

# **WP EZ Viral Contest USER'S GUIDE**

## **WP EZ Viral Contest Documentation**

**WP EZ Viral Contest** is a wordpress plugin designed to create well-designed, customizable and responsive contest pages to help you build your email lists. As contests normally do, the plugin offers prizes to successful participants that would further increase their chances of winning upon sharing the link. The process will not only allow you to grow your email list but would eventually, also drive lots of traffic to your site.

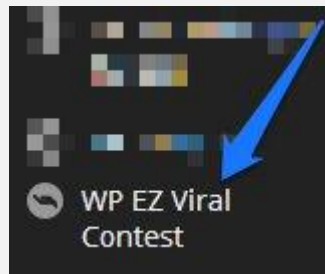
**Note:** This plugin comes with a lite version where Statistics option is not available as well as the ability to include an image to the contest content.

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## How to Use WP EZ Viral Contest

This guide assumes that you already have logged in to your wordpress admin area and successfully installed and activated **WP EZ Viral Contest**. Once the plugin has been activated, you should see from the left admin panel its plugin option.



## How to Add a WP EZ Viral Contest

1. Hover your cursor on the plugin's menu item in the left admin panel then click **Add New**.
2. This should open up the **Add Contest** page just as shown in the image below.



Add Contest

Enter title here

General Content Image Form Design Share

**General Settings**  
General settings for content share.

Active/Disable Contest ☒ On ☐ Off

Starts 2014-08-21 @ 12:41

Ends 2014-08-21 @ 12:41

Awarded 2014-08-21 @ 12:41

The screenshot shows a form with two main sections. The top section is labeled 'Winners' and contains a text input field. Below the input field, the text 'Number of winners to draw.' is displayed. The bottom section is labeled 'Member Restricted' and contains a toggle switch. The toggle switch is currently in the 'Off' position, indicated by a red button with the word 'Off' in white. To the left of the toggle is the text 'On'. Below the 'Member Restricted' section is a blue button with the text 'Add Contest' in white.

To successfully create your contest contents, you will need to enter a unique title for the contest you are creating to help you in determining it once you have a number of contests already created.

Then, setup the necessary settings to customize the look and functions of the contest which are grouped in tabs and supply the appropriate information on the fields.

- I. General.** This tab contains the general settings of the contest you are creating and has the following options:
  - a. Active/Disable Contest.** This switch when turned on will enable the implementation of the contest.
  - b. Starts.** This field offers options to schedule when the contest will commence.
  - c. Ends.** This field will determine the date and time when the contest will be over.
  - d. Awarded.** This will determine the date and time when the prizes of the successful contestants will be given.
  - e. Winners.** This field should be filled out with a numerical value which will determine the number of winners to draw.
  - f. Member Restricted.** Turn the switch on if you would like to have this contest implemented exclusively to your registered members.

## II. Content.

This tab contains all options and fields necessary in displaying the main contents and functions of your contest.

General

Content

Image

Form

Design

Share

Award

Statistic

### Content

Adjusting the content to be placed in the contest page.

Description

Add Media

VisualText

InstaMember

B I ABC

Paragraph

Formats

Font Family

Font Sizes

InstaBuilder

p

General description of the contest

Prize Name

Prize Brand

Prize Description

Add Media

VisualText

InstaMember

B I ABC

Paragraph

Formats

Font Family

Font Sizes

InstaBuilder

p

Prize Image

No image

Choose File

No file chosen

Upload

Prize Value

## Rules

Add Media

Visual

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Formats

Font Family

Font Sizes

InstaBuilder

p

## Questions

Enter a really easy question used to qualify people before entering. You want people to be able to get it without too much thinking. This helps increase the conversion rate.

Active/Disable Question

On

Off

Question

Correct Answer

Wrong Answers

Button Text

## Contest Content

The part that manages the content of the part that serves to join contest.

Join Contest Title

Step Question Title

Step Email Title

## Error Content

The part that manages the content for error page.

Not Start Info

Informative content that will be displayed when the contest has not started.

Finished Info	<input type="text"/>	<i>Informative content that will be displayed when the contest has finished.</i>
Already Info	<input type="text"/>	<i>Informative content that will be displayed when the user has previously tried to join contest.</i>
After Join Contest Info	<input type="text"/>	<i>Informative content that will be displayed after the user successfully join the contest.</i>
Email Not Set Message	You must fill in your email address to join the contest	<i>The message is displayed when the user does not enter email address when will join the contest.</i>
Answer Not Set Message	To join the contest you have to answer the question first	<i>The message is displayed when the user does not select answer when will join the contest.</i>
Wrong Answer Message	Sorry you have the wrong answers so you can not join the contest, please try again	<i>The message is displayed when the user does not answer the question correctly when will join the contest.</i>

Save Change
Delete

- a. **Description.** Supply this field with the general description of the contest. You can enter here details of the contest or further information related to it.
- b. **Prize Name.** Supply this field with the name or the title of the prize the winners will get.
- c. **Prize Brand.** Enter the brand or the trademark of the prize the winners will receive.
- d. **Prize Description.** Enter the details or further information of the prize being offered to the winners.
- e. **Prize Image.** Upload the image or photo of the prize the winners shall receive.
- f. **Prize Value.** The price of the prize is worth when purchased.
- g. **Rules.** Enter in this field the rules, regulations and guidelines of the contest that should be followed by the participants.
- h. **Active/Disable Question.** This switch determines whether you would like to display questions to the contestants.



- i. **Question.** Should you want the contestants to answer a question, this is the field where you should enter the actual question to be displayed.
- j. **Correct Answer.** Supply the correct answer to the question provided in the above field.
- k. **Wrong Answers.** Enter at least 1 up to 4 optional answers to the questions you have provided.
- l. **Button Text.** The label of the button that the contestant should click on once done in answering the question.
- m. **Join Contest Title.** The title or the heading of the contest to be displayed when a user/visitor checks it out.
- n. **Step Question Title.** Supply this field with a question that would prompt the user/visitor to participate in the contest.
- o. **Step Email Title.** The heading or title that prompts the user/visitor details to join the contest.
- p. **Not Start Info.** Enter the message users/visitors will see when the contest has not yet started.
- q. **Finished Info.** Enter in this field the users/visitors will see when the contest is already over.
- r. **Already Info.** Enter the message users/visitors will see when they have already participated in the contest.
- s. **After Join Contest Info.** Enter the message users/visitors will see once they have successfully joined the contest.
- t. **Email Not Set Message.** Enter the message users/visitors will see when required information have not been provided.
- u. **Answer Not Set Message.** Enter the message that would prompt users/visitors that they haven't answers the question yet.
- v. **Wrong Answer Message.** Enter the message that will be displayed once users/visitors have answered the question wrong.

**III. Image.** This tab contains options that will enable you to display an image for the specific contest you are creating. **Note:** This tab is not available on the plugin's lite version.

**Image**  
Adding images into contest page.

Active/Disable Image On Off

Images  
Image not found.

Add image

Choose File No file chosen Upload

Save Change Delete

**a. Active/Disable Image.** Determines whether you would like to display an image for the contest you are creating.

**b. Images.**

**IV. Form.** This field offers options for you to integrate your autoresponder's optin form on the contest page.

**Email**  
Set the form that serves to get email data.

Autoresponder On Off

Are you going to use the form of an autoresponder to get an email from a user? If you are set to off then the form will use the provided plugins.

Autoresponder Form Code

Form Action URL

Form Email Field Name Input email label

Save Change Delete

Form Name Field On Off Name

Button Text

---

Form Label Show Hide

*If set to hide the label form will be displayed as a placeholder in the input.*

[Save Change](#) [Delete](#)

- a. **Autoresponder.** This switch determines whether you would like to integrate your autoresponder's optin form to the contest you are creating.
  - b. **Autoresponder Form Code.** Supply this field with the raw html code of your optin code from your autoresponder service provider.
  - c. **Form Action URL.** Supply this field with the URL where to send the form data once users/visitors fills it up.
  - d. **Form Email Field.** Set the dropdown to Email should your optin form contains another field and enter in the input field the label of the email field when displayed on the frontend.
  - e. **Form Name Field.** Turn the switch on if you would like to enable the display of the name field. Switch it off should you want to disable it. Then, set the dropdown to Name when applicable to your optin form. Lastly, provide the label of this field on the input field.
  - f. **Button Text.** Enter in the field the label of the button that would trigger the submission of the form
  - g. **Form Label.** This switch will enable the display of the fields when turned on or hide it when turned off.
- V. **Design.** This tab contains options that would customize the style and look of your contest page.

General
Content
Image
Form
Design
Share
Award
Statistic

Design
Set the appearance of the contest page.

Template
Template 1

Color Theme
Blue

Box Transparency
80%

Font Size
Large

Title Font Family
Bitter

Text Font Family
Arimo

Button Style
Gradient
Aqua
Medium

Logo

No image

Choose File
No file chosen
Upload

Background Image

No image

Choose File
No file chosen
Upload

Background Repeat
No Repeat

Save Change
Delete

- a. **Template.** Choose from the 4 premade templates you would like to use for your contest page.
- b. **Color Theme.** Select from the preselected color schemes you would like to apply on your contest page.
- c. **Box Transparency.** Select from the dropdown the percentage of transparency you would like to apply on the box containing the contents of your contest page. This option is not available on the lite version of the plugin.
- d. **Font Size.** Determines the size of the texts displayed on the contest page.

- e. Title Font Family.** Determines the type of font to be used in displaying the titles in the content of your contest page.
- f. Text Font Family.** Determines the type of font to be used in displaying the rest of the text contents of the contest page.
- g. Logo.** Upload your company's logo to add branding on the contest page.
- h. Background Image.** Upload your preferred custom image background in this field if applicable.
- i. Background Repeat.** Determines if the uploaded background image should be repeated and how it should be repeated if applicable.

**VI. Share.** This tab offers settings that control the display and sharing functionality of the contest.

General
Content
Image
Form
Design
Share
Award
Statistic

## Share

Organize share button will be added to the contest page.

### Share Button

Select one or more share button that you want to display on the contest below.

Facebook
Twitter
Google+
LinkedIn
Tumblr
Pinterest
Stumble Upon
Digg
Email

### Options

Active/Disable Share Button On Off

Title

Info

Share Email Content

Use code {link} which will be replaced with a referral link.

Icon Style Square Flat

Preview

f
Twitter
in
p
g+
t
Stumble Upon
digg
Email

Save Change
Delete

- a. **Share Button.** By default all sharing buttons displayed in this tab are enabled as indicated by the colors highlighting the icons. Clicking on any of the buttons will disable it from being displayed and will turn grey.
- b. **Active/Disable Share Button.** The switch determines whether you would like to enable the display of the share buttons from the contest page or not.
- c. **Title.** The title or the heading of the sharing option section.
- d. **Info.** Enter details or information that would compel the users/visitors to share the contest to sharing sites you have enabled.

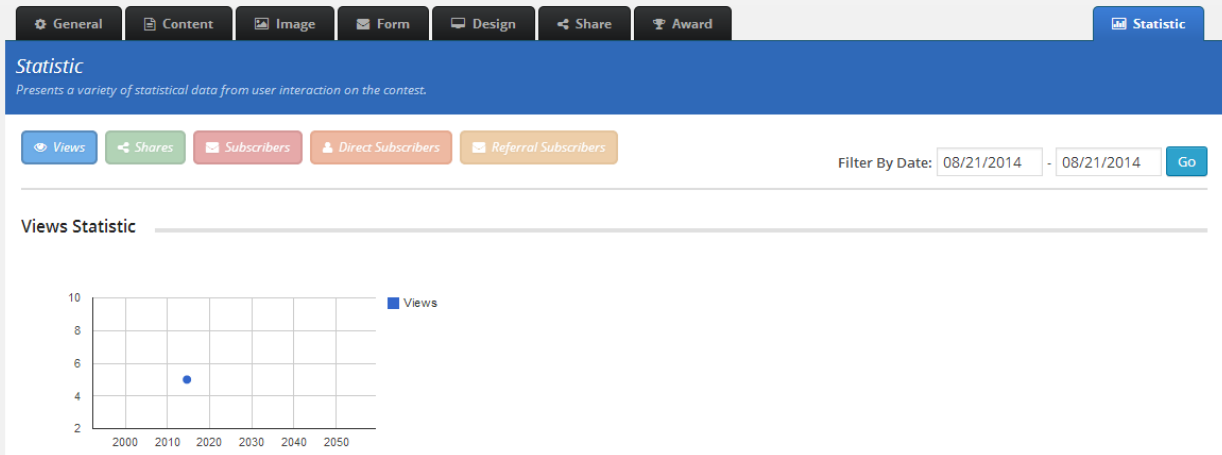
- e. **Share Email Content.** Supply this field with a message that will automatically get send when users/visitors decide to share the contest page.
- f. **Icon Style.** Choose from the dropdown the icon style you would like to use for your share icons.

**VII. Award.** This tab contains the options to determine the winner(s) of your contest and send the winner(s) the relevant prize. This tab will only be displayed once you have published the contest.

The screenshot shows the 'Award' tab selected in a contest management dashboard. The tab header is blue with the text 'Award' and 'Manage the contest winners.' Below the header, there are three main sections: 'Select Winners', 'Winners', and 'Send Prize'. Each section has a yellow message box indicating that the contest is not over yet, so no winners can be determined or prizes sent. A countdown timer shows the contest ends in 00 days, 04 hours, 47 minutes, and 39 seconds. At the bottom, there are two buttons: 'Save Change' (blue) and 'Delete' (red).

- a. **Select Winners.** A button will be displayed that would draw the number of winners once the contest is over.
- b. **Winners.** This section will display the list of winners once the contest is over and winners have been drawn.
- c. **Send Prize.** This section will display an editor that would enable you to compose an email message to send to the winners their respective prizes.

**VIII. Statistics.** This tab contains statistical data of user interaction to the contest This tab will only be displayed once you have published the contest.



The statistics page offers different filter options should you wish to find out specific data statistics for the number of views, shares, subscribers, direct subscribers and referral subscribers. You can also filter out the data by date.

3. Once you are through setting up the necessary options and supplying the fields with relevant data, click the blue **Add Contest** button on the bottom left portion of the page.
4. You can access the created contest page by editing the product and copying the permalink just below the contest's title.



## How to Edit a WP EZ Viral Contest

1. Click the WP EZ Viral Contest menu item from the left admin panel. You can also hover your cursor on the menu item then click **All Contests**. This will then open the **All Contests** page where all contests you have created are listed.
2. To edit a contest, simply click on the blue edit button located on the same row as the contest's title.
3. Once you are through with your edits, simply click the blue **Save Change** button on bottom left portion of the page.

## How to Delete a WP EZ Viral Contest

1. Click the WP EZ Viral Contest menu item from the left admin panel. You can also hover your cursor on the menu item then click **All Contests**. This will then open the **All Contests** page where all contests you have created are listed.
2. To delete a contest, simply click on the red delete button located on the same row as the contest's title right after the blue edit button.
3. A prompt box will then be displayed that would confirm your action to proceed as this is irreversible.