

# WordPress

With the [MailUp for WordPress – Email and Newsletter Subscription Form](#) plugin you can create a **subscription form on your WordPress website or blog** and let your visitors subscribe to your email and SMS campaigns.

This plugin aims to:

- **simplify data collection** and database management operations, and
- automatically **connect your MailUp platform with your WordPress** website

All the data entered by users in the form are automatically saved in your MailUp account. You can send your email and SMS campaigns to all the users who have subscribed through the form directly from your MailUp platform.

**This plugin allows you to create and customize your subscription forms in every detail:** title, description, subscription button, form fields, terms, and conditions.

- [Installing the MailUp Plugin for WordPress](#)
- [Configuring the plugin](#)
- [How to use the form](#)
- [Is it possible to use the plugin for multi-language sites?](#)
- [Is it possible to insert two forms by using the plugin?](#)

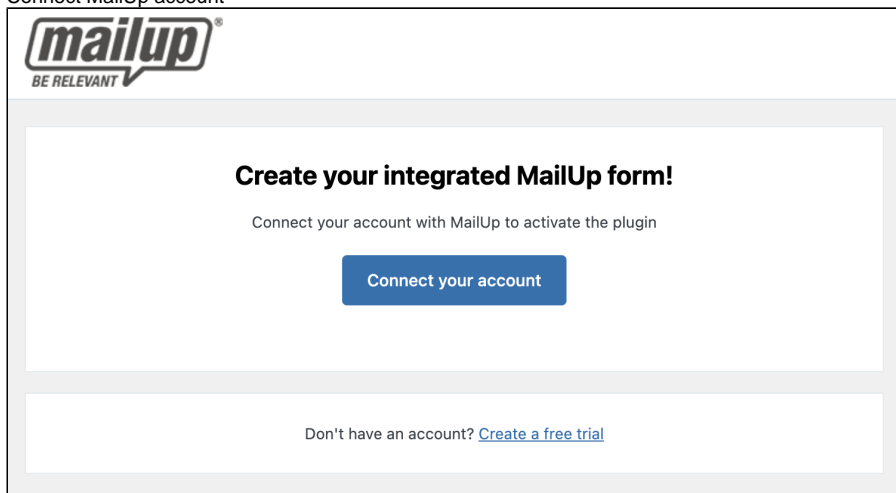
## Overview

The MailUp plugin for WordPress simplifies the addition of a registration form on a WordPress site and the collection of recipients for email and SMS campaigns.

Connect your MailUp account to WordPress, select a list and start designing your ready-to-use registration form.

## Installing the MailUp Plugin for WordPress

- Download and install the plugin from the WordPress directory <https://wordpress.org/plugins/mailup-email-and-newsletter-subscription-form/>
- Connect MailUp account



- Log in with your MailUp credentials (username and password)



Welcome to Authorization Server

Please enter your login credentials to proceed.

Username

Password

**Log On**

Your login information is used only for authorization purposes and will not be shared with the external application.

▪ Confirm



Welcome to Authorization Server

Do you really want to authorize the following app?

**Wordpress Plugin**

**CONFIRM**

**DENY**

Your login information is used only for authorization purposes and will not be shared with the external application.

Now that you have connected your MailUp account with WordPress, you have to build your form.

## Configuring the plugin

### General Settings

In the general settings you will find:

**List:** choose the MailUp list in which you want to collect your recipients

**Group:** give a name or select the group in which you will find your new subscribers

**Title and description of the form:** tell your visitors why they should fill out your form

**Button Text:** customize the text of the subscribe button



The screenshot shows the MailUp plugin configuration interface. At the top left is the MailUp logo with the tagline "BE RELEVANT". Below the logo are three tabs: "General Settings" (selected), "Form Fields", and "Advanced Settings". To the right of the tabs is the shortcode "[mailup\_form]".

The "General Settings" section contains the following fields:

- List:** "Select the list you want to use." A dropdown menu is set to "Leads".
- Group:** "Users will always be part of this group. They will also be placed in specific groups based on privacy choices." A text input field contains "Subscribers WP".
- Form Title:** "Used to give your form title. Leave blank if you think is not necessary." A text input field contains "Lots of original content, zero spam. Subscribe to the n".
- Form Description:** "Used to give your form a description. Leave blank if you think is not necessary." A rich text editor is shown with the "Text" tab selected. The content is "Always stay up to date! Join the 5,000 marketers who receive our communications." The editor includes a toolbar with options for Paragraph, Bold, Italic, Text color, Background color, Link, Unlink, and Media.
- Submit button text:** "Used to personalize the submit button text (e.g. Send, Subscribe, Sign-in, Sign-up...)" A text input field contains "Sign-up".

A "Save" button is located at the bottom right of the configuration area.

### Form fields

**In the Form Fields tab, you can add and remove form fields.** For each field, you can decide in what MailUp recipient field should the information be written, what type of content, the label displayed, and whether the field is mandatory or not.

General Settings
Form Fields
Advanced Settings
shortcode: [mailup\_form]

**Form Fields:**  
Create your form including some custom fields. Including at least email or phone, is mandatory.

Field ID on MailUp	Type	Displayed Name	Required	
<input type="text" value="email"/>	<input type="text" value="text"/>	<input type="text" value="Email"/>	<input checked="" type="checkbox"/> Required	<a href="#" style="border: 1px solid #f96; padding: 2px 5px; color: #f96;">Remove</a>
<input type="text" value="name"/>	<input type="text" value="text"/>	<input type="text" value="What's your name?"/>	<input checked="" type="checkbox"/> Required	<a href="#" style="border: 1px solid #f96; padding: 2px 5px; color: #f96;">Remove</a>
<input type="text" value="country"/>	<input type="text" value="text"/>	<input type="text" value="Where you live?"/>	<input type="checkbox"/> Required	<a href="#" style="border: 1px solid #f96; padding: 2px 5px; color: #f96;">Remove</a>
<input type="text" value="birthday"/>	<input type="text" value="date"/>	<input type="text" value="When is your birthday?"/>	<input type="checkbox"/> Required	<a href="#" style="border: 1px solid #4a90e2; padding: 2px 5px; color: #4a90e2;">Add</a>

The **Terms and Conditions** section gives you the ability to add up to three custom fields. Each condition will automatically create a dedicated group in your MailUp account so that you can easily retrieve who accepted them and create your marketing campaigns.

### Terms and Conditions

Here you can set your terms and conditions acceptances.

**1 - Usually required and used for general terms of service**

Include:  Required:

Visual Text

Paragraph **B** *I* [List] [List] [Quote] [List] [List] [List] [Link] [List] [List] [Table]

I confirm that I have read the information on data processing.

P » SPAN

*whoever accepts, will be included in the group Iscritti WP Terms and Conditions 1*

---

**2 - Usually used for marketing communication**

Include:  Required:

Visual Text

Paragraph **B** *I* [List] [List] [Quote] [List] [List] [List] [Link] [List] [List] [Table]

Yes, I want to receive updates on training and events.

P

*whoever accepts, will be included in the group Iscritti WP Terms and Conditions 2*

---

**3 - Usually used for data profilation**

Include:  Required:

Visual Text

Paragraph **B** *I* [List] [List] [Quote] [List] [List] [List] [Link] [List] [List] [Table]

*whoever accepts, will be included in the group Iscritti WP Terms and Conditions 3*

---

[Save](#)

### Advanced settings

In the Advanced Settings tab you can, first of all, decide if people who sign up should receive an **email requesting confirmation**. You can customize some **feedback messages** and decide whether to use placeholders instead of labels.

Your form will inherit your WordPress styles. But if you want to customize it further, use the **Custom CSS** section.

**mailup**  
BE RELEVANT

General Settings   Form Fields   **Advanced Settings**   shortcode: [mailup\_form]

**Other Settings**

Request confirmation by email:

Use placeholders instead of labels:

**Messages**  
*Edit default messages for subscription status.*

Successful registration:

Generic Error:

**Custom CSS**  
Insert here your custom CSS:

```

/* Main container*/
#mpwp-container {

}

/* Form content container */
#mupwp-form-content {

}

/* The <form> */
#mupwp-form {

}

/* The form title */
#mupwp-form-title {

}

/* The form description */
#mupwp-form-description {

}

```

Save

## How to use the form

After creating and customizing the form you can:

- place it wherever you want using the **shortcode: [mailup\_form]**. Note that you can only have one form per page.
- Add it to the sidebar by activating a **new Widget**. The form will inherit your WordPress styles.

## Is it possible to use the plugin for multi-language sites?

Yes, the latest version of our plugin is fully compatible with WPML.

## Is it possible to insert two forms by using the plugin?

No, it's not. Plugin can only insert a single form. Our [Mailup forms](#) should be used, in the case you need two or more forms.

Do you have the old version of this plugin?

### Introducing the MailUp Plugin for WordPress

The MailUp plugin for WordPress makes it easy to add a customizable newsletter signup form to a WordPress Web site. With the MailUp plugin, you can easily add a newsletter sign-up form to your Web site or blog and then send and track email and SMS with MailUp.

- Visitors to your WordPress-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 platform 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 it

MailUp and WordPress make it easy to create a Web site and a blog and to communicate with readers or site visitors through a newsletter.

1. Signup for a free trial (no credit card required): [English](#) / [Italiano](#)
2. Create one or more Lists (e.g. two WordPress sites: you will create two Lists in MailUp).
3. Install the plugin in your WordPress admin area, as described below
4. Configure 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 (a list of recent articles from your WordPress-powered blog). 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.)

### Installing the MailUp Plugin for WordPress

See the video tutorial above for an overview. Here are detailed instructions:

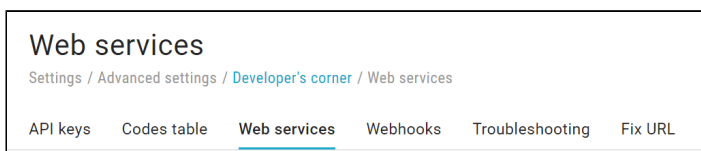
1. Sign in to your WordPress admin account from your website or blog.
2. View the Plugins tab and click on "Add New."
3. Search for the "MailUp" plugin on the search tab
4. Click on "install now." and click "yes" to confirm.
5. Click on "Activate plugin."
6. Go to the Appearance section and click on the widgets tab. You can see all the available widgets including the MailUp one.
7. Drag the MailUp widget into the main sidebar.
8. You can now go to your website and check that the MailUp newsletter plugin is installed.

### Configuring the plugin

#### Authorizing WordPress to communicate with MailUp

Before you can connect your WordPress site to your MailUp account by filling out the fields on the setup page, you will need to activate the MailUp API in your MailUp account:

1. Log into your MailUp account
2. Navigate to *Settings > Advanced settings > Developer's corner > Web services*:



1. Select *Frontend* from the drop-down
2. Check the *Enabled* checkbox
3. For added security, enable IP Address Validation and add the IP address of your Website



### Locating the IP address of your Web site

To find out the IP address of your Web site, you can use a service such as <https://www.site24x7.com/find-ip-address-of-web-site.html>

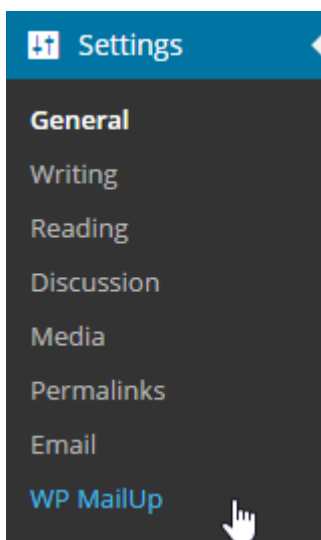


### Potential issue with IP address validation

If after completing the setup you keep getting a "Generic Error" when testing the subscription form, try disabling IP address validation in your MailUp console.

## Connecting WordPress to MailUp

After installing the plugin and authorizing an external connection to your MailUp account, access the WordPress administration panel and select *Settings > WP MailUp* in the left-side navigation menu to configure the plugin.



The setup page will be displayed.

Continue with the steps below, starting with adding your MailUp account credentials to the General Settings tab

### WP-MailUp Settings

Configure your newsletter subscription signup form, then manage your campaigns in MailUp.

[Video Tutorials](#) | [Free Trial](#) | [About MailUp](#)

**General settings**

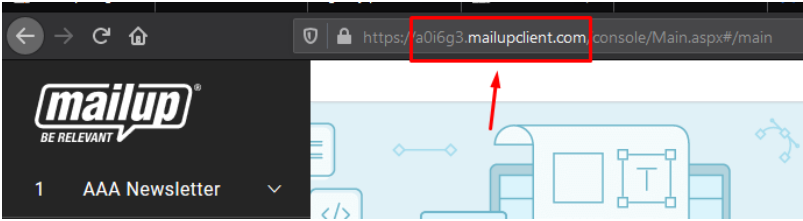
To use this plugin, you need a MailUp account (free trial) and your MailUp API credentials.

MailUp console host:	<input type="text" value="a4a0g.s18.it"/>
Subscribe path:	<input type="text" value="/frontend/xmlSubscribe.aspx"/>
Plugin title:	<input type="text" value="Monthly Newsletter"/>
Description:	<input type="text" value="Our monthly newsletter with a selection of the best p"/>
Submit button:	<input type="text" value="Sign Up"/>
Select preloaded CSS for widget:	<input type="text" value="Rounded corners"/>
Use placeholders instead of labels:	<input type="checkbox"/>
Request confirmation by email:	<input checked="" type="checkbox"/>
I am using WPML to translate this website:	<input type="checkbox"/>

Configure the settings in each section as described below. Please note that all the data required to configure the plugin is available in your MailUp console under "*Settings > Codes Table*".



Use this section to configure general properties, including the MailUp account URL, form title, etc.

Setting	Description	Default Value	Example
MailUp Console host	MailUp console URL		abcd.sp09.it 
Subscribe path	Subscription page name and path ( <b>do not modify this entry</b> )	/fronted/xmlSubscribe.aspx	
Plugin Title	The subscription form title is shown where the widget is placed		"Sign up for our newsletter!"
Description	Text is shown under the title		"Enter your information and press Sign Up"
Submit Button	Text used for the submit button		"Sign Up"
Select preloaded CSS for the widget	Select one of four predefined styles. [1]		
Use placeholders instead of labels	If checked, placeholders inside recipient fields will be used to display the names of the fields		
Request confirmation by email	Asks new subscribers to confirm their subscription via email (recommended)	Checked	
I am using WPML to translate this website	Check this option if your WordPress site uses WPML or Polylang for multilanguage support.		

[1] You can change the style of the sign-up form [as shown here](#).

The last option is useful if your WordPress site uses WPML or Polylang for multilanguage support. By checking this box, each text string configured in the MailUp plugin will be added to the WordPress strings DB shared by all plugins. The translation plugins will retrieve the strings from this DB and allow to translate them, so that language selection made by the user at the site level will also be reflected in the subscription form configured with MailUp's WordPress Plugin.

### Recipient list

Select which List in your MailUp account the new subscriber will be added to. MailUp accounts support multiple lists, but you can only add site visitors to one List (and optionally one Group within the List) using this widget.

Field	Description
List-ID (REQUIRED)	Numeric list identifier. You can locate the ID in your MailUp console under "Settings > Codes Table".
List displayed name (NOT REQUIRED)	Not currently in use
Group ID (NOT REQUIRED)	Numeric Group identifier within the list. You can locate the IDs in your MailUp console under "Settings > Codes Table".

### Personal Data Fields

The subscription form can pass up to eight separate pieces of information to MailUp. Either the email or the mobile phone number must be sent to MailUp for the user to be added to the system, so you must make at least one of those two fields required. The other six fields can be associated with any of the additional fields used in your MailUp console under "Manage > Personal Data Fields". Please note that one of these six additional fields is a date picker, so this particular field can only be used to send a date (in US format, mm/dd/yyyy).

- Check "Show" to show the field in the widget
- Check "Req." to make the field required
- The field code must match a valid field code in your MailUp console. **"Email" and "SMS" should not be altered. The other field codes can be any of the field codes available in your MailUp console, and they can be located under "Settings > Codes Table"**.
- You can use as few as 1 field and as many as 8 fields. In the example below, 5 fields are used.

The screenshot shows the 'WP-MailUp Settings' interface. At the top right is the MailUp logo with the tagline 'BE RELEVANT'. Below the logo, it says 'Configure your newsletter subscription signup form, then manage your campaigns in MailUp.' There are links for 'Video Tutorials', 'Free Trial', and 'About MailUp'. The settings are organized into sections: 'General settings', 'Recipient list', and 'Recipient fields'. The 'Recipient fields' section contains a table with columns for 'Show', 'Req.', 'Field code', and 'Displayed name'. The following table represents the data shown in the screenshot:

	Show	Req.	Field code	Displayed name
Email:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Email	Email
Mobile number:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	sms	Mobile number
Custom field 1:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Campo1	Name
Custom field 2:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Campo2	Last Name
Custom field 3:	<input type="checkbox"/>	<input type="checkbox"/>	Campo3	
Custom field 4:	<input type="checkbox"/>	<input type="checkbox"/>	Campo4	
Custom field 5:	<input type="checkbox"/>	<input type="checkbox"/>	Campo5	
Date Picker:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Campo6	Birthday

Here is how the plugin looks by default on customer-facing pages:

The screenshot shows a customer-facing newsletter subscription form. It has a title 'NEWSLETTER' and a subtitle 'Our monthly newsletter with a selection of the best posts'. Below the subtitle are five input fields, each with an asterisk indicating it is required: '\*Email', '\*Mobile number', '\*Name', '\*Last Name', and 'Birthday'. At the bottom of the form is a dark grey button labeled 'SIGN UP'.

## Messages

Here you can edit the error messages that are shown when the submit button is pressed if there is an issue.

Error type	Example
Success	"Thank you for subscribing to our newsletter. Check your email to confirm your subscription."
Generic error	"There was an issue. Please try again."
Invalid address	"The email address is not valid"
Already present	"It looks like you're already a subscriber!"

### Terms and conditions

You can add up to two conditions the subscriber has to accept to subscribe to the form. Enabling one or more conditions is optional.

In the widget panel, the submit button requires you to select all the enabling conditions to proceed.

In the example below two conditions are enabled, only then for the first one, an additional text is provided. Please note that basic HTML can be included in the text area field to link to an external document

<b>Admin panel</b>	<b>Frontend</b>
--------------------	-----------------

### Terms and conditions

Require acceptance of condition 1:

Condition 1 to be accepted:

Text to be displayed: 

Make sure to review our <a href=http://www.mailup.com/privacy-policy.htm target=\_blank>privacy policy</a>

Require acceptance of condition 2:

Condition 2 to be accepted:

Text to be displayed:

### NEWSLETTER SUBSCRIPTION

Our monthly ne  
with a selection  
best posts

**Email: \***

**Mobile number**

**Name:**

**Last name:**

Make sure to re  
[privacy policy](#)

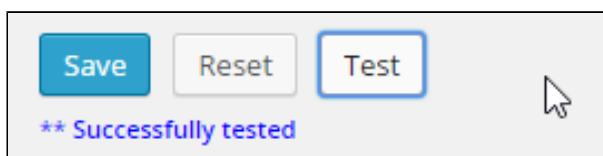
**I accept te  
conditions.**

**Yes, send n  
weekly newsl**

**SIGN UP**

#### Test connection

You can use the "Test" button to instantly verify the plugin settings you've configured so that you are immediately aware if there is an IP addresses restriction configured in MailUp, or if an incorrect IP-based restriction is set in MailUp is preventing the plugin to communicate with it.



#### Customizing the default CSS styles

You can customize the look of the subscription form created by the plugin in your WordPress-powered Web site by either changing the CSS style selected under *General Settings* as mentioned above and/or by further editing those cascading style sheets. Familiarity with CSS is required to manually edit the default styles. Here is how to do so:

1. First, select the *Plugins Editor* in the *WordPress* administration area
2. Select "*WP-MailUp*" from the drop-down menu
3. A list of files will be displayed, including 4 CSS documents: "style1.css", "style2.css", "style3.css", "style4.css". They correspond to the following styles shown in the drop-down menu under *General Settings*:
  - a. style1.css = Default
  - b. style2.css = Rounded corners
  - c. style3.css = Rounded black
  - d. style4.css = No style
4. Select a file to modify it.
5. Click on "Update File" to save your modifications. We recommend that you backup the code before making any changes. If you don't see the "Update File" button, you probably don't have sufficient permissions in your WordPress installation. Contact your WordPress site administrator.
6. The form is identified by the selector "**#subscribeForm**" in the CSS document.
7. Note that the changes are immediately live in your WordPress site if the document you edited corresponds to the style currently selected under *General Settings*.



#### **Avoiding CSS conflicts**

Make sure that any style you add or modify uses the "#subscribeForm" selector to avoid any conflicts with other styles, which could negatively affect the rest of your Web site

## **FAQs and Troubleshooting**

### **Do I have to be a MailUp customer to use the plugin?**

You must have activated a MailUp console (full account or a free trial) and then specify the platform URL in plugin settings. On MailUp you must enable requests coming from the server that hosts your WordPress site (go to "Manage->Web service" and then select "frontend" in the dropdown menu to insert the IP address of your server. More than one address could be registered).

### **How can I configure my plugin?**

Go to the admin panel, press "Settings" and then select "WP MailUp". Fill in or check all the fields using the help buttons if something is not clear.

### **How can I check if my plugin is working?**

Just fill in the required fields and press the Test button. If the test is successful, try to subscribe to an address from the form. The specified contact will be added to the MailUp distribution list specified in system settings.

### **Once the configuration is set up, can I make any changes/updates?**

Yes, you can modify any of the sections ("General Data", "User Lists", "User Fields", "Errors" and "Terms and Conditions") and update the information.

### **How can I change the appearance of the plugin?**

You can select between four (4) available styles (CSS), if no one matches your need you can edit one of the existing CSS files (style1.css, ..., style4.css). Please note that editing is allowed only for users who have read/write access to those files.

### **Can subscribers sign-up for my newsletter through a social account (e.g. Facebook)?**

Yes, MailUp provides a simple integration with all the most used social networks. You could insert into your website a simple banner "Click here to subscribe to our newsletter using your Facebook account". This feature is a standard one and you don't need to install any plugin, just activate a MailUp account.

### **Is it possible to translate this plugin?**

Yes, edit each string within the settings panel. No need to edit any file. MailUp supports all the charsets. If you use WMPL or Polylang to manage multilanguage, check the corresponding option inside General Settings.

### **Why should I use this plugin and not other services, like FeedBurner?**

MailUp allows you to take control of subscribers (view, import, edit, delete, export) and messages (define scheduling, content, and recipients).

### **Can I disable the plugin?**

Yes. Click on the Plugins tab and click on "deactivate."

### The plugin was configured correctly, but it still returns a "generic error" when I fill out the subscription form. Why?

The IP address of the Web site or blog is probably not registered in your MailUp console. See above under "[Authorizing WordPress to communicate with MailUp](#)". If you are still getting this generic error even after correctly registering the blog or Web site's IP address, please try disabling IP address validation in your MailUp console and try again. There are times when IP address validation does not work properly and it can cause this issue.

### Can I insert the form within a single page?

Yes. You have to create the [subscription form](#) extrapolate the HTML code and paste it inside WordPress during the creation of an article or page (this depends on the theme used or the website set up).

### Is it possible to create a shortcode?

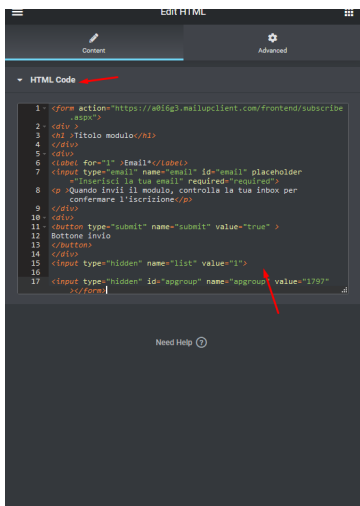
Yes, it is. First, you have to create the [subscription form](#) in your MailUp platform and extract the HTML code from using the dedicated button. Then you can associate the HTML code to a shortcode. There are various free plugins downloadable from WordPress that allow creating shortcodes using the HTML code of a subscription form.

### Is there a possibility to link MailUp plugin to Elementor forms?

For the moment we do not have a direct plugin for the Elementor component of WordPress, but through the functions of the Elementor plugin, and by creating the registration form in Mailup, you can add the registration form to your website. First of all, you have to load the Html block from Elementor:



Then log into MailUp and create your subscription form. Find the subscription forms directly in the console, in the menu "Database building /Subscriptions/Subscription forms". Once created, the Html code can be obtained and copied, and pasted into the Html block:



test Mailup — Un nuovo sito targato WordPress  
[Pagina per contact form 7](#) [test mio form](#) [test form iscrizior](#)

### Elementor #42



In this way, you can have the registration form on your site directly linked to MailUp.