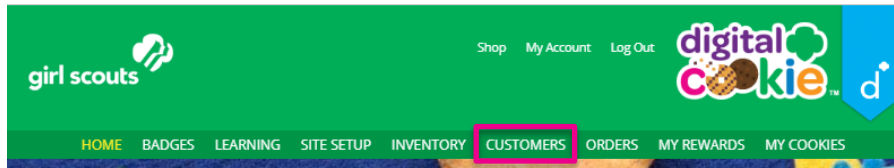# Marketing to Customers

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

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 Digital Cookie for referencing in future cookie seasons.

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.

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...

Send Marketing Emails

Tips to get started

	Name	Email Address		le	Total Orders	Total Pkgs
☐ Select All	Send Marketing Em...					
☐	Darren Waithe	Yes	11/18/2019	Open	0	0
☑	Eva Almiro	Yes			0	0
☐	James Brinson	Yes	11/18/2019	Open	0	0
☑	Jasmin Williams	Yes			0	0
☑	Jasmin Winters	Yes			1	4
☐	Jorge Ruiz	Yes	11/18/2019	Open	0	0
☑	Joy Johnson	Yes			0	0
☑	Joy Odufu	Yes			0	0
☐	Katja Mandivi	Yes	11/18/2019	Open	0	0
☑	Maricela Lopez-Perez	Yes			0	0

Show 10 Items

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

Need help? ▼

Select the customers.

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.

Cancel   Send Email

Check the box for your selection.

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:

Cancel   Add Customer

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: dctest664-22@girlscouts.org

	YOU ENTERED	ON FILE
Name	Jane Dow	Suzie Greenburg
Address	43215	—
Phone	325-235-0273	—
Notes	—	—

Cancel   Merge 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"
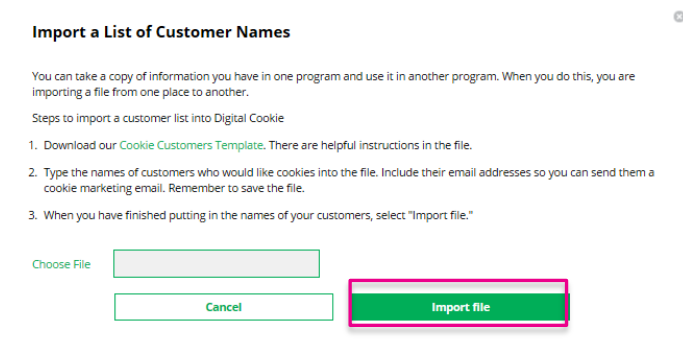
Delete Customer

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

Cancel	Yes
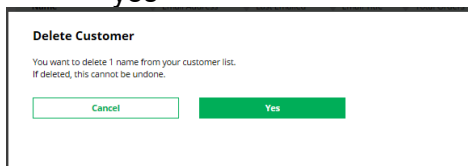
3d Import

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											

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

Cancel	Import 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.

Cancel   **Export file**

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.

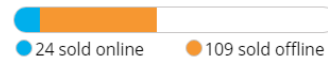**Emily's Digital Cookie Platform**

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

REWARDS

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.