Newsletter Subscription
with Free Gift Coupon

Version 1.1.0
for Magento 1.7

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1. Introduction

Newsletters are important part of marketing. This method is tested and widely used and will help you to get more orders and more newsletter subscribers. How it works ? This extension show one time per customer popup with newsletter subscribtion form, and suggested to subscribe and get free gift coupon (e.g 5 euro.) for it. If customer has small coupon he want to buy much more. And you have customer email and can send newsletter. You can use only coupoun function without popup.

Features

- **Easy installation**
- **Flexible configuration**
- **User guide**
- **Support**
- **Use coupon function without popup**
- **Different themes**
- **If you need other version implantation or more themes please contact with us.**

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2. Installation

- Extract archive
- Move file to your web server. No need changes in existing files.
- Clear cache
- Go to Admin -> System -> Configuration -> Newsletter and you will see new two tabs.
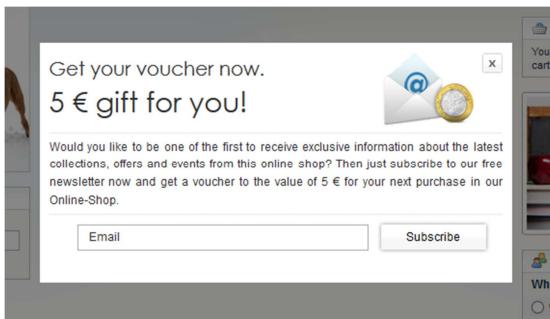
Newsletter

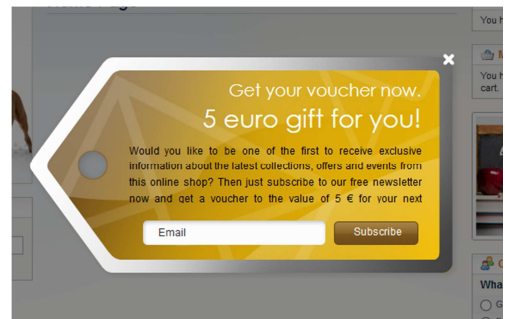| Subscription Options |
| "Newsletter subscription with gift" Popup settings |
| "Newsletter subscription with gift" Coupon settings |

3. Configuration

3.1 Popup configuration

Popup settings are in Admin -> System -> Configuration -> Newsletter -> "Newsletter subscription with gift" Popup settings.

- **Show popup** – this enable or disable popup.
- **Theme –** chose popup theme

Default theme   Label theme

- **Title row 1/ Title row 2/ Text** – popup information
- **Cookie Name** – Name of cookie. If you change this, popup will show again for all customers
- **Cookie Life Time (days) –** Life time of cookie. After this time, popup will show again.

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3.2 Coupon configuration

- First you need to create a coupon. Go to Admin -> Promotions -> Shopping Cart Price Rules ->Add New Rule. Choose "Coupon – Specific Coupon" and checked "Use Auto Generation"

How to correctly fill the information.

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- How to join coupon and newsletter. Go to Admin -> System -> Configuration -> Newsletter -> "Newsletter subscription with gift" Coupon Settings -> Shopping Cart Price Rule -> Choose your before created coupon.

- "Newsletter subscription with gift" Coupon Settings :
    o **Send Coupon** – this enabled or disabled coupon function
    o **Shopping Cart Price Rule** – there is function wich joined your coupon and newsletter.
    o **Lenght** – Coupon code lenght, excliuding prefix, sufix, and separators.
    o **Format** – Coupon code format
    o **Prefix/Sufix/Dash** – Coupon code settings.

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- Add coupon code to newsletter success email. First go to Admin -> System -> Transactional Emails -> Add New Template OR edit your exist template. Insert this code in your template: {{var subscriber.couponCode}}

New Email Template

Load default template

Template *	Newsletter subscription success
Locale *	English (United States)

⊘ Load Template

Template Information

Used as Default For	System -> Configuration -> Newsletter -> Subscription Options -> Success Email Template (GLOBAL)
Template Name *	Newsletter subscription success (EDITED)
Template Subject *	Newsletter subscription success

Insert Variable...

Template Content *	Newsletter subscription success Yoru coupon code: {{var subscriber.couponCode}}

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- Set before created template as primary template. Go to . Go to Admin -> System ->
  Configuration -> Newsletter -> Subscription Options -> Success Email Template -> Choose your
  template.

Newsletter

Subscription Options

Success Email Template	Newsletter subscription success (EDITED)
Unsubscription Email Sender	Customer Support
Unsubscription Email Template	Newsletter unsubscription success (Default Te
Success Email Sender	General Contact
Confirmation Email Template	Newsletter subscription confirmation (Default T
Need to Confirm	No
Confirmation Email Sender	Customer Support
Allow Guest Subscription	Yes

"Newsletter subscription with gift" Popup settings

"Newsletter subscription with gift" Coupon settings

GOOD LUCK ☺