

NewsMaker Lite Guide

PrestaShop v.1.4 or higher module

This module for PrestaShop lets you create and send your own newsletters with news and offers from your store.

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2. Newsletter Management

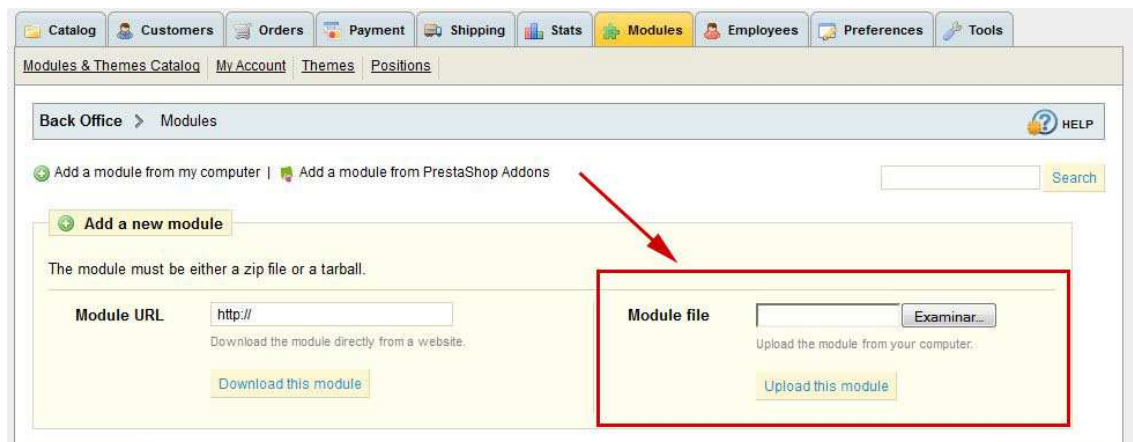
- *Create newsletter with products*
- *Create custom newsletter (texts & images)*

3. Campaign Management

4. Creation of 'cronjob' (automatic processes) for scheduling

1. Module installation

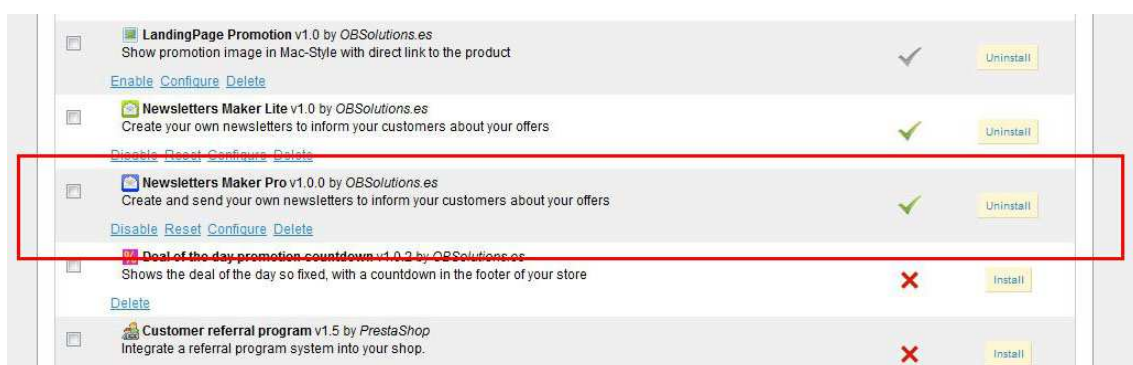
Step 1. Module installation



To install the module should be directed to the tab '**modules**' of the back office of prestashop and select '**Add a module from my computer**'. It opens a window where you select the ZIP file you downloaded to buy this product and once selected, click on the button '**Upload this module**'.

Step 2. Using the module

To use the module to access the module configuration from the tab 'modules' of the back office of prestashop. Newsmaker Pro module can be found in the drop-down 'Advertising and marketing'. You must click on the link 'Set' as shown in the image below:



Once inside the module configuration you two options to choose:

- **Newsletters Management:** Create newsletter templates and then are sent from campaign management.
- **Campaign Management:** Create, send and monitor campaigns to send to their customers.
- **Subscribers Management:** Allows import new email accounts of subscribers with a CSV file.



2. Newsletters management

2.1 Create newsletter with products

To create a new newsletter should click 'Add Newsletter'.



Once inside, you will be the highest form of a new newsletter as you can see in the image below:

The screenshot shows the 'Update newsletter ID: 1' form. It contains several fields for configuring a newsletter, including Name, Template, Unsubscribe link, and various color settings. There are also sections for Header image and Footer image, each with a 'Change' button and an 'Examinar...' button. At the bottom, there are fields for Header Link and Footer Link, and two buttons: 'Back' and 'Update newsletter'.

Update newsletter ID: 1

Name:

Template:

Unsubscribe link:

Body Color:

Default Text Color:

Link Color:

Product Title Color:

Price Color:

Button Color:

Header image (max width 600px):
Change header image

Footer image (max width 600px):
Change footer image

Header Link:

Footer Link:

Description of fields:

- **Name:** Name to identify the new newsletter.
- **Template:**

- **One product by line:** Template that show 1 product by line in the newsletter.
- **Two products by line:** Template that show 2 products by line in the newsletter.
- **Body Color:** Newsletter body color.
- **Default Text Color:** Newsletter default text color.
- **Link color:** Newsletter links color.
- **Product title color:** Name products title color.
- **Price color:** Products Price color.
- **Button color:** 'Buy now' button color.
- **Header image:** Image to include in the header of the newsletter. It may include a different header image for each language. The maximum width of the image should be 600px.
- **Footer image:** Image to include at the bottom of the newsletter. It may include a different image standing by language. The maximum width of the image should be 600px.
- **Header link:** Header image link (must have 'http://' text).
- **Footer link:** Footer image link (must have 'http://' text).
- **Newsletter text:** Allows add text and images into newsletter.

Once configured, you must click on the '**Create Newsletter**' button.


Paso 3. Add products to the newsletter

After you create a newsletter, you must add the products you want to advertise in it. Even this must click on the '**Add / Update products to the newsletter**' that accompanies the newsletter in the actions column of your list of newsletters, see figure:





Once inside, see the list of products containing our newsletter and we can add or remove items from the list, and mark a product as featured in the newsletter or change the order in which these products are displayed. View picture:




To add a new product to begin writing the same name in the field provided for it. You will be shown a list of suggested matches with the names of the products with the text you have entered, you select the product from the list and then click the 'Add'  button, your product will be added at the end of the list.

Options description:

 The arrows allow you to raise or lower the position of a product within the newsletter.

 Allows you to mark a product as important, this product will be always on top of the newsletter bigger and more prominent.

 Allows unmark a previously marked as a featured product.

Once you have configured the products you want to display in the newsletter must return to the previous screen to see the result, for this click '**Back**'.


Paso 4. See results and get the newsletter URL


To see the result of our newsletter we must click on the flags of the languages in which we set up our tent, the result of the newsletter will be opened in a new window where we can copy the URL of the newsletter for use in the tool mass-mailing us to use. The result and the URL will be different for each language. View picture:



Results in English, see image:

Advertising. If you can not read this e-mail click [here](#)


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Reduced price!


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Template 2: Two products by line

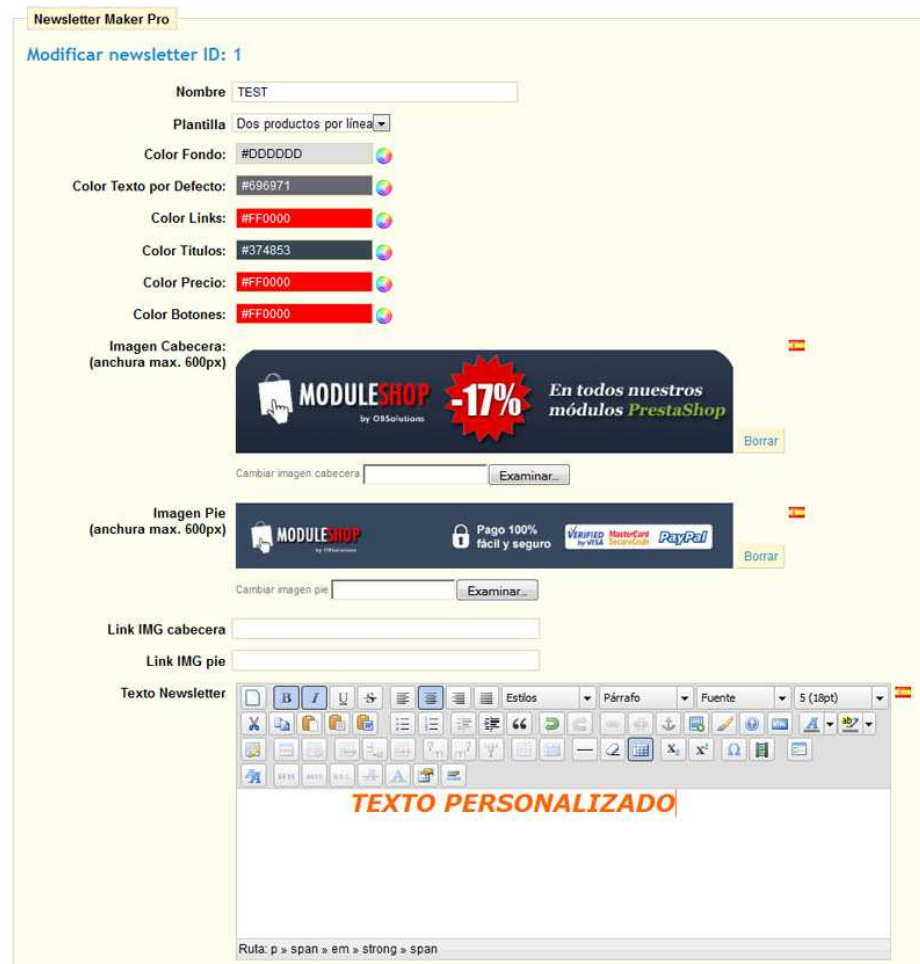
Template 1: One product by line

2.2 Create custom Newsletter (texts & images)

To create a new newsletter should click 'Add Newsletter'.



Once inside, you will be the highest form of a new newsletter as you can see in the image below:




Description of fields:

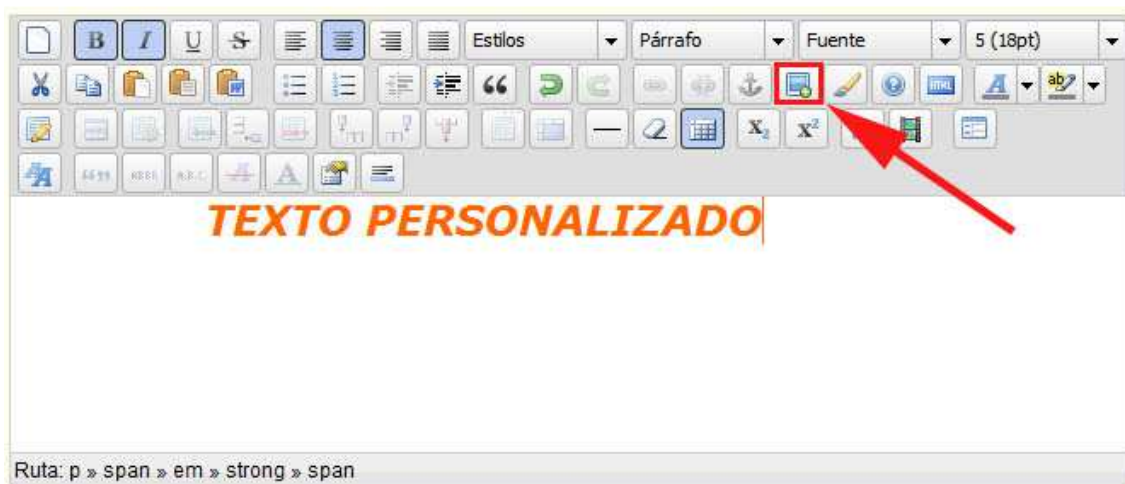
- **Name:** Name to identify the new newsletter.
- **Template:**
 - **One product by line:** Template that show 1 product by line in the newsletter.
 - **Two products by line:** Template that show 2 products by line in the newsletter.
- **Body Color:** Newsletter body color.
- **Default Text Color:** Newsletter default text color.
- **Link color:** Newsletter links color.
- **Product title color:** Name products title color.
- **Price color:** Products Price color.
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- **Header image:** Image to include in the header of the newsletter. It may include a different header image for each language. The maximum width of the image should be 600px.
- **Footer image:** Image to include at the bottom of the newsletter. It may include a different image standing by language. The maximum width of the image should be 600px.
- **Header link:** Header image link (must have 'http://' text).
- **Footer link:** Footer image link (must have 'http://' text).
- **Newsletter text:** Allows add text and images into newsletter.


Add custom texts and images into newsletter

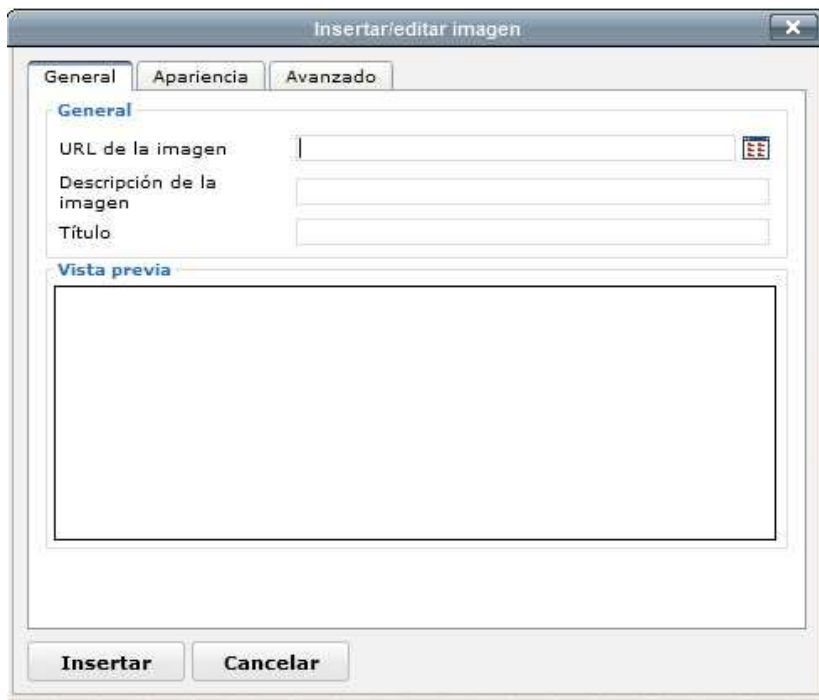
With the 'Text Newsletter' you can customize your newsletter by adding text and different images for each language you want.

How to upload image files

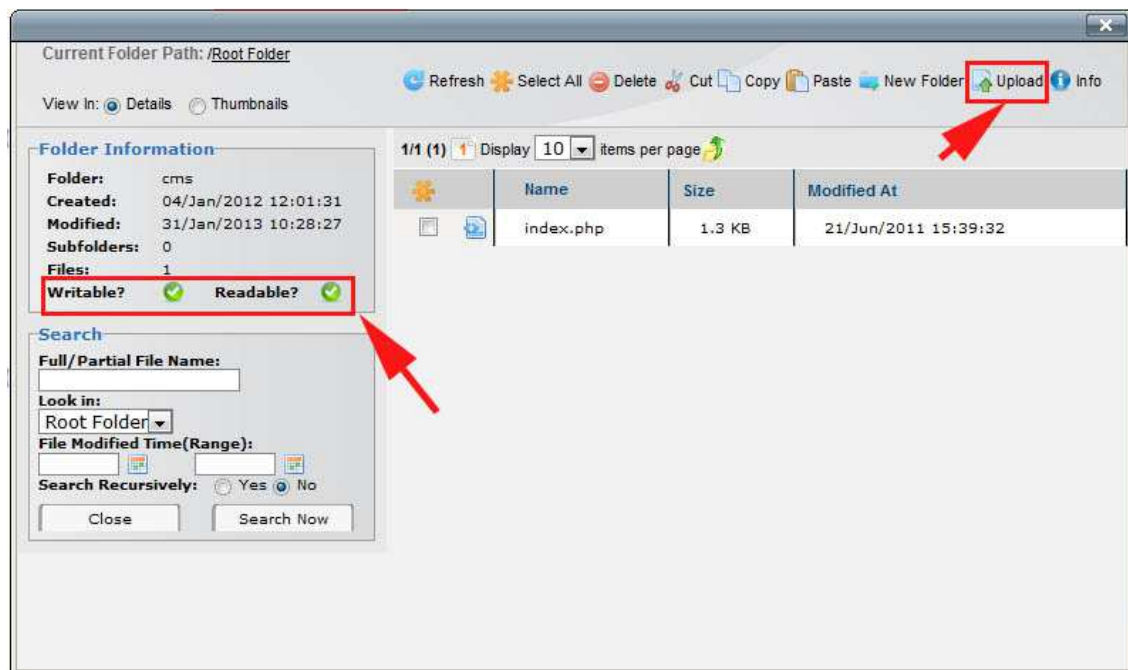
To upload and use an image in the newsletter, we push the button  in the options field 'Text Newsletter'.



The following window appears and we have to push the button .

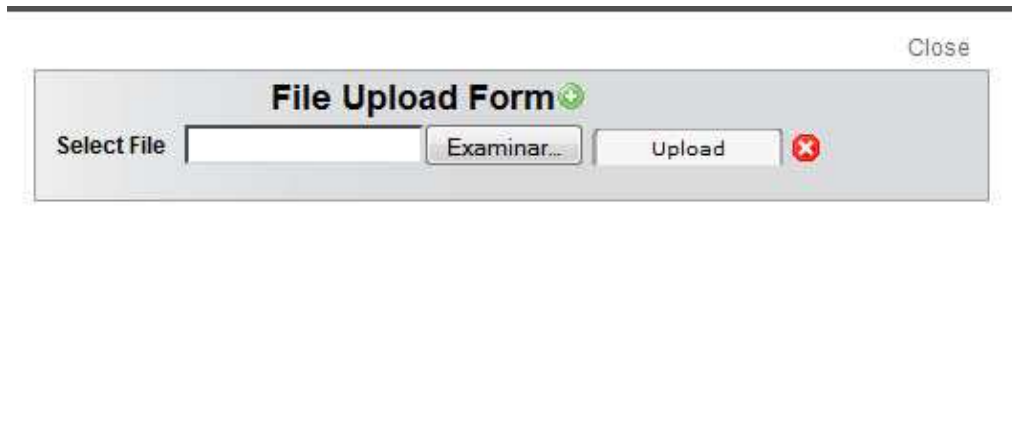


This will open a new window like this:



IMPORTANT: We must have write permissions to the folder where you will upload the image, we can check if email through the information you provide the tool in the 'Folder Information', Writable and Readable should be green.

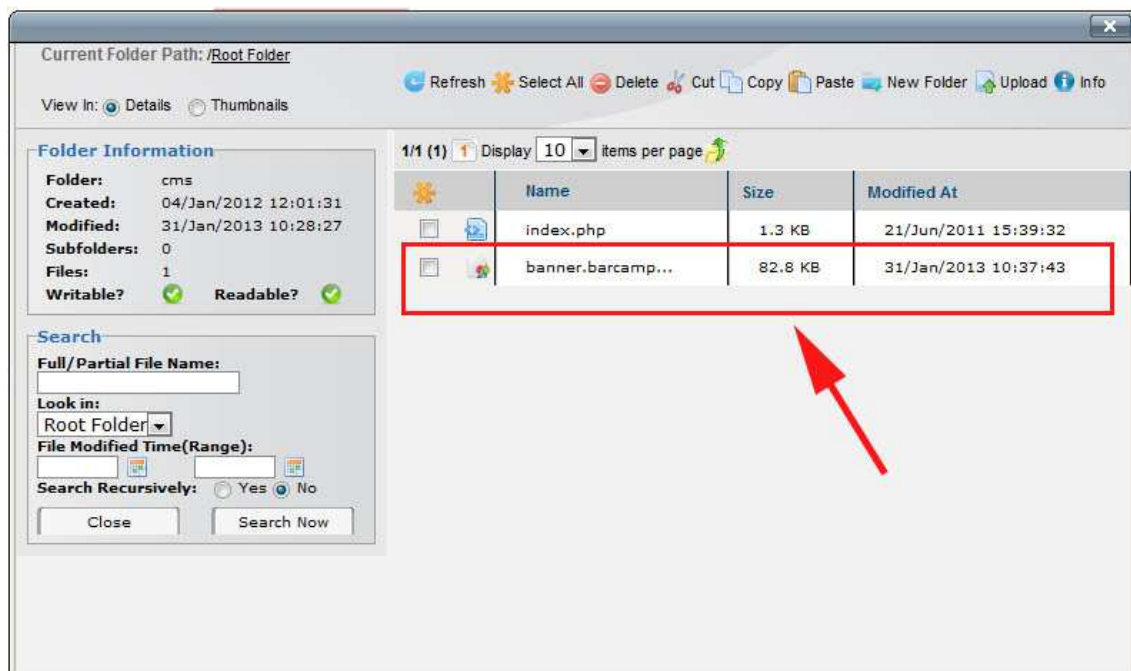
Once we have verified the permissions correctly press the button 'Upload' and we get the following window.



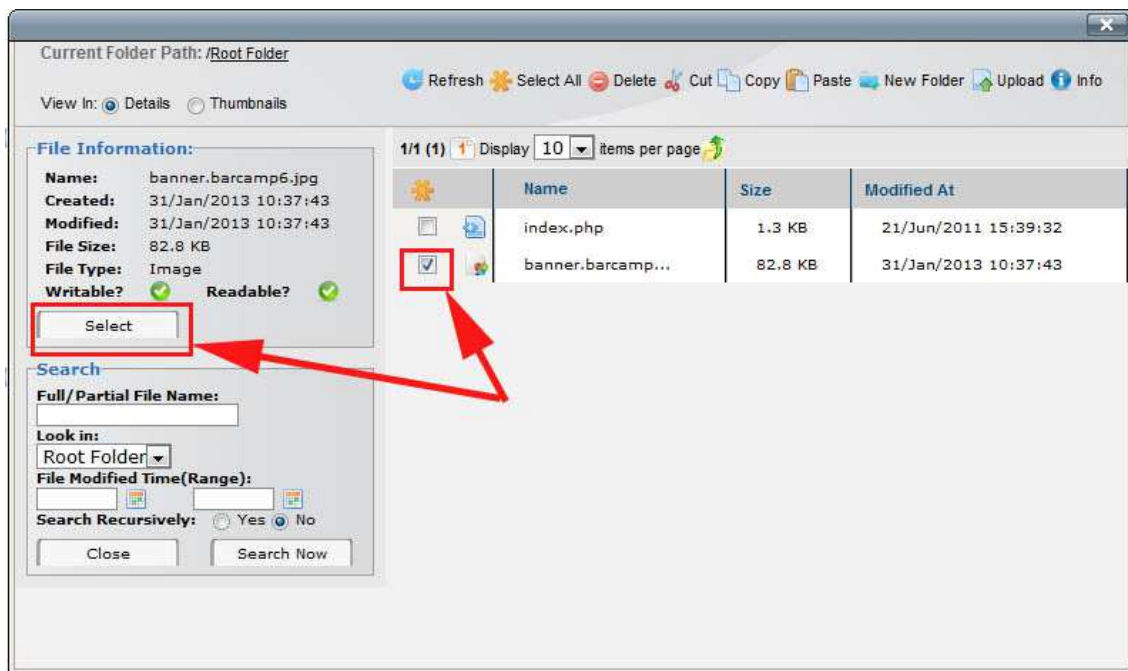
Select the image from your computer that you want to insert in the newsletter and click 'Upload'.

Once the process is complete we close the window with the 'Close' button.

Now the new image is already in the list of images, as we can see:



Select it and press the button on the left called 'Select':



We will see that the image is already in the 'Text Newsletter' field, just save the newsletter and see the result.



RESULT

Publicidad. Si no puede leer correctamente este email haga click [aquí](#)



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3. Campaigns Management

1. Create a campaign

When we entered the 'Campaign Management' will see a list of all the campaigns created so far (initially none). To create a new campaign we must click on the button 'Add Campaign'.

The screenshot shows the 'Campaigns list' page in the Newsletters Maker Pro module. At the top, there is a navigation bar with 'Back Office' and 'Modules'. Below it, a module header for 'newsmakerpro' includes links for 'Back', 'Manage hooks', and 'Manage translations'. The main content area is titled 'Newsletters Maker Pro' and 'Campaigns list'. A 'Back' button is visible. A red box highlights the 'Add Campaign' button, which is preceded by a green plus icon. Below this is a table listing existing campaigns.

ID	Name	Newsl. ID	Newsl. Lang	Customer Group	Customer Type	Date Send	Status	Actions
6	Programada	1	Spanish	Default	Only with Newsl.	2012-06-28 06:00:00	Scheduled	 
5	Test-OBS	1	Spanish	Default	Only with Newsl.		Sended	 
4	Cronada 2	1	English	Default	Only with Newsl.		Sended	 
3	Campaña cronada	1	Spanish	Default	Only with Newsl.		Sended	 

At the bottom of the page, there is a footer with 'PrestaShop™ 1.4.3' and 'Load time: 0.208s'. On the right, there are links for 'Contact', 'Bug Tracker', and 'Forum'.

This way you will access the registration form of a new campaign:

The screenshot shows the 'Create New Campaign' form in the Newsletters Maker Pro module. The form is titled 'Create New Campaign' and includes several input fields and dropdown menus. Below the form, there is a section for 'Email settings' with three input fields. At the bottom right, there are 'Back' and 'Create campaign' buttons.

Create New Campaign

Name:

Newsletter:

Newsletter Language:

Customers Group:

Send to Customers:

Send to guest subscribed:

Send on:

Email settings

Email Subject:

Email From:

From text:

[Back](#) [Create campaign](#)

Description of fields:

Name: Vendor identifier that we give to the campaign.

Newsletter: Select the newsletter you want to send previously created through the 'Manage newsletters'.

News Language: Language in which we want to send the newsletter (only available languages enabled in the shop).

Client Group: Group of customers we want to send the newsletter.

Clients to send: Filter group selected customers that wish to send the newsletter, possible options:

- To all customers
- Only those who have opted to receive newsletters

Send to guest subscribed (Only available if you have installed the 'Newsletter Block' module of PrestaShop):

- **Yes:** Send the newsletter to all those subscribed to newsletters that are not registered users.
- **No:** Do not send the newsletter to all those subscribed to newsletters that are not registered users.

When you send: Select when we want to send the newsletter, possible options:

- Manual start
- On a scheduled *
- * **NOTE:** To schedule a ship date is necessary to create a cronjob that will run every X time (see paragraph 3 of this manual).

Send Date: This field is visible only if we have previously selected 'send on a date', allows you to choose the date and time you want to send to.

Email Subject: Subject of mail to be sent with the newsletter.

Sender email: Email address is displayed as the sender of the mail sent, for example: info@your_shop_domain.com

Sender text: Text accompanying the sender of the mail sent, for example: YOUR_SHOP_NAME

Once you have completed the fields click on the button 'Create Campaign' to complete discharge.

2. Actions available:

If you have created a campaign you can perform different actions from the Campaign List page:

Newsletter Maker Pro

Listado campañas

[Volver](#)

[+ Añadir campaña](#)

ID	Nombre	ID Newsl.	Idioma Newsl.	Grupo Clientes	Tipo Clientes	Fecha envío	Estado	Acciones
6	Programada	1	ES	Predeterminado	Sólo con Newsl.	2012-06-28 06:00:00	Programado	
5	Test-OBS	1	ES	Predeterminado	Sólo con Newsl.		Esperando	
4	Cronada 2	1	ES	Predeterminado	Sólo con Newsl.		Enviado	
3	Campaña cronada	1	ES	Predeterminado	Sólo con Newsl.		Enviado	

modulo newsmakerpro [atras](#) [gestiona los hooks](#) [gestiona sus traducciones](#)

PrestaShop™ 1.4.3
Tiempo de carga: 0.242s

[Contacto](#) | [Bug Tracker](#) | [Foro](#)

Description of actions:

Edit: Edit the data back to the campaign. Only available for campaigns in forwarding state 'Waiting' or 'Scheduled'.

See details: You can access the page from which you can monitor the progress of the campaign. . Only available for campaigns in forwarding state 'Scheduled', 'Sent' or 'Stopped'.

Send campaign: Allows sending manually launch the campaign. Only available for campaigns in forwarding state 'Waiting'.

Delete campaign: You can delete a campaign. Not available for campaigns in forwarding state 'Sending'.

3. Send campaign on waiting status

To send a campaign must manually click on the icon that accompanies the campaign and will access the submission page and follow, see image below:

Back Office > Modules

HELP

Module **newsmakerpro**
Back
Manage hooks
Manage translations:

Newsletters Maker Pro

Send Campaign: Programada

Newsletter Name: Test1 ([View](#))

Newsletter Lang:

Email Subject: Descubre nuestros nuevos módulos

Email From: ModuleShop (no-reply@obsolutions.es)

Customers Group: Default

Customers Type: Only with newsletter

Sending status: Scheduled

Scheduled send date: 2012-06-28 06:00:00

Total recipients: 4

Total sends: 0 (0%)

Total openings: 0

Back
Send test email

Module **newsmakerpro**
Back
Manage hooks
Manage translations:

PrestaShop™ 1.4.3
Load time: 0.205s

[Contact](#)
[Bug Tracker](#)
[Forum](#)

On this page you will see a summary of the campaign data with monitoring data.

Data monitoring:

Total recipients: Applies to the total number of emails to be sent to the newsletters.

Total sent: Corresponds to the total number of shipments to date. This field is automatically updated every 5 seconds once it has started shipping.

Total openings: Applies to the total number of openings that have been of the emails sent, the account data as often as his clients have opened the mail with the newsletter. This field is automatically updated every 5 seconds after it has begun shipping and even after completion of the shipment.

Available actions:

Back: Return to the list of campaigns.

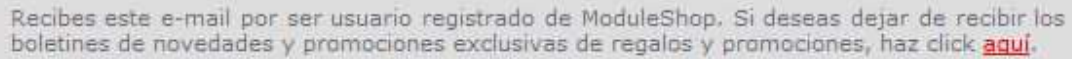
Start sending: Start sending emails. Only available for campaigns in forwarding state 'Waiting'.

Stop sending: For shipping of the campaign. Only available for campaigns in forwarding state 'Sending'. **IMPORTANT: If you decide to stop a shipment will be unable to resume.**

Send test email: You can send an e-newsletter of the test to the test email address configured for your store 'Preferences – Contact Information – Shop e-mail'.

4. Unsubcriptions

Your customers can unsubscribe from your newsletter from your own receive mail via the unsubscribe link provided:



Recibes este e-mail por ser usuario registrado de ModuleShop. Si deseas dejar de recibir los boletines de novedades y promociones exclusivas de regalos y promociones, haz click [aquí](#).

IMPORTANT

It may possible that emails fall on the SPAM folder of your customers, why should not the module itself, but the configuration of your server. You must configure your server to perform mailings.

If you are unable to reach the INBOX mails we suggest you hire an outside service to send emails through an SMTP server and configure your PrestaShop to send mail through that server.

The module automatically catch the same configuration you have in your shop prestashop.
Sample SMTP server recommended:

<https://www.jangosmtp.com/es/default.asp>

If you are not computer and want us to we configure an SMTP server please contact us using the form below:

<http://www.obsolutions.es/contactar>

4. Subscribers management

With this option we can add new emails addresses of our subscribers to our PrestaShop store.

IMPORTANTE:

You need to install the module 'BlockNewsletter' that comes by default in the installation of PrestaShop.

To see the number of subscribers or add new emails to the list, you must access the 'Subscribed Management' module main menu:



The following page appears:



To add new subscribers to your PrestaShop, follow the instructions on the screen, see the sample CSV file, create and select your CSV file and click on the button "Add subscribers".

5. Creating cronjobs

Option 1: If you have a server (LINUX) dedicated full access to the same

Note that where it says 'yoursite.com' you must put the address of your store

To set up this cron tasks on the web server, access your server via telnet or SSH and do the following::

1. Type the following command to access the list of cron you have your server:

```
crontab -e
```

2. Add the following CRON:

```
* * * * * curl -s  
http://yoursite.com/modules/newsmakerpro/send.php?action=cronjob >/dev/null
```

3. Now save the file

This is all, this will run the script every minute and you can set up campaigns planned.

Option 2: If you have a PLESK server administrator

Note that where it says 'yoursite.com' you must put the address of your store

If you have the Plesk control panel on your server, setting up cron modules is easier and it only takes a few minutes:

1. Log in your Plesk control panel
2. Click on the icon "Schedule a Task"
3. Select the user 'root'
4. Create your first cronjob putting the address:

```
* * * * * curl -s  
http://yoursite.com/modules/newsmakerpro/send.php?action=cronjob >/dev/null
```

Option 3: If you have a server with CPANEL admin

Note that where it says 'yoursite.com' you must put the address of your store

If you have cPanel on your server, setting up cron modules is easier and it only takes a few minutes:

1. Lóguese in cPanel
2. Click on the icon 'Cron Jobs' in the group 'Advanced'
3. cPanel asks for the level of difficulty for the creation of CRON. Do not be afraid, it's as easy as 1-2-3. Select the "Linux Style".
4. Create your first cronjob putting the address:

```
* * * * * curl -s  
http://yoursite.com/modules/newsmakerpro/send.php?action=cronjob >/dev/null
```

Option 4: If you have no knowledge of Linux systems this is the best option

Note that where it says 'yoursite.com' you must put the address of your store

There are many sites that provide JOBS execution service for free, we recommend:

<http://www.mywebcron.com>

Create an account on that page and follow the instructions below:

1. Log on the page and select the tab 'Members Area'.
2. Fill out the 'New Task' as follows:
 - **Status:** Enabled
 - **URL:**
<http://yoursite.com/modules/newsmakerpro/send.php?action=cronjob>
 - **Execution period:** 10 Minutes Interval
3. Save the task by clicking the 'Save New Task'

It has a periodic task (cronjob) configured so that will run once every 10 minutes.

Module developed by OBSolutions



Web: <http://www.obsolutions.es>

Shop: <http://moduleshop.obsolutions.es/en>

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