



ConvertPlug

USER GUIDE

This is a guide to help you walk through ConvertPlug and its Features. It covers all the necessary features and highlights required to begin with.

Welcome to ConvertPlug!

Your all-in-one plugin for conversion optimization!

With ConvertPlug - you can build email lists, share updates, drive traffic, promote videos, offer coupons, get social followers and much more!

1. GETTING STARTED

1.1. Recommended Configuration

Server

- PHP - 5.4+
- cURL Module - Enabled
- PHP Memory - 128 MB+

WordPress

- Latest available version of WordPress
- WordPress Memory - 128 MB+ set in “wp-config.php”

You can check with your setup meets these recommended configurations with your hosting provider.

1.2. Installation

1.2.i. Installation through FTP

Watch the video for a live demonstration.

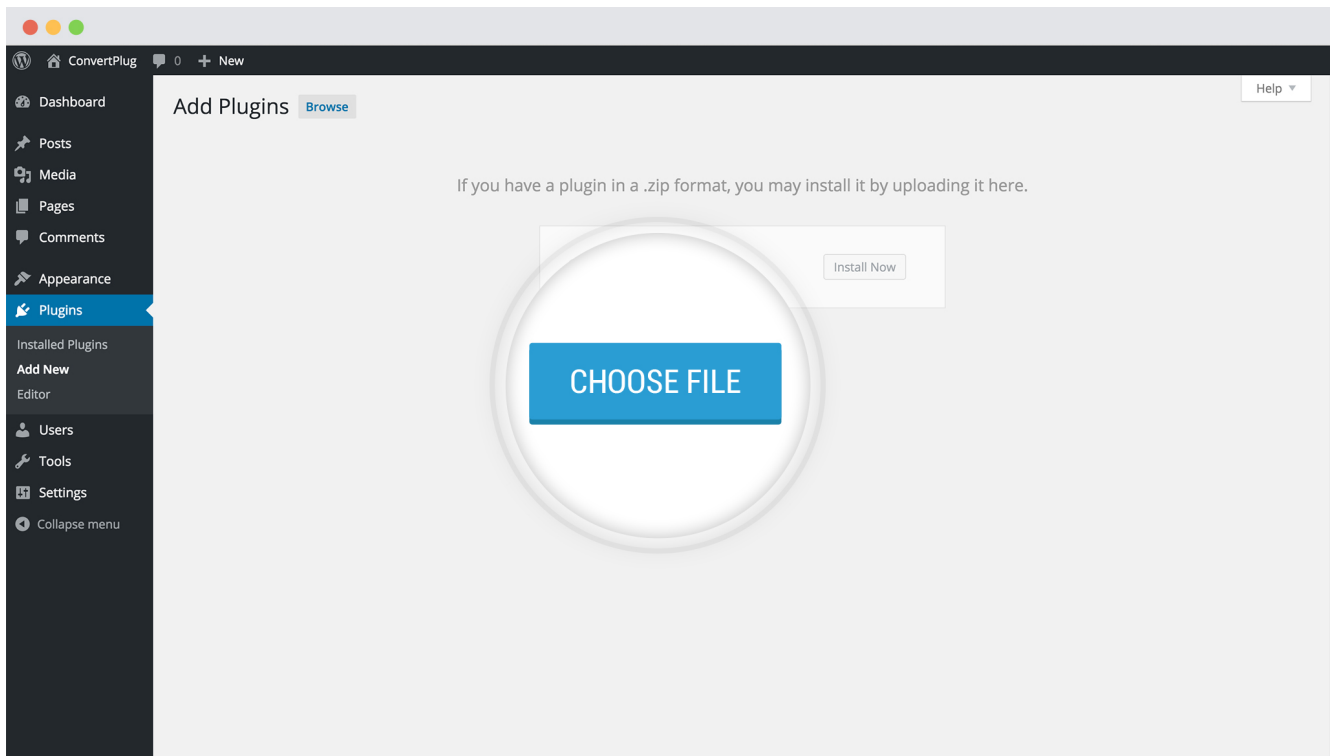
- <https://www.youtube.com/watch?v=RkvxxbJ3QnY>

~ OR ~

- Download the plugin to your desktop
- If downloaded as a zip archive, extract the plugin folder to your desktop
- With your FTP program, upload the plugin folder to the wp-content/plugins folder in your WordPress directory online
- Go to plugins screen and find the newly uploaded plugin in the list
- Click on activate after your plugin is installed

1.2.ii. Installation through the WordPress Backend

- To add a WordPress plugin using the built-in plugin installer:
- Go to Plugins > Add New.



- Click on 'Upload Plugin' link
- Select the installable zip file of ConvertPlug.
- Click 'Install Now' to install the plugin.
- The resulting installation screen will list the installation as successful or note any problems during the process.
- If successful, click on activate plugin, or return to plugin installer for further actions.

~ OR ~

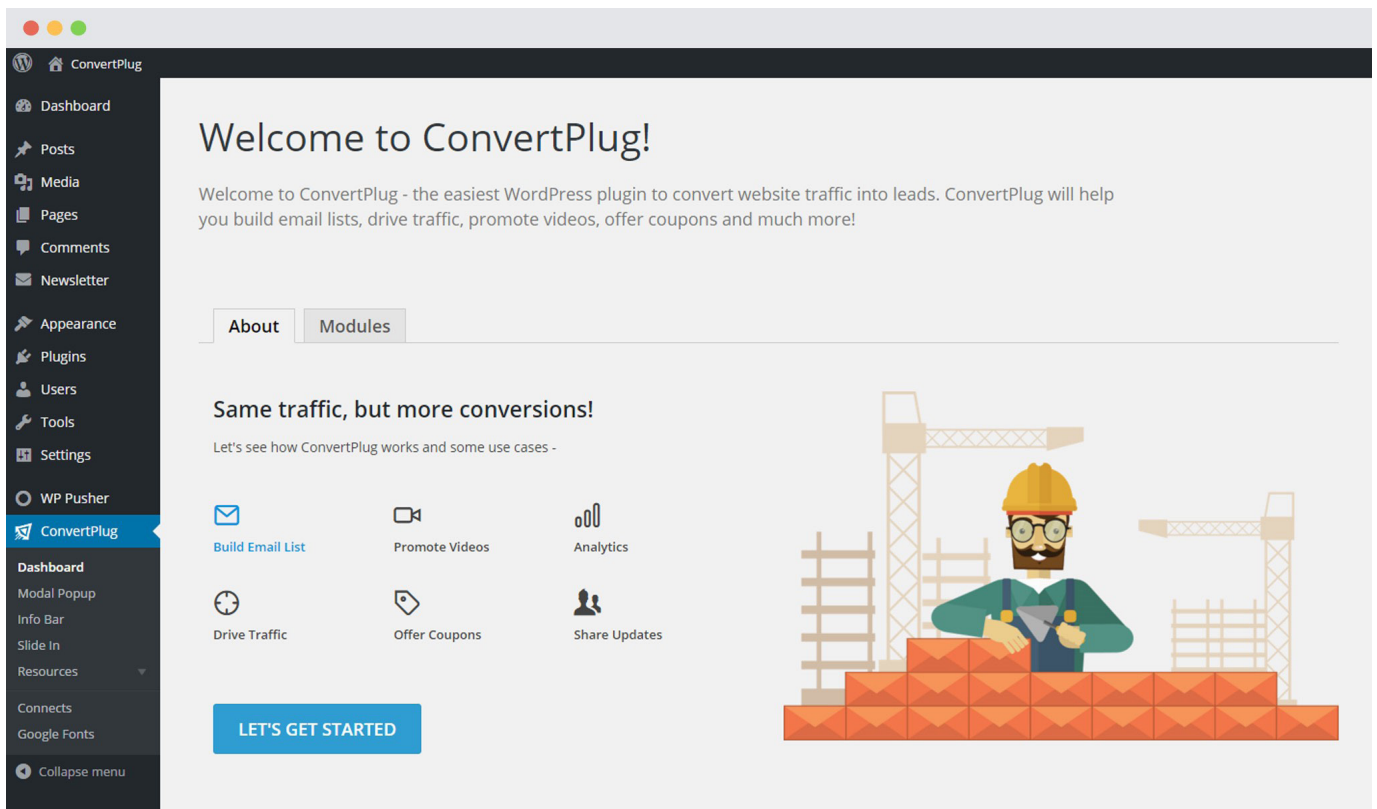
Watch the video for a live demonstration.

- <https://www.youtube.com/watch?v=RkvxxbJ3QnY>

2. WALK-THROUGH

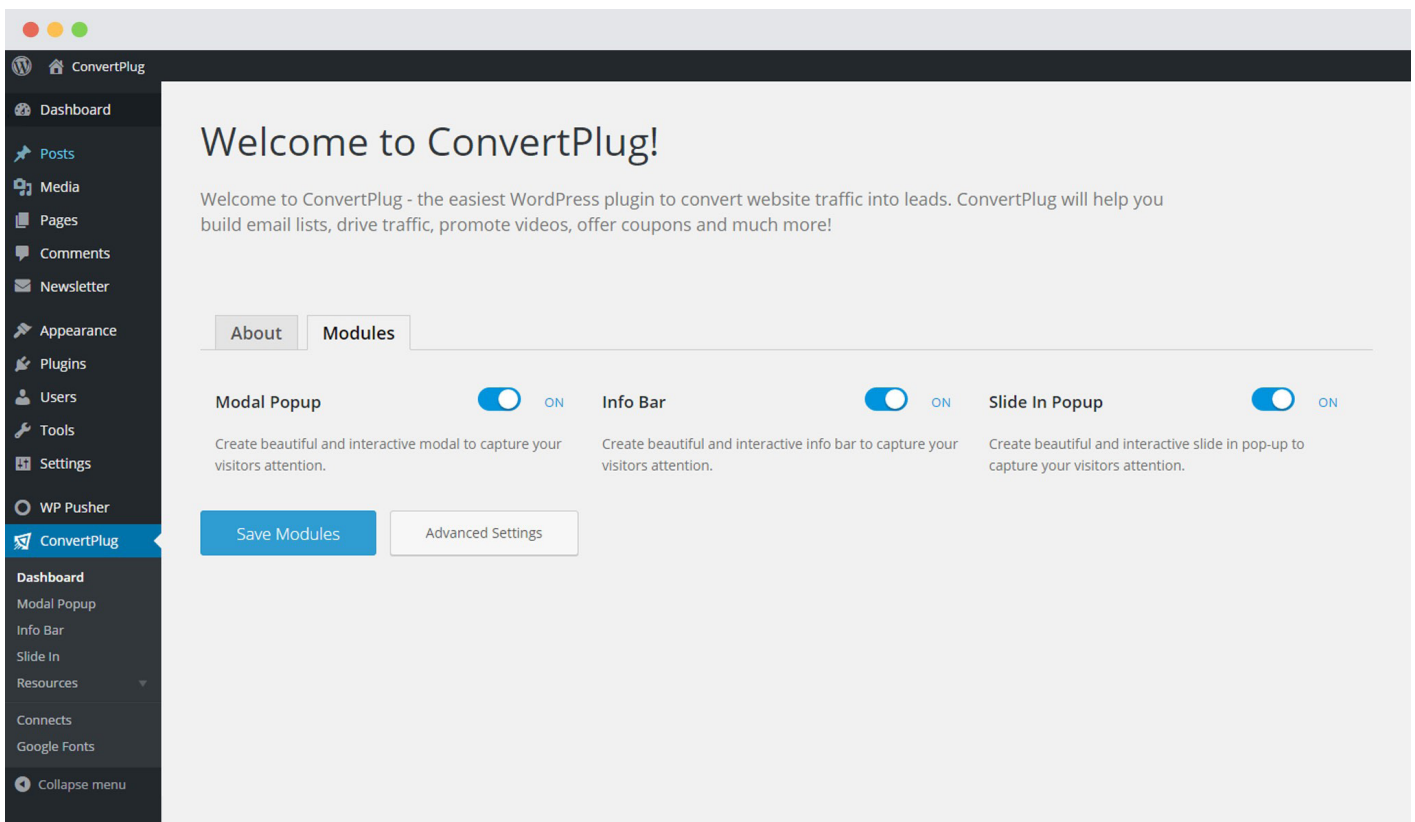
2.1. Dashboard

The dashboard is a welcome page that explains what ConvertPlug is all about. This is where you get started!



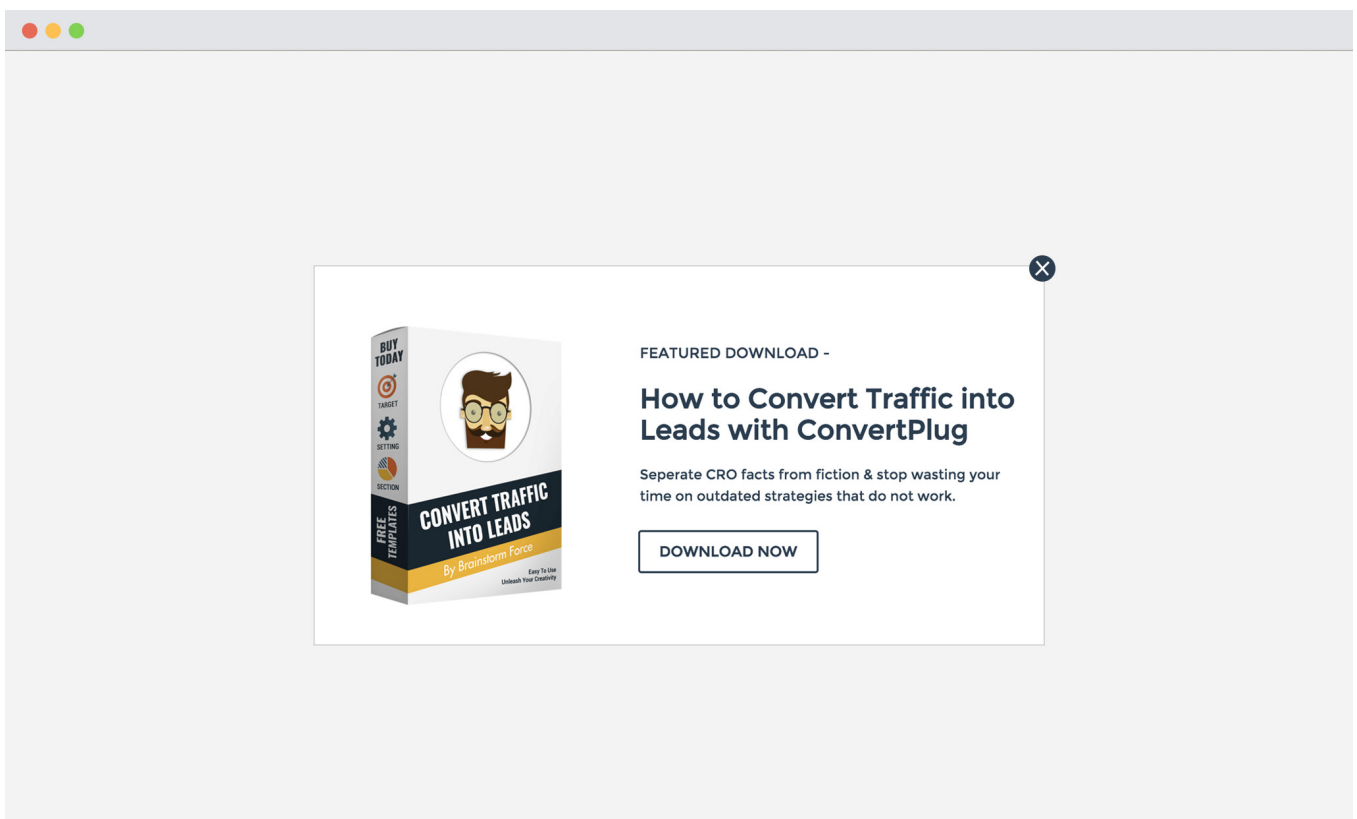
2.2. Modules

- Modules are different UI elements
- They are categorized on their display positions
- You can choose any module that fits your need
- We have two amazing module templates available, with more under development



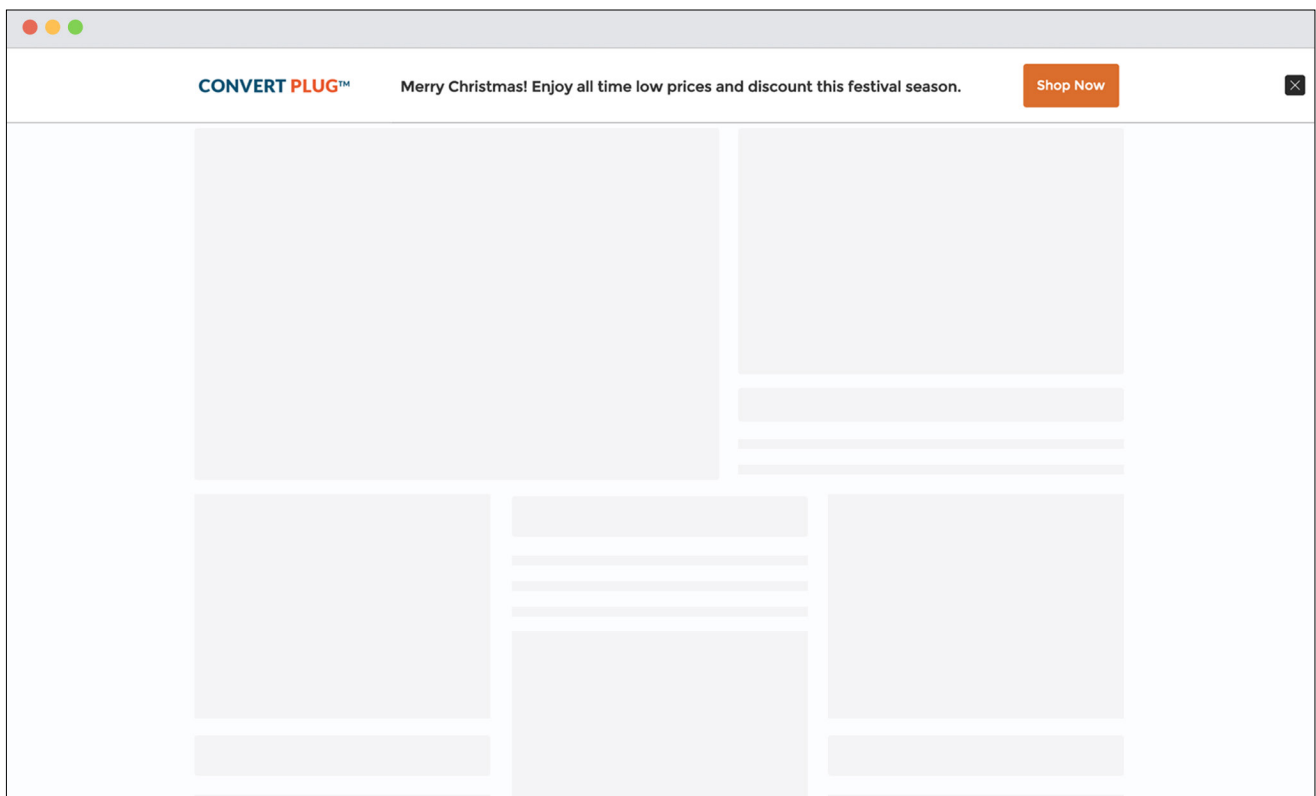
2.2.i. Modal Popup

Modal pop-ups are optin forms or pop-ups that flash over the screen while the user is viewing, scrolling through or when he is about to leave a web page. You can use such pop-ups to build an email list, offer coupon codes, divert the users to another page, and more.



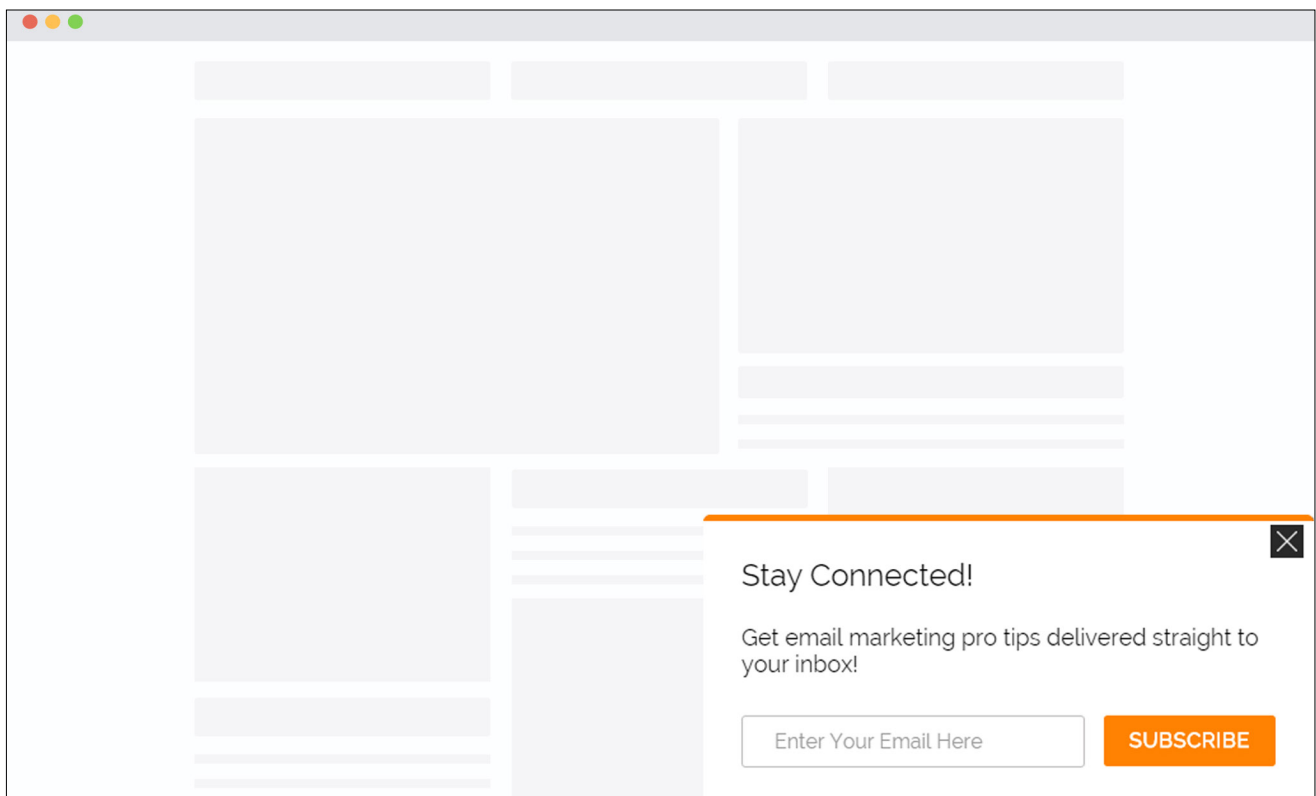
2.2.ii. Info Bar

Info-bar is a horizontal bar that flashes in the header or footer section of a web page. It can be used to build email lists, display awards and achievements, introduce new products or posts and more.



2.2.iii. Slide Ins

Slide in popups allow you to politely display optin-forms, offers or coupons that slide in from the edges of your screen. They can be used to build email lists, introduce new products or posts, offer coupons and much more without intruding visitors.

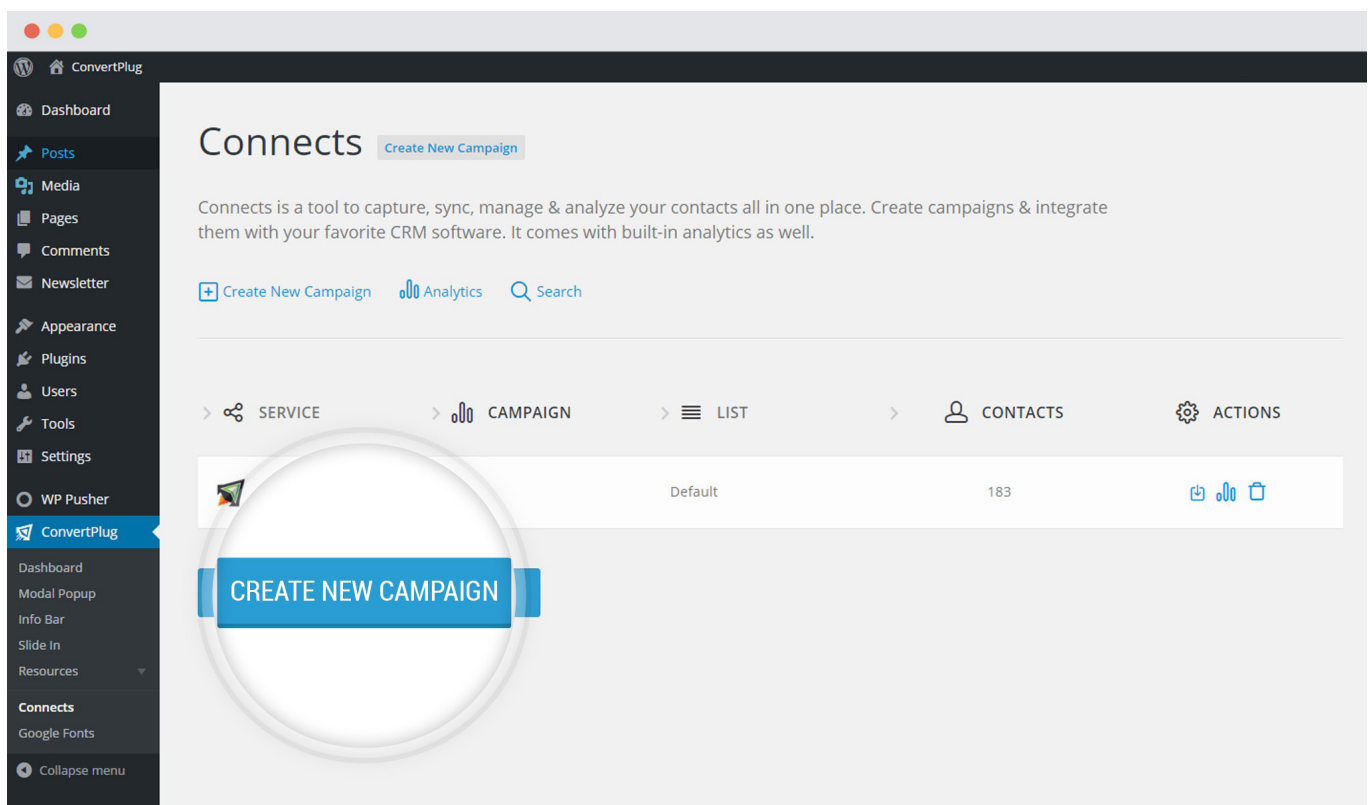


2.3.Resources

Resources are functionalities that are commonly used by all modules

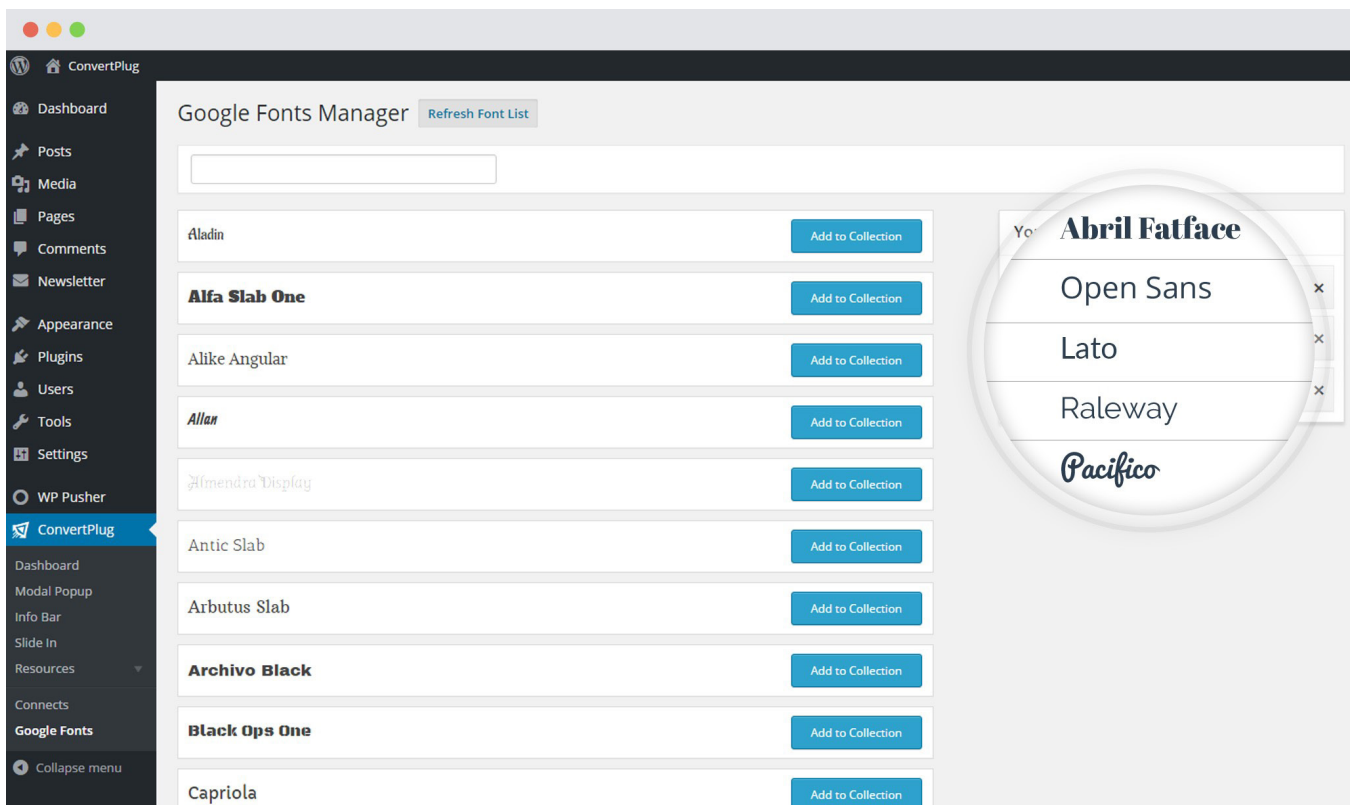
2.3.i. Connects

“Connects” is a tool to capture, sync, manage and analyze your contacts. You simply need to add a new campaign and integrate them with a preferred CRM software. This comes along with built in analytics.



2.3.ii. Google Fonts

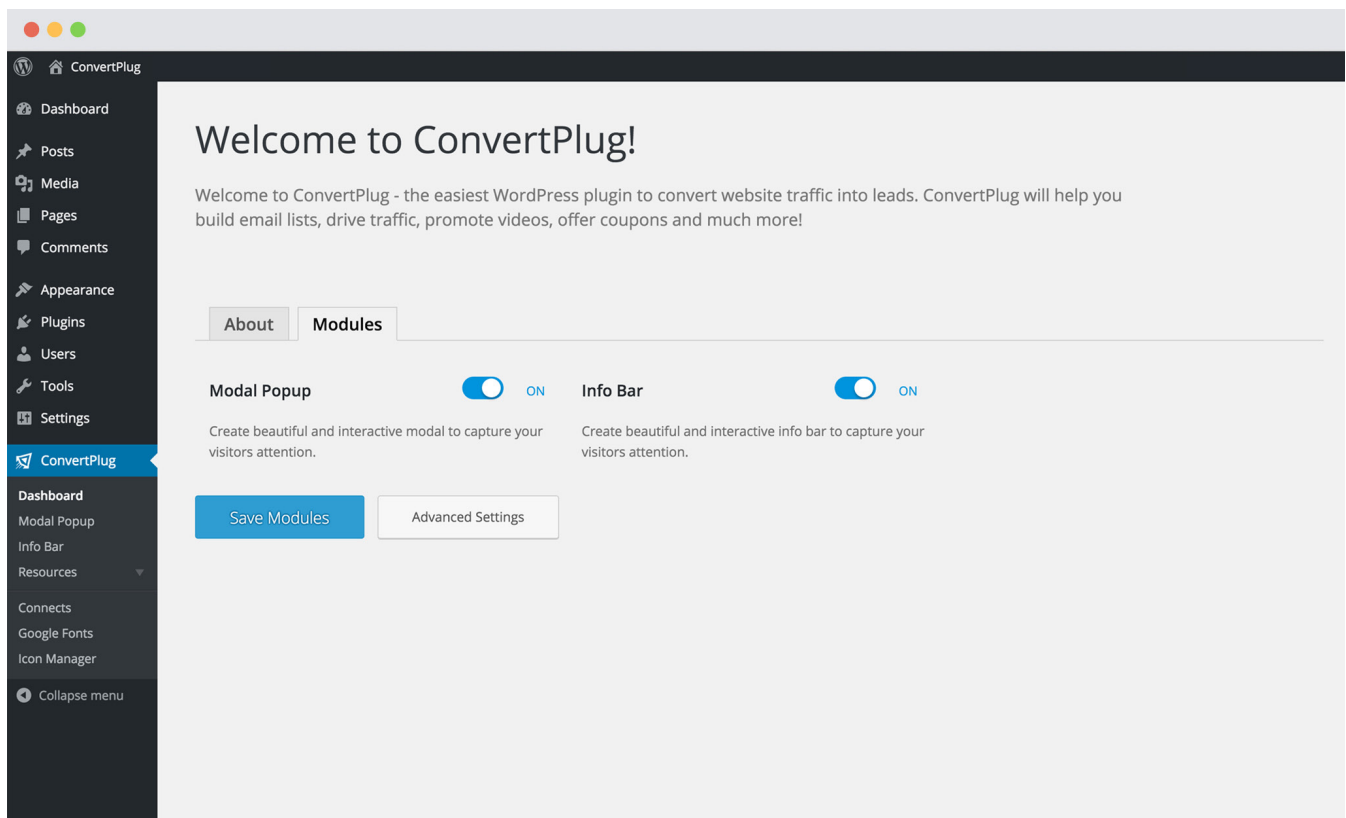
ConvertPlug offers a huge collection of Google fonts that has over 700 fonts which can be used when needed. You simply need to import these fonts and add them to your collection.



3. BASIC ARCHITECTURE OF MODULES

3.1. Introduction

When you open up 'Modules', you will find the list of modules you can activate or deactivate according to your needs.

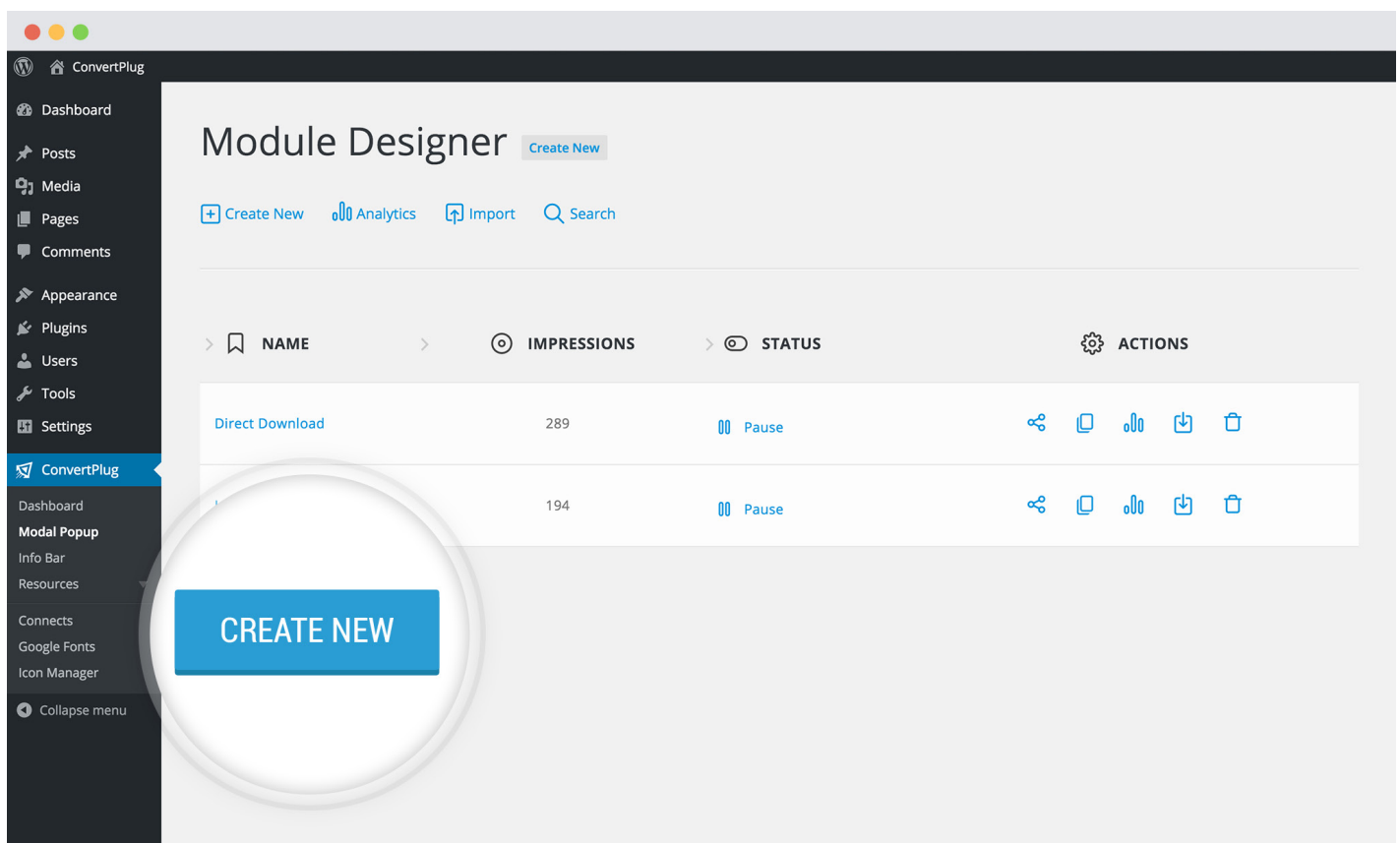


3.2. Create New Style

After selecting module based on your requirement, you can now create a new style for your campaign.

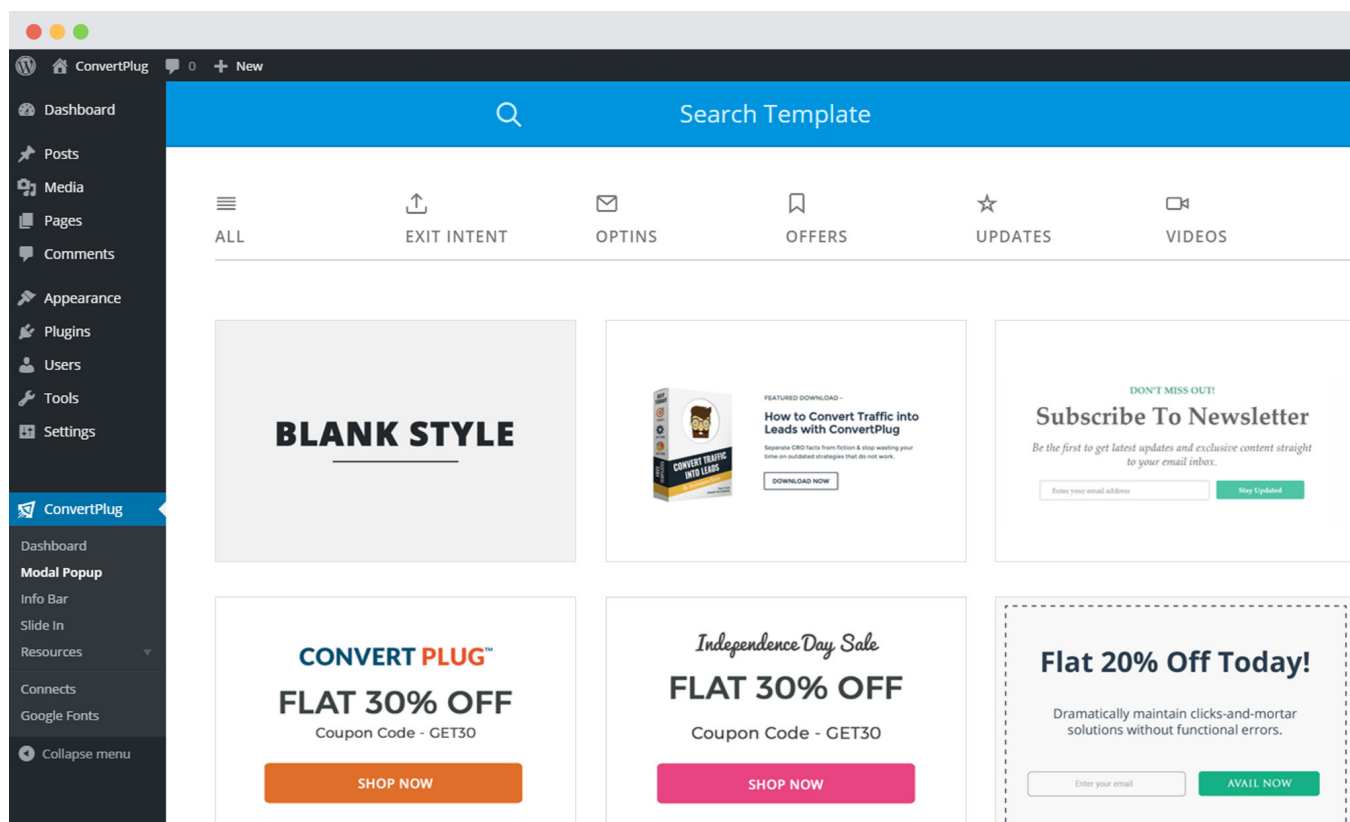
Create new: Click on the module type seen in the dashboard.

Click on “Create a new module”.



Choose Template:

There are plenty of templates designed to suit different campaigns. Simply select and edit the template relevant to your theme.

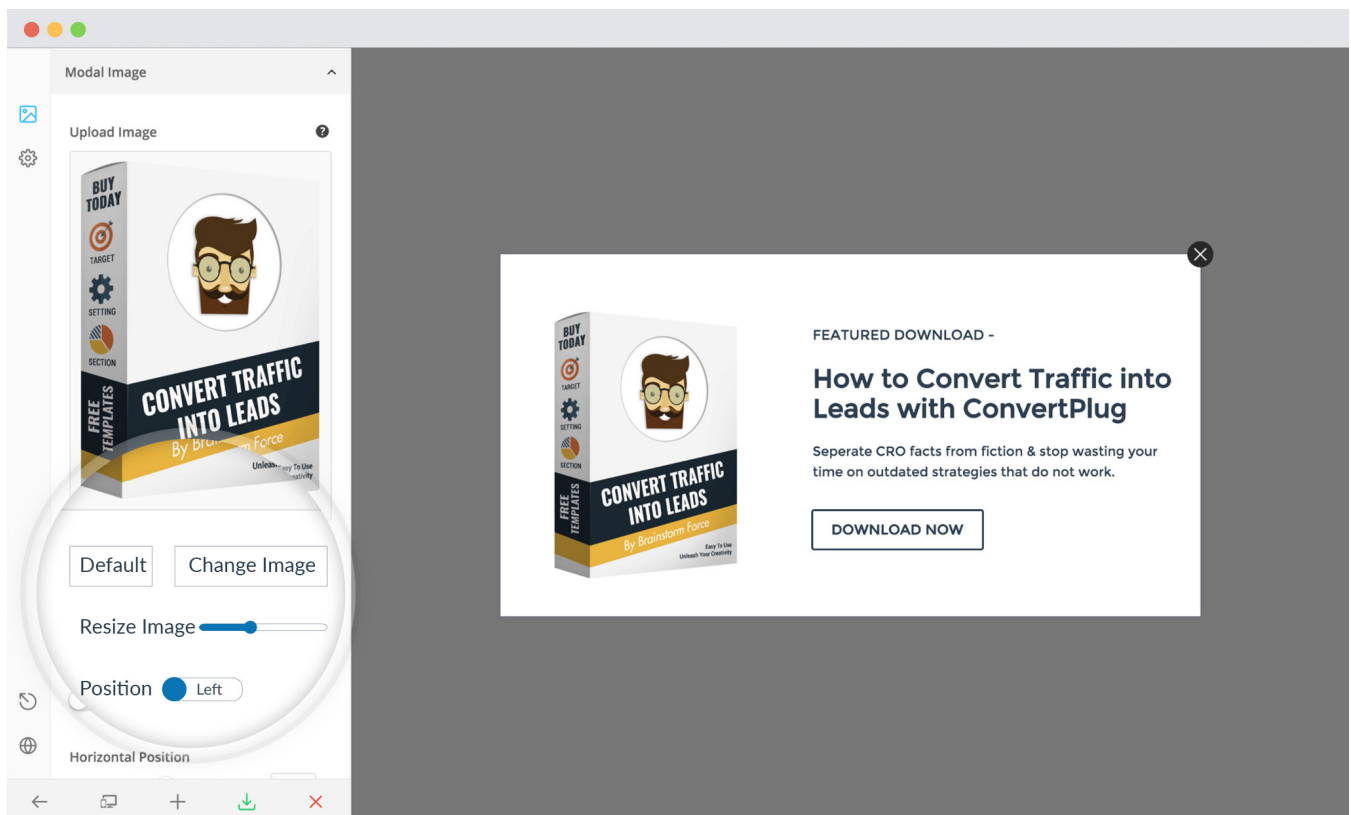


Note: When you customize a template and save it, it's referred as a style. You can create as many styles as you want.

4. WORKING WITH THE EDITOR

4.1. Introduction

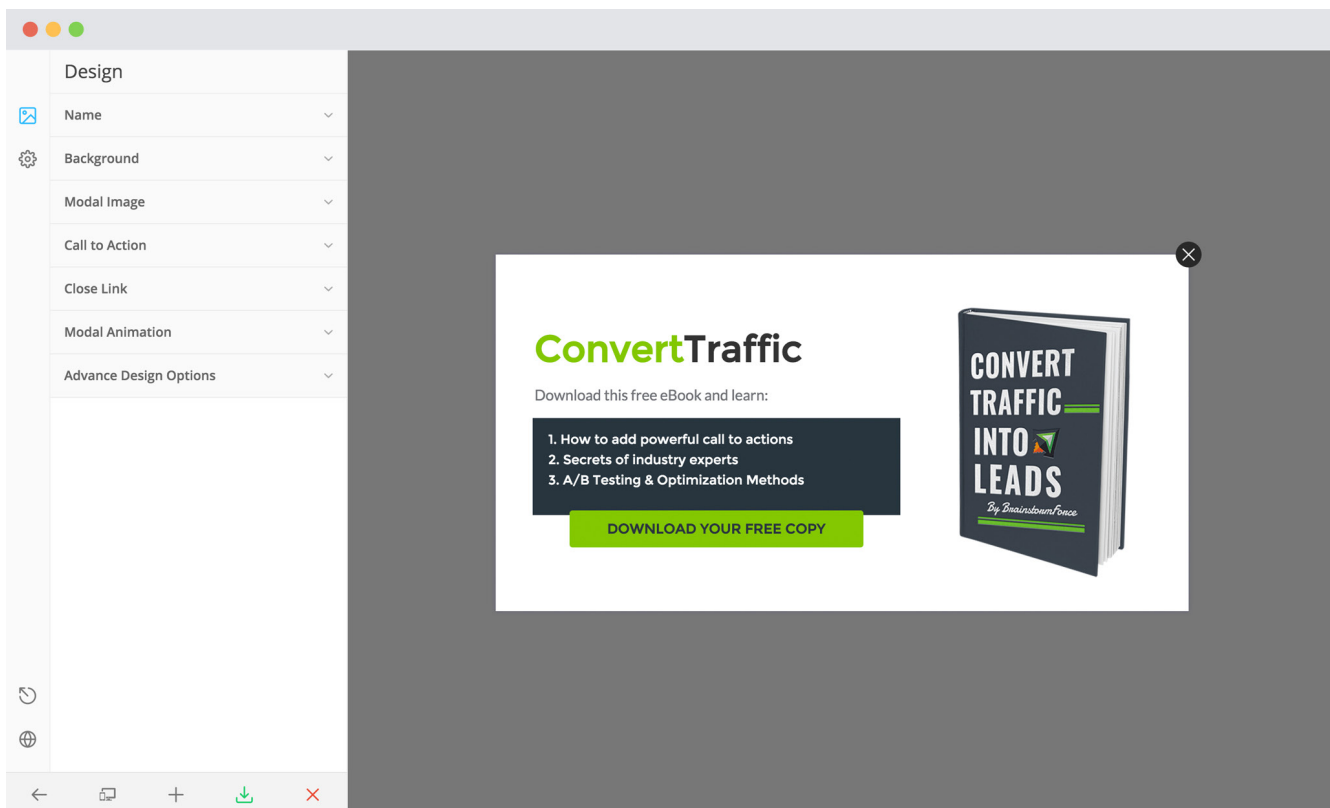
- ConvertPlug comes with a very interactive realtime live editor.
- This editor allows you to work on new styles or edit the old ones.
It gives you the freedom to customize every minute detail in a style.
- The editor has the settings area on the left and the preview area on the right.



4.2. Design

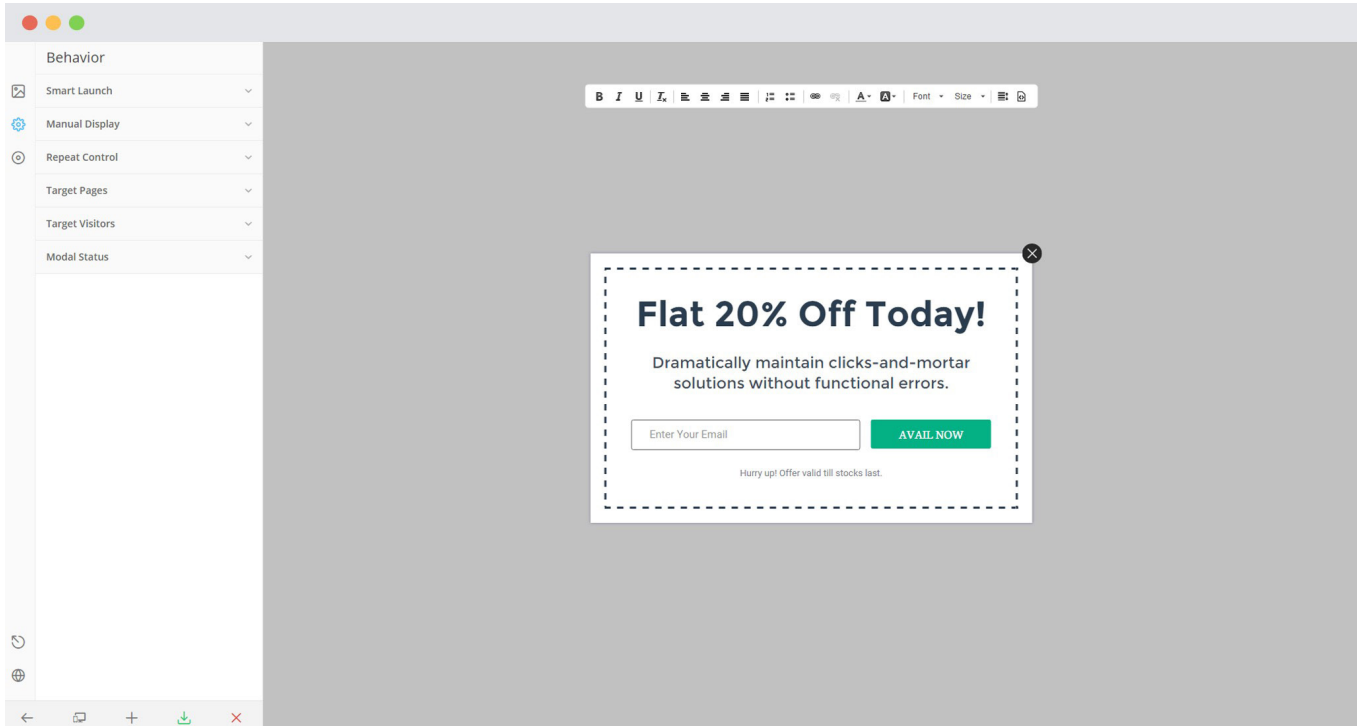
The design area contains all the options that help you customize a style. Click on what you want to edit in the preview area

- The CKEditor will become visible.
- You can type things directly there
- When you click on something in the preview area, related settings will appear immediately in the work area on the left.
- All the text, font, alignment, links and even custom HTML can be customized directly in the preview area using the CKEditor.
- The other things such as background color, image, buttons, close link, etc. should be customized in the work area.



4.3. Behavior

Behavior controls the display of the style. With these settings, you can choose who should be able to see the style & when it should be displayed.

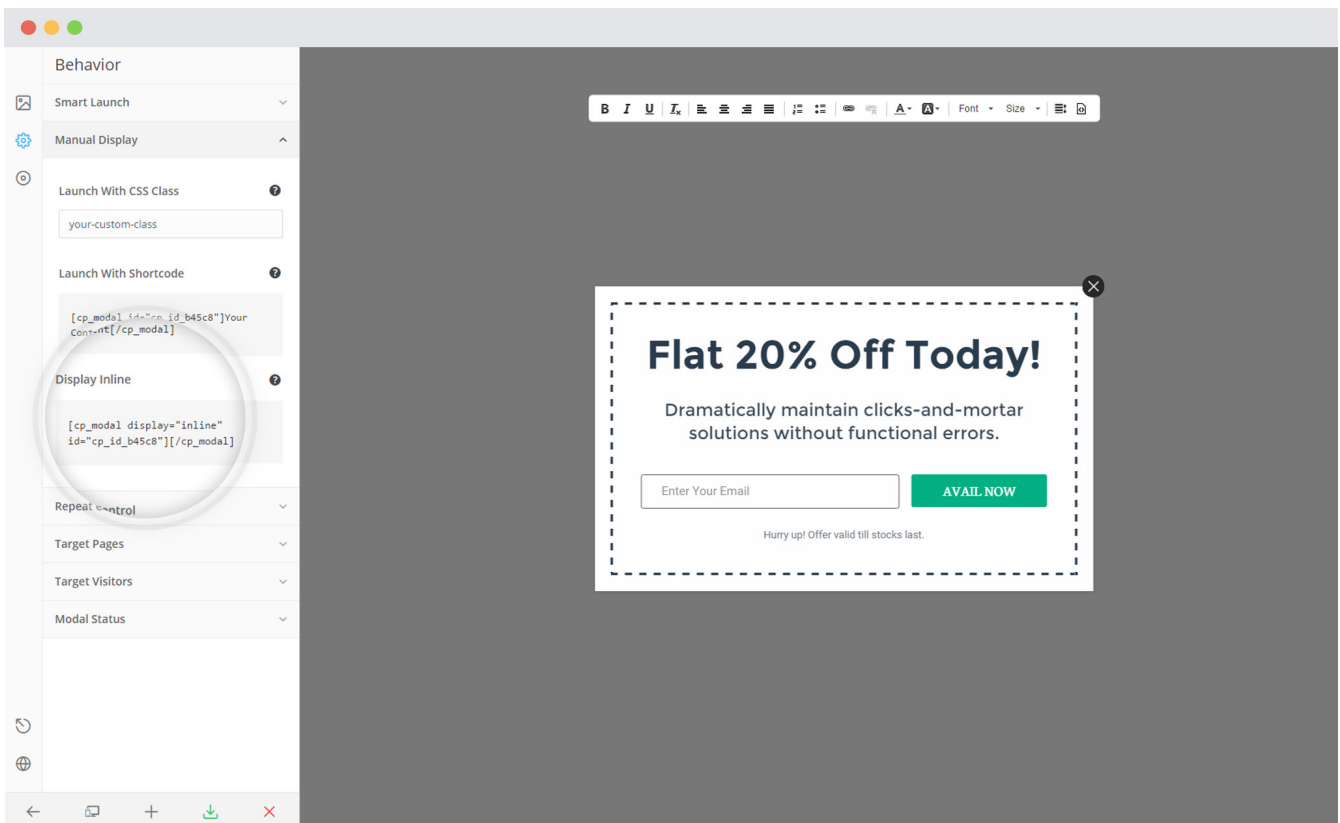


The various control options available under this are:

- **Smart Launch:** These controls allow you to decide when you wish to display the style on the screen. Decide whether you want to display it when the user opens your website, after a few seconds, after he scrolls or just before he leaves.
- **Manual Launch:** This control allows you to manually manage the launch time of every module you work with. You can launch modules using CSS code, a short code or display inline.

In order to display a module on a page, in between or below a post or on a widget, you simply need to copy the short code that is mention under Display Inline and paste it in the exact location where you want it to be seen.

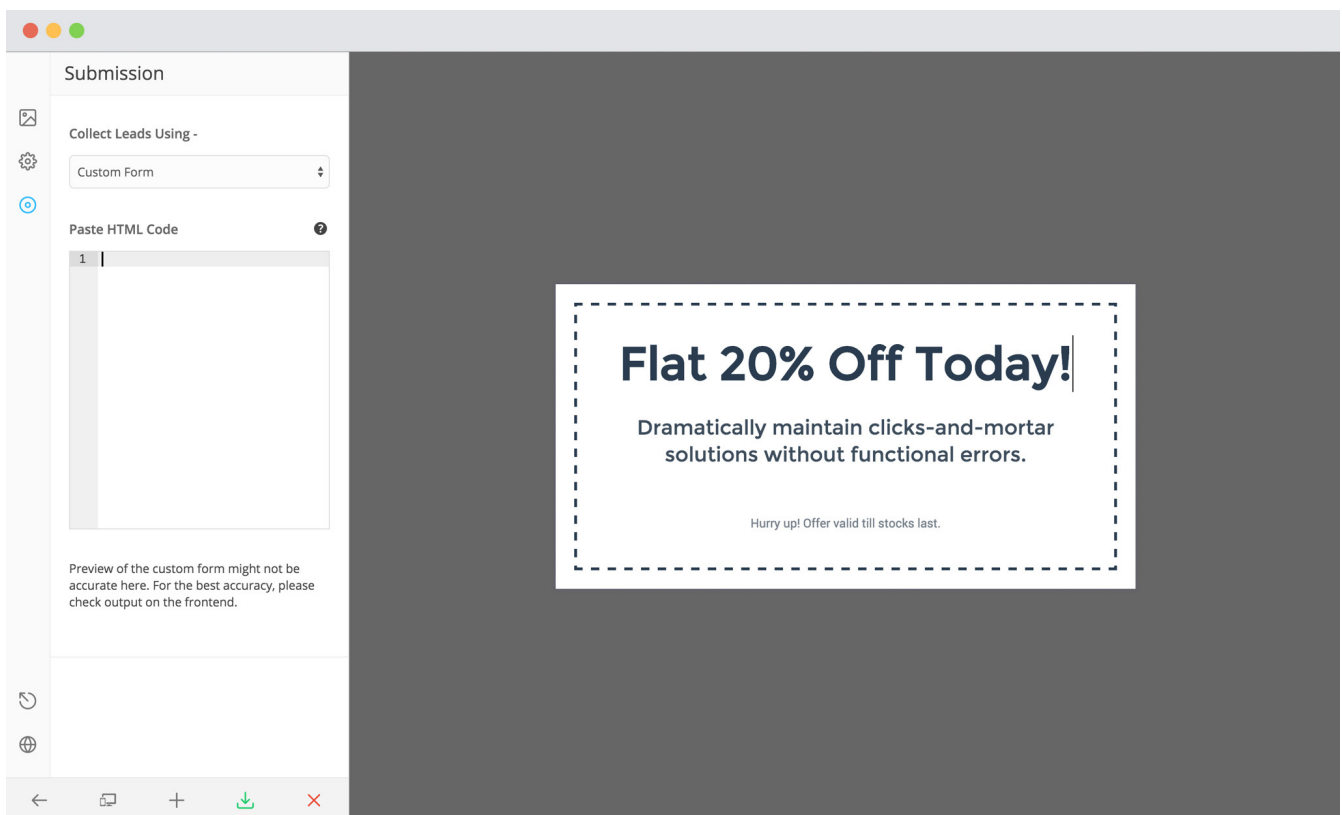
- **Repeat Control:** This control allows you to decide whether you wish to enable cookies after conversion or after a user closes the optin form.
- **Target Pages:** This section allows you to select pages or posts where you wish to specifically enable or disable a style.
- **Target Visitors:** This option allows you to select whether you wish to enable or disable this style for logged in or first time users.
- **Modal Status:** This is where you can set the modal live or keep it a pause.



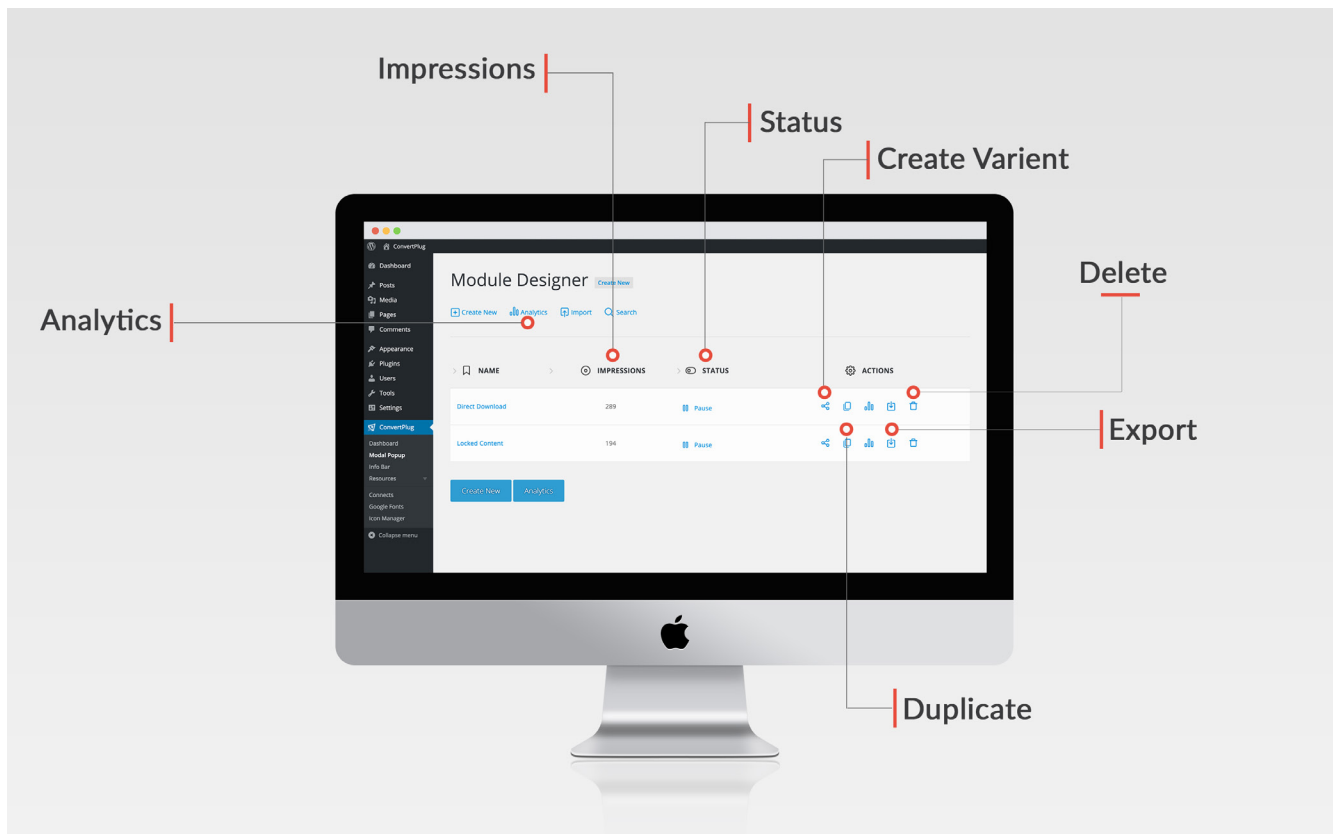
4.4. Submission

Submission controls are available for styles that have forms by default, all the submissions will be stored in 'Connects' - the built in lead capture tool. Learn more about connects [here](#). If you have created new connect campaigns, they will be displayed in the dropdown menu. You can use a custom form as well. If you use a custom HTML form, be sure you design it properly. Design settings in live editor don't apply to custom forms.

- On successful submission, you can either display a message, or redirect the user to a different URL.
- You can customize the success & the failure message in the given settings.



5. IMPORTANT TERMS



5.1. Create Variant

You can create variants of already existing styles. These are often used for A/B testing, split testing or multivariate testing.

5.2. Duplicate

The “Duplicate” button helps create an identical copy of an already existing style.

5.3. Analytics

ConvertPlug has its own inbuilt analytics that helps you track the performance of every style you have designed.

5.4. Export

Need a backup of the style you have worked on? Use the export button and save the for later use.

5.5. Delete

The delete button can be used to delete the unwanted styles that you may have worked on. This helps keep your style list short and precise with only the necessary things on-board.

5.6. Impressions

Impressions is a count of views that particular style received. It gives you an idea how many times the style was viewed by your website visitors.

5.7. Status

Each style can be either paused, live or scheduled. You can change the status using the status button.

6. IMPORT AND EXPORT

Are there any styles you want to use on your website?

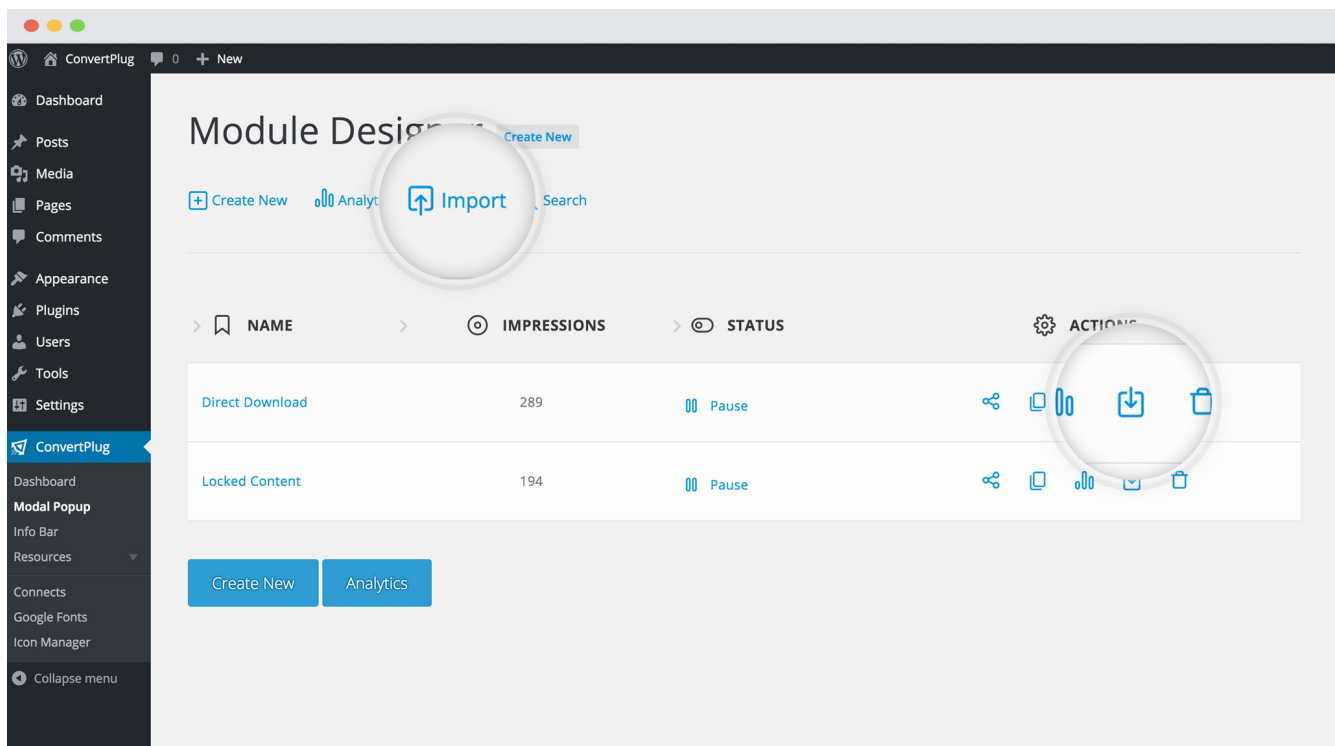
ConvertPlug lets you import styles you love. You can also export files and save them for later use.

Any styles you've created, can be exported

- When you export .zip file will be created
- The zip file contains all your settings for that style and the images used
- Export option helps keeping backup of your work or using it elsewhere

Any styles you've created, can be imported

- You can import a .zip file using the import functionality at anytime you want
- You can import this zip file to replicate your style on another website where ConvertPlug is installed

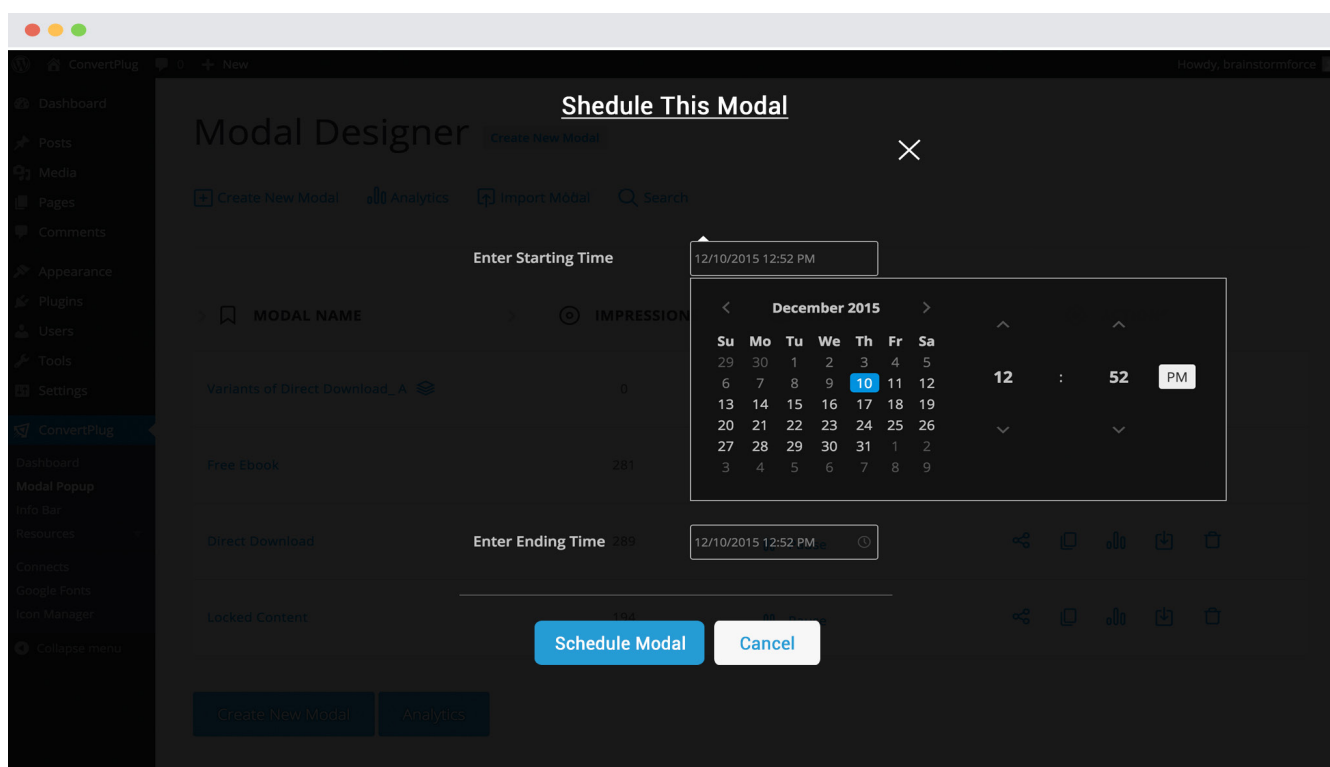


7. SCHEDULING

7.1. Introduction

Scheduling helps you determine when a module should be activated on your website. It is very useful in displaying a style with a limited time offer, seasonal offers, festive offer and so on.

- If you have a certain timeframe between which you want to run a campaign, you can schedule the style accordingly
- Simply select start & end date with time and your campaign will be scheduled



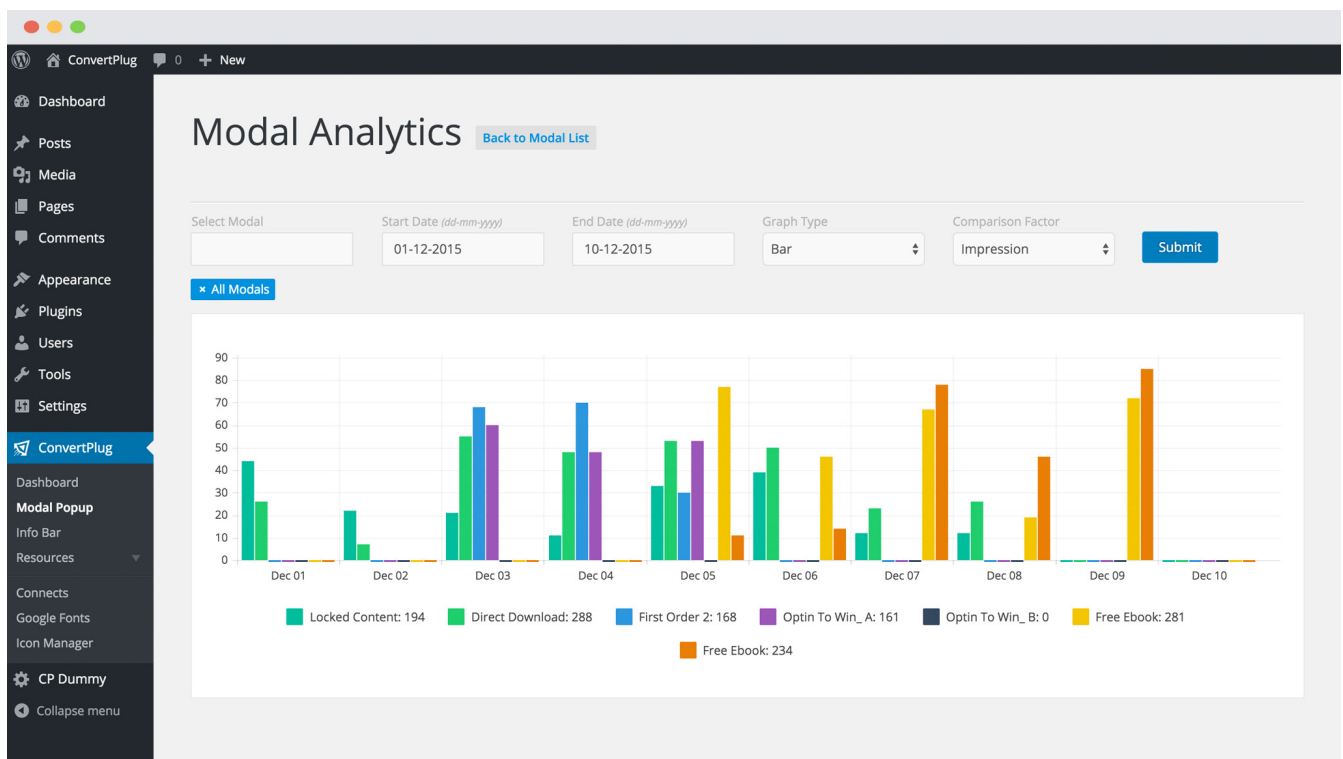
8. ANALYTICS

8.1. Introduction

The built in analytics lets you keep track of how each style performs. Design styles and test their performance.

8.2. Analytics for Multiple Styles

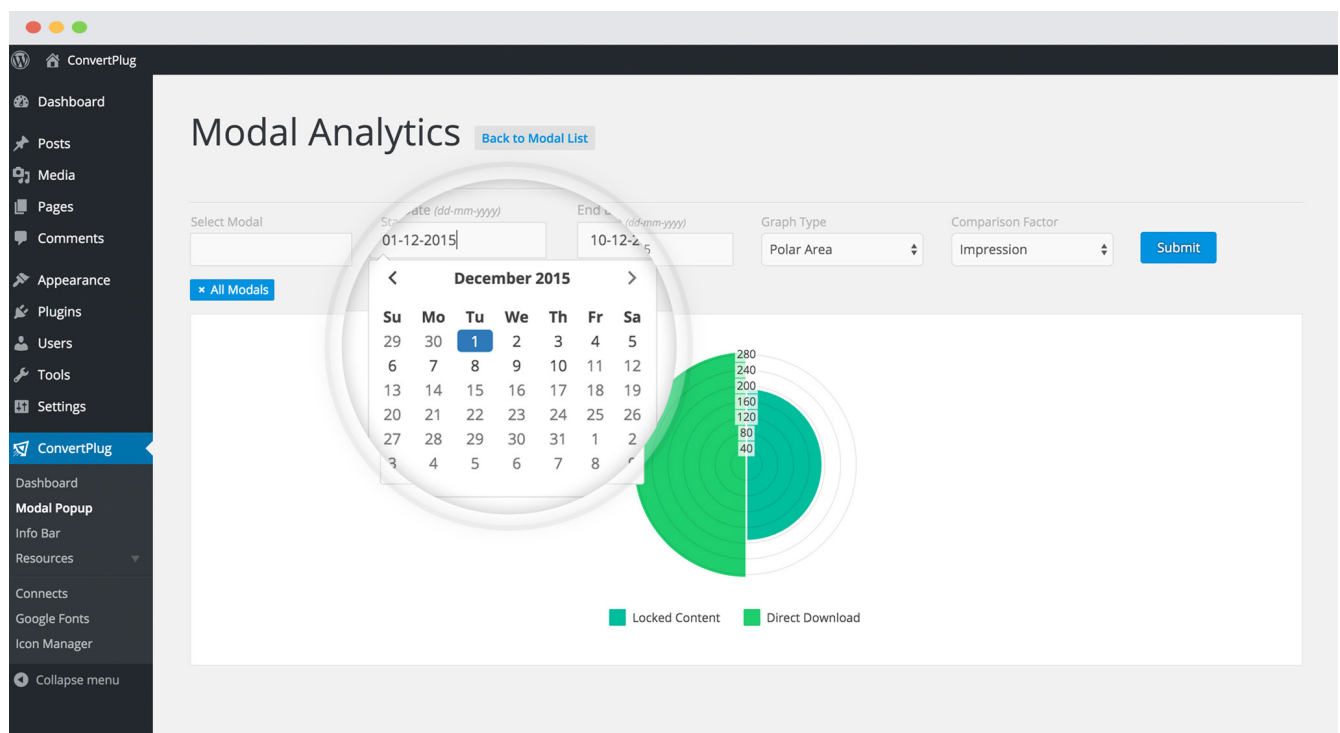
ConvertPlug shows a combined graph for all or selected styles. Track and compare the performance of all your styles together.



8.3. Date Range

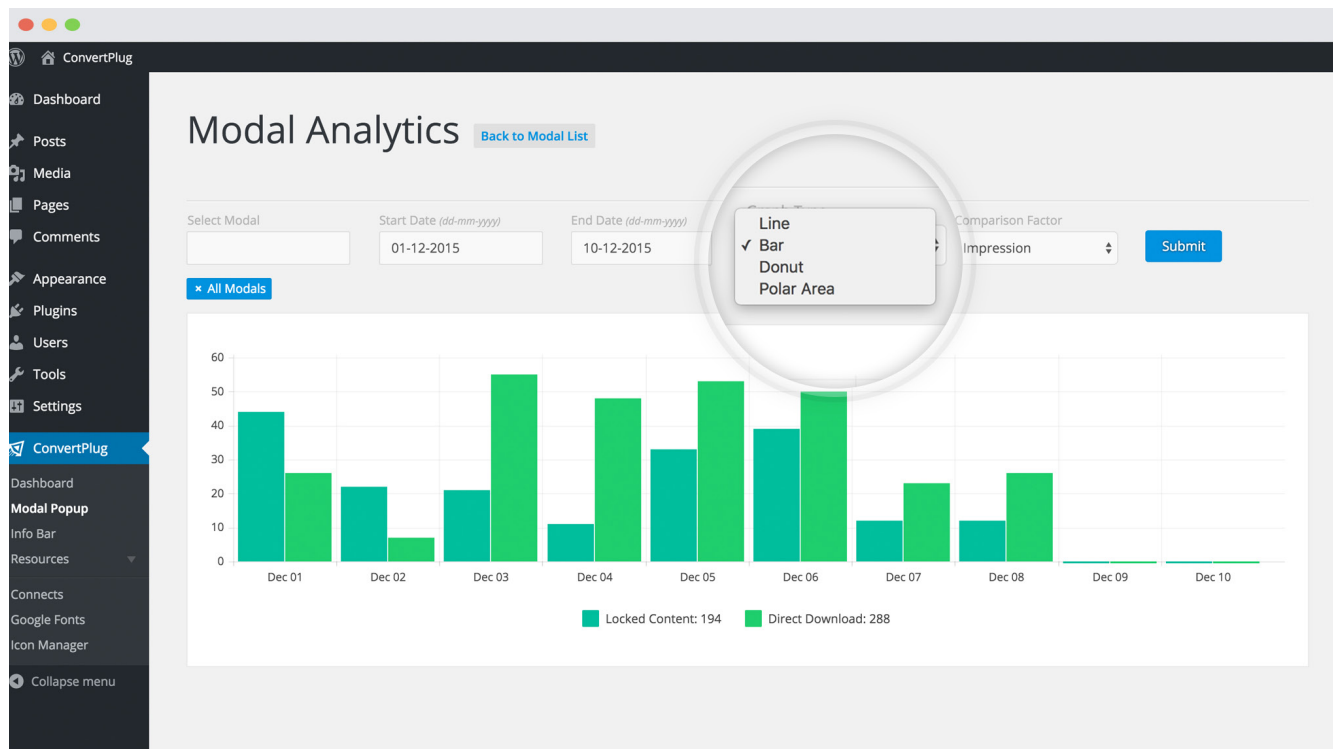
You can edit the date range within the analytics.

All you need to do is, add a start date and an end date
(within the time period of the campaign)



8.4. Graph Types

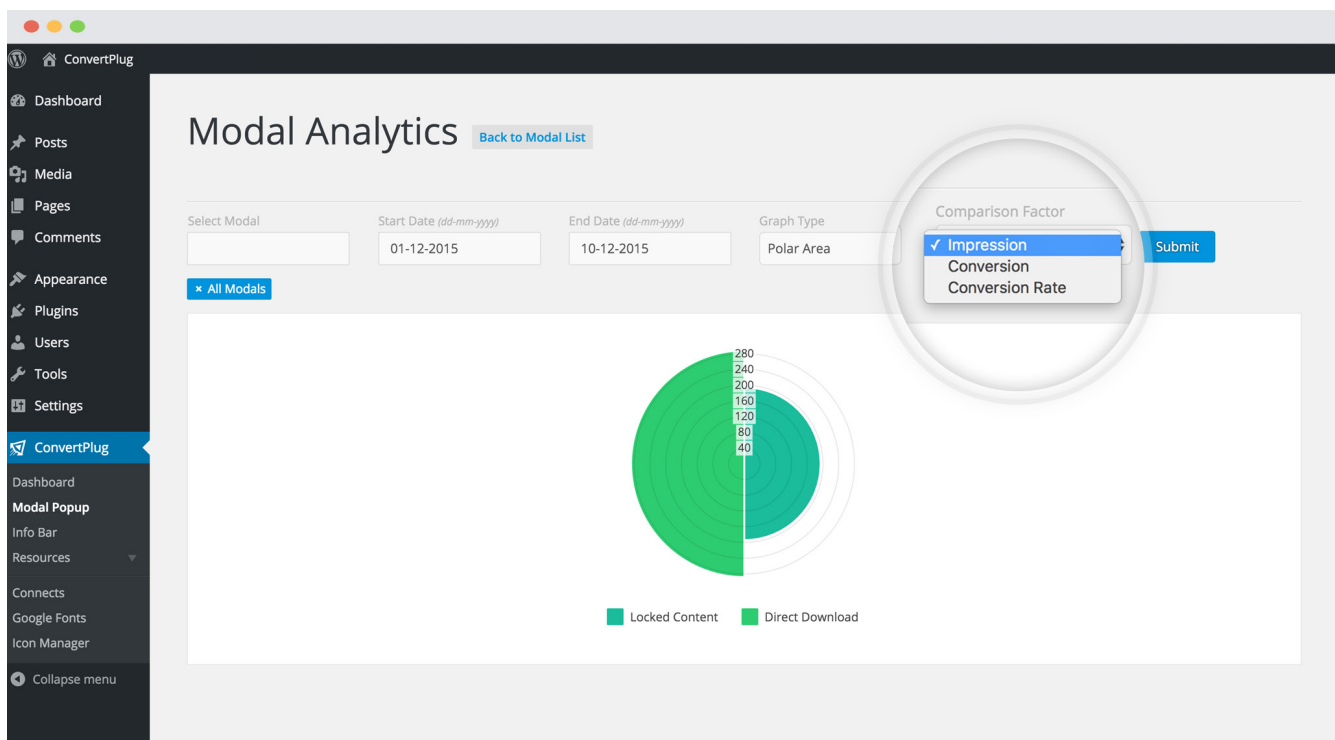
ConvertPlug allows you to select the type of graph you wish to see. It offers line graphs, donuts, polar graphs and bar graphs.



8.5. Comparison Factors

The factors considered in these graphs are the impressions, the conversions and the conversion rates.

You can select the comparison factor in the analytics.



9. A/B TESTING

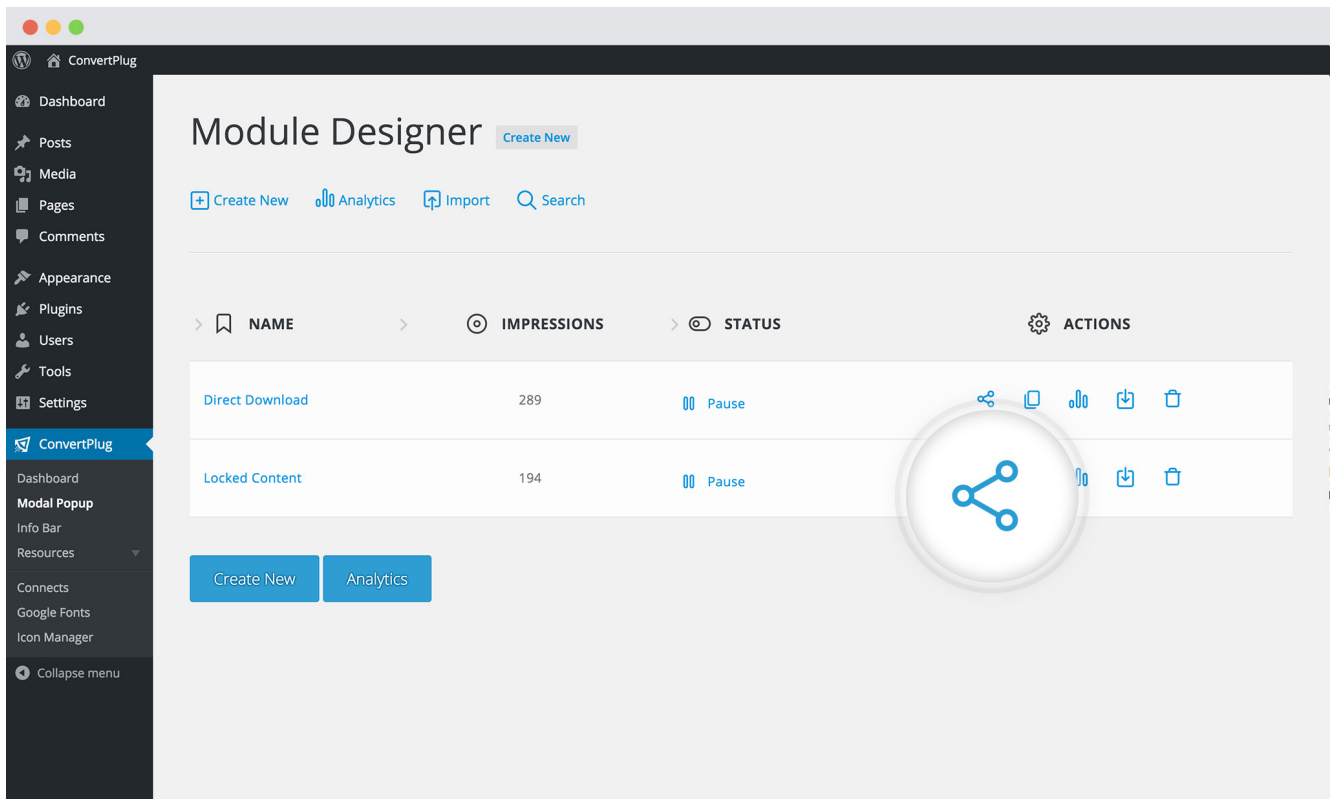
9.1. Introduction

A/B Test is an easy way of implementing new ideas.

If you're confused about something, for example - which design to use; or say - when your offer should be displayed, you can try different possibilities through this test. It is advisable to try one change at a time to get accurate results and know what works best.

9.2. Create a Variant

- You can create a variant for every style you have worked on.
- Create a variant for offers and styles. Make small changes and publish them



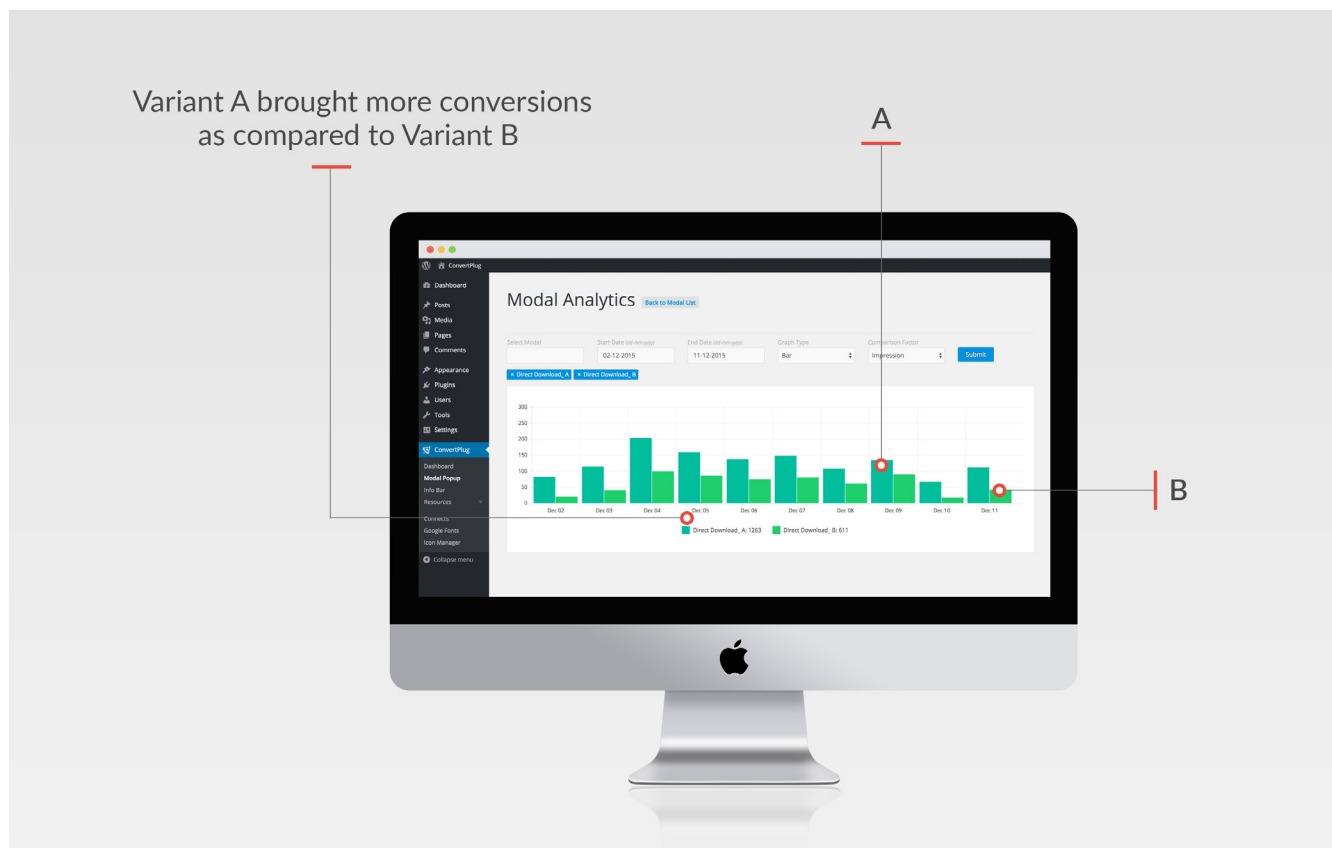
The screenshot displays the 'Module Designer' interface within the ConvertPlug application. On the left is a dark sidebar with a menu containing items like Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The 'ConvertPlug' section is highlighted, showing sub-items like Dashboard, Modal Popup, Info Bar, Resources, Connects, Google Fonts, Icon Manager, and Collapse menu. The main content area is titled 'Module Designer' and includes a 'Create New' button. Below the title are tabs for 'Create New', 'Analytics', 'Import', and 'Search'. A table lists modules with columns for NAME, IMPRESSIONS, STATUS, and ACTIONS. Two modules are shown: 'Direct Download' with 289 impressions and 'Locked Content' with 194 impressions, both in a 'Pause' status. A large, semi-transparent circular share icon is overlaid on the right side of the table.

NAME	IMPRESSIONS	STATUS	ACTIONS
Direct Download	289	Pause	[Share] [Copy] [Analytics] [Download] [Trash]
Locked Content	194	Pause	[Share] [Copy] [Analytics] [Download] [Trash]

Buttons at the bottom: Create New, Analytics

9.3. View the Performance

- After you have created a variant and published it simultaneously, its time to test what is result oriented
- You can keep an eye on the reports in the analytics
- With the help of this data & reports - you can easily understand which version is working and converting better
- Finally - you can choose the winner and decide which style to be used



10. CONNECTS – THE INBUILT LEAD CAPTURE TOOL

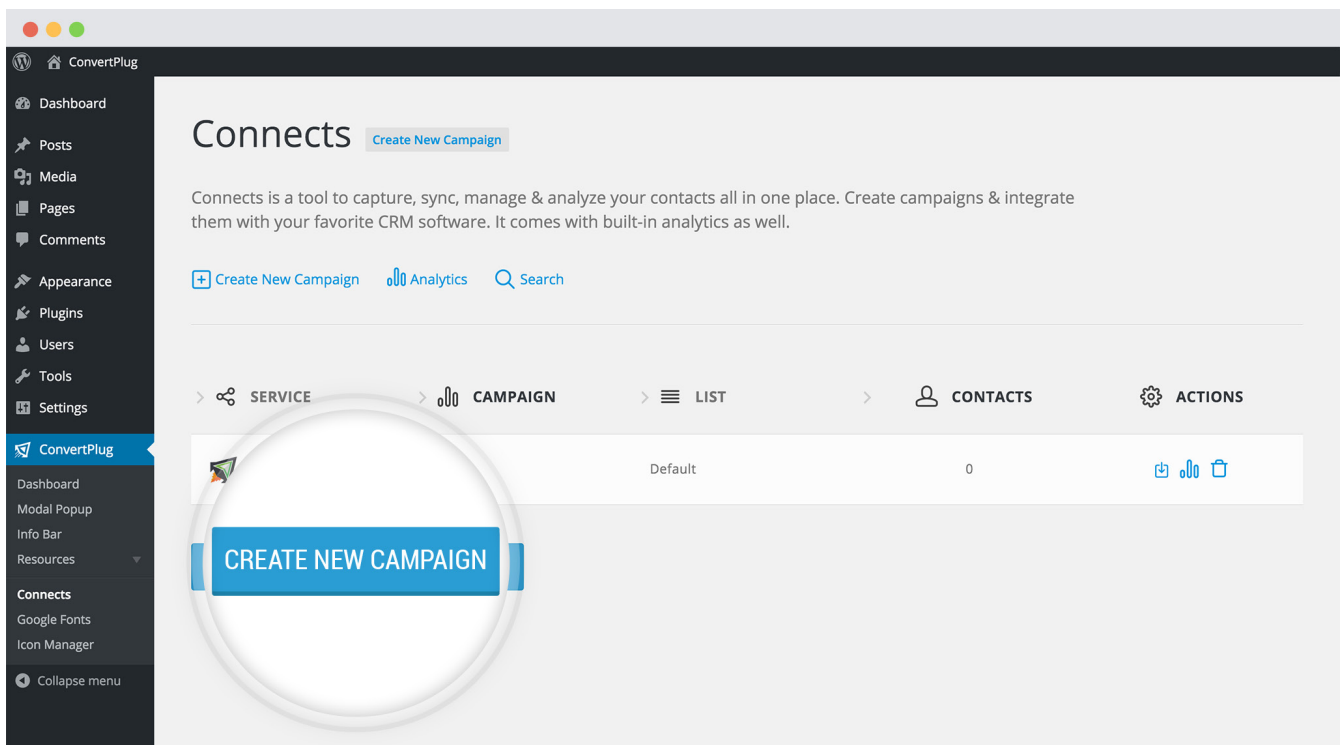
Connects is an inbuilt tool that helps store leads in one place. It allows you to create different campaigns that can be used to segment your leads.

A default campaign called 'first' is created immediately after you install ConvertPlug. This is where your submissions will get stored until you integrate it with an external email marketing software.

You can create multiple campaigns and list them. All leads and submissions are stored under the specific campaign making it easy for you to refer in the future.

In order to create a New Campaign, you have to:

- Click on the “Create New Campaign” Button.
- Enter a valid “Campaign Name” that will be easy to remember.



- Select the Service Provider you wish to work with.

The screenshot shows a web application interface for 'ConvertPlug'. On the left is a dark sidebar with a menu containing: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and a highlighted 'ConvertPlug' section. Below 'ConvertPlug' are sub-items: Dashboard, Modal Popup, Info Bar, Resources, Connects, Google Fonts, Icon Manager, and a 'Collapse menu' button. The main content area is titled 'Create New Campaign'. It features a form with a 'Campaign Name' field containing 'Affiliate Leads'. Below this is a question: 'Do you want to sync connects with any third party software?'. A dropdown menu is open, showing options: 'No' (checked), 'Active Campaign', 'Aweber' (highlighted in blue), 'Campaign Monitor', 'HubSpot', 'iContact', 'Mad Mimi', 'MailChimp', and 'MyEmma'.

Thank You For Purchasing ConvertPlug

Please sign up here through email and follow us on
Envato to stay updated with our future updates & product releases.

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<http://codecanyon.net/user/brainstormforce/follow>

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<https://www.youtube.com/user/TheBrainstormForce>