

Digital Cookie

Entering Customer Information & Sending Emails

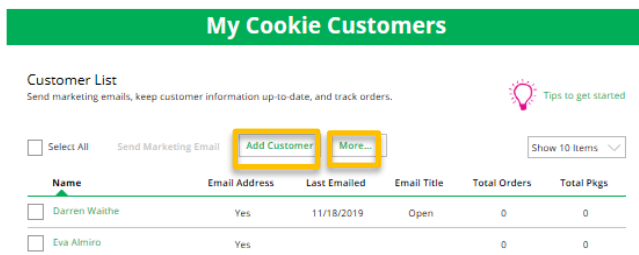
Step 1: Click the “Customers” tab.

Step 2: The Customers page is broken into two sections:

- “My Cookie Customers” for entering customer lists
- “Connect with Customers” to learn more about marketing to customers

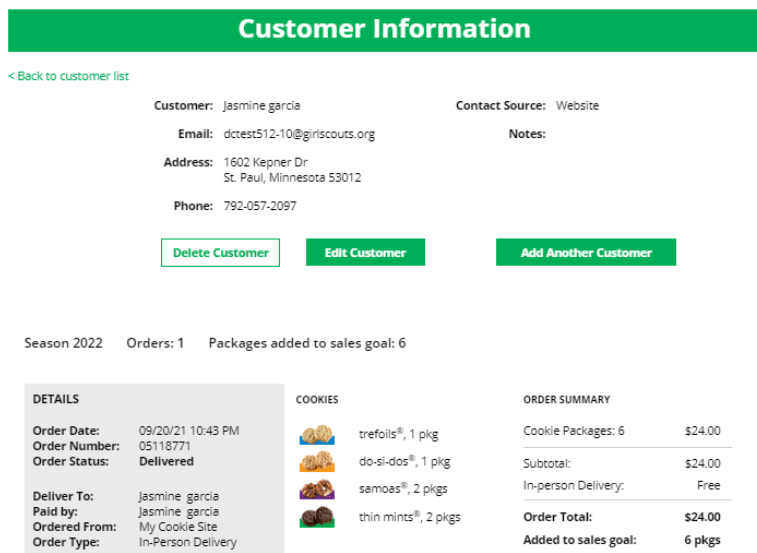
My Cookie Customers

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

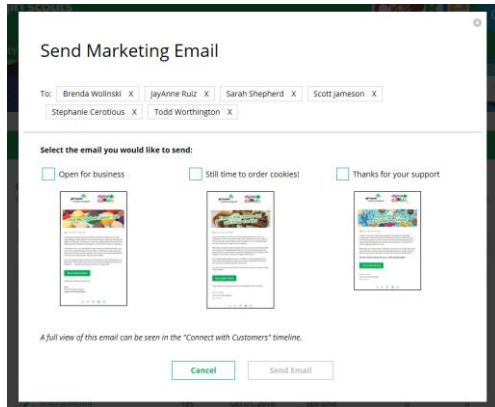


Send Marketing Emails

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.”

Next, select which of the three emails you would like to send at this time:

- You can select different customers and send different emails to them or send the same email to all your customers at the same time.
- To find out more about each of those emails and see a preview, go to the “Connect with Customers” section.
- Check the box next to the email you are going to send and then click “Send Email” at the bottom.



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.

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”

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.”

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.

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.



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”



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

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

Offline Sales: 25
Online Sales: 140

My Sales Goal
200 packages
UPDATE

Packages Sold
165
UPDATE

Packages to Sell
35
SEE DATA

REWARDS

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

My Troop
Our goal: coming soon

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.