

SL Email Marketing

Full-featured newsletter and email marketing platform built for WooCommerce stores. Manage lists, build campaigns, schedule sends, and track results — all from within the Streamline POS.

Contributors	streamlineplugins
Tags	email marketing, newsletter, subscribers, woocommerce, campaigns
Requires WP	6.0 or higher
Tested up to	6.7
Requires PHP	8.0 or higher
Stable tag	1.3.1
License	GPLv2 or later — https://www.gnu.org/licenses/gpl-2.0.html

Description

SL Email Marketing gives you everything you need to run professional email marketing from your WordPress dashboard and from inside the Streamline POS Extensions panel.

Key Features

Subscription Lists	Create unlimited topic-based lists. Customers choose what they want.
POS Extensions Integration	Access all features directly inside the Streamline POS — no separate tab needed.
WooCommerce My Account	Customers manage their own preferences on the My Account > Email Preferences page.
Campaign Builder	Rich editor with merge tags, template picker, and live preview.
Saved Templates	Build and reuse email templates across campaigns.
Scheduled Sending	Set a future date and time; WordPress cron fires automatically.
Send Now or Test	Send immediately or fire a test to any address first.
Open Tracking	1x1 pixel tracking with unique-open counting per campaign.
Click Tracking	Every link wrapped with redirect tracking for click-through data.
Detailed Reports	Sent, failed, opens, clicks, spam reports, top URLs, and delivery progress.
Unsubscribe Management	Every email includes a personalised unsubscribe link.
Double Opt-In	Optional confirmation email before activating subscribers.
CSV Import / Export	Bulk import subscribers; export any list to CSV.
Custom SMTP	Use your own SMTP server or plugin for better deliverability.

Batch Sending	Configurable batch size to respect server sending limits.
Subscribe Form Shortcode	[slem_subscribe_form] with list filtering and custom button text.
GDPR-Friendly	Double opt-in, easy unsubscribe, no third-party tracking services required.

Installation

Standard WordPress installation

- Upload the **sl-email-marketing** folder to **/wp-content/plugins/**
- Activate via **Plugins > Installed Plugins**
- Go to **Email Marketing > Settings** and configure your sender name and email
- Create subscription lists under **Email Marketing > Lists**
- Create your first campaign under **Email Marketing > Campaigns**

GoDaddy Managed Hosting

GoDaddy's managed hosting caches plugin files aggressively. Always delete the existing plugin before uploading a new version — do not overwrite.

- Go to **Plugins > Installed Plugins**, deactivate and delete the old version
- Go to **Plugins > Add New > Upload Plugin**
- Upload **sl-email-marketing-v1-3-1.zip** and activate

Streamline POS Integration

Version 1.3.1 adds full integration with the Streamline POS Extensions panel. All plugin pages (Dashboard, Campaigns, Templates, Lists, Subscribers, Reports, Settings) load inside a seamless iframe with WordPress navigation hidden.

To enable in the POS:

- Install both SL Email Marketing v1.3.1 and SL POS v3.2.2 or higher
- In the POS go to **Settings > Users**
- Under **Manage Extensions > Email Marketing Plugin**, enable **Access Email Marketing Tab**
- Individual sub-tabs (Campaigns, Reports, etc.) can be toggled per user

Shortcodes

Place a subscribe form anywhere on your site using the shortcode:

```
[slem_subscribe_form]
```

Optional attributes:

Attribute	Description	Example
<code>list</code>	Comma-separated list IDs to show in the form	<code>[slem_subscribe_form list="3,5"]</code>
<code>button</code>	Custom text for the submit button	<code>[slem_subscribe_form button="Join Now"]</code>
<code>redirect</code>	URL to redirect to after successful signup	<code>[slem_subscribe_form redirect="/thank-you"]</code>

Email Merge Tags

Use these tags in campaign content and templates to personalise each email:

<code>{first_name}</code>	Subscriber's first name
<code>{last_name}</code>	Subscriber's last name
<code>{email}</code>	Subscriber's email address
<code>{unsubscribe_url}</code>	One-click unsubscribe link (required for CAN-SPAM compliance)
<code>{site_name}</code>	Your WordPress site name
<code>{site_url}</code>	Your WordPress site URL

Frequently Asked Questions

Does this require WooCommerce?

No. The WooCommerce My Account integration is added automatically if WooCommerce is active, but the plugin works as a standalone email marketing tool.

How do I add a subscribe form to a page?

Use the shortcode `[slem_subscribe_form]`. See Settings > Shortcodes for all available options.

Can I use my own SMTP server?

Yes. Go to Settings > SMTP / Delivery and choose Custom SMTP, or use a dedicated SMTP plugin such as WP Mail SMTP or FluentSMTP for best deliverability.

Can I control which POS users access which tabs?

Yes. In POS Settings > Users each user can be granted access to individual sub-tabs (Campaigns, Reports, etc.) independently.

Will unsubscribed contacts be re-added via the checkout opt-in?

No. Existing unsubscribe status is always respected. A contact who has previously unsubscribed will not be re-added even if they check the opt-in box at checkout.

Is subscriber data deleted when the plugin is deactivated?

No. All data is preserved in database tables when deactivated. Data is only removed if the plugin is fully uninstalled via WordPress.

Changelog

= 1.3.1 =

- Added Streamline POS Extensions panel integration with full iframe support
- WordPress admin chrome (bar, menu, notices, footer) hidden when loaded in POS iframe
- iframe=1 parameter propagated through all internal slem- admin links
- Per-user permission control for each sub-tab via POS User Management
- Email Marketing tab added to POS Extensions sidebar with 7 sub-tabs

= 1.3.0 =

- Cart opt-in widget for WooCommerce checkout
- Subscriber management improvements
- Campaign scheduling and reporting enhancements

= 1.0.0 =

- Initial release