

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

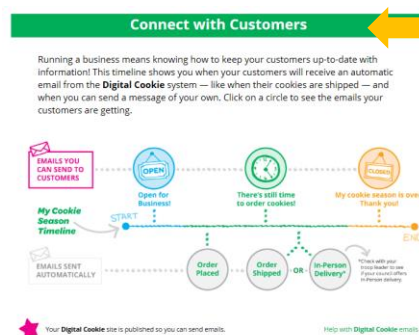
My Cookie Customers

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

☐ Select All

Name	Email Address	Last Emailed	Email Title	Total Orders	Total Pigs
<input type="checkbox"/> Darren Waite	Yes	Pending	Open	0	0
<input type="checkbox"/> eve almir	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 Odudu	Yes			0	0
<input type="checkbox"/> Kage Mandel	Yes	Pending	Open	0	0
<input type="checkbox"/> Mariana Lopez-Perez	Yes			0	0

[My Cookie Customers](#)



[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

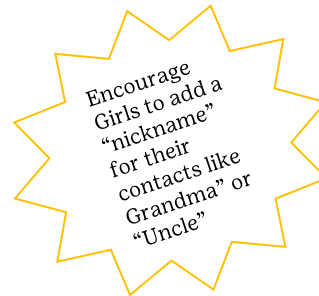
Name	Email Address	Last Emailed	Email Title	Total Orders	Total Pkgs
<input type="checkbox"/> Darren Waithe	Yes	11/18/2019	Open	0	0
<input type="checkbox"/> Eva Almira	Yes			0	0
<input type="checkbox"/> James Brinson	Yes	11/18/2019	Open	0	0
<input type="checkbox"/> Jasmin Williams	Yes			0	0
<input type="checkbox"/> 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 Odufu	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

Email: dctest512-10@girlscouts.org

Address: 1602 Kiepner Dr
St. Paul, Minnesota 53012

Phone: 792-057-2097

Contact Source: Website

Notes:

Delete Customer

Edit Customer

Add Another Customer

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

DETAILS

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

COOKIES

trefoils®, 1 pkg
 do-si-dos®, 1 pkg
 samoas®, 2 pkgs
 thin mints®, 2 pkgs

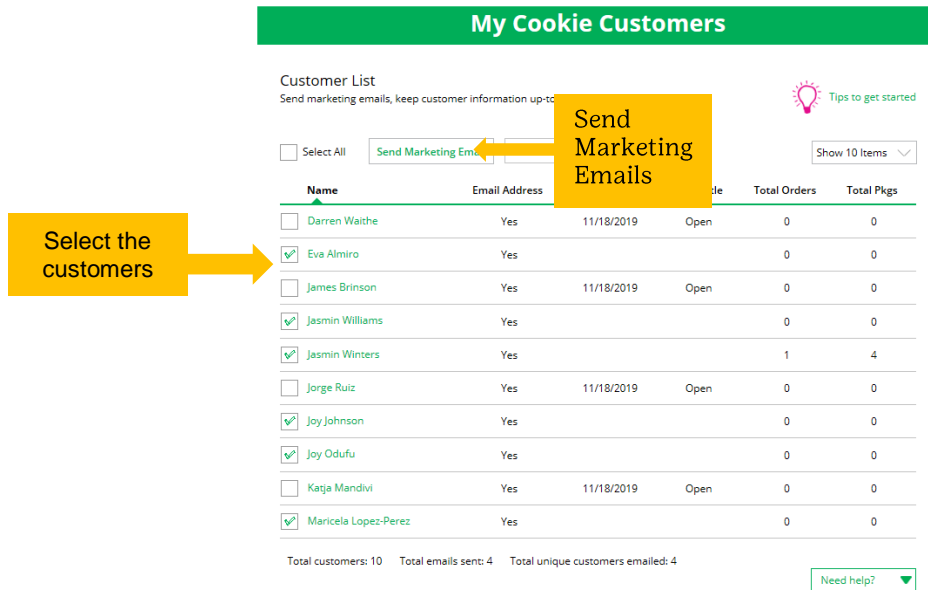
ORDER SUMMARY

Cookie Packages: 6 \$24.00
 Subtotal: \$24.00
 In-person Delivery: Free
 Order Total: \$24.00
 Added to sales goal: 6 pkgs

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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

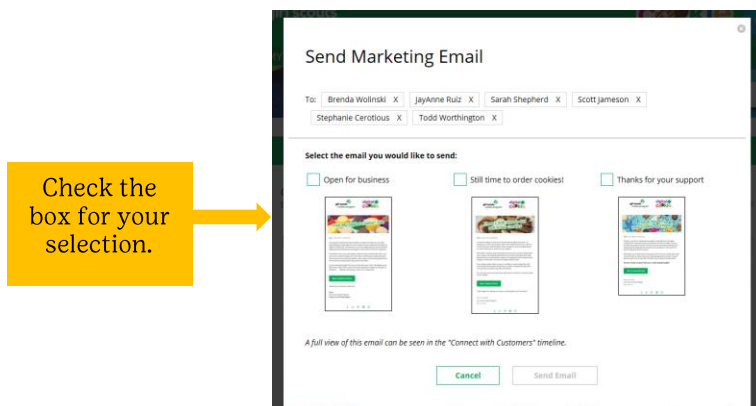
☐ Select All

Name	Email Address	Order Status	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

A full view of this email can be seen in the “Connect with Customers” timeline.

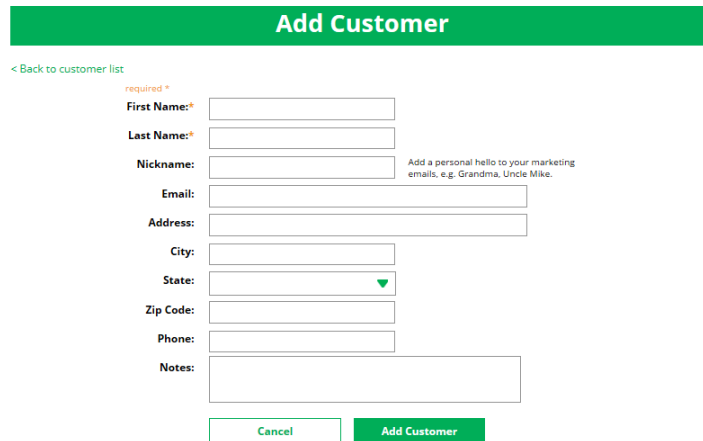
You can select different customers and send different emails to them or send the same email to all your customers at the same time.

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

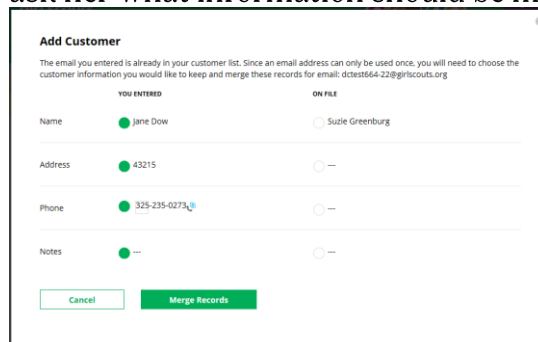
To add customers manually (instead of importing), click the “Add Customers” button and you will get a screen for entering information.



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”

Delete Customer

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

Cancel
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											
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.

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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.

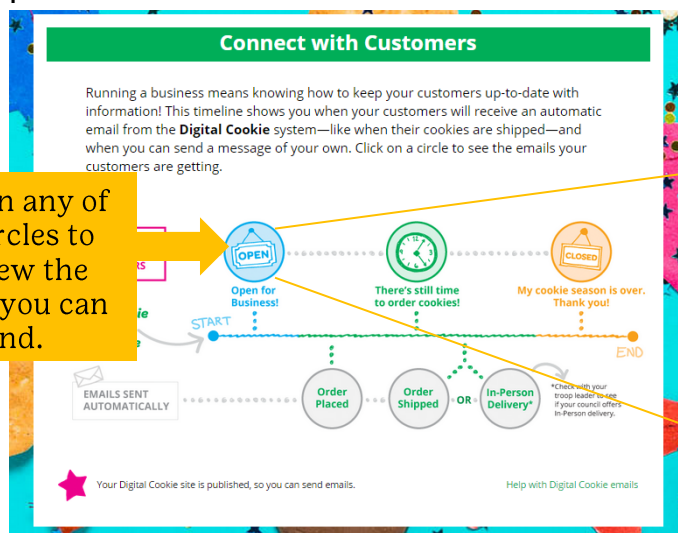
Export Your Customer List

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”



Dear [Customer],

Ready to purchase your favorite Girl Scout Cookies? Now it's easier than ever! You can order these delicious, hand-baked cookies through my Digital Cookie site.

The best part? When you order Girl Scout Cookies from me, you're helping me learn essential life skills—while supporting the largest girl-led entrepreneurial program in the world.

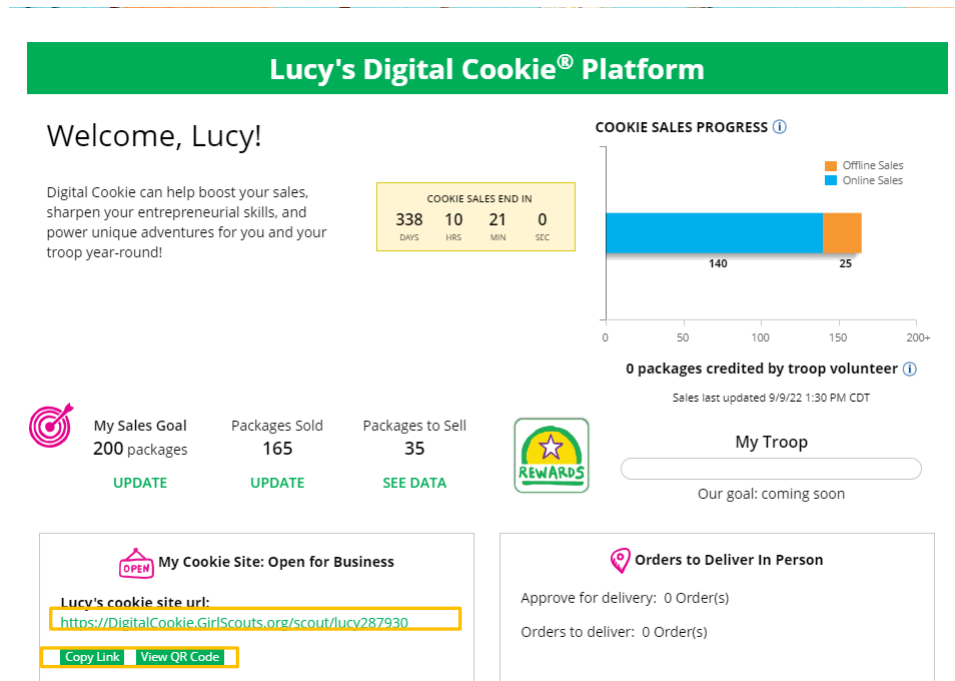
Cookie proceeds stay local, so your purchase helps me and my Girl Scout troop experience amazing adventures all year long.

If you've already bought Girl Scout Cookies this year, thank you! There's still time to place another order. Consider stocking up for yourself, buying for friends and family, or donating to [GSCOUNCILLOCATION].

Pretty sweet, right?

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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.



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.