

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

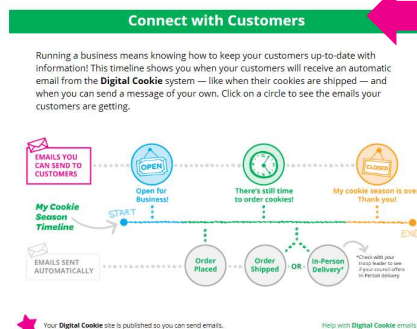
My Cookie Customers

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

☐ Select All

Name	Email Address	Last Emailed	Email Title	Total Orders	Total Pags
<input type="checkbox"/> Darren Wachte	Yes	Pending	Open	0	0
<input type="checkbox"/> eve alms	Yes			0	0
<input type="checkbox"/> James Brinson	Yes	Pending	Open	0	0
<input type="checkbox"/> James Williams	Yes			0	0
<input type="checkbox"/> Joan Gearheart	Yes			0	0
<input type="checkbox"/> Jorge Ruiz	Yes	Pending	Open	0	0
<input type="checkbox"/> Jay Johnson	Yes			0	0
<input type="checkbox"/> Jay Odufu	Yes			0	0
<input type="checkbox"/> Kaja Mandul	Yes	Pending	Open	0	0
<input type="checkbox"/> Marisol Lopez-Perez	Yes			0	0

[My Cookie Customers](#)



[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.

My Cookie Customers

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

☐ Select All

Name	Email Address	Last Emailed	Email Title	Total Orders	Total Pkgs
<input type="checkbox"/> Darren Waithe	Yes	11/18/2019	Open	0	0
<input type="checkbox"/> Eva Almira	Yes			0	0
<input type="checkbox"/> James Brinson	Yes	11/18/2019	Open	0	0
<input type="checkbox"/> Jasmin Williams	Yes			0	0
<input type="checkbox"/> Jasmin Winters	Yes			1	4
<input type="checkbox"/> Jorge Ruiz	Yes	11/18/2019	Open	0	0
<input type="checkbox"/> Joy Johnson	Yes			0	0
<input type="checkbox"/> Joy Odulu	Yes			0	0
<input type="checkbox"/> Katja Mandel	Yes	11/18/2019	Open	0	0
<input type="checkbox"/> Maricela Lopez-Perez	Yes			0	0

Total customers: 10 Total emails sent: 4 Total unique customers emailed: 4

Encourage Girls to 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: Joan Gearheart **Contact Source:** Website

Nickname: Aunt Joan **Notes:**

Email: dctest512-1@girlscouts.org

Address:

Phone:

Cookie Season 2019-2020 Orders: 1 Packages added to sales goal: 4

DETAILS	COOKIES	SUMMARY
Order Date: 11/18/19 08:30 PM Order Number: 05073376 Order Status: Approved for Delivery Deliver To: Jasmin Winter Paid by: Jasmin Winters Ordered From: My Cookie Site Order Type: In-Person Delivery	lemon-ups™, 1 package samoas®, 1 package tagalongs®, 1 package thin mints®, 1 package	Purchased Packages: 4 \$16.00 Subtotal: \$16.00 In-person Delivery: Free Order Total: \$16.00 Added to sales goal: 4 packages

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

Name	Email Address	Phone	Total Orders	Total Pkgs
<input type="checkbox"/> Darren Waithe	Yes	11/18/2019	Open	0
<input checked="" type="checkbox"/> Eva Almiro	Yes			0
<input type="checkbox"/> James Brinson	Yes	11/18/2019	Open	0
<input checked="" type="checkbox"/> Jasmin Williams	Yes			0
<input checked="" type="checkbox"/> Jasmin Winters	Yes			1
<input type="checkbox"/> Jorge Ruiz	Yes	11/18/2019	Open	0
<input checked="" type="checkbox"/> Joy Johnson	Yes			0
<input checked="" type="checkbox"/> Joy Odufu	Yes			0
<input type="checkbox"/> Katja Mandivi	Yes	11/18/2019	Open	0
<input checked="" type="checkbox"/> Maricela Lopez-Perez	Yes			0

Total customers: 10 Total emails sent: 4 Total unique customers emailed: 4

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.

Add Customer

[< Back to customer list](#)

required *

First Name:

Last Name:

Nickname: Add a personal hello to your marketing emails, e.g. Grandma, Uncle Mike.

Email:

Address:

City:

State:

Zip Code:

Phone:

Notes:

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.

Add Customer

The email you entered is already in your customer list. Since an email address can only be used once, you will need to choose the customer information you would like to keep and merge these records for email: dctest664-228@girlscouts.org

YOU ENTERED	ON FILE
Name <input checked="" type="radio"/> Jane Dow	<input type="radio"/> Suzie Greenburg
Address <input checked="" type="radio"/> 43215	<input type="radio"/> --
Phone <input checked="" type="radio"/> 325-235-0273	<input type="radio"/> --
Notes <input checked="" type="radio"/> --	<input type="radio"/> --

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”

Delete Customer

You want to delete 1 name from your customer list.
If deleted, this cannot be undone.

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		dctest64-14@girlscouts.org		
3											
4											

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.

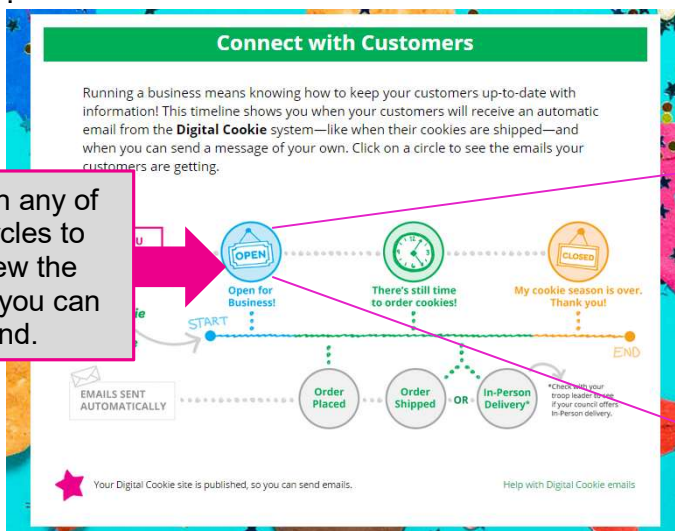
Export Your Customer List

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.



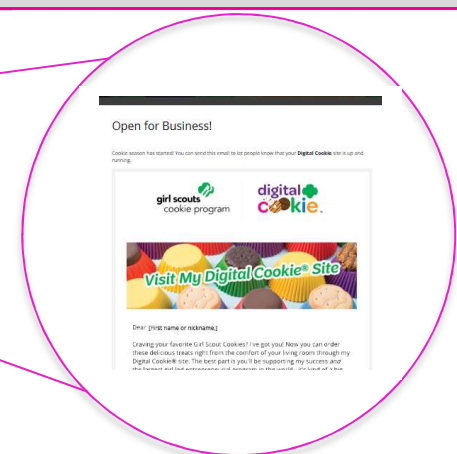
4 Connect with Customers

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.



Click on any of the circles to preview the emails you can send.

Preview of “Open for Business” email



5

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, sharpen your entrepreneurial skills, and power unique adventures for you and your troop year-round!

COOKIE SALES END IN
198 DAYS 2 HRS 3 MIN 24 SEC

Online sales last updated 11/14/20 9:45 PM CST

My Progress 167 packages to go!

24 sold online 109 sold offline

My Troop

Our goal: coming soon



My Sales Goal
300 packages

UPDATE

Packages Sold
133

UPDATE

Packages to Sell
167

SEE DATA



My Cookie Site: Open for Business

Emily's cookie site url:

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

Site setup approved: 10/16/2020 09:41 PM CDT



Orders to Deliver In Person

Approve for delivery: 0 Order(s)

Orders to deliver: 0 Order(s)

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.