

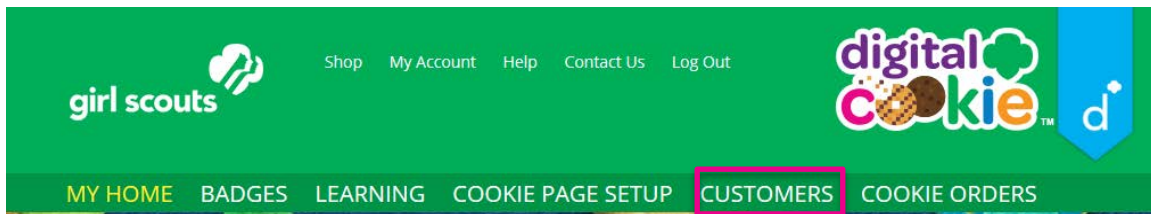
## Marketing to Customers

A Digital Cookie site isn't any good without customers! Learn how you can:

- Enter customer information
- Send marketing emails

1

On the Digital Cookie dashboard, click the "Customers" tab.



2

The Customers page is broken into two section -

- "My Cookie Customers" for entering customer lists
- "Connect with Customers" to learn more about marketing to customers

**My Cookie Customers**

Customer List  
Send marketing emails, keep customer information up-to-date, and track orders.

Send All | Send Marketing Email | Add Customers | More | Show: 10 items

Name	Email Address	Last Email'd	Email Title	Total Orders	Total Revenue
<input type="checkbox"/> Ann Collins	Yes	Oct 31, 2018	Open	0	0
<input type="checkbox"/> Brenda Weisak	Yes	Oct 31, 2018	Sell time	0	0
<input type="checkbox"/> Delivery First	Yes	Oct 31, 2018	Thank you	1	12
<input type="checkbox"/> Janna Chanse	Yes	Oct 31, 2018	Open	0	0
<input type="checkbox"/> Jasmine Hub	Yes	Oct 31, 2018	Sell time	0	0
<input type="checkbox"/> Sarah Shepherd	Yes	Oct 31, 2018	Open	0	0
<input type="checkbox"/> Selva Vennessell	Yes	Sep 19, 2018	Open	0	0
<input type="checkbox"/> Scott Jameson	Yes	Oct 31, 2018	Sell time	0	0
<input type="checkbox"/> Stephanie Carreira	Yes	Oct 31, 2018	Open	0	0
<input type="checkbox"/> Todd Worthington	Yes			0	0

Total Customers: 13 Total email'sent: 13 Total unique customers email'd: 9

My Cookie Customers

**Connect with Customers**

Running a business means knowing how to keep your customers up-to-date with information! This timeline shows you when your customers will receive an automatic email from the Digital Cookie system — like when their cookies are shipped — and when you can send a message of your own. Click on a circle to see the emails your customers are getting.

EMAILS YOU CAN SEND TO CUSTOMERS

My Cookie Season Timeline

EMAILS SENT AUTOMATICALLY

START

Open for Business!

There's still time to order cookies!

My cookie season is over. Thank you!

Order Placed

Order Shipped

In-Person Delivery!

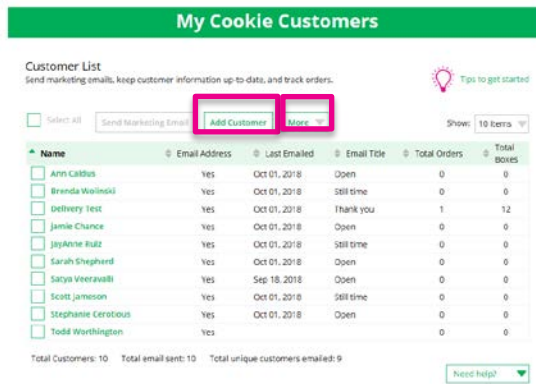
Help with Digital Cookie emails

Connect with Customers

### 3

## My Cookie Customers

Girls can add or import customers they want to send marketing emails to - and keep all of their customers in DOC for referencing in future cookie seasons.



New!  
Girls can add a "nickname" for their contacts like "Grandma" or "Uncle"

Clicking on a customer's name brings up more information about the customer, including details about any orders.

## Customer Information

[Back to customer list](#)

**Customer:** Delivery Test      **Contact Source:** Website

**Nickname:** Mr. Test      **Notes:**

**Email:** dctest664-14@girlscouts.org

**Address:**

**Phone:**

[Delete Customer](#)      [Edit Customer](#)

Cookie Season 2018-2019    Orders: 1    Boxes: 12

**DETAILS**

**Order Date:** 09/12/18 12:04 PM  
**Order Number:** 05050741  
**Order Status:** **Delivered**

**Deliver To:** Leader Test  
**Paid By:** Leader Test  
**Ordered From:** My Cookie Site  
**Order Type:** In-Person Delivery with Donation

**COOKIES**

- Samoas, 4 boxes
- Tagalongs, 2 boxes
- Thin Mints, 4 boxes

**SUMMARY**

Purchased Boxes: 10	\$48.00
Donated Boxes: 2	\$8.00
<b>Subtotal:</b>	<b>\$56.00</b>
In-person Delivery:	Free
<b>Order Total:</b>	<b>\$56.00</b>
Girl Credit:	0 boxes

### 3a Send Marketing Emails

To send emails to your customers, simply check the box in front of all the customers you want to reach, then click “Send Marketing Emails.”

**My Cookie Customers**

Customer List  
Send marketing emails, keep customer information up-to-date

Select All  Send Marketing Emails Show: 10 items

Name	Email Address	Total Orders	Total Boxes		
<input checked="" type="checkbox"/> Ann Caldas	Yes	Oct 01, 2018	Open	0	0
<input type="checkbox"/> Brenda Wolinski	Yes	Oct 01, 2018	Still time	0	0
<input type="checkbox"/> Delivery Test	Yes	Oct 01, 2018	Thank you	1	12
<input checked="" type="checkbox"/> Jamie Chance	Yes	Oct 01, 2018	Open	0	0
<input type="checkbox"/> JayAnne Ruiz	Yes	Oct 01, 2018	Still time	0	0
<input checked="" type="checkbox"/> Sarah Shepherd	Yes	Oct 01, 2018	Open	0	0
<input checked="" type="checkbox"/> Satya Veeravalli	Yes	Sep 18, 2018	Open	0	0
<input type="checkbox"/> Scott Jameson	Yes	Oct 01, 2018	Still time	0	0
<input checked="" type="checkbox"/> Stephanie Cerotious	Yes	Oct 01, 2018	Open	0	0
<input checked="" type="checkbox"/> Todd Worthington	Yes			0	0

Total Customers: 10 Total email sent: 10 Total unique customers emailed: 9

Next, select which of the three emails you would like to send at this time: “Open for business,” “There’s still time to order cookies,” or “Thanks for your support.”

To find out more about each of those emails and see a preview, go to the “Connect with Customers” section.

**Send Marketing Email**

To: Brenda Wolinski X JayAnne Ruiz X Sarah Shepherd X Scott Jameson X  
Stephanie Cerotious X Todd Worthington X

Select the email you would like to send:

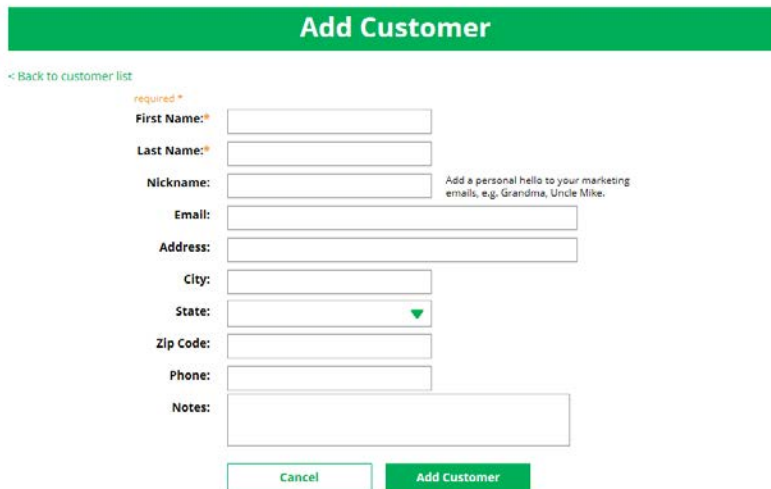
Open for business  Still time to order cookies  Thanks for your support

You can select different customers and send different emails to them, or send the same email to all your customers at the same time.

When you have made your selection, check the box next to the email you are going to send and then click **Send Email** at the bottom.

### 3b Add Customer

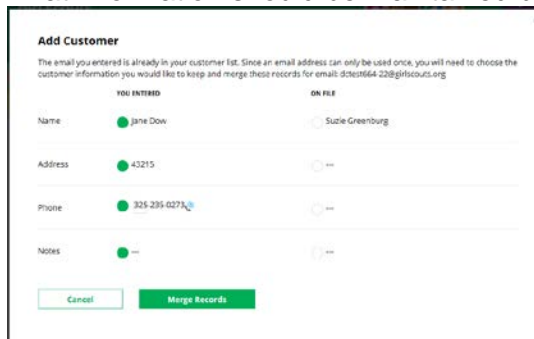
To add customers manually (instead of importing), click the “Add Customers” button and you will get a screen for entering information.



The only required field is name. However, to maximize your marketing, you should complete as many of the fields as possible. If you enter data in the “Nickname” field, the customer will receive their email addressed to the nickname instead of their first name.

When you are finished entering information, click “Add Customer”. The customer information will be stored.

If a girl attempts to add a customer that already has an email address in her customer list, the system will alert her that it is a potential duplicate and ask her what information should be maintained between the two records.

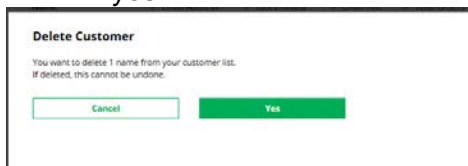


You can also add customers who have made a purchase and aren’t in your customer list. See the Parent Orders Tip Sheet for details.

### 3c Delete Customer

We recommend keeping customer lists from year to year, but there may be times when you will need to delete one or more. To do that, select the box in front of the customer(s) you want to delete, then click on the “more” dropdown menu and select “Delete Customer”.

You will get a pop-up warning that deletion is permanent and confirming how many customers you are attempting to delete. To continue with deletion, click “yes”



### 3d Import

Clicking on the “More” drop down menu gives you the option to import a customer list.

The screen has instructions on how to import contacts. It also includes the template that you will need for importing. The template is on the second tab in the spreadsheet, titled “Import\_Customer.”

	A	B	C	D	E	F	G	H	I	J	K
1	First Name	Last Name	Nickname	Street Address	City	State	Zipcode	Phone Number	Email Address	Notes	
2	Jane	Dow	Aunt Jane	123 Main St	Rolling Hills	OK	23902		dctest664-14@girlscouts.org		
3											

#### Import a List of Customer Names

You can take a copy of information you have in one program and use it in another program. When you do this, you are importing a file from one place to another.

Steps to import a customer list into Digital Cookie

1. Download our [Cookie Customers Template](#). There are helpful instructions in the file.
2. Type the names of customers who would like cookies into the file. Include their email addresses so you can send them a cookie marketing email. Remember to save the file.
3. When you have finished putting in the names of your customers, select "Import file."

Choose File

When the list is prepared and saved, use the “Choose File” button to select your file from where you saved it. Then click the green “Import File” button at the bottom. When it has successfully imported you can send marketing emails to those customers.

### 3e Export

The “More” drop down menu also gives you the option to export your customer list. When you choose “Export” a screen will pop up with instructions on how to export your customer list and save it to your computer.

Simply click the green “Export File” button and you will be asked where you want to save the file on your computer.

#### Export Your Customer List

Saving a copy of your customer list is easy. When you select the “Export file” button, a file will download to your computer with the name “DigitalCookieCustomers”. You can rename the file, if you wish, and save it on your computer.



## 4

### Connect with Customers

Learning about marketing to your cookie customers is a great skill that can increase cookie sales. In this section you can see the three different emails to send to your customers - and get suggestions for when to use them.



You can also send customers a link to your Digital Cookie Website directly from your home page.

## Emily's Digital Cookie Platform

Welcome, Jennifer!

Digital Cookie can help boost your sales and amp up your selling smarts!

COOKIE SALES END IN  
 331 DAYS 8 HRS 23 MIN 45 SEC



My Sales Goal

50 boxes

UPDATE

Boxes Sold

29

UPDATE

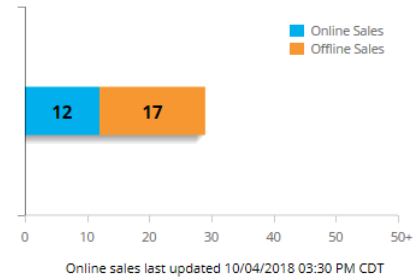
Boxes to Sell

21

SEE DATA



### Cookie Sales Progress



My Cookie Site: Open for Business

Emily's cookie site url:

<https://DigitalCookie.GirlScouts.org/scout/emily379909>

Site setup approved: 09/18/2018 10:32 AM CDT

### Learning



- Cookie Badges
- Cookie Planning
- Cookie Sales

### From Your Council

Good luck on your Digital Cookie Sales. If you have any questions, contact Customer Care.

Customers who purchase directly from a link won't be reflected as an email sent in your totals. But their orders are treated the same no matter how they reached your website.