



e-shot

Guide for

Wordpress plugin for e-shot™

How to use the e-shot™ WordPress plugin to sign up new subscribers in a WordPress website to e-shot™

Version 1

March 2018

Introduction

Installing the e-shot™ plugin for WordPress allows you to add e-shot sign-up forms to your WordPress site. When a user signs up, the contact and all of their included details will be added to the selected e-shot™ contact group(s) you have made available.

Article name

Sign-up to our newsletter to receive a 10% discount on your next order

Email*

Firstname*

Lastname*

Mobile*

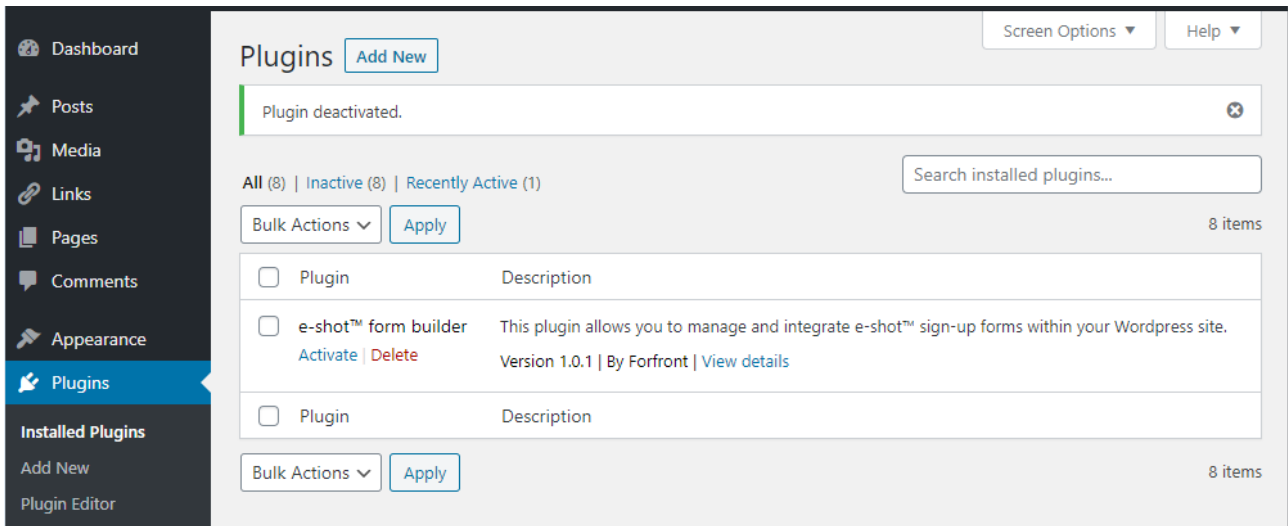
Newsletter

*items marked with * are required*

Installation

The first step of the process is to request the plugin package from Forfront, which will include a zip file and your API key. The contents of the zip file needs to be copied to your WordPress project directory: \wp-content\plugins

Assuming WordPress has already been installed and set up, the next step is to enable the plugin. Simply log in to the WordPress admin page, select the 'Plugins' menu item and within the 'e-shot™ form builder' row click 'Activate'.



The screenshot shows the WordPress admin interface for the 'Plugins' section. On the left is a dark sidebar with navigation links: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins (highlighted), Installed Plugins, Add New, and Plugin Editor. The main content area is titled 'Plugins' and includes an 'Add New' button. A green notification box at the top says 'Plugin deactivated.' Below this, there are filters for 'All (8)', 'Inactive (8)', and 'Recently Active (1)', along with a search bar for installed plugins. A 'Bulk Actions' dropdown menu is set to 'Apply', and there are 'Apply' buttons. The plugin list table has three rows, each with a checkbox, a 'Plugin' name, and a 'Description'. The middle row is for the 'e-shot™ form builder' plugin, which is currently inactive. Its description is 'This plugin allows you to manage and integrate e-shot™ sign-up forms within your Wordpress site.' Below the name are links for 'Activate' and 'Delete'. At the bottom of the row, it says 'Version 1.0.1 | By Forfront | View details'. The table is paginated to show 8 items.

Setup

Within the e-shot™ subaccount you would like the plugin to connect to, you should setup each of the sign-up forms you want to be accessible on your WordPress site.

	First sign-up	Most recent	Number of sign-ups	Number of opt-ins	Type	
Example Sign-up form Created 13 Sep 2018 12:08	13 Sep 2018 12:11	13 Sep 2018 12:11	1	1	Double opt-in	<input type="button" value="Edit"/> ▼

Then within the WordPress admin site, navigate to the 'e-shot™ Form Builder' page from the main menu. Entering your API key and clicking 'Get Subscription Forms' will populate the e-shot™ forms table. If any subsequent changes are made to your sign-up forms from within e-shot™, you will need to click the button again to update the form information.

- [Dashboard](#)
- [Posts](#)
- [Media](#)
- [Links](#)
- [Pages](#)
- [Comments](#)
- [Appearance](#)
- [Plugins](#)
- [Users](#)
- [Tools](#)
- [Settings](#)
- [e-shot™ Form Builder](#)
- [Collapse menu](#)

e-shot™ Form Builder

Manage your e-shot™ sign-up forms

Your e-shot™ API Key

Please enter your API Token

[Get Subscription Forms](#)

Your e-shot™ Subaccounts

Subaccount	Preference Centre			
	Onboarding	Is Live	Has Channels	
Hawco	No	Yes	Yes	Manage forms
Studiowide	No	Yes	Yes	Manage forms

Your e-shot™ Forms for Subaccount Hawco

Form	Type	Shortcode	
Example Sign-up form	double opt-in	[eshot-form id="22"]	Manage fields

Your e-shot™ Form Fields for Example Sign-up form

Field	Display Name	Type	Mandatory
esEmail_0	Email	String	✓
esFirstname_11	Firstname	String	✓
esLastname_12	Lastname	String	✓
esSmsSendNumber_27	Mobile	String	✓

[Refresh form](#)
[Apply changes](#)

By default each of the sign-up form fields selected in e-shot™ are mandatory, although each of them can be set to optional with the exception of Email.

Selecting a form from the e-shot™ forms table and clicking 'Manage fields' will populate the table below, where fields can be toggled as required and changes applied.

Your e-shot™ Forms for Subaccount Hawco

Form	Type	Shortcode
Example Sign-up form	double opt-in	[eshot-form id="22"]

[Manage fields](#)

Your e-shot™ Form Fields for Example Sign-up form

Field	Display Name	Type	Mandatory
esEmail_0	Email	String	<input checked="" type="checkbox"/>
esFirstname_11	Firstname	String	<input checked="" type="checkbox"/>
esLastname_12	Lastname	String	<input checked="" type="checkbox"/>
esSmsSendNumber_27	Mobile	String	<input checked="" type="checkbox"/>

[Refresh form](#) [Apply changes](#)

Once you have taken a note of the 'Shortcode' of your chosen sign-up form, the next step is to navigate to the 'Posts' page from the main menu and clicking 'Add New'.

Add New Post

Article name

Permalink: <http://blog.forfront.local/?p=104> [Change Permalinks](#) [View Post](#)

[Add Media](#) Visual Text

B I ABE

Sign up to our newsletter to receive a 10% discount on your next order!

`[eshot-form id="1"]`

Along with information on pricing updates, promotions and product launches.

Word count: 24 Draft saved at 5:33:05 pm.

Publish

[Save Draft](#) [Preview](#)

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish immediately](#) [Edit](#)

[Move to Trash](#) [Publish](#)

Format

- Standard
- Aside
- Link
- Gallery
- Status
- Quote
- Image

Note that copying and pasting the Shortcode will result in a border surrounding your sign-up form, manually typing the code will display a more integrated form shown in the Introduction image.

After you've added your post content and are happy with the preview, you can publish the page to make it publicly available.

Once the post has been published, users can complete the selected sign-up form from your WordPress page. Submitting the form will immediately add the contact to any of the e-shot™ groups selected, as well as any other hidden groups you've selected within e-shot™ while creating the form.

Please note that once a subscriber has submitted their details to e-shot™, the subscription form cannot be changed. A duplicate form can easily be created within e-shot™ by cloning the old form and amending the details as required. The WordPress e-shot™ forms list can then be refreshed and the new Shortcode applied to the appropriate WordPress page to reflect any desired changes.