

Magento Follow Up Email

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Introduction

Follow up email is a Magento extension developed by Magenest. It automatically send emails base on rules defined by store admin. For example, it send email to ask customers write review for purchased products, send happy birthday email, send thank you email with coupon for newsletter subscriber.

Merchant can increase sales with the extension.

Features

Admin can create rule to send email base on following events.

1. abandoned cart appears, (for both customer and even guest if he has filled out billing address), recipient can restore cart by clicking on restore_cart link in follow up email
2. an order is cancel, complete, closed, suspected fraud, on hold, payment, pending,
3. an customer register successfully
4. an customer subscribe newsletter
5. an customer un subscribe newsletter
6. an item is added to wishlist
7. wishlist is shared
8. birthday of customer
9. customer login
10. customer logout
11. customer group change

Admin can define the condition to stop sending email. For example, you define rule to send email to customer who do not log in store during 6 months and condition to stop sending email is customer login again.

If customer do not login during 6 months, an email A, email B will be add to mail queue . email A will be sent after 7 days , email B will be send after 20 days. In case customer log in again,the email A and B will be cancelled.

Admin can combine multiple conditions when defining the rule to send email.

A cronjob will execute to add email to the queue if all the conditions of defined rule are true. Admin can manage these email in a grid view.

Admin can manage all the coupons generated by the extension in a grid view by click on Follow up email/coupon menu in backend area

Installation

Preparation

1. Disable the Cache and delete all cookies for your store domain

In backend area, navigate to the cache management page (SystemCache Management), hit the button Flush cache storage

delete all cookies for your store domain

2. Disable Compilation Mode

Go to SystemToolsCompilation. If the compiler status is 'Disabled', you are ready to go. If not, simply click the 'Disable' button on the right hand side of the screen.

Backup Your Data

Backup your store database and web directory.

Upload files

Extract the zip files. Using FTP to upload all files to web root folder. One more time clear the cache and login to Magento backend (admin panel). In case you have already been logged in during the installation, logout and login back.

Manage rules

Click Follow up email / manage rules on the menu, you will see a grid of defined rule. To add new rule , hit the button Add rule. It will open the new rule page which contains several tabs. Click on **Rule information** tab , admin can fill out the general information of rule.

- Name : the name of rule .
- Status : enable the rule by choosing active, disable the rule by choosing inactive.
- Description : admin fill out the description of rule
- Active from : the time point at that the rule take effective
- Active to : the time point at that the rule
- Store : admin can select the store for the rule
- Customer group: the rule only applied for the selected customer group.

In the **Condition** tab , admin can combine the criteria to decide condition to send marketing email.

- When : the email will be add to queue if the event occurs and other conditions are true.

In version 1.0.0 the extension support following events:

1. When the order have particular status.
2. When the customer register
3. When the customer subscribe the newsletter
4. When the customer add item in the wishlist
5. When the customer share wishlist.
6. When the birthday of customer happen.
7. When the customer has abandon cart.
8. When customer login /logout

If you need to send email when other events which are not listed here, do not hesitate to contact us support@magenest.com

- Grand total : you specify the condition of grand total , choose option in select box and fill out the desired amount
- Sku : The email send if the product have particular sku. You can enter multiple skus (separate skus by commas). Leave it blank if you do not need this condition
- Email chain : define the time and email template will be used to send mail. Click Add button and delete button to add/delete email.

In **Exclude category** Tab, admin can check/un-checked to select the category the rule will not applied.

Coupon tab

Merchant perhaps want to sent coupon to customer to encourage they come back to store. For example, you may sent happy birthday email with an coupon to customer on their birthday, Follow up email extension has functionality to do that quickly .

Newsletter subscriber only tab

In send to subscriber only selector, if admin select yes, the rule only applied to customer whom subscribe to newsletter.

BCC tab

In this tab admin fill out the email address of bcc receivers. Multiple email address are separated by commas.

Test tab

This tab for testing purpose

Mail Log page

Admin click *Follow up email/Mail log* menu to access the page. It is a grid that list all email generated by the module.

Admin can check the checkbox and choose send now, cancel, delete to send, cancel, delete email. You can change the subject or/and content of email by click the link View/Edit mail in each row

Link Tracking

Admin click *Follow up email/ Link tracking* in backend menu to access the page. It list all link that customer click to restore the abandoned cart.

Coupon page

Admin click *Follow up email/ Coupon* in backend menu to access the page. It list all coupons in follow up emails which were sent to customer by the module. Admin can delete the coupon by select it the choose the delete from the drop-down

Configuration

Admin click **System/Configuration** in backend menu, then select **Follow up email** tab

1. **Sender name** and **Sender email** :defines the default Sender for follow up emails

Email Template

Predefined variables

For order event

Variable	Meaning	Example
hn_customer_name	Customer name	Dear {{hn_customer_name }}
hn_customer_first_name	Customer first name	Dear {{hn_customer_first_name }}
hn_customer_email	Email of customer	{{hn_customer_email}}
hn_order_base_grand_total	Grand total of oder	{{hn_order_base_grand_total}}
hn_order_increment_id	The order no	{{hn_order_increment_id}}
hn_unique_no	The unique number of the email	{{hn_unique_no}}

Sample of abandoned cart email template

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <meta name="viewport" content="initial-scale=1.0, width=device-width" />
</head>
<body>
  {{var non_inline_styles}}
  <!-- Begin wrapper table -->
  <table width="100%" cellpadding="0" cellspacing="0" border="0" id="background-table">
    <tr>
      <td valign="top" class="container-td" align="center">
        <table cellpadding="0" cellspacing="0" border="0" align="center" class="container-table">
          <tr>
            <td>
              <table cellpadding="0" cellspacing="0" border="0" class="logo-container">
                <tr>
                  <td class="logo">
                    <a href="{{store url}}">
                      
                    </a>
                  </td>
                </tr>
              </table>
            </td>
            <td>
              <td valign="top" class="top-content">
                <!-- Begin Content -->
                Dear {{hn_customer_name}}
                <br>

                You have an abandoned cart about 1 hour ago. <br>
                Please follow the link {{url_resume}} to resume your abandoned cart

                <!-- End Content -->
              </td>
            </tr>
          </table>
          <h5 class="closing-text">Thank you, {{var store.getFrontendName()}}!</h5>
        </td>
      </tr>
    </table>
  <!-- End wrapper table -->
</body>

```

[blocked URL](#)

Updates

- When a bug fix or new feature is released, we will provide you with the module's new package. All you need to do is repeating the above installing steps and uploading the package onto your store. The code will automatically override.
- Flush the config cache. Your store and newly installed module should be working as expected.

Support

- We will reply to support requests after **2 business days**.
- We will offer **lifetime free update and 6 months free support for all of our paid products**. Support includes answering questions related to our products, bug/error fixing to make sure our products fit well in your site exactly like our demo.
- Support **DOES NOT** include other series such as customizing our products, installation and uninstallation service.