

Blogger

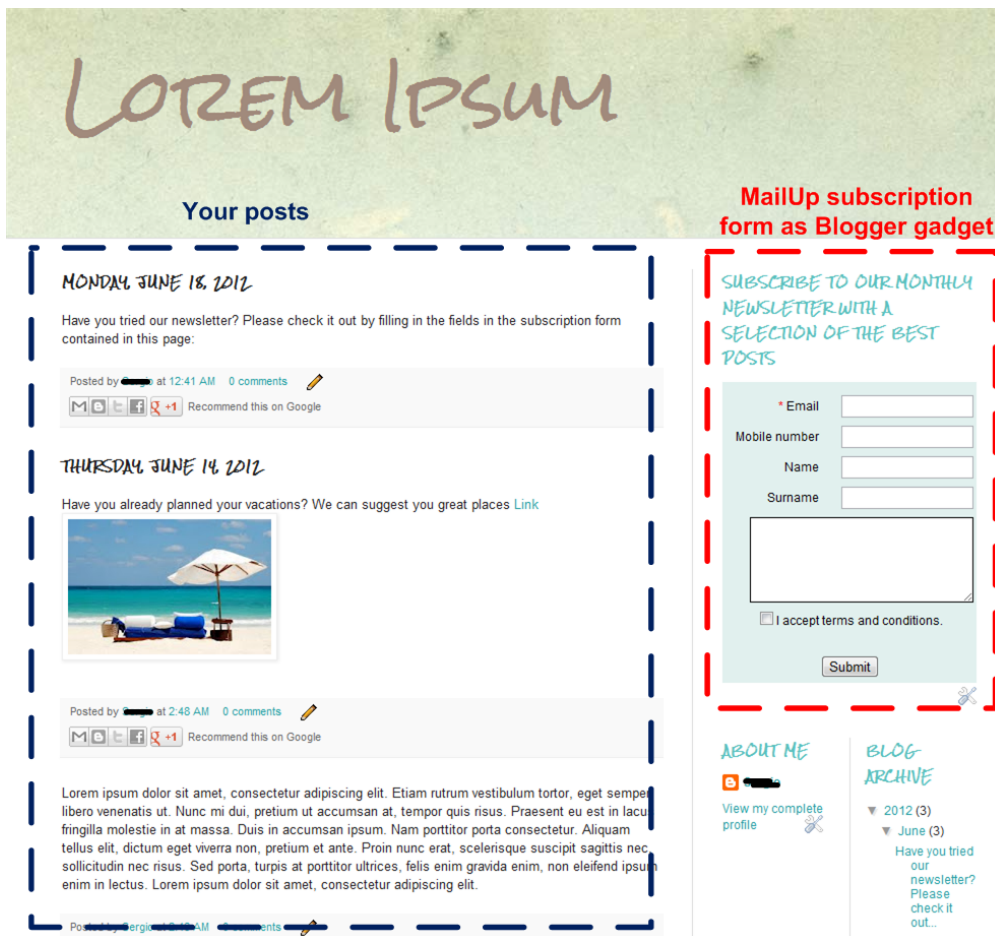
Visitors to your Blogger-powered blog or Web site will be able to subscribe to your newsletter using a configurable sign-up form. Their information will be saved in your MailUp account. You will use your MailUp admin console to manage those subscribers, create and send messages to them, view statistics on sent messages, and more.

The MailUp plugin supports the recommended 'confirmed opt-in' subscription method (i.e. subscriber receives an email with a confirmation link that has to be clicked to confirm the subscription). This method ensures that spam traps or wrong email addresses are never added to your list. The unsubscription process will be managed automatically by MailUp (e.g. unsubscribe link in the footer of your messages).

MailUp supports SMS (text messaging) too, so you can choose to collect a mobile phone number as well.

How to use the MailUp plugin

1. **Sign up** for a free trial (no credit card required): [English](#) / [Italiano](#)
2. **Create one or more Lists** (e.g. two Blogger sites: you will create two Lists in MailUp).
3. **Add the plugin** as a column gadget of your Blogger web page (see image below and refer to the instructions contained into the child pages listed below).
4. **Configure MailUp settings** such as the header, footer, message templates, confirmation request email, welcome message, etc.
5. Visitors to your Web site will start signing up, and you will be able to **track the subscription** trend over time in your MailUp admin console.
6. **Create and send** email and/or text (SMS) messages to your subscribers.
7. Use the NEW MESSAGE FROM RSS feature to **create a newsletter** from RSS feeds. Just select the posts and choose a template and priority. You will be able to edit the newsletter after it has been automatically created, before you send it, without any copying and pasting.
8. MailUp automatically manages the **unsubscribe process** and gives you access to statistics down to the individual recipient level (opens, clicks, social sharing, etc.)



Glossary

- **Gadget:** application that can be included inside your Blogger-powered blog or Web site
- **Admin:** administrator user of Blogger-powered blog or Web site
- **Backend:** configuration form of the gadget, it can be accessed only by the admin user
- **Frontend:** subscription form that is displayed by the gadget to all users that are connected to your Blogger-powered blog or Web site

Configuration and examples

Please refer to child pages listed below