

Marketing Made Easy: Why and How to Share Your Digital Cookie Site Link

This guide combines why marketing matters and how to share your Digital Cookie store link with customers. Use these tips and steps to reach your goals!

Why Share Your Site Link?

For Girl Scouts (like YOU!) ready to reach your goals

Selling Girl Scout Cookies isn't just fun—it's also a chance to practice *real* marketing skills! This year, Digital Cookie makes it easier than ever to share your cookie link by text, email, or even on a grown-up's social media account.

With so many choices, how do you know the *best* way to reach your customers?

Let's think like **marketers**!

👉 *A marketer is someone who learns what people want and figures out the best way to share something with them.*

And guess what? You can totally do that!

💡 **Step 1: Understand Your Customers**

Think about the people who might buy cookies from you.

Try this:

- Make a list of grown-ups you might ask—family, friends, neighbors, teachers, coaches... anyone who has bought cookies before or might want to this year.
- If you've sold cookies before, think about who said yes last year.
- Did they have anything in common?
 - Maybe they were people who like to support you
 - Maybe they really love certain cookie flavors
- Who said no? Can you think of why?
- Are there people you didn't ask last year that you could ask this year?

This helps you learn *who* your customers are!



💡 **Step 2: Think About What Matters to Them**

Different people buy cookies for different reasons. Understanding this helps you know what to say when you ask.

Ask yourself:

- Does this person love supporting Girl Scouts?
- Do they like to donate cookies to others?
- Do they have a favorite cookie they look forward to every year?
- Do they like ordering online?

Use what you know to help you choose the best message.

For example:

- “Hi! We’re collecting cookie donations for first responders!”
- “We have your favorite Thin Mints again!”
- “I’m working toward my cookie goal—would you like to help me?”

💡 **Step 3: Make Your Plan**

Once you know who you want to ask, choose how you’ll reach them.

You can:

- 📱 Send a text message with your Digital Cookie link
- ✉️ Send a ready-to-go email
- 🌐 Ask a grown-up to share your link on their social media
- 👤 And of course... ask people in person!

Some customers might need a reminder, and that’s okay!

Write down:

- Who you want to contact
- How you want to reach them
- When you’ll send your messages or reminders

A plan helps you stay organized and reach your goals!

💡 **Step 4: Look Back and Learn**

After cookie season, check your list again.

Ask yourself:

- Who bought cookies?
- What types of messages worked best?
- Did texting, emailing, or in-person asking work best?
- Were there people that you had to reach out to in many different ways?

Make notes so next year you can sell even smarter and reach even bigger goals!

🍪 **You’ve got this, Girl Scout!**

Have fun, be confident, and remember—you are learning real-life business skills while making people smile with delicious cookies! 🌟

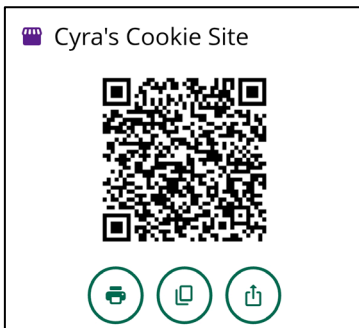
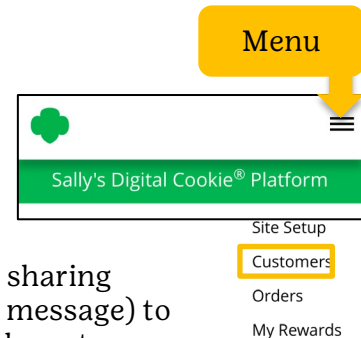


How to Share Your Site Link in Digital Cookie

A Digital Cookie site isn't effective without customers! Follow these steps to enter customer information and send marketing emails.

Step 1: Access the Customers Tab

- From your **Dashboard**, tap the Customers link from the Menu.



Step 2: Share Your Site

- Share Button:** Use your device's sharing options (social media, email, text message) to share your Digital Cookie link with customers.
- Print Button:** Print a QR code for easy sharing.
- Copy Button:** Copy your cookie site's URL to paste anywhere you like.

Note: Orders placed through a shared link or QR code count the same as other orders, but they will not appear in your email totals.

Step 3: Understand the Customers Page

The page has two sections:

- [My Cookie Customers](#) – Manage your customer list.
- [Connect with Customers](#) – Learn more about marketing strategies.

Step 4: Manage Customers

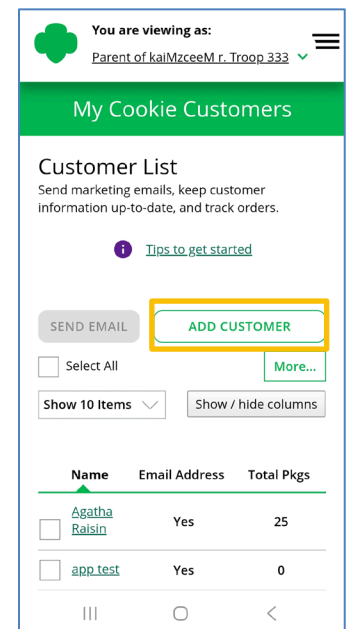
This section reviews how to build and maintain your customer list, send marketing emails, and keep contact information organized for future cookie seasons.

Jump to Section:

[Add Customers](#) | [Send Emails](#) | [Delete Customers](#) | [Import Customers](#) | [Export Customers](#)

Add Customers

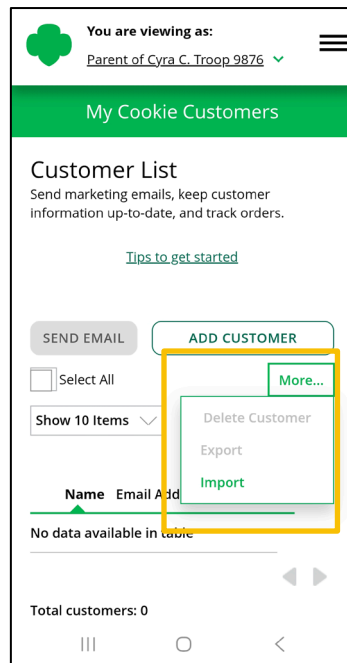
- Click **Add Customers** to enter information manually.
- Required field:** Name.
- If you enter a **Nickname**, emails will use that instead of the first name.
- Click **Add Customer** when finished.
- If a duplicate email exists, the system will prompt you to resolve it.
- You can also add customers who purchased but aren't in your list (see *Parent Orders* tip sheet).





Send Marketing Emails

1. Check the box next to the customers you want to email.
2. Click **Send Marketing Emails**.
3. Choose one of the available email types:
 - *Open for Business or Shipping Promotion*
 - *There's Still Time to Order Cookies*
 - *Thanks for Your Support*
4. To preview emails and learn when to use them, visit **Connect with Customers**.
5. Select your email(s), then click **Send Email**.



Delete Customers

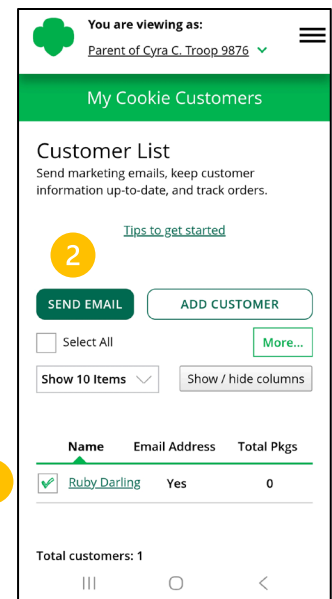
- Select the box next to the customer(s) you want to delete.
- Click **More > Delete Customer**.
- Confirm deletion in the pop-up warning (deletion is permanent).

Import Customers

- Click **More > Import**.
- Follow on-screen instructions and use the provided template (*Import_Customer* tab).
- After preparing your file, click **Choose File**, then **Import File**.
- Review template instructions to ensure your file is set up correctly. The state must be in the 2-digit format.
- Once imported, you can send marketing emails to these customers.

Export Customers

- Click **More > Export**.
- Follow instructions on the pop-up screen.
- Click **Export File** and choose where to save it.



Import Template Example

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

Step 5: Connect with Customers

- Preview available marketing emails.
- Get tips on when to send each email for maximum impact.