials', 'My address books', 'My contact data fields', 'Messages', and 'Redirections'. The 'Redirections' tab is active. Below the navigation bar is a section titled 'Redirection settings'. On the left side of this section, the text reads 'Where do you want to redirect the user after successful submission?'. To the right of this text are three radio button options: 'No redirection', 'Local page', and 'Custom URL'. The 'Local page' option is selected. To the right of the 'Local page' option is a dropdown menu with 'Thank you' selected. Below the 'Custom URL' option is a greyed-out text input field. At the bottom left of the settings area is a blue button labeled 'Save Changes'.