

# Email Marketing & Social Media Integration with WordPress

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# Why?

## Email Marketing

- Keep in contact with customers and prospects
- Has one of the highest returns on investment

## Social Media

- Make sure you're with your customers and your prospects



# What?

- Make sure that your emails and social updates are...
  - relevant
  - useful or interesting
- Integrate blogs, social media, marketing emails around a common theme
- Always focus on your desired objectives and include a call to action
- Make sure your email lists are permission based – **NEVER SPAM**

# Constant Contact

- Gives recipients a safe way to unsubscribe
- Know when emails are opened and links clicked
- Can add social sharing buttons to emails
- Can publish emails as social media updates
- Can also have...
  - surveys
  - events
  - social campaigns
- Great support and team in UK

# How?

- WordPress hosted by WP Engine
- Constant Contact Email Marketing
- WP Plugins
  - Contact Form 7
  - Contact Form DB
  - Contact Form 7 Newsletter (CTCT Integration)
  - WP Twitter
  - Facebook Wall and Social Integration
  - WP LinkedIn

# The Plugins

<input type="checkbox"/>	<b>All in One SEO Pack</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	Out-of-the-box SEO for your WordPress blog. Options configuration panel   <a href="#">Upgrade to Pro Version</a>   <a href="#">Donate</a>   <a href="#">Support</a>   <a href="#">Amazon Wishlist</a> Version 2.2.6.2   <a href="#">By Michael Torbert</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>Contact Form 7</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Just another contact form plugin. Simple but flexible. Version 4.1.1   <a href="#">By Takayuki Miyoshi</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>Contact Form 7 Newsletter</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Add the power of Constant Contact to Contact Form 7 Version 2.0.6.3   <a href="#">By Katz Web Services, Inc.</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>Contact Form DB</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	Save form submissions to the database from <a href="#">Contact Form 7</a> , <a href="#">Fast Secure Contact Form</a> , <a href="#">JetPack Contact Form</a> and <a href="#">Gravity Forms</a> . Includes exports and short codes.   <a href="#">Data</a>   <a href="#">Short Codes</a>   <a href="#">Settings</a>   <a href="#">Reference</a> Version 2.8.36   <a href="#">By Michael Simpson</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>Easy Columns</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	Easy Columns provides the shortcodes to create a grid system or magazine style columns for laying out your pages just the way you need them. Using shortcodes for 1/4, 1/2, 1/3, 2/3, 3/4, 1/5, 2/5, and 3/5 columns, you can insert <b>at least thirty</b> unique variations of columns on any page and even in posts! Quickly add columns to your pages from the editor with an easy to use "pick n' click" interface! For usage and more information, visit <a href="http://patrickfriedl.com">patrickfriedl.com</a> . Version v2.1.3   <a href="#">By Pat Friedl</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>Shortcoder</b> <a href="#">Make Donations</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Shortcoder is a plugin which allows to create a custom shortcode and store HTML, javascript and other snippets in it. So if that shortcode is used in any post or pages, then the code stored in the shortcode get executed in that place. You can create a shortcode for Youtube videos, adsense ads, buttons and more. Version 3.4   <a href="#">By Aakash Chakravarthy</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>WP Google Maps</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	The easiest to use Google Maps plugin! Create custom Google Maps with high quality markers containing locations, descriptions, images and links. Add your customized map to your WordPress posts and/or pages quickly and easily with the supplied shortcode. No fuss. Version 6.1.6   <a href="#">By WP Google Maps</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>WP Google Maps - Pro Add-on</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	This is the Pro add-on for WP Google Maps. The Pro add-on enables you to add descriptions, pictures, links and custom icons to your markers as well as allows you to download your markers to a CSV file for quick editing and re-upload them when complete. Version 5.55   <a href="#">By WP Google Maps</a>   <a href="#">Visit plugin site</a>
<input type="checkbox"/>	<b>WP Photo Sphere</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	A filter that displays 360x180 degree panoramas. Please read the readme file for instructions. Version 3.0.2   <a href="#">By Jimmy Helms</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>WP Twitter</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	It's a plugin that creates a complete integration between your WordPress blog and your Twitter account including a Twitter Button and Widgets. Version 4.2.3   <a href="#">By Fabrix DoRoMo</a>   <a href="#">View details</a>

# Connecting to Twitter

## WP Twitter : Connect to Twitter

### Connect to Twitter

Twitter ID = [200836576](#)

Your account has been authorized. ([Deauthorize](#))

### Basic Settings

#### Shortcodes:

**[title]** The title of your blog post/page.  
**[link]** The post/page URL.  
**[author]** Post/page author's.  
**[cat]** The first category.<sup>(1)</sup>  
**[tags]** Post tags.<sup>(2)</sup>

(1) Modified into hashtags, show only 3 tags of less than 15 characters each, and space replaced by: `_`

(2) Only for: Update when a post is published/edited.

Update when a post is published/edited

Text for post updates:

Blog Post: [title] - [link]

Update when a page is published/edited

Text for page updates:

Blog Page: [title] - [link]

### URL Shortener Account Settings

Long URLs will automatically be shortened using the specified URL shortener.

Post ID (<http://t4comms.co.uk/?p=10>)

# Social Sharing with WP Twitter

## WP Twitter : Sharethis Button Integration

Allow integration in:

- Post
- Pages
- Front Page (Home)
- Archive (category, tags, author, dots, attachment)

Sharethis Style

- Before Content
- After Content (default)
- Fixed on the sides
- Top of Page
- Fixed on Bottom
- ShareNow
- Share Egg

Customization

Buttons Fixed on the sides Top of Page Fixed on Bottom ShareNow

Type of the Button

- Small Buttons (16x16)
- Large Buttons (32x32)
- Horizontal Count
- Vertical Count

CSS Style Align:



# Creating a Twitter Widget

**Tweets by Peter James (@wsipeterjames)** [← Back to widget settings](#)

Add any public Twitter timeline to your website using the tool below. Simply select your timeline source, options, and copy and paste the code in the HTML of your page. For more information, read the [developer documentation](#).

**Configuration**

Username

Options  Exclude replies  Auto-expand photos

Height

Theme

Link color

For advanced visual options, please refer to [the customization documentation](#).

Opt-out of tailoring Twitter [?]

**Preview**

**Tweets**

**Peter James** @wsipeterjames 20h  
So why exactly does almost ALL tech live in Silicon Valley? [theregister.co.uk/2015/04/19/so\\_... via @theregister](#)

**Peter James** @wsipeterjames 17 Apr  
The Internet of things is great until it blows up your house [theregister.co.uk/2015/04/17/the\\_... via @theregister](#)

**Peter James** @wsipeterjames 17 Apr  
[generationsearch.com/4kcarta/anal\\_...](#)  
Tweet to @wsipeterjames

```
<a class="twitter-timeline" href="https://twitter.com/wsipeterjames" d
```

Copy and paste the code into the HTML of your site.

By using Twitter Widgets, you agree to the [Developer Rules of the Road](#).

# Constant Contact Form Integration



## Contact Form 7 Module

Now you can integrate with a Contact Form 7 form. [View integration instructions.](#)

Your username and password seem to be working.

### Configure your Constant Contact account settings.

Enter the username and password you use to log in to Constant Contact.

Constant Contact Username

Constant Contact Password

Submit



# Configuring the Contact Form

Form

```
<p>Your Name (required)<br />
[text* your-name] </p>

<p>Your Email (required)<br />
[email* your-email] </p>

<p>Subject<br />
[text your-subject] </p>

<p>Your Message<br />
[textarea your-message] </p>

[[ctct.ctct-613 type:single label:Sign+me+up+for+your+newsletter *WP
UGL::#1438165135]]

<p>[submit "Send"]</p>
```

Generate Tag ▾

### Constant Contact Lists

After adding this Tag to the form, you will need to define the Integration Fields in the "Constant Contact" box lower on the page.

**How should users subscribe?**

Hidden (subscribe without asking)

Opt-in checkbox

Drop-down select lists

Checkboxes select lists

**Label for the opt-in checkbox**

Sign me up for your newsletter

**When users opt-in, sign them up for the following lists:**

<input type="checkbox"/> Customers	<input type="checkbox"/> Registered 20131209
<input type="checkbox"/> Prospects	<input type="checkbox"/> Attended 20131209
<input type="checkbox"/> General Interest	<input type="checkbox"/> Emailing Me
<input type="checkbox"/> Signed Up	<input type="checkbox"/> Previous Contacts
<input type="checkbox"/> Suppliers	<input type="checkbox"/> BNI Other
<input type="checkbox"/> WP UGL	<input type="checkbox"/> Friends
<input type="checkbox"/> BNI Bourne	<input type="checkbox"/> Test

[Refresh Lists](#)

# Contact Form & Twitter

**Your Name (required)**

**Your Email (required)**

**Subject**

**Your Message**

Sign me up for your newsletter

**Tweets**

**Peter James** @wsipeterjames 20h  
So why exactly does almost ALL tech live in Silicon Valley?  
[theregister.co.uk/2015/04/19/so...](http://theregister.co.uk/2015/04/19/so...)  
via @theregister

**Peter James** @wsipeterjames 17 Apr  
The Internet of things is great until it blows up your house  
[theregister.co.uk/2015/04/17/the...](http://theregister.co.uk/2015/04/17/the...)  
via @theregister

**Peter James** @wsipeterjames 17 Apr  
[generatorresearch.com/tekcarta/analy...](http://generatorresearch.com/tekcarta/analy...)

**Peter James** @wsipeterjames 16 Apr  
UK Adults Spend More Time on Mobile Devices than on PCs

Tweet to @wsipeterjames



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