



Plugin eMailChef for WooCommerce

eMailChef is the easiest email marketing platform to use on the market. It offers a complete set of tools and an intuitive interface to give a special touch to your newsletters and keep users always satisfied.

WooCommerce is a plugin used for creating e-commerce sites. It was created in 2011 and is designed entirely for the development and management of e-commerce.

In this manual you will find instructions for configuring and using the eMailChef plugin correctly.

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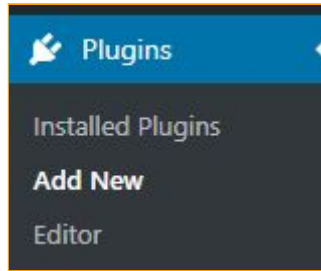
Minimum Installation Requirements

In order to use the plugin, make sure you have installed WordPress (minimum required version: 4.7) and WooCommerce (minimum required version: 3).

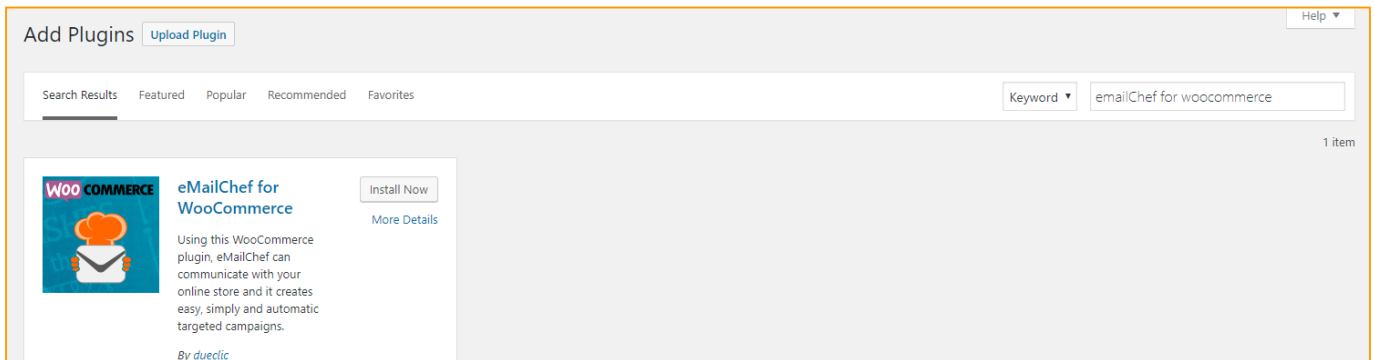
Installing the plugin

Once logged in as an administrator within WordPress backend, you simply click on **Plugin** (located in the side menu) and then on:

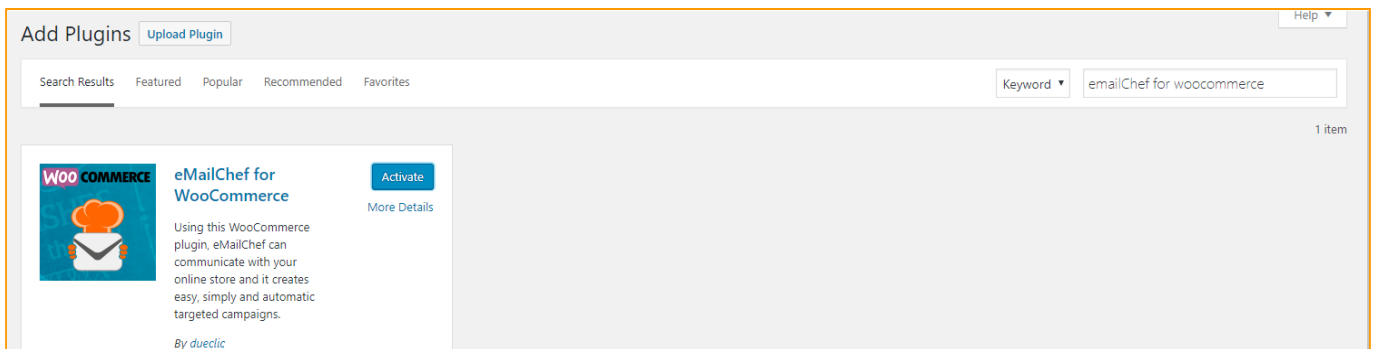
- Add New** which you can find in the drop-down menu that is on the right or by scrolling from top to bottom as in the example.



- Now type "**eMailChef for WooCommerce**" in the search bar then click on **Install now**.

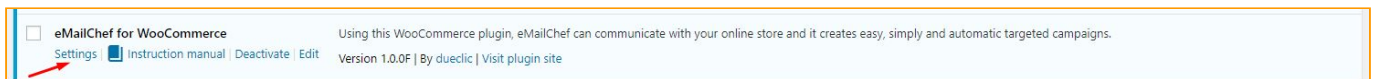


- At the end of the installation you will be asked to activate the plugin with a button, click on the button to proceed immediately with the activation.



Note:

To access the configuration after the first installation you have to click on **Plugins > Installed Plugins** and once you locate the plugin **eMailChef for WooCommerce** click on **Settings**.



It is advisable to empty the cache of your browser after the first installation and every plugin update.

Set up

You can find the set up wizard by clicking on:

1. WooCommerce> Settings (located on the sidebar of your backend) and then **eMailChef** among the tabs on the top
2. **Searching for eMailChef for WooCommerce under Plugins> Plugins Installed and clicking on Settings**

The set up wizard will guide you in completing the following steps:

1. Choice of language
2. Authentication
3. Choosing a list
4. Choice of opt-in policies (optional)
5. Selecting a landing page when subscribing or unsubscribing to the newsletter
6. Saving settings and exporting data

1) Choice of language

(Currently available in English and Italian)

You choose the language from the appropriate drop-down list. Once the language you want to use is selected, a message in your chosen language will advise of the change and will ask if you want to reload the set up page.

N.B. It is recommended that you change the language before you go on to set the other parameters so as not to lose the changes made.

2) Authentication

Enter the eMailChef authentication data for the first time which will allow you to interface the plugin with the platform.

Authentication through eMailChef account username and password will allow you to validate the necessary login to synchronise the plugin with eMailChef as well as to choose one of the lists inside or create a new one.

Once you enter your login details (eMailChef username and eMailChef password) they will be checked.

Various status messages will indicate if the access data is valid or invalid, if invalid the set up will not be completed.

If the login details are correct, the message will be displayed in green and you can then choose a list already in the eMailChef account or create a new list that will be placed in the list index.

3) Choosing a list

You can choose to synchronise to an existing list or create a new list (in a case of first set up it is recommended to create a new list).

If you proceed to **Create a New List** you will need to provide a name (unique within eMailChef) and a description (optional) for the new list.

During this process, the new list will be created within the assigned eMailChef account.

4) Choice of opt-in policies (optional)

This step is only for account holders with the "Executive policy" in eMailChef.

The plugin allows you to choose two different opt-in policies:

1. The **double opt-in** available for all eMailChef accounts
2. The **single opt-in** selected only for those who have an **Executive policy** account type

If the account is not of the **Executive** type, you will not be able to select a policy type and will be automatically assigned the double opt-in policy.

5) Selecting a landing page when subscribing or unsubscribing to the newsletter

If the **double opt-in** policy is selected within the plugin, you will be able to choose two pages within WordPress where the user will be re-directed after receiving the confirmation email for inclusion in the eMailChef list.

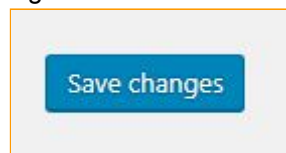
The **subscription page** indicates the page where the user will be re-directed after confirming their consent to be included in the list.

The **unsubscribe page** Indicates the page where the user will be re-directed after clicking on **unsubscribe** within the confirmation email.

If no page is indicated, the plugin will provide for both options (subscribe and unsubscribe) to be redirected to the website **home page**.

6) Saving the settings and exporting data

In this step, in addition to saving the settings, eMailChef lists will be exported to your existing Online Store DB. To complete the set up just click on the following button:



When you click on the **Save and export contacts** button, two operations will be performed:

1. The plugin settings will be saved on WooCommerce and Custom Fields will be initialised, adding non-existing ones and leaving unchanged those that are already present.
2. The first export of contacts to the selected list on eMailChef will be started.

Initial synchronisation

As mentioned, the initial synchronisation will be performed completely automatically when you click on the **Save** button in the set up page.

A message will alert you that the settings have been saved and a background process will synchronise WooCommerce customers on the selected eMailChef list.

N.B.: The initial synchronisation process may take a varied amount of time depending on the number of customers in the Store. During this time, however, the form is still active and any orders placed will be correctly sent to the eMailChef list.

Synchronisation of customers and orders

The synchronisation of customers and orders takes place automatically using the Hooks provided by WordPress and WooCommerce, which allow data transfer to the selected eMailChef list in a very fast and instantaneous way, as well as being totally transparent to the customer.

Synchronisation of abandoned carts

The synchronisation of abandoned carts valid only for registered customers (in eMailChef designated as "Customer") is always automatic.

Within the plugin, abandoned carts are created for each customer that will last 24 hours.

At the end of this timeout, data relating to the abandoned carts will be automatically synchronised to the selected destination list on eMailChef.