MagicSubscriber v2.3

Secret "Email-Trap" Marketing Strategy and User Manual

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Introduction:

In this *Secret "Email-Trap" Marketing Strategy* manuscript, you'll learn how to use MagicSubscriber™ to generate targeted <u>traffic</u> – and easily convert your traffic into <u>customers</u> and <u>sales</u> -- **with instant email capture technology!**

It's effortless. It only takes 2 to 5 minutes to implement. Whenever someone visits your site, MagicSubscriber™ automatically GRABS your visitor's name and email address from their Microsoft Outlook® email program and sends it to you... or feeds it to your mailing list/follow-up software automatically.

MagicSubscriber™ automatically captures your visitors' email addresses WITHOUT them having to fill out a form! This makes it 10x's easier for you to generate targeted traffic and sales. The capture process is described in the illustration below:
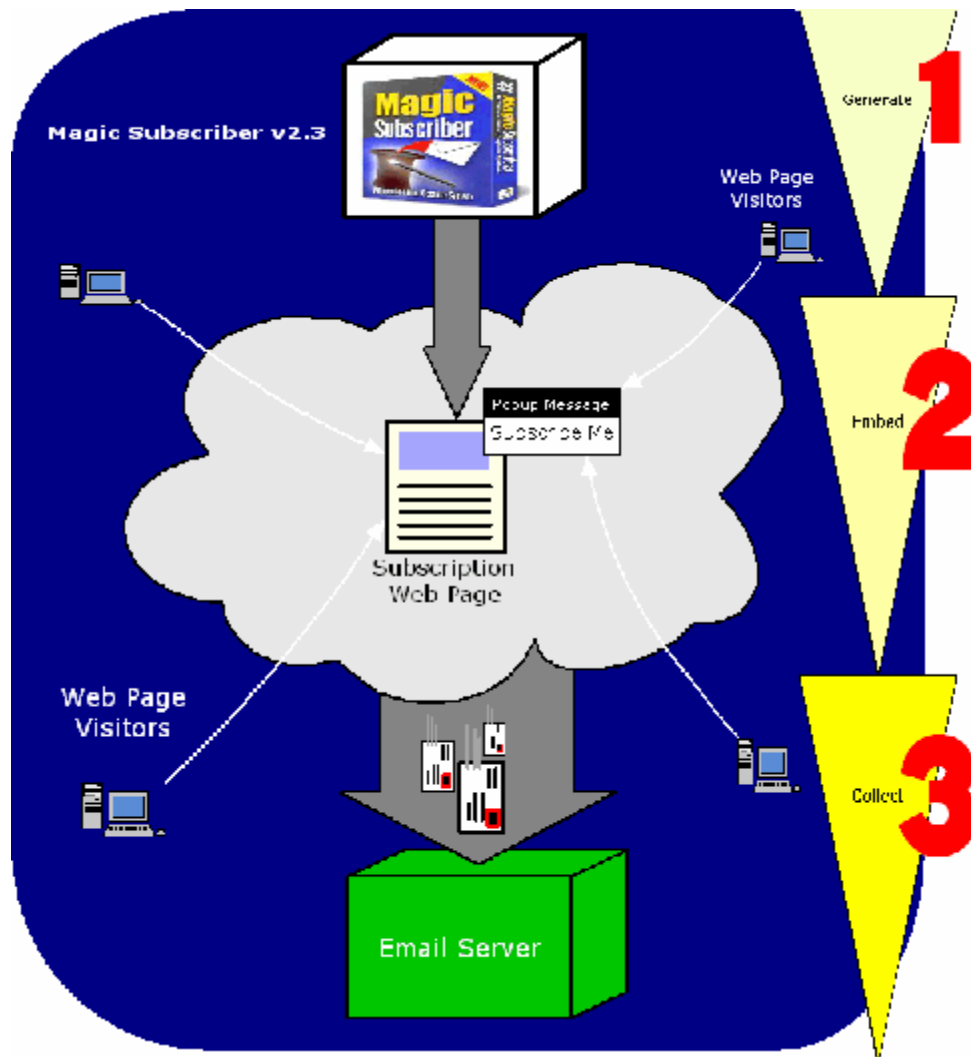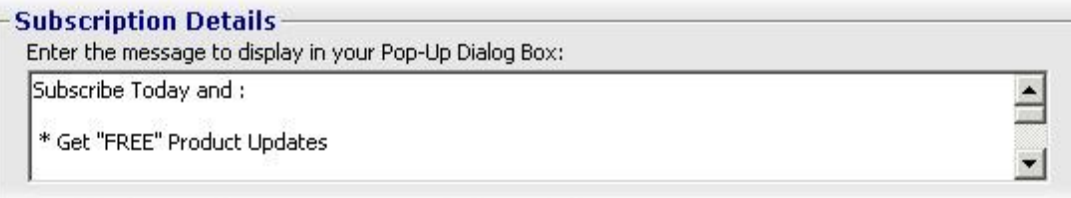

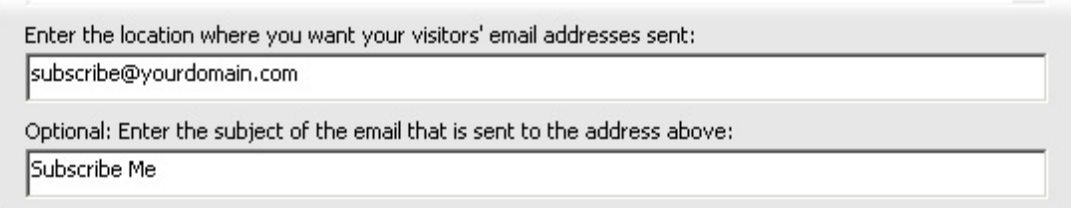System Overview of MagicSubscribers "Email-Trap" Marketing Technology

Overview:

MagicSubscriber provides the following capabilities to its users:

1. **Popup Box Message**

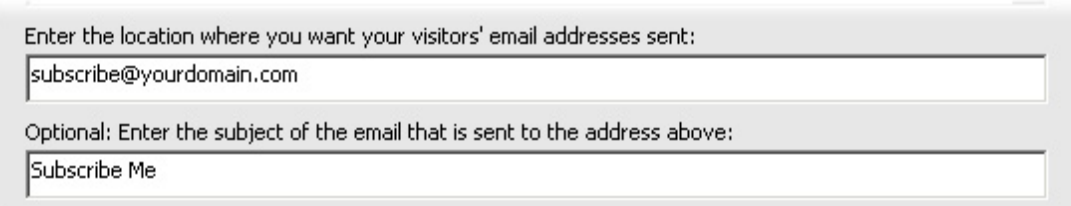> Allows you to customize the popup message that appears when a visitor browses your web page.

2. **Subscriptions Collector Email Address**

> You can define any email address used by MagicSubscriber to send subscription emails.
>
> **Note:** If you change the email address where you want to receive subscription emails, you must re-generate the script code using MagicSubscriber and update the corresponding web pages that use it.
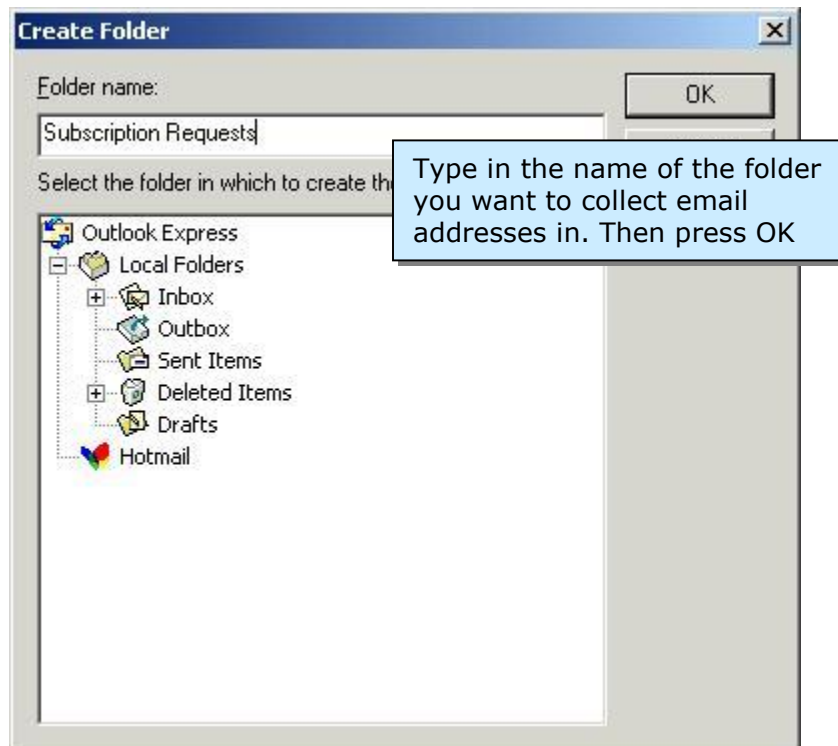
3. **Email Subject**

> This option allows you to customize the Subject portion of the email that is sent as a subscription request to your target email address.
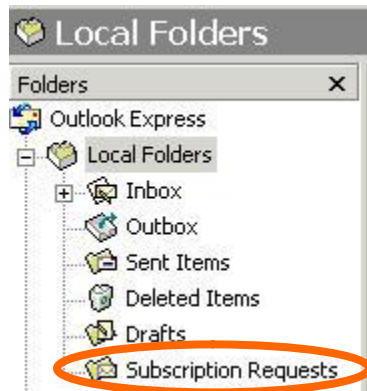>
> For example, you may want to filter out email addresses that are only for subscription. By default, MagicSubscriber generates a code that makes all subscription emails come with a subject line: **Subscribe Me**.
> If you use Microsoft Outlook Express, and use a POP3 email address to collect the email addresses, you can apply a message rule on your incoming emails and have all emails that come in with this subject line

moved to a specific folder. To apply such rules in your email client application, check if it supports message rules and follow the instructions in the Help provided with the application.
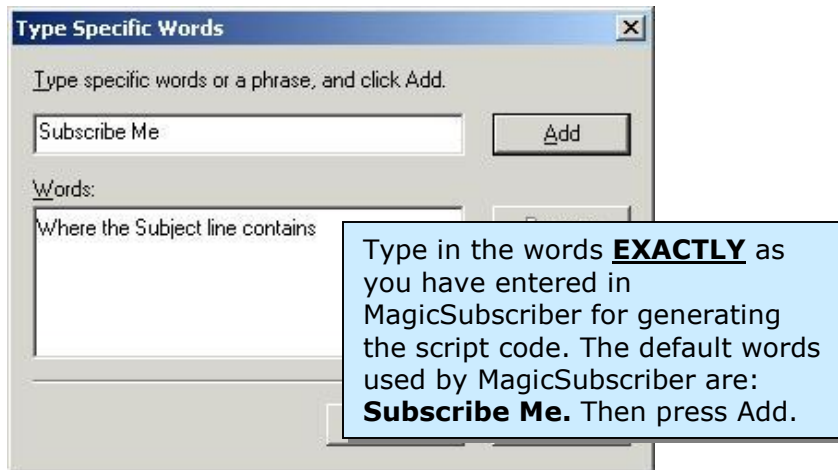

Right click on the Local Folders in your Outlook Express Folders list and select New Folder.

Type in the name of the folder you want to collect email addresses in. Then press OK

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The newly created folder appears in the Local Folders list

Now from the Tools Menu, select Message Rules and then Mail

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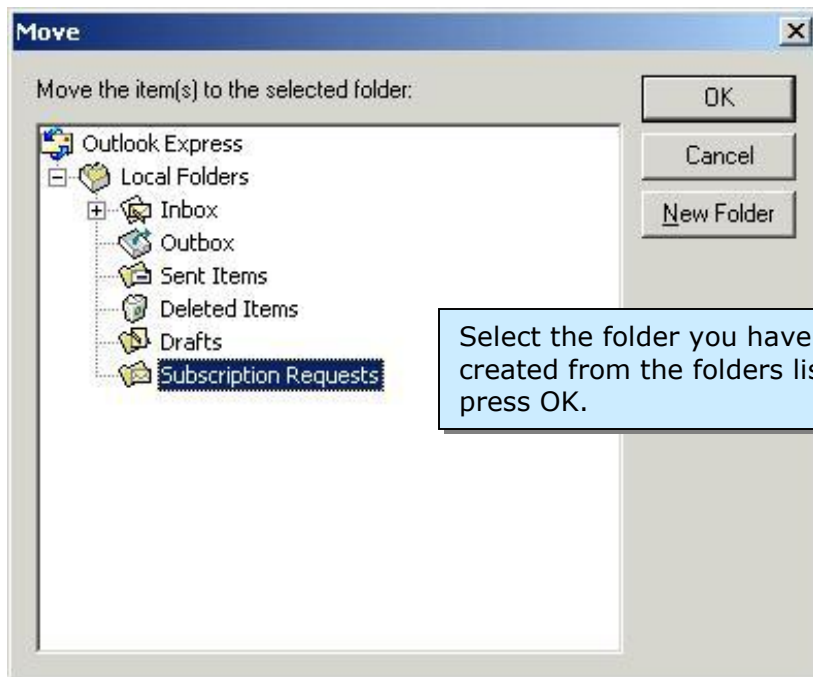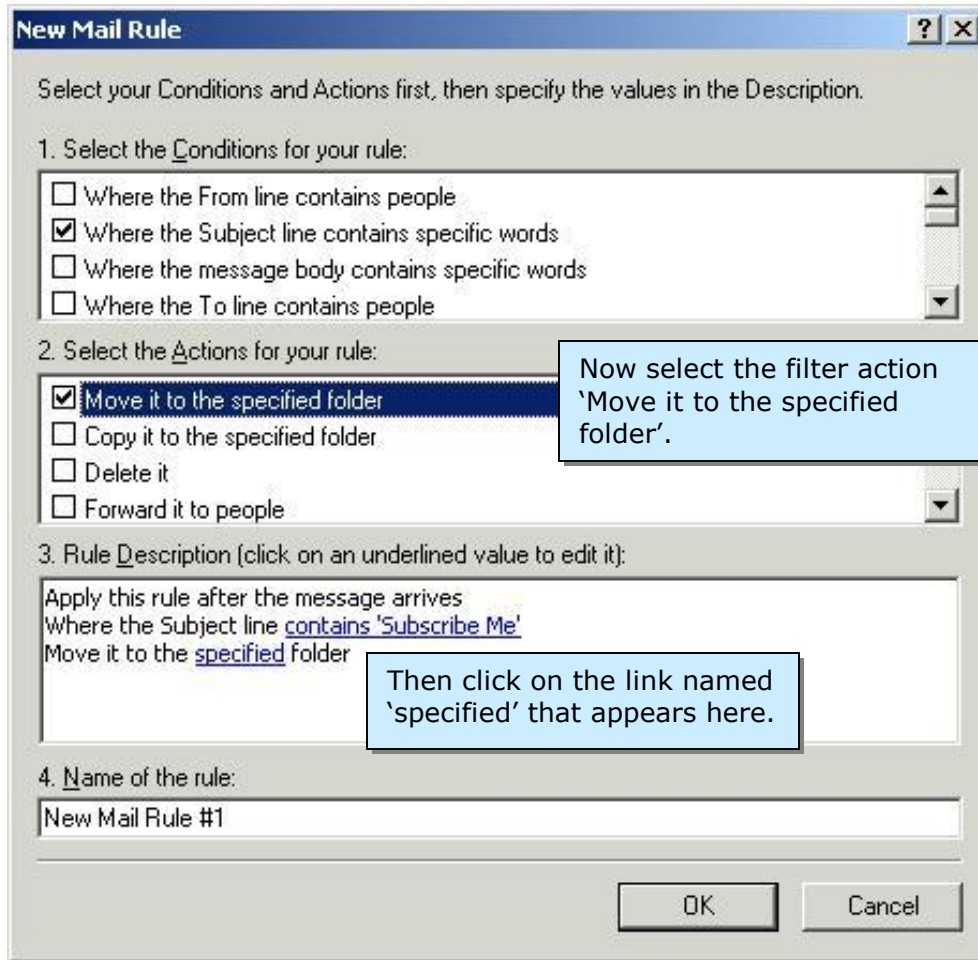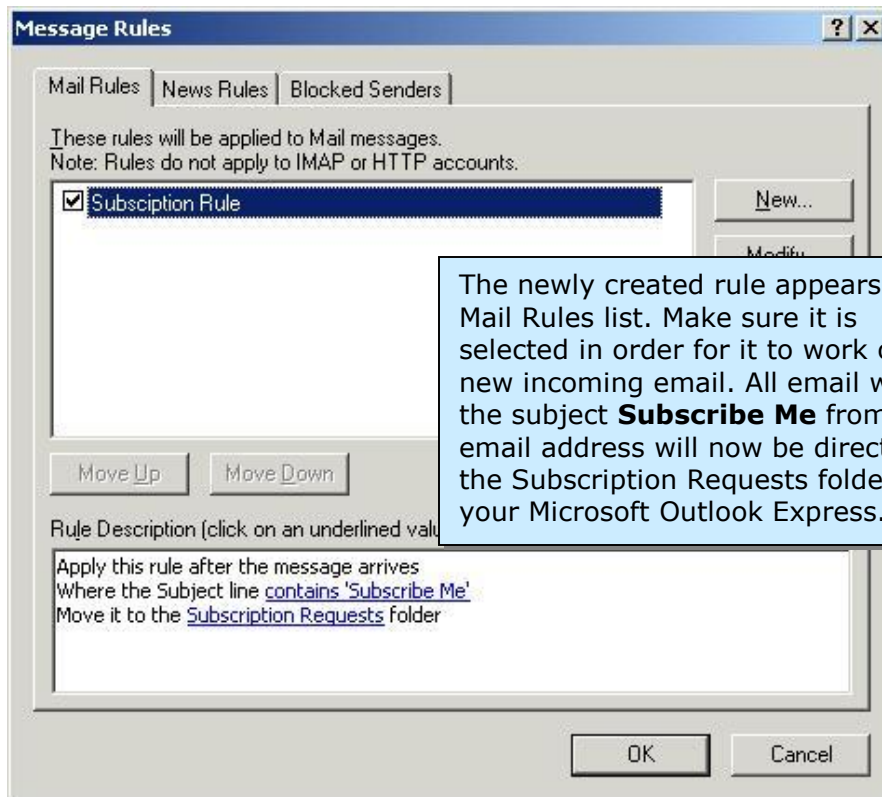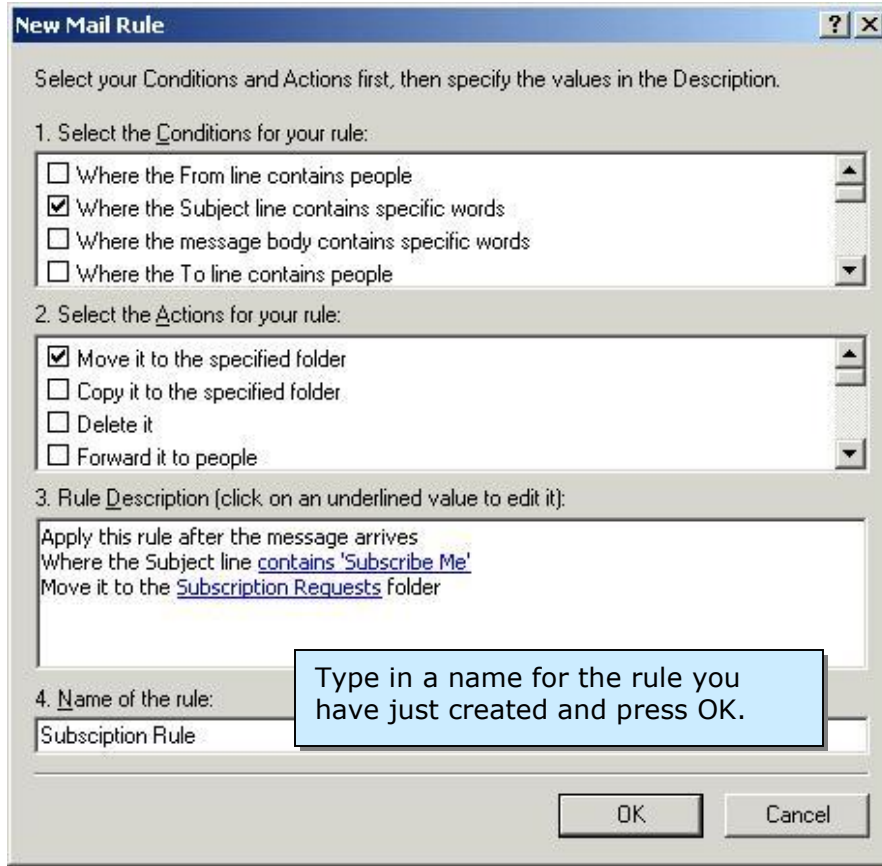## New Mail Rule

Select your Conditions and Actions first, then specify the values in the Description.

1. Select the Conditions for your rule:

- [ ] Where the From line contains people
- [x] Where the Subject line contains specific words
- [ ] Where the message body contains specific words
- [ ] Where the To line contains people

> Select the rule "Where the Subject line contains specific words".

2. Select the Actions for your rule:

- [ ] Move it to the specified folder
- [ ] Copy it to the specified folder
- [ ] Delete it
- [ ] Forward it to people

3. Rule Description (click on an underlined value to edit it):

Apply this rule after the message arrives
Where the Subject line contains specific words

> Then click on the link named 'contains specific words' as shown here.

4. Name of the rule:

New Mail Rule #1

[OK]   [Cancel]

Type Specific Words

Type specific words or a phrase, and click Add.

Subscribe Me   [Add]

Words:

Where the Subject line contains

> Type in the words **EXACTLY** as you have entered in MagicSubscriber for generating the script code. The default words used by MagicSubscriber are: **Subscribe Me.** Then press Add.

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Now select the filter action 'Move it to the specified folder'.

Then click on the link named 'specified' that appears here.

Select the folder you have just created from the folders list and press OK.

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New Mail Rule ? X

Select your Conditions and Actions first, then specify the values in the Description.

1. Select the Conditions for your rule:

☐ Where the From line contains people
☑ Where the Subject line contains specific words
☐ Where the message body contains specific words
☐ Where the To line contains people

2. Select the Actions for your rule:

☑ Move it to the specified folder
☐ Copy it to the specified folder
☐ Delete it
☐ Forward it to people

3. Rule Description (click on an underlined value to edit it):

Apply this rule after the message arrives
Where the Subject line contains 'Subscribe Me'
Move it to the Subscription Requests folder

> Type in a name for the rule you have just created and press OK.

4. Name of the rule:

Subsciption Rule

[OK]   [Cancel]

Message Rules ? X

Mail Rules | News Rules | Blocked Senders

These rules will be applied to Mail messages.
Note: Rules do not apply to IMAP or HTTP accounts.

☑ Subsciption Rule

[New...]
[Modify]

[Move Up]   [Move Down]

> The newly created rule appears in the Mail Rules list. Make sure it is selected in order for it to work on new incoming email. All email with the subject **Subscribe Me** from any email address will now be directed to the Subscription Requests folder in your Microsoft Outlook Express.

Rule Description (click on an underlined valu

Apply this rule after the message arrives
Where the Subject line contains 'Subscribe Me'
Move it to the Subscription Requests folder

[OK]   [Cancel]

For more information, check the user help in your email client application.

4. Web Page Button Details

This option lets you modify the text and colors of the subscription button that will appear on the subscription web page. This is done via an inline CSS code that is generated along with the popup code. To choose from many different colors click the ',,,' button next to the 'Default Color' or 'Color on mouse over' field.
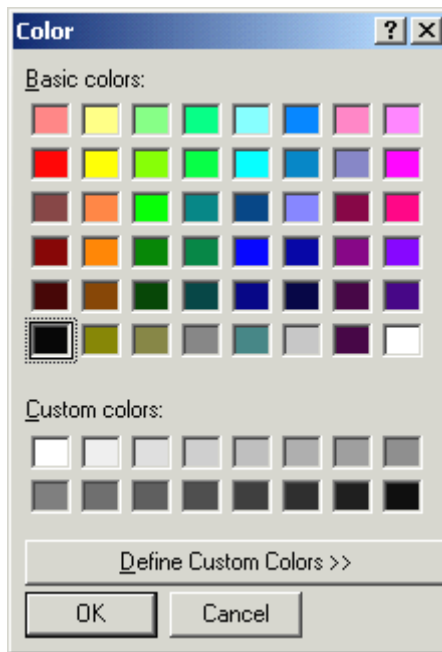
This will open up the Window standard color picker for you to choose a color. When you click OK, its corresponding HEX code can be visible in the relevant field and you are done.

Generating code with 'Default Color' as White and 'Color on mouse over' as Orange will give you the following effect:

Subscribe Me Now!
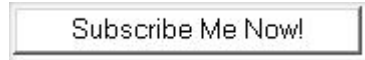
A button would appear on your webpage that would be white in color.

Subscribe Me Now!

When you move your mouse cursor over it, The button changes its color to orange.

5. Popup Box Frequency

Subscribe Box Frequency

⦿ Every time   ○ Weekly   ○ Once Per Session   Time Delay (in secs.) [0]

This option can enforce the frequency of the popup message that comes up on the web page. This feature relies on browser cookies to set the popup frequency at client-side. Whenever a visitor browses the subscription web page, a cookie is set on the visitor's computer that is checked on all subsequent visits for the same visitor.

Frequency options include: Having the subscription message popup once per visit whenever a regular visitor browses your web pages, or setting the popup message to be displayed every time or weekly, and enabling the message to spring up after a little delay once the web page is opened up. As seen, the delay is setup in terms of seconds.

Example:
Let's say we generate a popup script from MagicSubscriber with the setting of Popup Box Frequency to Weekly, and embed the generated code into an HTML webpage. If a new visitor browses the web page containing the script, a cookie is set on the user's machine so that whenever he/she comes to that page again, the script checks to see if a week has past since the last visit and a popup appears accordingly. If it has been less than a week, then no popup appears. This option becomes handy if you want to keep your site with minimum popups for your regular visitors.
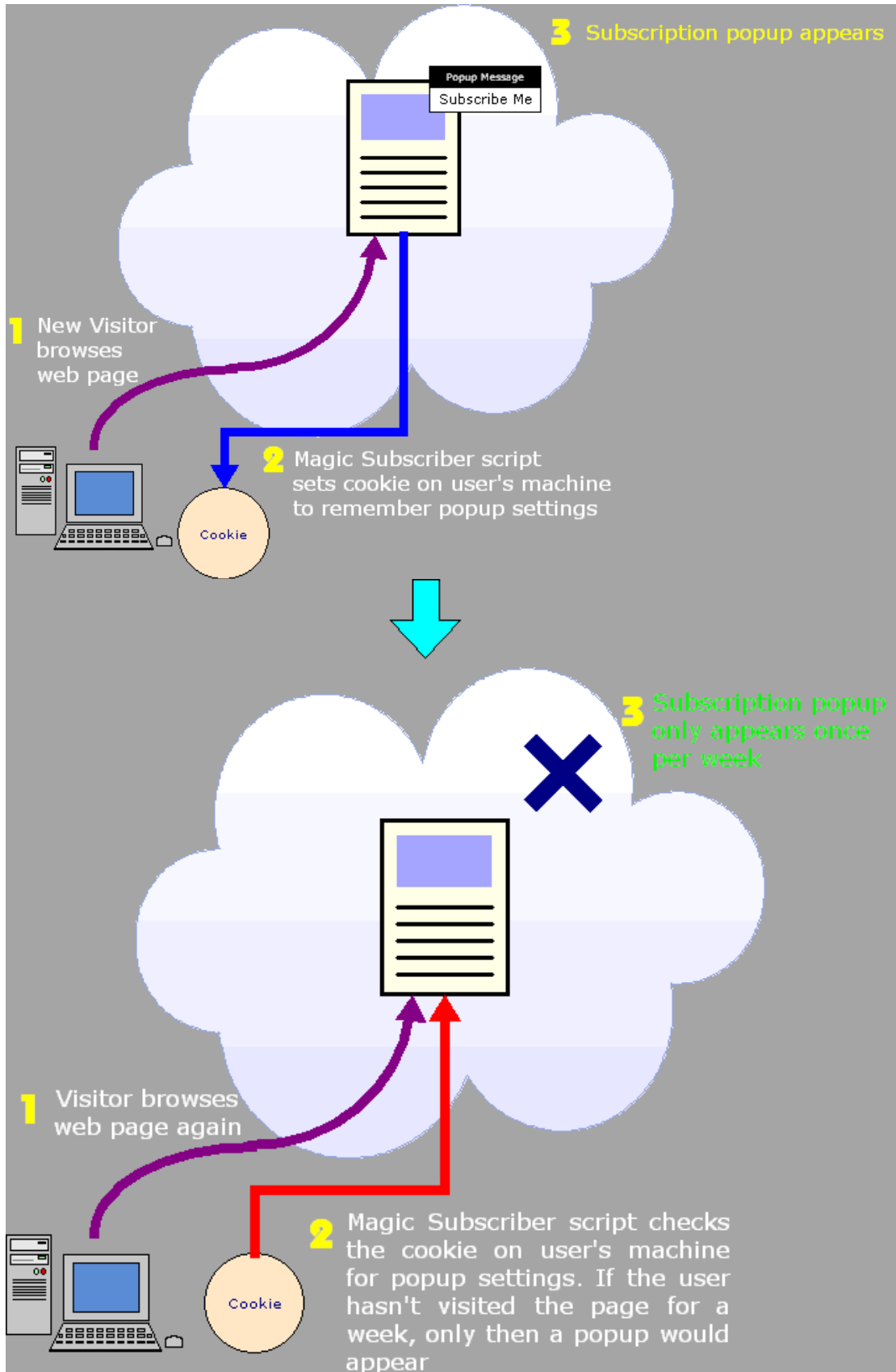
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3 Subscription popup appears

Popup Message
Subscribe Me

1 New Visitor browses web page

2 Magic Subscriber script sets cookie on user's machine to remember popup settings

Cookie

3 Subscription popup only appears once per week

1 Visitor browses web page again

Cookie

2 Magic Subscriber script checks the cookie on user's machine for popup settings. If the user hasn't visited the page for a week, only then a popup would appear

6. Popup Box Trigger

This option enables you to define exactly when to open up the popup box. It includes setting the popup box to open on entry to the web page or on exit from the web page or both.

Setting the popup box to 'On Entry' will generate a code to spring up the popup box whenever the web page is opened.

Setting the option to 'On Exit' will open up the popup box when the visitor chooses to close the window or moves off the web page to another web page in the same browser window.

Both actions are performed by setting the option to 'Both Entry and Exit'.

7. Script Code Generator

The two buttons here provide the actual functionality of creating or viewing a sample of the popup message box that would appear on a web page.

You can view the preview of the popup message box via 'Preview Box'. This will generate a temporary web page with the message box you will end up with after setting the different options.

The 'Generate Code' button can be used to create the actual popup script - all custom-made - using your option settings.

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8. Header Code

This area provides the script you need to put in the header area of your HTML web page. All you need to do is:

1. Open the HTML code for the web page you want to have the popup message box attached to;
2. Click on the 'Copy Code' button on the right;
3. Right click anywhere in the area between `<HEAD>` and `</HEAD>` tags in your HTML page and simply Paste the copied script into that area.

The `<HEAD>` and `</HEAD>` tags are found at the topmost section of any HTML page.

9. Subscription Button Code

This is the code for the Subscription button to appear on your web page. You need to Copy it and then Paste anywhere inside the HTML code of your web page. The button will appear on your page where you insert the code in its HTML.

10. Script Activation Code

This code is required to be put in the `<body>` tag. Again, simply click on the 'Copy Code' button then right click and paste it in your HTML file, replacing the `<body>` tag with the newly generated one.

For Advanced users, notice that it actually inserts:

```
onload:javascript:JS_Confirm();
```

into the `<body>` tag. So, if your `<body>` tag contains more than just `<body>`, then you just need to add the above code inside your `<body>` tag.

Script Overview:
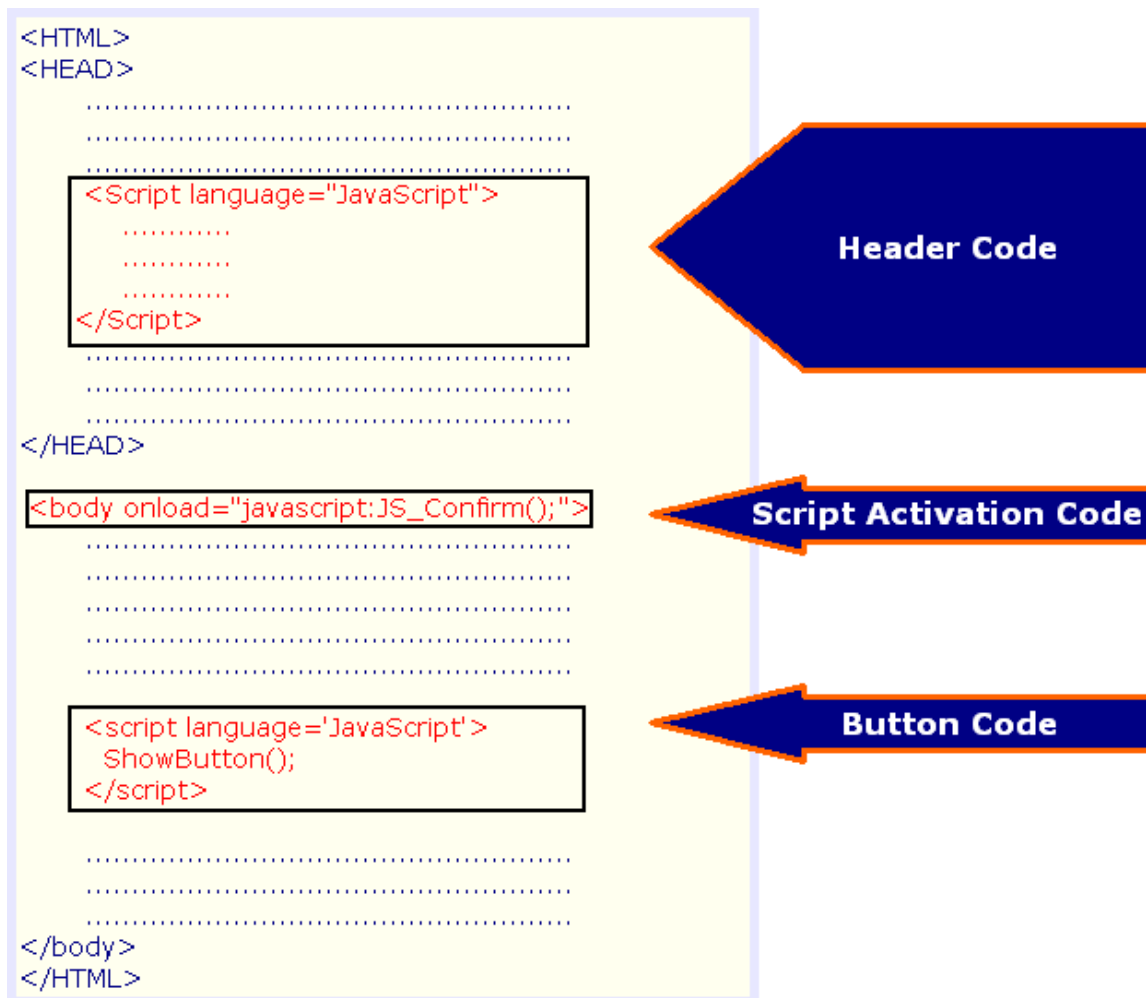
Figure 2: Script Overview

Important Note:

You **must** Copy and Paste **all** the code generated from Magic Subscriber. This means the Header Code, Script Activation Code and Button Code as indicated in the diagram above.

Example:

1- Let's say we want to generate a popup script for our web page:

2- We open Magic Subscriber, configure the desired settings and generate the code:
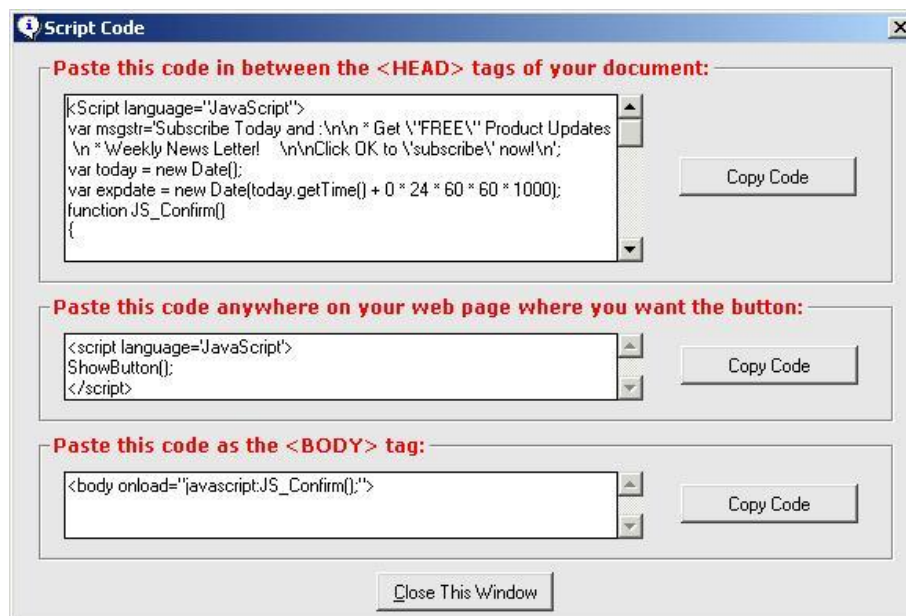
3- Then we edit our web page with an HTML editor, such as Microsoft FrontPage, and view the HTML code. As per instruction, we paste the first portion of the code, the **Header code**, at the top of the HTML inside the `<Head>` and `</Head>` tags as shown:

4- We follow the second instruction and put the **Button Code** where we want the subscription code to show up in the web page:

5- Finally we add the Script Activation Code in the `<body>` tag which is usually located at the top region of your HTML source:

Note:

You may find that the HTML `<body>` tag contains more than just `<body>` in it e.g:

```
<body bgcolor='#FCFCFC' text="#000000" leftmargin="0"
topmargin="0" marginwidth="0" marginheight="0">
```

If this is the case you need to insert the code

```
onload="javascript:JS_Confirm();"
```

within the `<body>` tag so that your resulting body tag looks like:

```
<body onload="javascript:JS_Confirm();" bgcolor='#FCFCFC'
text="#000000" leftmargin="0" topmargin="0" marginwidth="0"
marginheight="0">
```
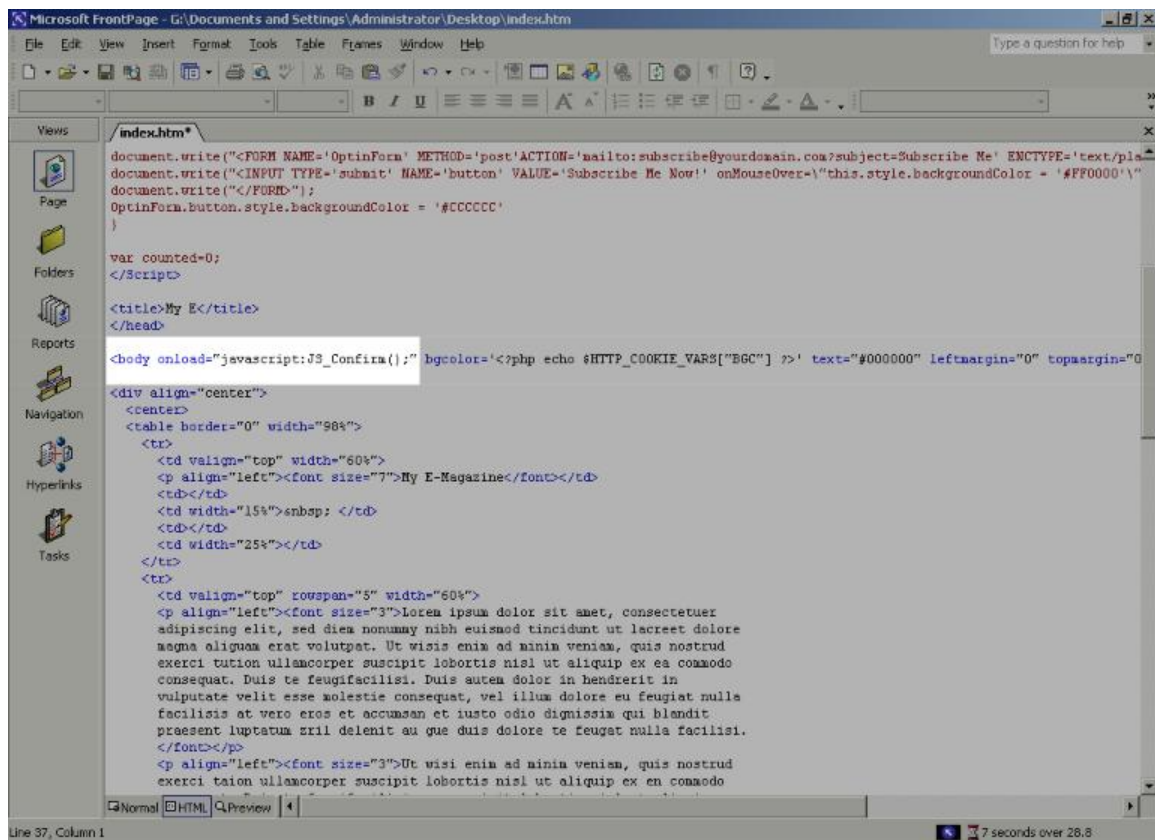
System Requirements

MagicSubscriber script generator desktop application is made to efficiently run on the following platforms:

- Windows 9x,
- Windows NT
- Windows 2000
- Windows XP

MagicSubscriber script generator depends on an Internet Explorer 6 compatible web browser to show the popup message previews and related stylized subscription button using CSS.

Useful Software:

MagicSubscriber provides you with a means of collecting email addresses automatically and provides an unbelievably quick 'one-click' method to subscribe for your potential visitors.

For more great software check out:
www.mewebhost.com/software.html