



WordPress Plugin Guide

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Installing Leadify

Thank you for purchasing Leadify. This short guide will walk you through how to install and use the app.

1. Download the zip file containing the plug-in and save it to your computer.
2. Log into your WordPress admin area and go to 'Plugins' on the left hand side.
3. Click 'Add New' > 'Upload Plugin'.
4. Click 'Browse...' and select the Leadify zip file on your computer.
5. Click 'Install Now'.
6. Once the plug-in is installed, go to 'Plugins' > 'Installed Plugins' and under Leadify click 'Activate'.

Please note: Every plug-in that connects to the Facebook API has to do so from a secure website with a SSL certificate. This means that the website which you install Leadify on needs to have a URL which begins with “https”, rather than “http”. Setting up SSL on your website is not expensive, and is highly recommended. Your web host will be able to help you make your website secure if you contact them. For a full guide on how it works: [click here](#).

Creating Your Facebook App

In order to connect collect leads using Leadify links, you need to create a simple Facebook App to connect to Facebook.

1. Log into Facebook and go to developers.facebook.com.
2. Click 'get started' in the right hand corner and agree to the terms and conditions.
3. Enter your phone number to get the confirmation code.
4. Click 'send as text' and you will receive an SMS message containing the code.
5. Enter the code in the field and click 'register'.
6. Click 'create APP id'.
7. Give your App and name and enter your email address. The name that you enter here will be visible to your subscribers.
8. Click 'create APP ID' again , and fill in the captcha to proceed.
9. Click 'settings' on the left side of the page.
10. Click 'add platform', followed by 'Facebook Web Games'.

11. Scroll down and under 'Facebook Web Games URL', enter the URL that your WordPress is installed on followed by /fbl/

e.g. <https://leadifyly.com/fbl/>

Remember that your website has to be HTTPS, in order to integrate with Facebook. For more information on how to update your website to HTTPS please [click here](#).

12. Click 'Save Changes', then scroll up the page and under "APP Domains" enter the domain that you want to use Leadifyly on followed by 'save changes' again.

13. Click "Add Product" which is on the left, and under "Facebook Login" click 'SET UP'.

14. On the next page click 'WEB' and enter your main URL, clicking 'save' afterwards.

15. Click settings which is under 'Facebook Login' on the left.

In the 'Valid Oauth redirect URIs' field enter your URL followed by /wp-admin/admin-post.php?action=fb_callback

e.g. https://leadifyly.com/wp-admin/admin-post.php?action=fb_callback

16. Click save changes again.

17. Go to 'settings' at the top left to get your 'APP ID' and 'APP Secret' which you need to enter in the Leadifyly control panel on your WordPress site.

Important Notes

Don't forget to make your app public before you start a campaign. You do this by clicking app review and flicking the switch where it says make public.

You don't need to submit your app for approval, unless you want to send out Facebook notifications. In which case, you will need to follow the [Facebook guidelines](#) in order to get your app approved.

Connecting Your Facebook App To Leadifyly

Assuming that your Facebook app is set up correctly, connecting it to Leadifyly is a very simple process.

1. Go to 'Leadifyly settings' > 'Facebook'

2. Copy and paste in your 'Facebook App ID' and 'App Secret' from Facebook.

3. Click 'save changes'.

4. Also click the 'Validate Settings' button if it is visible.

Autoresponder Integration

MailChimp

Copy your 'API key' (found on the account page of your MailChimp account) and 'List ID' (found on the list details page of your MailChimp account).

To get your List ID, go to your list page and click Settings > List Name and Defaults. The list ID will follow where it says "Typically, this is what they want:"

Paste them into the appropriate fields under the Leadify MailChimp tab.

Click 'save changes'.

After you save your new credentials, you may also need to click the **Validate Settings** button, if it is visible.

In order to use MailChimp, check the box which says 'Use MailChimp'.

Active Campaign

Copy your 'API key' (found in the 'Developer Settings' of your Active Campaign account) and 'List ID' (when you visit your list page, look at the address bar and you will see listid parameter).

Paste them into the appropriate fields under the Leadify Active Campaign tab.

Click 'save changes'.

After you save your new credentials, you may also need to click the **Validate Settings** button, if it is visible.

In order to use Active Campaign, check the box which says 'Use Active Campaign'.

Get Response

Copy your 'API key' and 'Campaign ID' (found in your Get Response account).

Paste them into the appropriate fields under the Leadify Get Response tab.

Click 'save changes'.

After you save your new credentials, you may also need to click the **Validate Settings** button, if it is visible.

In order to use Get Response, check the box which says 'Use Get Response'.

Sendlane

Copy your 'API key', 'Hash Key' and 'Domain' from Sendlane and paste them the fields under the Sendlane tab.

These can be found under 'Account Settings' on the right.

Click 'save changes'.

After you save your new credentials, you may also need to click the **Validate Settings** button, if it is visible.

In order to use MailChimp, check the box which says 'Use Sendlane'.

AWeber

AWeber requires a private app to be created on their Labs site, before external systems can interact with your AWeber account. Follow these steps:

1. Go to [Aweber Labs](#), create a new account there and create private app.
2. Go to settings of that private app and copy '**Consumer Key**' and '**Consumer Secret**' and enter them in the appropriate fields in Leadify.
3. Copy '**List ID**' from your AWeber account (only numbers part), enter it in to the appropriate field in Leadify and click **Save Changes**.
4. Now you need to give permission to this newly created app to access your AWeber account. Click the link in the Leadify control panel to authorize it.
5. If everything went well, the **Code** value should be not empty.
6. The final step is to verify this code and get your **Access Token** and **Access Secret**. Click the link in the Leadify control panel to do this.

If this doesn't work, please repeat steps 4,5 and 6.

After you save your new credentials, click the **Validate Settings** button, if it is visible.

Creating Leadify Links

Creating a Leadify link is very straight forward.

Click on 'Leadify' > 'Links' then 'add link'.

Give your link a title which will also be used in the URL.

Enter the URL that you want to redirect the user to after they have opted in.

Click 'Publish'.

You will see the permalink which you then just copy to use wherever you want.

After clicking the link, the user will be asked to opt in on Facebook, and after doing so, their details will be added to your lists of subscribers and also to any autoresponder lists which you have specified.

Managing Subscribers

To view your subscribers go to Leadify > Subscribers

You can view their name, email, Facebook ID and the date that they were added.

In order to delete subscribers, check the box next to their name, select 'move to trash' and click apply.

You can also export your subscribers by clicking 'Export Subscribers'.

Sending Notifications

Please note: In order to send our Facebook notifications to your subscribers you will need to follow the [Facebook guidelines](#) in order to get your app approved. Approval can take up to two weeks.

Once your app is approved, follow these instructions to send out a notification.

Go to notifications > New notification.

Add the title, content and link for your notification.

Click publish and your notification will then be sent to your Leadify subscribers.