

WP Email Countdown USER'S GUIDE

WP Email Countdown Documentation

WP Email Countdown is a WordPress plugin designed to create a timed campaign that will enable you to increase conversions, sales and revenues. Through this plugin, you can create countdown timer(s) where you can share various types of contents such as email, widget or promo page.

Note: This plugin has a lite version wherein the following features are not available: some countdown templates, campaign newsletter and widget effect.

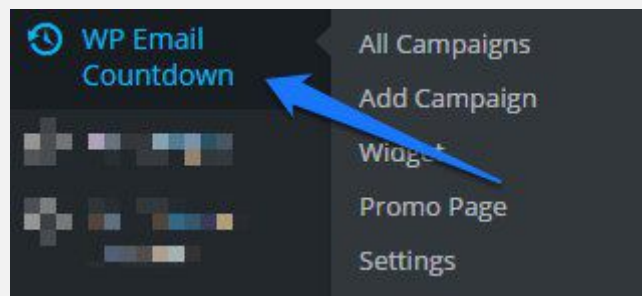
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How to Use WP Email Countdown

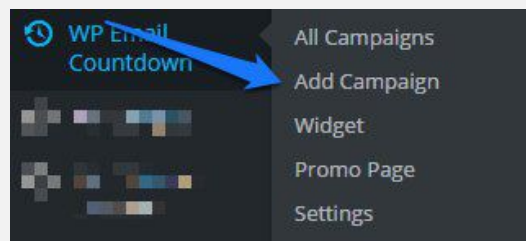
This guide assumes that you have already logged in to your WordPress admin area and that you have already installed and activated **WP Email Countdown**.

Once the plugin has been activated, you should see from the left admin panel its plugin option.

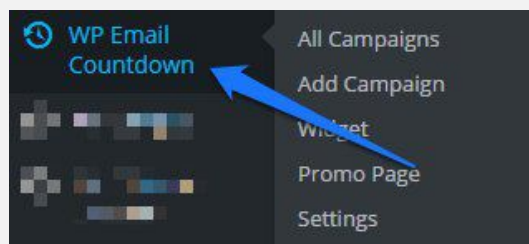


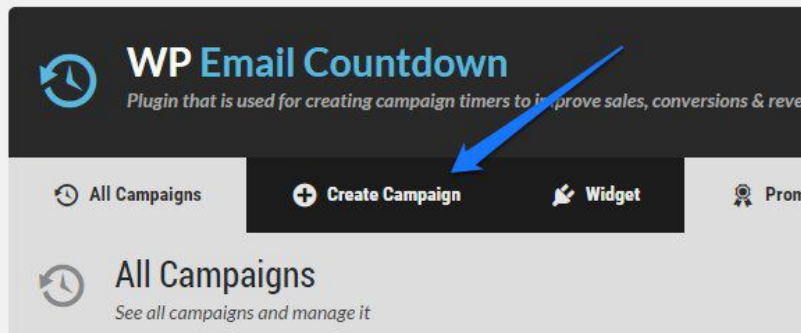
Creating a Campaign

1. To add a new campaign, hover your cursor on the plugin's menu item from the left admin panel and click **Add Campaign**. You can also click on the menu item directly to open the **All Campaigns** page then click the **Create Campaign** tab.



Or





2. You should now be in the **Create Campaign** page where you will need to supply the basic information of the campaign.

- **Campaign Name.** Fill in this field with a unique name that would help you identify this campaign from the rest for management purposes.
 - **Campaign URL.** Supply this field with the complete URL of where you would like to redirect the user who clicks on the timer.
 - **Status.** Determines whether the campaign should be displayed or hidden. When the switch is set to Hide, this campaign will not be available to users.
3. Once you have provided all the general information, click **Add Campaign** button to save. After saving, you should be automatically taken to the **Countdown** tab.

General

Countdown

End Settings

Embed Code

Newsletter

Statistic

Countdown

Set look and feel of the countdown

Save Change

Last Update: 20 July 2015, 06:57:46

End Date

2015/07/25 18:00

?

Timezone

Perth

?

Template

55:10:03:21

Default

55:10:03:21

Default Top

54:12:35:26

Framed

54:12:35:26

Framed Top

54:09:05:02

54:09:01:27

Style

Light Blue

?

Font

55:09:38:08

Anonymous Pro

55:10:03:21

Digital Dream

55:09:37:07

Cousine

55:09:35:59

Cutive Mono

55:08:21:15

55:09:34:07

Save Change

Delete


Countdown. This tab holds the settings to customize the look of the countdown timer.

- **End Date.** Click the field to enable the date and time picker interface where you can select the date when the timer should end.
- **Timezone.** Select from the dropdown the timezone you would like the countdown date to follow.
- **Template.** Select from the list of premade countdown timer templates which you would like to use. Note that in the lite version of the plugin, there is a limited number of templates available.

- **Style.** Use the dropdown to choose the color style/scheme that should go along with the selected template.
- **Font.** Choose from the various fonts available you would like the timer to be displayed in.

End Settings
Setting for content that will replace countdown when the timer expires
Last Update: 20 July 2015, 06:57:46

End Image
Select an image or upload new image using the button below.

 [Select Photo](#) [Clear Photo](#)

Page Info URL

[Save Change](#) [Delete](#)

End Settings. This tab contains settings that will be displayed right after the timer has reached its specified date and time.

- **End Image.** Upload or choose from a previously uploaded image from the media library you would like to use to replace the countdown timer once it expires.
- **Page Info URL.** Supply this field with the complete URL to the page where you would like to redirect the user once they click on the image.

General

Countdown

End Settings

Embed Code

Newsletter

Statistic

Embed Code

Code to include countdown timer.

Email HTML Code

To include a countdown in your email content please copy and paste the code below.

```
<a href="http://suzannatest.info/wp-email-countdown-campaign?campaign_id=642"></a>
```

Copy

Image Link Code

```
http://suzannatest.info/wp-email-countdown-image?campaign_id=642
```

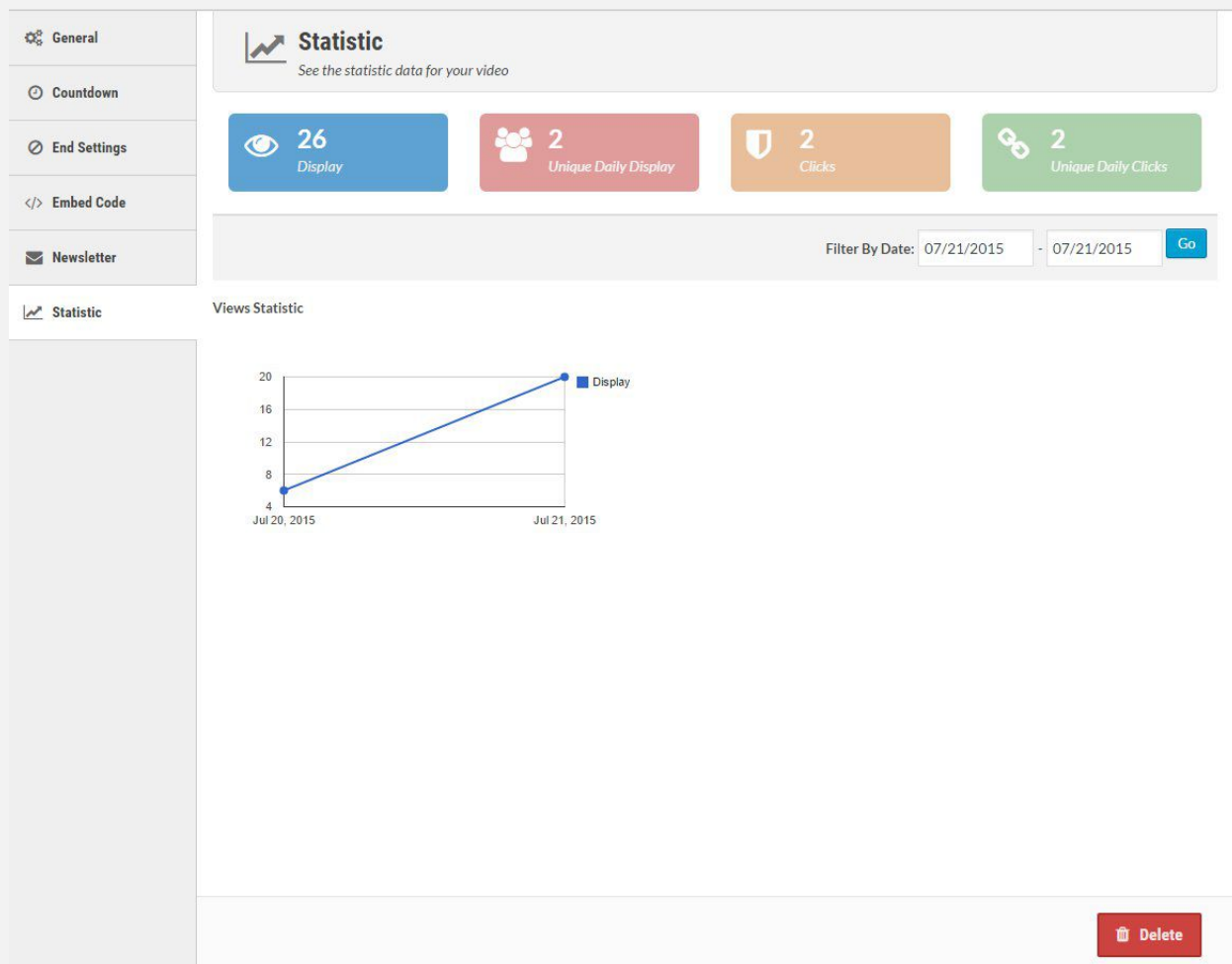
Copy

Preview

Delete

Embed Code. This tab is where you can find the code and link to display the timer on a page, post or widget.

- **Email HTML Code.** To include the countdown timer in your email as a content, copy and paste the code provided.
- **Image Link Code.** Copy the image link code and paste it as the image source to where you would like the countdown timer to display in your site.
- **Preview.** Displays a preview of your countdown timer.

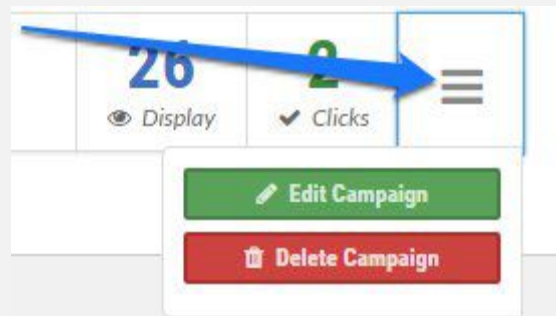


Statistic. This tab displays how users interact with the countdown timer. Additionally, the results can be filtered by date.

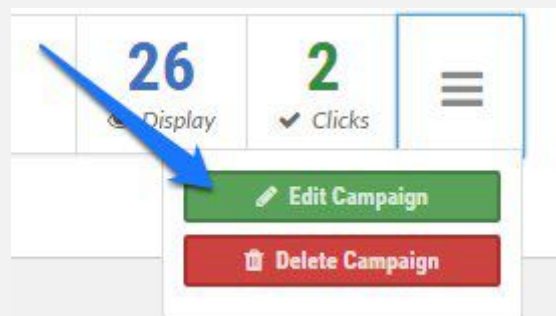
4. Once all the required settings have been configured as desired, click the **Save Changes** button.

How to Manage Campaigns

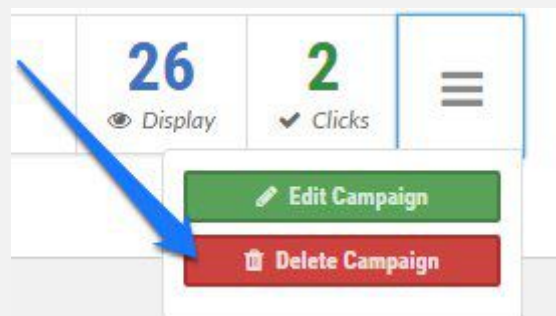
1. To manage campaigns, start by clicking **WP Email Countdown** menu item from the left admin panel to access the **All Campaigns** page where all campaigns are listed.
2. On the far right section of each campaign is an icon that when clicked, displays options to manage each campaign.



3. Click the **Edit Campaign** button to update the campaign with changes on the settings that you require.



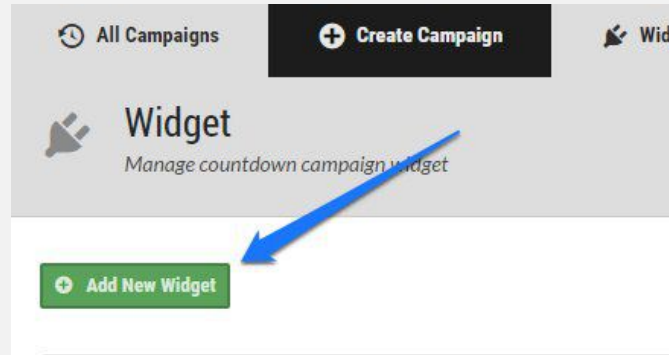
4. Click the red **Delete Campaign** button if you would like to remove the campaign from the list. Note that you will be prompted if you wish to continue with the action as all data and information saved on the campaign will be permanently deleted. This action is irreversible so proceed with caution.



Adding a Widget

By creating a widget, you will be able to include a campaign to promo page(s).

1. To create a widget, you need to hover your cursor over to the menu item of the plugin then click on **Widget**. Or click the menu item directly to open the **All Campaigns** tab and click the **Widget** tab next.
2. Once inside the **Widget** section, click the **Add New Widget** button.



3. Supply the fields with general information required to proceed to the next step which is to customize the content, display and effect of the widget.

A screenshot of the 'General' settings page for a widget campaign. The page has a sidebar on the left with a 'General' tab. The main content area has a header with a gear icon, the word 'General', and the subtitle 'Basic settings and info of your widget campaign'. There is a blue 'Add Widget' button in the top right. The form contains four fields: 'Title' with a text input and a help icon; 'Campaign' with a dropdown menu showing 'WP Email Countdown Sample 02' and a help icon; 'Status' with 'Show' and 'Hide' buttons and a help icon; and 'Restricted' with 'On' and 'Off' buttons and a help icon. At the bottom, there is another blue 'Add Widget' button.

- **Title.** Supply this field with a unique title that will help you easily identify it for management purposes.
- **Campaign.** From the dropdown, select from the list of campaigns you would like to be displayed on the widget.
- **Status.** Determines whether the campaign should be displayed or hidden. When the switch is set to Hide, this campaign will not be available to users.

- **Restricted.** Use the switch to determine the availability of the widget to logged in and non-logged in users. Switching this to **On** will make the widget be available to logged in users only.

4. Click **Add Widget** button to save the general information you have provided and proceed to the next step which is customizing the widget.

The screenshot shows the 'Content' tab of a widget configuration interface. On the left is a sidebar with tabs: 'General' (selected), 'Content', 'Design', and 'Effect'. The main area is titled 'Content' with the subtitle 'The content of your widget campaign' and a 'Save Change' button. Below this, there are several fields: 'Logo' with a 'STAPRI' image and 'Select Photo'/'Clear Photo' buttons; 'Title' and 'Info' both containing 'WP Email Countdown Sample'; 'Close Link' section with 'Show/Hide Close Link' (Show/Hide buttons), 'Close Text' (Close), 'Show/Hide Icon' (Show/Hide buttons), 'Text Color' (Select Color), and 'Background Color' (Select Color). At the bottom are 'Save Change' and 'Delete' buttons. A 'Last Update: 20 July 2015, 07:09:08' timestamp is visible in the top right.

Content. This tab holds the fields that displays the content for the widget campaign.

- **Logo.** Upload or select from previously uploaded images in the media library which image you would like to use as a logo to be displayed on the widget content.
- **Title.** Supply this field with the title of the widget.

- **Info.** Fill in this field with the main information of the widget campaign.
- **Show/Hide Close Link.** Determines whether to show or to hide the close link.
- **Close Text.** Enter in this field the text of the close link.
- **Show/Hide Icon.** Determines whether to display or hide the close icon.
- **Text Color.** Use the built-in color picker to select the color the close text will be displayed in.
- **Background Color.** Using the color picker, choose the color of your preference that will be applied as background to the close link.

The screenshot shows the 'Design' settings panel for a widget campaign. The sidebar on the left has four tabs: 'General', 'Content', 'Design', and 'Effect'. The 'Design' tab is selected. The main panel has a header with a gear icon, the title 'Design', the subtitle 'Set the appearance of the widget', a 'Save Change' button, and a timestamp 'Last Update: 20 July 2015, 07:09:08'. The settings are as follows:

- Position:** A dropdown menu set to 'Bottom' with a help icon.
- Background Color:** A color picker set to 'Select Color' with a help icon.
- Border:** A width input set to '0' with a 'px' unit, a color picker set to 'Select Color', and a help icon.
- Border Radius:** A dropdown menu set to 'None' with a help icon.
- Padding Top:** An input field with a 'px' unit and a help icon.
- Padding Bottom:** An input field with a 'px' unit and a help icon.
- Text Color:** A color picker set to 'Select Color' with a help icon.

At the bottom of the panel are two buttons: 'Save Change' and 'Delete'.

Design. Contains settings that customizes the appearance and look of the widget campaign.

- **Position.** Determines the position of where the widget is to be displayed on the page.

- **Background Color.** Use the color picker to select the color you prefer to apply as the background of the widget.
- **Border.** Supply the input field with a numerical value that will be equivalent to the size or thickness of the border. Next, use the color picker to choose the color of the border.
- **Border Radius.** From the dropdown, select the depth of the border radius to be applied on the widget.
- **Padding Top.** Supply the field with a number that is equal to the space of the contents from the top of the widget in pixels.
- **Padding Bottom.** Enter a number that will equal to the space of the contents from the bottom of the widget in pixels.
- **Text Color.** Use the color picker to select the color of which the texts in the widget are to be displayed in.

General

Content

Design

Effect

Effect

Show/hide effect of the widget

Save Change

Last Update: 20 July 2015, 07:09:08

Delay

second

?

Showing Effect

Animation Type

Linear

?

Animation Speed

Medium

?

Audio

No Audio

?

Hiding Effect

Animation Type

Linear

?

Animation Speed

Medium

?

Audio

No Audio

?

Save Change

Delete

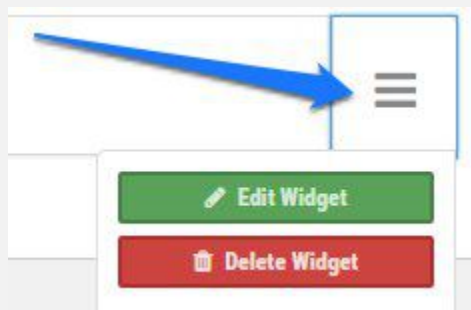
Effect. This tab contains settings to add effects on the widget. Note that in the lite version of the plugin, this feature is not available.

- **Delay.** Supply the input field with a numerical value equivalent to time in seconds when the widget will be displayed.
- **Showing Effect Animation Type.** Select from the dropdown, the type of animation you would like to implement on the widget when it is displayed.
- **Showing Effect Animation Speed.** From the dropdown, choose how fast you would like the animation to be rendered upon display.
- **Showing Effect Audio.** Select from the list of available audios in the dropdown which one you would like to play along when the widget is displayed.
- **Hiding Effect Animation Type.** Select from the dropdown, the type of animation you would like to apply when the widget is hidden.
- **Hiding Effect Animation Speed.** Choose how fast you would like the animation to be rendered during the hiding of the widget.
- **Hiding Effect Audio.** Choose whether to apply an audio when the widget is being hidden.

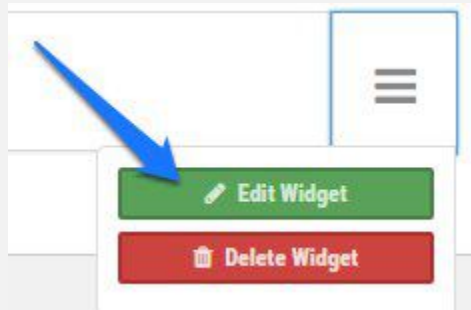
5. Once all the required settings have been configured as desired, click the **Save Changes** button.

How to Manage Widgets

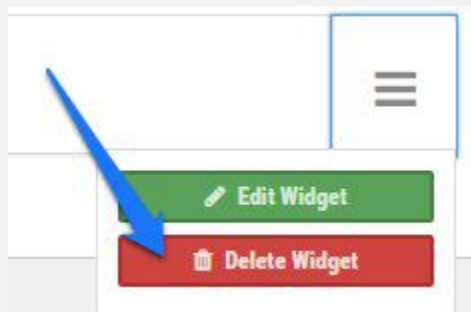
1. To manage widgets, hover your cursor over the the plugin's menu item and click **Widget**.
2. On the far right section of each widget is an icon that when clicked, displays options to manage each widget.



3. Click the **Edit Widget** button to update the widget with any changes on the settings that you require.



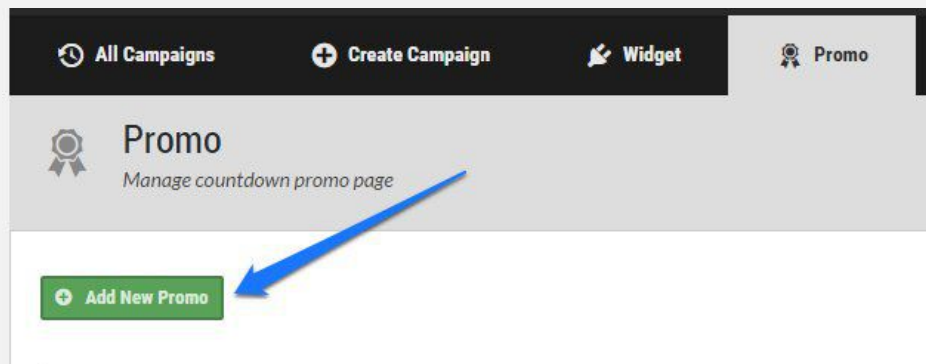
4. Click the red **Delete Widget** button if you would like to remove the widget from the list. Note that you will be prompted if you wish to continue with the action as all data and information saved on the widget will be permanently deleted. This action is irreversible so proceed with caution.



How to Create a Promo Page

The promo page is where you can highlight your special events, promotions and announcements and include a timer through a widget.

1. First, hover your cursor over to the plugin's menu item from the left admin panel then click **Promo Page**. Or you can click the menu item directly to open the **All Campaigns** page. Then, click the **Promo** tab.
2. Next, click the green **Add New Promo** button.



3. Supply the general information required to complete the first step of creating a promo page and proceed to customizing its content and meta data.

General
Basic settings and info of your promo page

Title

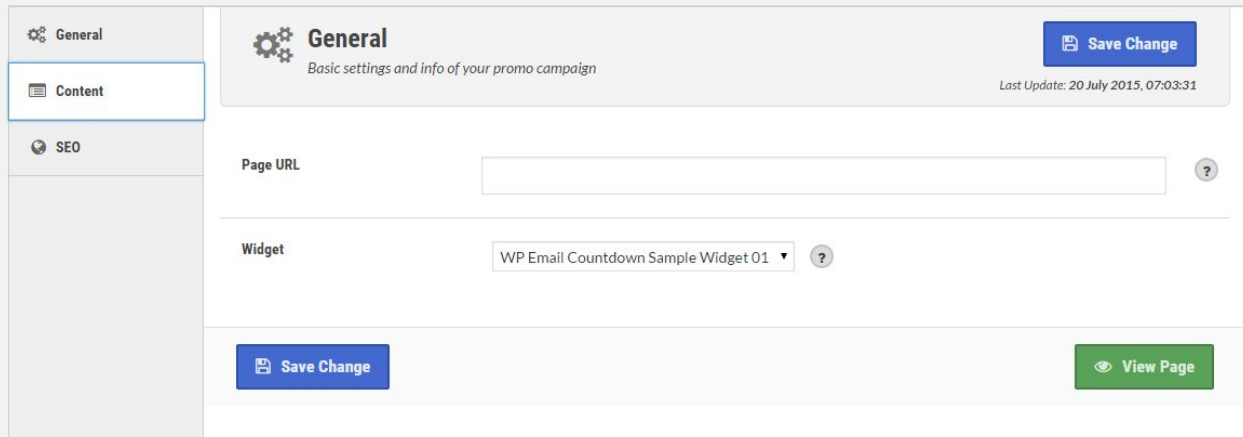
Permalink

Status

Restricted

- **Title.** Supply this field with a unique title that will help you determine it from the rest for management purposes.
- **Permalink.** This is the link structure of the promo page. You can supply a slug that will determine the link to the promo page or leave it blank as the system will automatically generate a slug out from the title you have provided.
- **Status.** Determines the availability of the promo page. Setting it to Hide will make it hidden to all users.
- **Restricted.** Determines the availability of the promo page for logged in and non-logged in users. Switching it to **On** will make the promo page be visible to logged in users only.

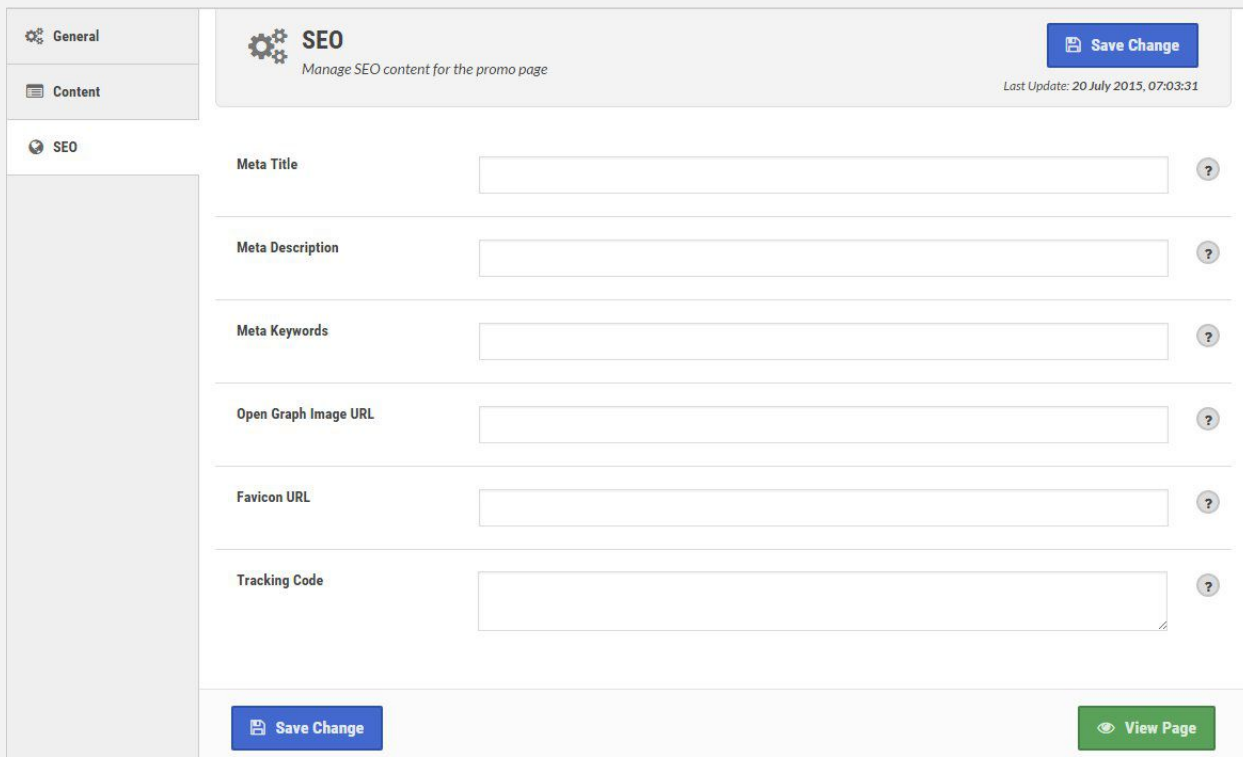
4. Click **Add Promo** button to save the created promo page. This should also redirect you to the **Content** tab.



The screenshot shows the 'General' settings tab for a promo campaign. The left sidebar has three tabs: 'General' (selected), 'Content', and 'SEO'. The main content area has a header with a gear icon, the title 'General', a subtitle 'Basic settings and info of your promo campaign', a 'Save Change' button, and a timestamp 'Last Update: 20 July 2015, 07:03:31'. Below the header, there are two form fields: 'Page URL' with an empty text input and a help icon, and 'Widget' with a dropdown menu showing 'WP Email Countdown Sample Widget 01' and a help icon. At the bottom, there are two buttons: 'Save Change' and 'View Page'.

Content. This tab manages the contents to be displayed in the promo page.

- **Page URL.** Supply this field with the complete URL of the page where contents will be taken from and be displayed on the promo page in an iframe.
- **Widget.** Select from the dropdown the widget you would like to be displayed on the promo page.



The screenshot shows the 'SEO' settings tab for a promo campaign. The left sidebar has three tabs: 'General', 'Content', and 'SEO' (selected). The main content area has a header with a gear icon, the title 'SEO', a subtitle 'Manage SEO content for the promo page', a 'Save Change' button, and a timestamp 'Last Update: 20 July 2015, 07:03:31'. Below the header, there are six form fields, each with a text input and a help icon: 'Meta Title', 'Meta Description', 'Meta Keywords', 'Open Graph Image URL', 'Favicon URL', and 'Tracking Code'. At the bottom, there are two buttons: 'Save Change' and 'View Page'.

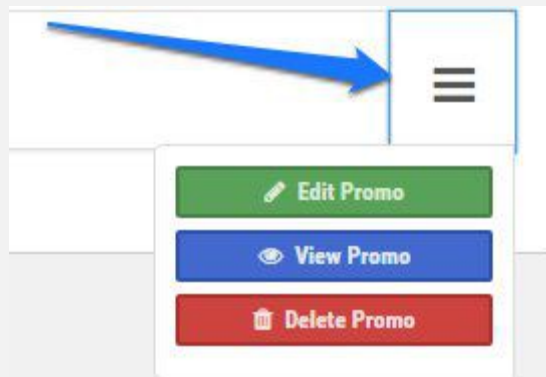
SEO. This tab contains fields that will manage the meta data of the promo page.

- **Meta Title.** Supply this field with the title of the page that will appear on the browser and search engine results.
- **Meta Description.** Enter in this field the meta description of the promo page that will be shown and displayed on search engine results.
- **Meta Keywords.** Add relevant keywords of the promo page on this field and make sure that each keyword is separated with a comma.
- **Open Graph Image URL.** Fill in this field with a complete URL of the image you would like to be displayed whenever this page is being shared on different social media sites.
- **Favicon URL.** Enter in this field the complete URL of the favicon you would like to use on this promo page.
- **Tracking Code.** Supply this field with the complete tracking code to track the performance of this promo page.

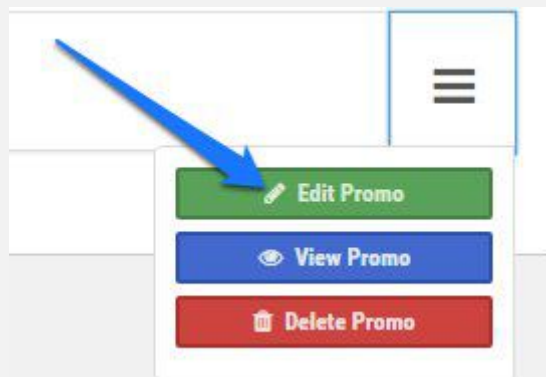
5. Click the **Save Changes** button to save the changes you have supplied to the settings.

How to Manage Promo Pages

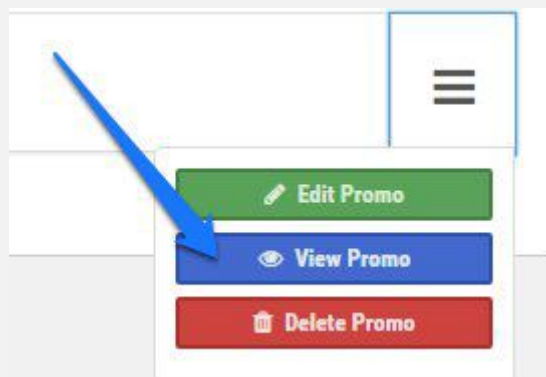
- 1.** To manage promo pages, hover your cursor over the plugin's menu item from the left admin panel and click **Promo Page** to display a list of created promo pages.
- 2.** On the far right section of each promo page is an icon that when clicked, displays options to manage each promo page.



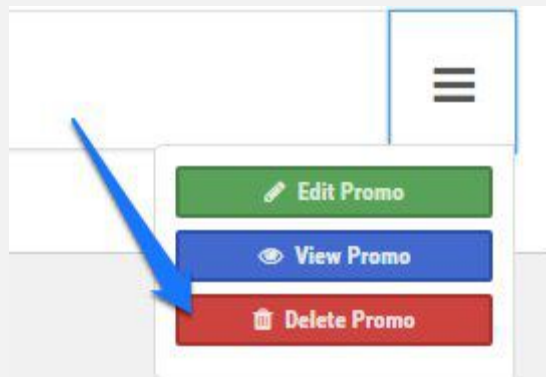
3. Click the **Edit Promo** button to update the promo page with any required changes.



4. Click the **View Promo** button to view the promo page.



5. Click the red **Delete Promo** button if you would like to remove the promo from the list. Note that you will be prompted if you wish to continue with the action as all data and information saved on the promo page will be permanently deleted. This action is irreversible so proceed with caution.



Configuring the WP Email Countdown Settings

To access the **WP Email Countdown Settings**, hover your cursor over to the plugin's menu item from the left admin panel and click **Settings**.

Permalink

Set the base path permalink for all your survey pages through the following input:

Promo Page Base Path

General Widget


Show a widget in all page. If it is determined that all of the settings of widget object in every page of the website will be ignored.

Widget

Home Widget

Select a widget in bellow to show widget in your homepage.

Widget

 **Save Change**

- **Promo Page Base Path.** Fill this field with the base path for the permalink structure of the promo page.
- **General Widget.** Choose from the dropdown whether to display a widget and which widget will be used throughout the pages of the site.
- **Home Widget.** Select from the dropdown whether you would like to have a widget displayed on the home page and which widget it will be.

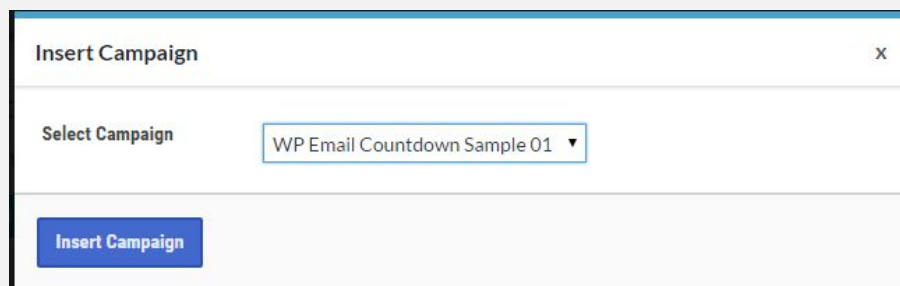
How to Insert Campaigns in Pages/Posts

This guide assumes that you are already creating or editing a page or post in the WordPress editor. Note that you will need to have the editor in the Visual editor mode.

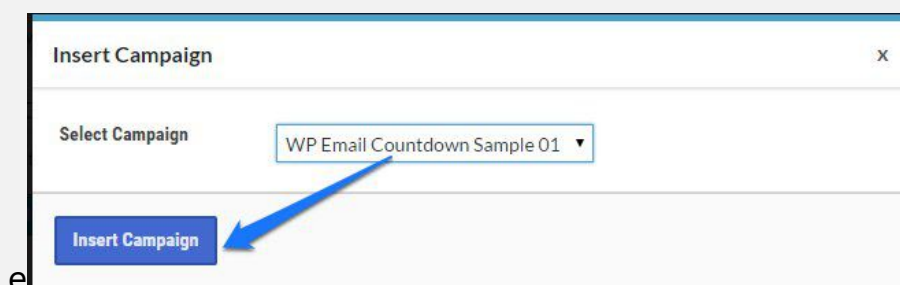
1. To insert a campaign in pages/posts, click the plugin's icon from the toolbar of the WordPress editor.



2. Once the icon has been clicked, a popup window should appear prompting you to select from the dropdown which campaign you would like to insert on the page/post.



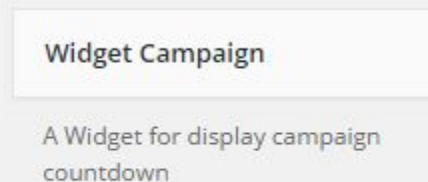
3. Next, click the **Insert Campaign** button to generate a shortcode to display the campaign on the page/post.



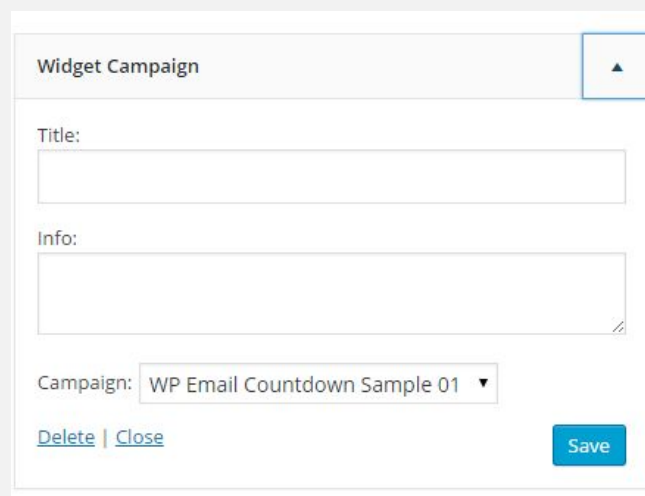
4. Finally, save or update the page/post that you are editing.

How to Add Campaigns in Sidebar

1. Navigate from the Dashboard to **Appearance -> Widgets**.
2. Drag the WP Email Countdown widget named **Widget Campaign** to the desired sidebar location.



3. Supply a title and information for the campaign and from the dropdown select which campaign you would like to be displayed.

A screenshot of the 'Widget Campaign' configuration form. The form has a title bar 'Widget Campaign' with a close button (triangle icon). Below the title bar are two text input fields: 'Title:' and 'Info:'. Below these is a dropdown menu labeled 'Campaign:' with the selected option 'WP Email Countdown Sample 01'. At the bottom left are two links: 'Delete' and 'Close'. At the bottom right is a blue 'Save' button.

4. Finally, click the **Save** button to save the information you have provided.