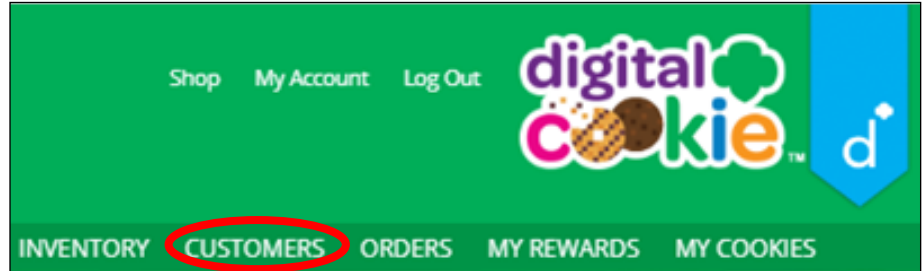


## Marketing to Customers

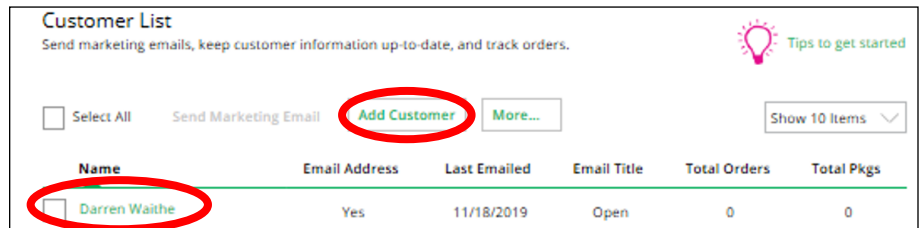
The “Customers” tab is broken into two sections:

- Use “My Cookie Customers” to enter customer emails
- Use “Connect with Customers” to learn more about marketing to customers

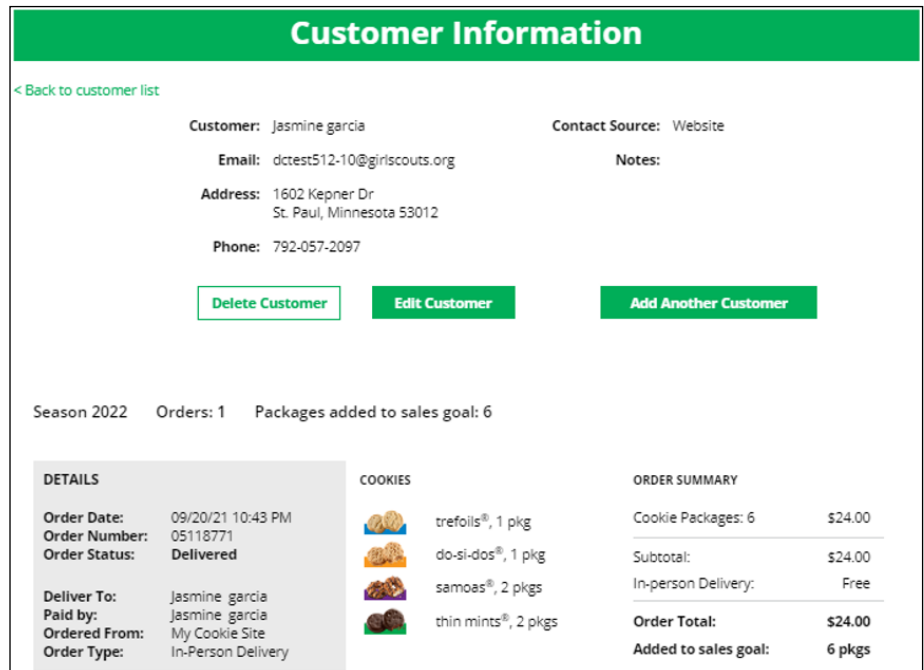


### My Cookie Customers

Girls can add or import customers they want to send marketing emails to and keep all of their customers in Digital Cookie to use in future cookie seasons.



Clicking on a customer’s name brings up more information about the customer, including details about any orders.



## Manually Adding Customers:

- 1 Click “Add Customers.”  
The only required field is name, but 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.
- 2 When you are finished entering information, click “Add Customer.”  
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.

## Importing Customers:

- 1 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.”
- 2 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.

## Adding Customers From Order List:

You can also add customers who have made a purchase and aren’t in your customer list. On the “Orders” tab, check the box in front of the customer’s name and click “Add to Customers List.” Then, the customer will be in your Girl Scout’s records for sending thank-you emails this year and contacting next year.

## Sending Marketing Emails:

- 1 Check the box in front of all the customers you want to reach and click “Send Marketing Emails.”
- 2 Select which of the three emails you would like to send: “Open for business,” “There’s still time to order cookies,” or “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 once.  
To find out more about each of those emails, go to the “Connect with Customers” section.
- 3 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.

Customer List				
Send marketing emails, keep customer information up-to-date, and track orders.				
<input type="checkbox"/> Select All	<input type="button" value="Send Marketing Email"/>	<input type="button" value="Add Customer"/>	<input <="" td="" type="button" value="More..."/>	
Name	Email Address	Last Emailed	Email Title	
<input type="checkbox"/> Darren Waithe	Yes	11/18/2019	Open	
<input checked="" type="checkbox"/> Eva Almiro	Yes			
<input type="checkbox"/> James Brinson	Yes	11/18/2019	Open	
<input checked="" type="checkbox"/> Jasmin Williams	Yes			
<input checked="" type="checkbox"/> Jasmin Winters	Yes			
<input type="checkbox"/> Jorge Ruiz	Yes	11/18/2019	Open	
<input checked="" type="checkbox"/> Joy Johnson	Yes			
<input checked="" type="checkbox"/> Joy Odufu	Yes			
<input type="checkbox"/> Katja Mandivi	Yes	11/18/2019	Open	

You can also send customers a link to your Girl Scout's Digital Cookie Website directly from her home page. Customers who purchase directly from a link won't be reflected as an email sent in her totals. But their orders are treated the same no matter how they reached her website.

## 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	2	3	24
DAYS	HRS	MIN	SEC

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

**My Progress** 167 packages to go!



**My Troop**

Our goal: coming soon

<p><b>My Sales Goal</b> 300 packages</p> <p style="color: green; font-size: 8px;">UPDATE</p>	<p>Packages Sold</p> <p><b>133</b></p> <p style="color: green; font-size: 8px;">UPDATE</p>	<p>Packages to Sell</p> <p><b>167</b></p> <p style="color: green; font-size: 8px;">SEE DATA</p>
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My Cookie Site: Open for Business

**Emily's cookie site url:**  
<https://DigitalCookie.GirlScouts.org/scout/emily379909>

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

Orders to Deliver In Person

Approve for delivery: 0 Order(s)

Orders to deliver: 0 Order(s)

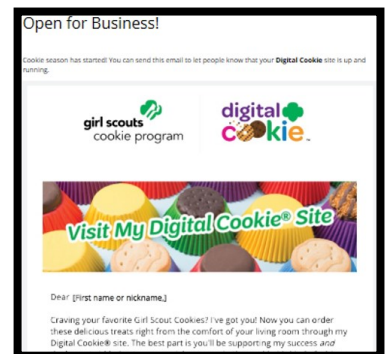
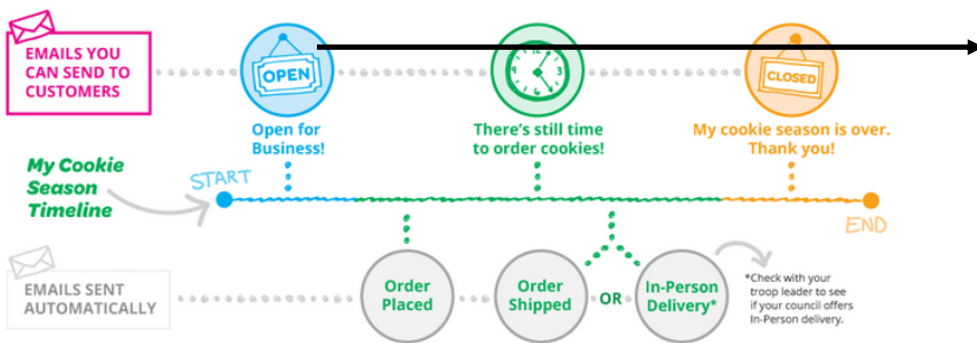
## Connect With Customers

Learning about marketing to cookie customers is a great skill that can increase cookie sales. In this section you can see the three different emails to send to customers and get suggestions for when to use them.

## 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.

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



Your Digital Cookie site is published, so you can send emails.

[Help with Digital Cookie emails](#)