

# Follow Up Email

Thank you for purchasing my plugin. If you have any questions that are beyond the scope of this help file, please feel free to email via my user page contact form here. Thanks so much!

Created: 22/5/2015 | By: Magenest | Email: <http://servicedesk.izysync.com/servicedesk/customer/portal/111>

## Introducing to follow up email

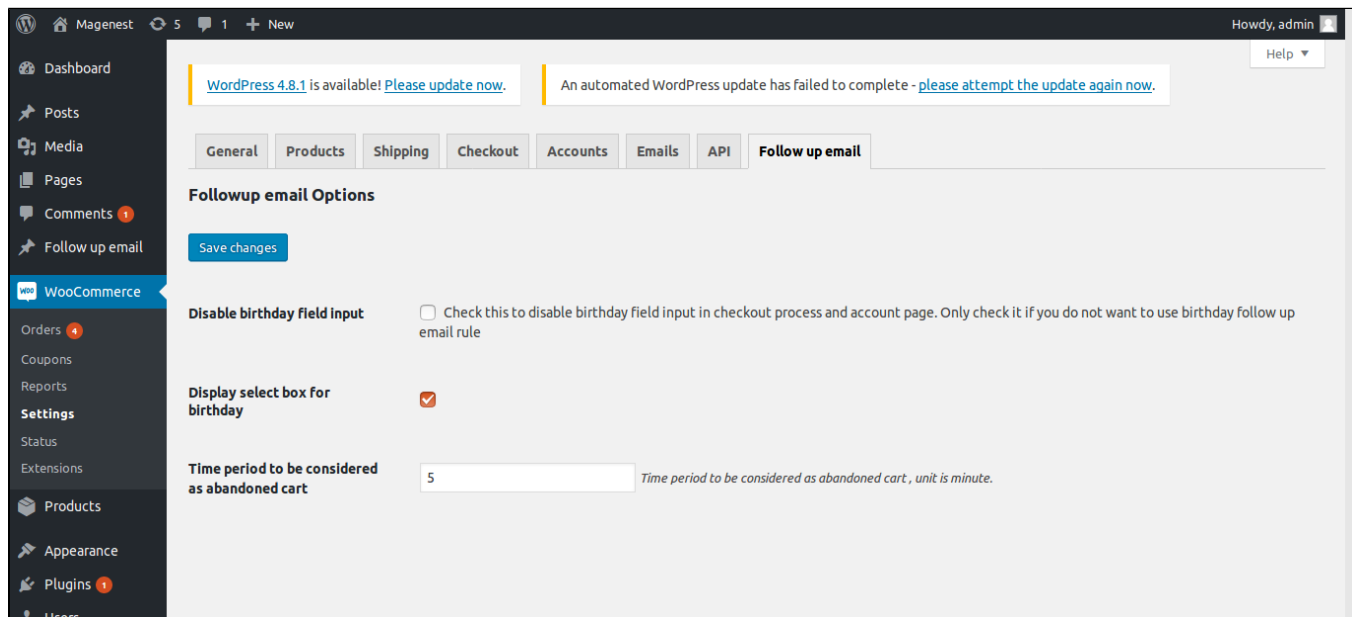
The Follow Up Email Plugin is an indispensable tool to help you stay in close touch with your customers. The plugin allows create unlimited rules to send follow-up emails. Followup email plugin allows admin insert coupon and it's expiry date in email.(Admin can configure those coupons,coupon type, amount e .g ) Admin can define rule base on these types

1. When a customer abandons their cart
2. Before x days of customer's birthday
3. After customer place order
4. After customer place order and the order obtain a particular status and items of order satisfied defined condition
- 5.To all customers on specific day
6. Ordered List Item
7. Email template

Besides, user can activate or deactivate the email receiver

## Configuration

You can access configuration page by clicking Settings of woocommerce, then click Follow up email tab



Time period to be considered as abandoned cart : time in minutes , the plugin counts time from the last update time of cart to the current time, if a predefined time pass, the plugin will consider it is abandoned cart.

## Follow-up email rule managing

Follow up email plugin allows admin configure rules according to any requirements.

To create new rules:

- 1.Login as admin
- 2.Click **Woocommerce Follow up email**
- 3.Click **Add follow up email**

The screenshot shows the 'Add New Follow up email' form in the WordPress admin dashboard. The form is titled 'Add New Follow up email' and is located under the 'Follow up email' menu item. It contains several sections: 'Follow up email rule' with a dropdown for 'Follow-up email trigger' (set to 'To a buyer after they place order'), a dropdown for 'AND status of order' (set to 'Completed'), and a dropdown for 'Status' (set to 'Active'). Below this is the 'Email chain' section with an 'Add' button. The 'Send Days Hours Minutes Template Action' section is also visible. The 'Send copy to email' section has a text input field and a note: 'These addresses will be added to the BCC: fields of the emails generated by the rule Separate e-mails by spaces, commas, or semicolons.' The 'Send email to customer' section has a dropdown set to 'Yes' with a note: 'If "No" is selected, email will be sent to recipients.' On the right side, there is a 'Publish' panel with 'Status: Draft', 'Visibility: Public', and 'Publish immediately' options, along with an 'Edit' link and a 'Publish' button.

There are several fields allow you configure your rule efficiently

1. Follow-up email trigger select the trigger which will cause the rule applying and email sending
2. AND status of order this field is only available if the trigger is "To buyer after they place order". This field add condition to rule. Follow up email is added to queue if the order is satisfied this condition.
3. Status admin can specify the rule status – Active(Enabled) or Inactive(Disabled).
4. Email chain Admin defines email template for the rule here. Hit the button named Add. A section appears let you define the email template. In the Send field, specify the period type your email will be sent – After or Before .

Define the exact period the email will be send – Days, Hours, and Minutes. In the Email Subject, enter the Subject of email. In the Email content (below the Email Subject text box) , write the content of email.

You can use follow up email variables here. You can define many email per rules.

5. In the send copy to email section Send copy to email enter the email address which will received an bcc of follow up email.
6. Send email to customer If No is selected, emails will be send to recipient which is specified in "Send copy to email" only. The section Coupon option let you define the coupon rule which generated coupon (these coupon can be attach in follow up email).

**Coupon option**

Enable coupon for this follow-up email rule: Yes

Coupon Name:

Coupon Pattern:

You can choose fixed expiry date or after x days email is sent: Fixed date

Coupon expiry date:

Coupon type: Percentage discount

Amount/Percentage:  E.g 8.8 , do not include percent symbol

Apply before tax: ☐ Check this check box if the coupon should applied before calculating tax

Individual use: ☐ Check this check box if the coupon can not use in with other coupon

Enable freeshipping: ☐ Check this check box if the coupon can enable freeshipping

1. **Enable coupon for this follow-up email rule** Specify whether to use coupons for this rule or not.

2. **Coupon Name** Enter the coupon name.

3. **Coupon Pattern** Specify the pattern for code of coupon . You can use [A4]gift[N6] for example. A stands for alphabet, 4 is number of alphabet will generated. N stand for numeric digit. [A3] will generate a string hrw for example. [N5] will generate 23987 for example. Combine [A2]com[N4] maybe generate hfcom8430 .

4. **Coupon expiry date** Specify the coupon's expiry date in format YYYY-MM-DD. Leave it blank if you want the coupon never expire

5. **Coupon type** Select the coupon type you want to insert in the email

6. **Amount/Percentage** Enter the amount of coupon, do not include percent symbol. For example, enter 10. 3

7. **Apply before tax** Check this check box if the coupon should applied before calculating tax

8. **Individual use** Check this check box if the coupon can not use in with other coupon

9. **Enable freeshipping** Check this check box if the coupon can enable freeshipping

Section **Condition to send follow-up email** is only available if the trigger is "To buyer after they place order". If the order is not satisfy the conditions which is defined here, the emails will not add to queue.

Enable freeshipping ☐ Check this check box if the coupon can enable freeshipping

**Condition to send follow-up email**

Skus	<input type="text"/>	Separated multiple skus by commas.
Categories	<input type="text"/>	only send follow-up email for orders have products belong to specific category
Order total great than	<input type="text" value="100"/>	Send follow up email in case order total greater than an amount
Shipping method	<input type="text" value="DHL"/>	Send follow up email in case order has particular shipping method
Payment method	<input type="text" value="DHL"/>	Send follow up email in case order has particular payment method

[Add Media](#)

**Skus** Order must have product with sku defined in this field. For example, admin wants to promote for product A only, he creates rule to send follow up email to customers who purchased product A only, so he will enter the sku of product A in this field

**Category** Order must have product which in category defined in this field

**Ordertotal great than** Order must have grand total value greater then the value defined in this field.

**Shipping method** Order must have shipping method defined in this field

**Payment method** Order must have payment method defined in this field

## Email Templates

You can set up parameter for email template and preview it in 'form view' field

**Email template** Template 1

<b>Url 1</b>	<input type="text"/>	<b>background image url</b>	<input type="text"/>
<b>Name url1</b>	<input type="text"/>	<b>logo top images</b>	<input type="text"/>
<b>Url2</b>	<input type="text"/>	<b>footer content</b>	<input type="text"/>
<b>Name url2</b>	<input type="text"/>		

[SAVE](#)

**form view**

store.magenest.com login/register

Magenest

Intranet/ Extranet Portals Digital Asset Management CRM ERP

Reports & Big Data Analytics Payment Gateways External Applications (Proprietary, Custom, Open Source) Social Collaboration

[email content]

## Follow up email variables

The Follow Up Email extension allows you to use a number of pre-defined variables in your templates:

```
{{customer_name}} - The name of customer . Example usage Dear {{customer_name}}
{{store_url}} The url of shop page of woocommerce
{{store_name}} The name of blog
{{order_number}} The order
number
{{order_url}} The url of order view
{{restore_cart_link}} The url customer click on it to restore his abandoned cart.
```

## Email Subscribe

To activate or deactivate the email receiver:

1. Click **My Account**
2. Click **Subscribe** field

The screenshot shows the 'My Account' page with a sidebar menu on the left containing links for Dashboard, Orders, Downloads, Addresses, Account details, Logout, and Subscribe. The main content area features a 'Subscribe' section with several email notification options, each with a toggle switch: 'Send email when placing order' (ON), 'Send email in your birthday' (OFF), 'Send email in specific day' (ON), 'Send email to remind abandoned cart' (ON), 'Send email when signing up for an account and do not buy anything' (OFF), and 'Send email when the order expires' (OFF). The right sidebar contains a search bar and sections for Recent Posts, Recent Comments, Archives, and Categories.

## Example of usages

The Follow Up Email plugin offers you a wide range of events – customer purchased product, specific day, customer birthday, new abandoned cart appeared – which can cause the follow-up email sending in a specified period of time. The section below describe in details how to make the follow-up emails automatically send after some customer's actions.

Admin want to create rules to send emails to customer before their birthday 's 1 day and other email on their birthday. He also wants to insert a coupon as gift in the first email, he want to add his own email as bcc of these email. To do so, he selects the "Birthday of customer" in follow-up email trigger. Status of rule is set to Active.

Follow-up email trigger Birth day of customer Select a trigger for this follow-up email rule.

Status Active

Email chain

Send

Days

Hours

Minutes

Template

Action

We send you coupons for your birthday

Dear {{customer\_name}}  
Tomorrow is your birthday, we wish you all the best and send you two 100\$ coupon.  
The coupon code is {{coupon1.code}} which will expire on {{coupon1.expiry\_date}}  
<br>  
The second coupon code {{coupon2.code}} which will expire on {{coupon2.expiry\_date}}

Best Regards,  
{{store\_name}}  
{{store\_url}}

Delete

Before 1 0 0

Happy birthday

Happy birthday

Best Regards,

Delete

Before 0 0 0

Add

## Send copy to email

Send copy to email admin@example.com These addresses will be added to the BCC: fields of the emails generated by the rule Separate e-mails by spaces, commas, or semicolons.

Send email to customer Yes If "No" is selected, email will be sent to recipients specified in the "Send copy to email" field only

### Coupon option

Enable coupon for this follow-up email rule

Yes

Coupon Name

Birthday coupon

Coupon Pattern

[A6]gift[N4]

Coupon expiry date

YYYY-MM-DD

Coupon type

Cart Discount

Amount/Percentage

100

*E.g 8.8 , do not include percent symbol*

Apply before tax

☐ *Check this check box if the coupon should applied before calculating tax*

Individual use

☐ *Check this check box if the coupon can not use in with other coupon*

Enable freeshipping

☐ *Check this check box if the coupon can enable freeshipping*

Once again, thank you so much for purchasing this plugin. As I said at the beginning, I'd be glad to help you if you have any questions relating to this plugin. No guarantees, but I'll do my best to assist.

If you have a more general question relating to the plugin on Codecanyon.net, you might consider visiting the forums and asking your question in the "Item Discussion" section.