



Here's a step-by-step tutorial on how to set up an **automatic email message** to your website subscribers using the **Noptin plugin** in combination with **WordPress Elementor**.

These directions updated to v4.08

Step 1: Request an email address to use as your sender address. (Note: An address outside of your domain, such as a 'gmail' address, will not work as the sender address.)

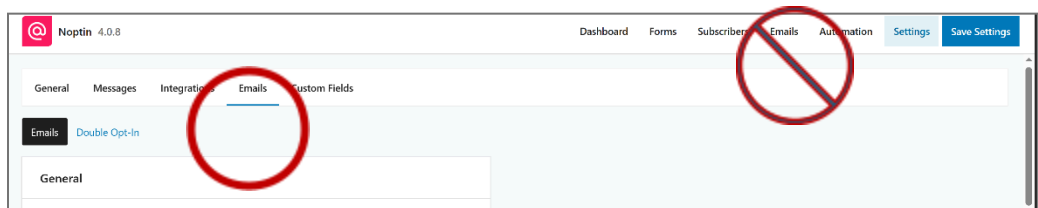
1. Email addresses must be established by tech support. This should only take a couple of days to complete, but users must make the request through one of the Lakekit volunteers.
 2. Determine what address you would like your email message to come from.
Examples:
 - news@yoururl.org
 - board@yoururl.org
 - president@yoururl.org
 3. We can set as many emails as needed, but only one of them is used as the "from" for the push notices.
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Step 2: Install/Activate the Noptin Plugin (a Lakekit Volunteer will do this step)

1. **Log in** to your WordPress dashboard.
 2. Go to **Plugins >**
 3. Search for **"Noptin – Email Newsletter for WordPress"**.
 4. Click **Activate**.
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Step 3: Configure Noptin Settings

1. Navigate to **Noptin > Settings** from the WordPress dashboard.
2. Under the **Setting>General** tab – make sure ‘Campaign Stats’ and ‘Keep Data on Uninstall’ are checked. Click the button **Save** changes.
3. Under the **Setting>Messages** tab – If the default does not suffice, edit the messages that will be displayed to users for subscribing and unsubscribing. Click the button **Save** changes.
4. Under **Setting>Integrations** tab – recommend leaving as is.
5. Under the **Setting>Emails** tab (The one under the Noptin logo – see screenshot):



- Enter your email details. (Note: use the email address created in Step 1). See screenshot below.

A screenshot of the Noptin 4.0.8 'General' settings page. The page has a light blue header with the Noptin logo and version number. The 'General' tab is selected. The form contains several fields: 'REPLY-TO' EMAIL (news@longlakesaxeville.org), 'FROM' EMAIL (news@longlakesaxeville.org), 'FROM' NAME (Long Lake Association), 'AUTO-DELETE CAMPAIGNS' (After Never Delete, days), and 'BOUNCE HANDLER' (https://longlakesaxeville.org/wp-json/noptin/v1/bounce_handler/({YOUR_SERVICE})/Q5n3uECL). At the bottom, there is a 'Save Settings' button. Below the form, there is a list of supported services: mailgun, pepipost, postmark, sendgrid, sparkpost, elasticemail, and ses.

- Set the **Email Send Limit**. You can throttle the number of emails per hour. (If your subscriber list grows large it is helpful to prevent server delays to limit the emails to less than 200/hour). See screenshot below.

Noptin 4.0.8

Email Sending Limit

MAXIMUM EMAILS: 100 emails

TIME PERIOD: per 1 hour(s)

Brand Info

COMPANY ⓘ
Long Lake Association

LOGO ⓘ
[Upload Icon]

BRAND COLOR
[Blue Circle]
Used as the link color and button background.

Save Settings

- Enter your **Brand** info, name and logo. (this is optional and you should determine if you want the information included here once you check the look of your campaigns.)
- **Save** changes. Example screenshot below...

"REPLY-TO" EMAIL

news@longlakesaxeville.org

"FROM" EMAIL

news@longlakesaxeville.org

"FROM" NAME

Long Lake Association

AUTO-DELETE CAMPAIGNS

After Never Delete

days

BOUNCE HANDLER

https://longlakesaxeville.org/wp-json/noptin/v1/bounce_handler/{{YOUR_SERVICE}}/JQ5n3uECLI

Supported services:- [mailgun](#), [pepipost](#), [postmark](#), [sendgrid](#), [sparkpost](#), [elasticemail](#), [ses](#)

Email Sending Limit

MAXIMUM EMAILS

100

emails

TIME PERIOD

per 1

hour(s)

The screenshot displays the Noptin form editor interface, which is divided into two main sections: "Brand Info" and "Email Template".

Brand Info Section:

- COMPANY** (with an information icon): A text input field containing "Long Lake Association".
- LOGO** (with an information icon): A large empty rectangular box with an upload icon (a square with an upward arrow) in the bottom right corner.
- BRAND COLOR**: A blue circular color picker. Below it, a note states: "Used as the link color and button background."

Email Template Section:

- EMAIL TEMPLATE** (with an information icon): A dropdown menu currently showing "Paste".
- FOOTER TEXT** (with an information icon): A text area containing the following code:

```
[[blog_name]] &mdash; Powered by [[noptin]] | <a href="[[unsubscribe_url]]" rel="nofollow" target="_blank">Unsubscribe</a>
```

Step 4: Create an Email Subscription Form with Elementor

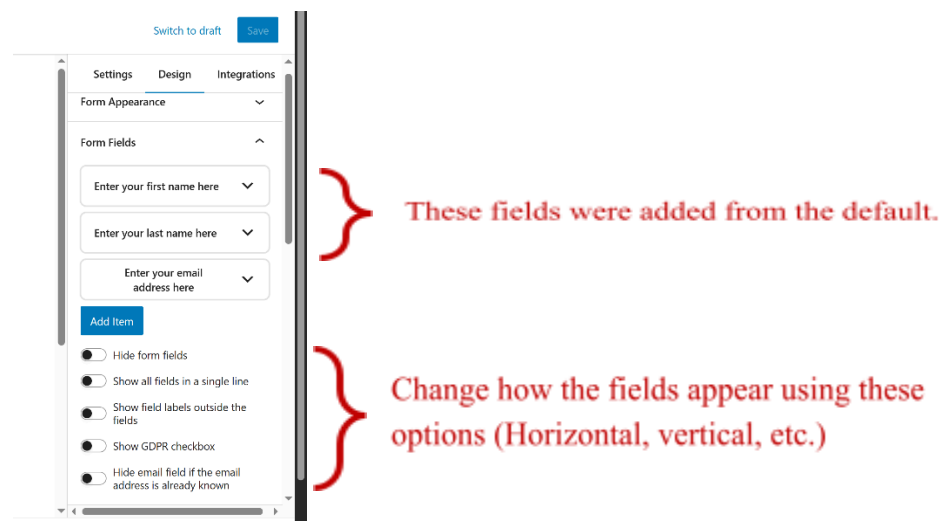
1. Go to **Noptin > Subscription Forms**.
2. Click **Add New Form** and select a form type (we recommend -- **Shortcode**).
3. Give it a name. We suggest: "*Email Opt-in*"
4. Using the available buttons, apply a template and color theme to generate the look you would like to use for the form. (Do this before modifying the wording in the template.)
5. Along the righthand menu selections edit the subscription form as desired:
 - a) **SETTINGS** Tab

1. **Basic options** – do you want to insert into your posts automatically or manually place a shortcode into posts selectively? (We recommend manually so you can control its use.)
2. **Messages** – adjust the auto response text as desired. It is recommended to adjust these to match the purpose of your subscription form (e.g. newsletter, district announcements, etc.) A “Success Message” example is: “Thank you for subscribing to our News Posts”
3. **Page Targeting** = Check that it is set to “Everywhere”
4. **User Targeting** = Check that it is set to “Everyone”
5. **Device Targeting and Tags** – leave as is.

b) **DESIGN Tab**

(Note: Under the **Design** tab there are options available to refine the look of the form, including form fields, buttons, heading and subheading.)

1. Under **Form Fields** you may want to add additional fields. The Noptin default is to only require the email field for new subscribers. You may want to add first name and last name to make it easier to manage your subscription list later. See example below:



2. Under **Design>Heading** and **Design>Sub-Heading**, edit the wording in the template as you would like it to appear. Noptin uses default language for a newsletter., but you may want to change that to

reflect news posts or some other wording. For example: *“Sign up to receive email alerts when we publish news posts.”*

c) INTEGRATIONS Tab – leave as is.

6. Once completed scroll down and click **Save**. (Then copy the shortcode for the form (it is found below the form preview. Example: [noptin form=175].

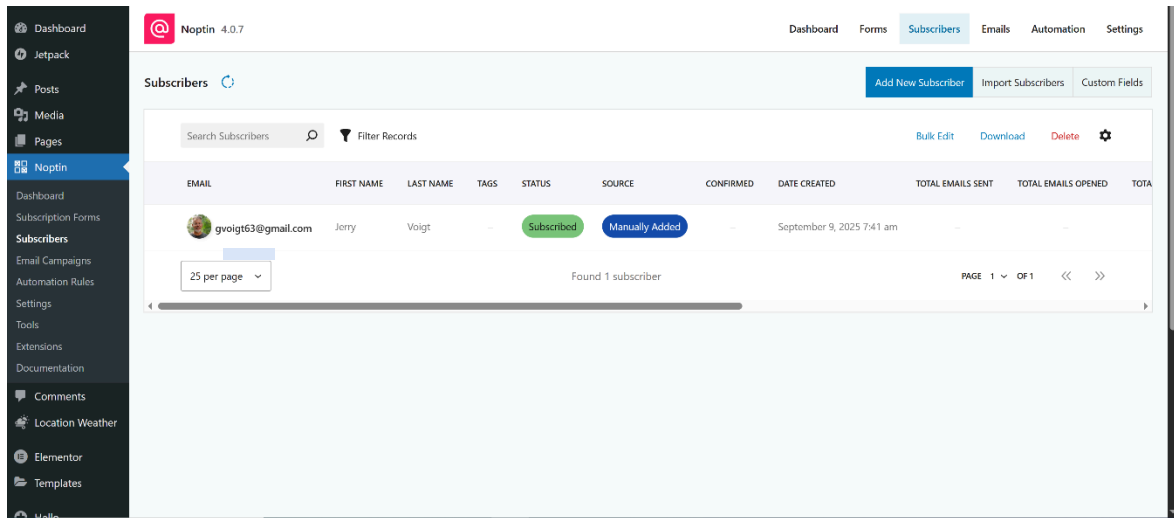
Use Elementor to Add the Form to a Page or Post

1. Open the **Elementor editor** for the page or post where you want the subscription form to appear.
2. If you are adding the form to a new Post...paste the shortcode into the desired position in the message (usually the end).
3. If you are adding the form to a page...Add a **Shortcode widget** from the Elementor (+) panel to a container on the page in the position you want the subscription form to appear in the page content.
4. Paste the **Noptin form shortcode** into the widget and then publish the page.
5. Preview the page to ensure the form appears on the page as you would like it to. Make any adjustments as needed.

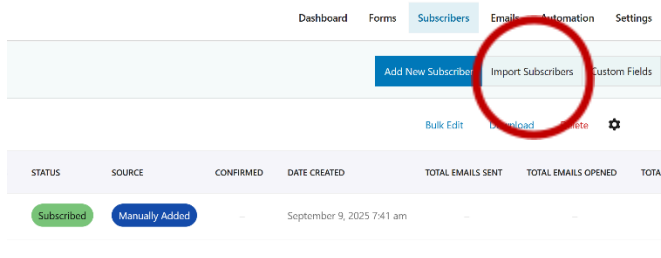
Now, visitors can subscribe to receive your news using this form.

Step 5: Test that the subscription form works properly by adding a user or two

1. Using the form on your page or post, enter your own email address (and name fields if required) to subscribe. It is a good idea to add a second person using the form, as well.
2. Go to Noptin on the Dashboard to check if the subscription form worked successfully. **Noptin>Subscribers**. The new entries should appear in the subscribers list. It should appear like this:



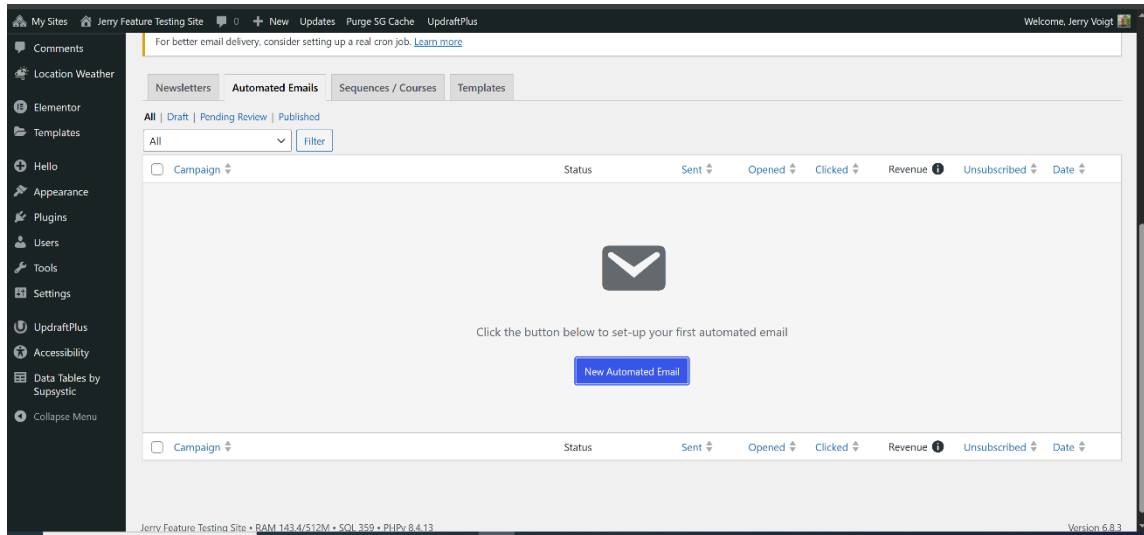
3. You may add individual subscribers or import a list of subscribers from your membership list, mailing list or other source from the Noptin dashboard.
However, we recommend testing and getting your email notices correctly configured before taking the step to import a list. That way test messages will only go to one or two known addresses.
4. To import a list go to: **Noptin>Subscribers** and use the “Import Subscribers” button found near the top right side of the window. See screenshot below.



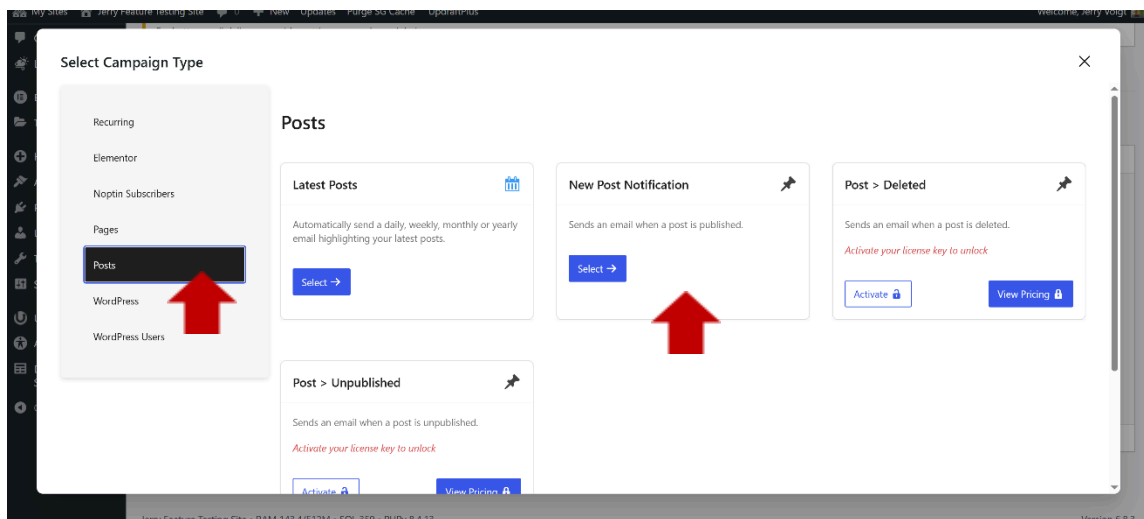
Step 6: Set Up Automatic Messaging

Navigate to **Noptin>Email Campaigns>Automated Emails** to set up the automation for sending your news posts.

1. Go to **Noptin>Email Campaigns> Automated Email** and on Click on the blue button **New Automated Email**. (See below).



2. A pop-up window '*Select Campaign Type*' will appear and you will need to select the type of automated email you want to create. For sending emails upon adding new posts to your site, select **Posts** from the lefthand menu in the popup window. Then click **Select** under **New Post Notification**. (See arrows below)



3. A pop-up window '*Send To*' will appear and you will need to select **"Noptin Subscribers"** as your audience for the automated email. This will send emails to your subscriber list built using the subscription form you set up previously.
4. Another popup window '*Select Template*' will appear with only one option shown (Default). Click **Select**.

5. A new window appears that provides all the options to configure the look of your automated email message. On the lefthand side of the window you can configure the **email subject**, **message body**, and other visual elements of the email. Please note that there are shortcodes – they appear as `[[shortcode text]]` shown in the fields – be careful not to change these unless directed to below.

Email Subject: Example: *<Latest News: [[post.title]]>*

Email Heading: Recommend you remove the shortcode and leave blank

Email Content: Insert any prompt text and add your logo if you want to, but leave short codes as is:

Example: <New post from the Association...>

```
[[post.featured_image size='medium' format='image'
alt='[[post.title]]']]
```

```
[[post.title]]
```

```
[[post.excerpt words='20']]
```

```
[[button url="[[post.url]]" text="Continue Reading"]]
```

If the button doesn't work, copy and paste the following link into your browser:

```
[[post.url]]
```

Include a line of closing text below the shortcodes.

Example: <This automated news post is provided as a service to our members!>

Footer Text: Recommend that you do not change the shortcodes.

6. Using the menu on the righthand side of the window, configure the **Settings** for the email.
- Under the **Summary** tab: recommend leaving as is.
 - Under the **Email Settings** tab: Enter a name for the email campaign. The default is: *< New Post Notification>* in most cases you can leave this as is
 - Under the **Conditional Logic** tab: recommend leaving as is.
 - Under the next couple tabs: Enter your information for:
From Name: Suggest you enter your association or district name.
From Email: Enter the email created for your Lakekit site in step 1 of these directions.

Reply to: recommend leaving this blank so emails are replied to the default address.

- Under the **Send To** tab: verify the entry is “Noptin Subscribers”
 - The **Timing** and **Email Attachments** tabs cannot be altered without a paid subscription – leave as is.
 - Under the **Design** tab you can optionally configure the width and colors of the email. However, this is generally unnecessary.
7. When you have completed making adjustments to the email, you can **Preview it in a New Tab**, **Save** it, or **Publish** it to activate the automation. These options are found on the upper righthand side of the window.

Step 7: Test Your New Post Email Automation

1. Create a new test post.
2. Add the shortcode for your subscription form to the bottom of the post.
3. Publish the post (you can delete it later).
4. Check your email inbox to confirm that the automated message for the post has been sent by Noptin.
5. If the email is not received, verify:
 - Your SMTP settings (if using an external email service).
 - Spam/junk folders.
 - WordPress email configurations.

Step 8: Verify the Messages were sent and check statistics using the Noptin Dashboard

1. Go to **Noptin >Email Campaigns>Automated Emails**
 2. Review the list of Campaigns
 3. Check the results for Status, Sent, Opened and Clicked.
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By following these steps, you can set up a **fully automated Noptin push mail system** that sends an email notification to subscribers each time you publish a new post on your Lakekit website, including the means to build your subscriber list.