

Digital Cookie[®]

Marketing to Customers

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

- Enter customer information
- Send marketing emails

Step 1: On the Digital Cookie dashboard, click the “Customers” tab.



Step 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 Send Marketing Email Add Customer More... Show 10 items

Name	Email Address	Last Emailed	Email Title	Total Orders	Total Plugs
<input type="checkbox"/> Darren Washa	Yes	Pending	Open	0	0
<input type="checkbox"/> em almiró	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"/> Joy Odufu	Yes			0	0
<input type="checkbox"/> Kaja Mandul	Yes	Pending	Open	0	0
<input type="checkbox"/> Mariana Lopez-Perez	Yes			0	0

[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.

★ Your Digital Cookie site is published so you can send emails. Help with Digital Cookie emails.

[Connect with Customers](#)

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Step 3: My Cookie Customers

Girls can add or import customers they want to send marketing emails to - and keep all of their customers in Digital Cookie 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 Send Marketing Email **Add Customer** **More...** Show 10 Items

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 Almiro	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 Mandivi	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

[Need help?](#)



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: Jasmine Garcia **Contact Source:** Website
Email: dctest512-10@girlscouts.org **Notes:**
Address: 1602 Kepner Dr
 St. Paul, Minnesota 53012
Phone: 792-057-2097

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

Season 2022 Orders: 1 Packages added to sales goal: 6

DETAILS	COOKIES	ORDER SUMMARY
Order Date: 09/20/21 10:43 PM Order Number: 05118771 Order Status: Delivered Deliver To: Jasmine Garcia Paid by: Jasmine Garcia Ordered From: My Cookie Site Order Type: In-Person Delivery	trefoils®, 1 pkg do-si-dos®, 1 pkg samoas®, 2 pkgs thin mints®, 2 pkgs	Cookie Packages: 6 \$24.00 Subtotal: \$24.00 In-person Delivery: Free Order Total: \$24.00 Added to sales goal: 6 pkgs

3a Send Marketing Emails

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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	0
<input checked="" type="checkbox"/> Eva Almira	Yes			0	0
<input type="checkbox"/> James Brinson	Yes	11/18/2019	Open	0	0
<input checked="" type="checkbox"/> Jasmin Williams	Yes			0	0
<input checked="" type="checkbox"/> Jasmin Winters	Yes			1	4
<input type="checkbox"/> Jorge Ruiz	Yes	11/18/2019	Open	0	0
<input checked="" type="checkbox"/> Joy Johnson	Yes			0	0
<input checked="" type="checkbox"/> Joy Odufu	Yes			0	0
<input type="checkbox"/> Katja Mandivi	Yes	11/18/2019	Open	0	0
<input checked="" type="checkbox"/> Maricela Lopez-Perez	Yes			0	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

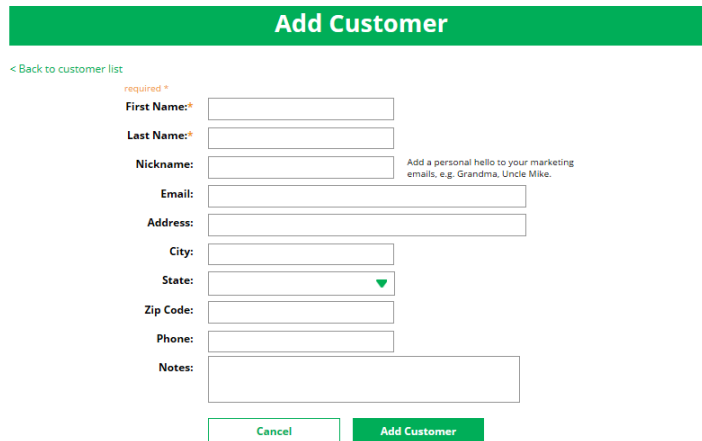
You can select different customers and send different emails to them or send the same email to all your customers at the same time.

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.

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3b Add Customer

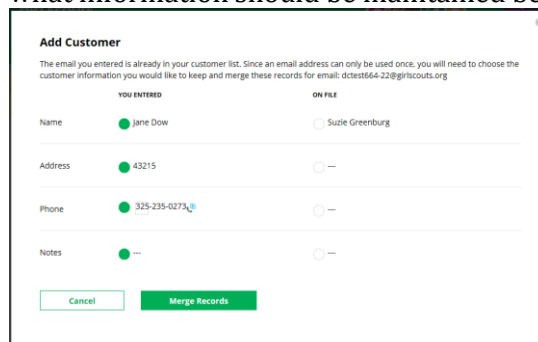
To add customers manually (instead of importing), click the “Add Customers” button and you will get a screen for entering information.



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.



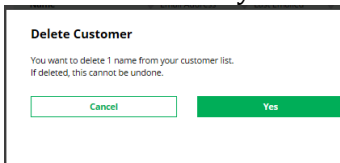
You can also add customers who have made a purchase and aren’t in your customer list. See the Parent Orders Tip Sheet for details.

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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”

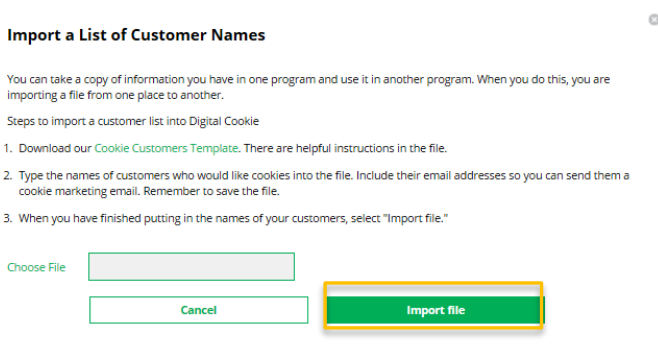


3d Import

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											



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.

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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.

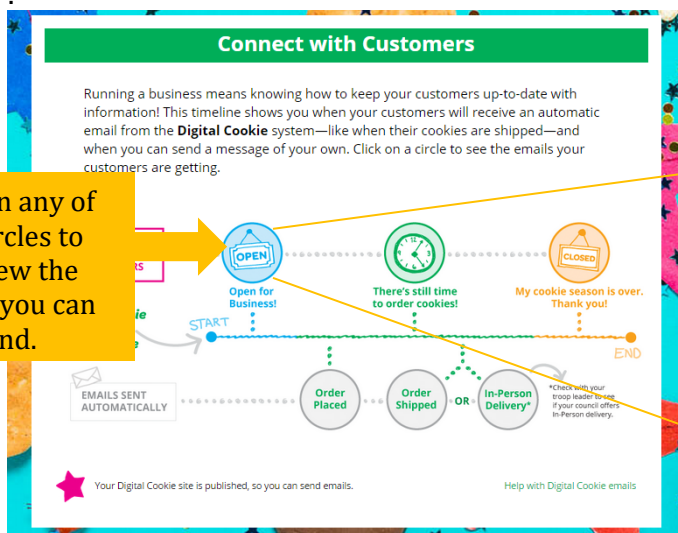
Export Your Customer List

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.

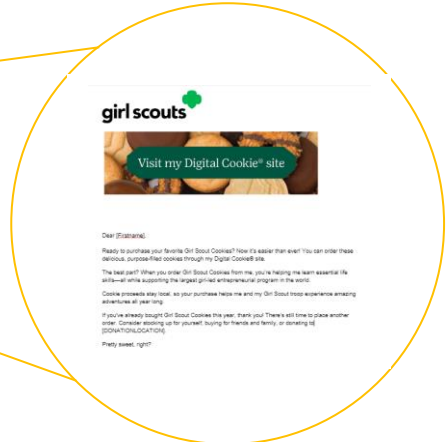


Step 4: Connect with Customers

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.



Preview of “Open for Business” email



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Step 5: You can also send customers a link to your Digital Cookie Website OR generate a QR code for them to use directly from your home page.

Lucy's Digital Cookie[®] Platform

Welcome, Lucy!

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
 338 DAYS 10 HRS 21 MIN 0 SEC

COOKIE SALES PROGRESS

Sales Type	Count
Online Sales	140
Offline Sales	25

0 packages credited by troop volunteer
 Sales last updated 9/9/22 1:30 PM CDT

Metric	Value	Action
My Sales Goal	200 packages	UPDATE
Packages Sold	165	UPDATE
Packages to Sell	35	SEE DATA

My Cookie Site: Open for Business
 Lucy's cookie site url:
<https://DigitalCookie.GirlScouts.org/scout/lucy287930>
 Copy Link | View QR Code

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.