

FeedBlitz “Member Mail” WordPress Plugin



About FeedBlitz Member Mail

FeedBlitz Member Mail is a plugin for WordPress sites that integrates confirmed dual opt in email newsletter signup via a simple checkbox into the following visitor interactions:

- Blog post comments.
- Site user registration.

The goal of the plugin is to increase mailing list growth by painlessly encouraging subscriptions when the user is already interacting with the Wordpress site via the new user or comment forms.

The plugin adds a simple checkbox to the comment and new user forms that, if checked, starts a dual opt in subscription process for the specified mailing list. Since clicking a checkbox is a very “low friction” activity and part of the user’s current workflow, it is easy to start the subscription process and thereby grow the list faster.

The plugin defends against spammy list submissions by using client side scripting to present the opt-in checkbox on comment forms, and by requiring dual opt in and CAPTCHA verification by the subscriber.

Installation and Configuration

1. Copy the `feedblitz_membermail.php` file into the wordpress plugins directory `wp-content/plugins/feedblitzmembermail`
 - a. If the directory doesn’t exist you will need to create it.
 - b. If you are using a previous version of the plugin you should remove it from the plugins directory.
2. Log in as the wordpress administrator, go to your `wp_admin` page, expand the Plugins menu, click “Installed” and then click activate.
3. Configure the plugin by opening the Settings menu (the Options menu on WP versions prior to 2.8) in the left hand side bar and select FeedBlitz.
4. Complete the form using the information from your existing newsletter, or create a new newsletter using the link provided.

Testing

Comment Form Integration

1. Go to a post with comments enabled.
2. Scroll down to the comments form.
3. You should see the email subscription checkbox with the label you defined in the plugin settings.
4. When the box is checked on and a comment submitted the submitter will get an email inviting them to activate their subscription.
5. When the user clicks the link they will be able to confirm their subscription after passing the CAPTCHA verification test.

New User Registration:

6. Click the new user registration screen at <http://yourblog.example.com/wp-login.php?action=register>
7. You should see a checkbox on the registration form with the label you defined in the FeedBlitz MemberMail plugin options screen.
8. When a new user registers they will receive the standard Wordpress welcome message, along with an additional email from FeedBlitz asking them to confirm their request – this is the dual opt-in activation.
9. When the user clicks the link they will be taken to your FeedBlitz email portal where they will activate their email subscription by filling in a visual verification test (this CAPTCHA test stops automated malware from spamming users).

Comments

1. The newsletter ID you define in the configuration screen does not have to be the newsletter associated with the wordpress blog the plugin is installed on – you can sign members up to any of your FeedBlitz newsletters.
2. You should still have a regular subscription form in your sidebars (from **Newsletters | Forms | Subscription Forms** at FeedBlitz.com) to enable subscriptions from non-members, members who registered before the plugin was deployed, or visitors simply browsing the site.
3. Activation and deactivation of the plugin on your blog does not affect newsletter scheduling and delivery. Your email updates are controlled by the Newsletters tab at feedblitz.com

Deactivation

Log in to the administration area of your wordpress site and click the deactivation link for the plugin.