

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

Customers tab

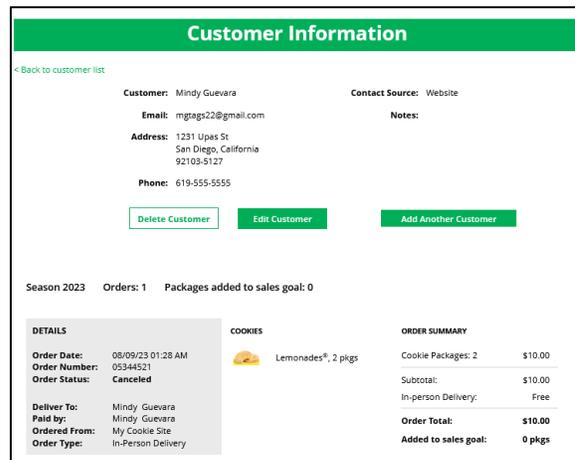
Click "Customers" tab.



Cookie Customers

Girl Scouts can add or import customers they want to send marketing emails to--and keep customers in Digital Cookie for referencing in future cookie seasons.

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, check the box in front of all the customers you want to reach and click "Send Marketing Emails."

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

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 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 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

▼

Select the customers

Send Marketing Emails

Add Customer

To add customers manually, click “Add Customers.”

The only required field is Name. To maximize your marketing, you should complete as many of the fields as possible.

You can also add customers who have made a purchase and aren’t in your customer list.

Import Customer(s)

Click “More” then “Import.”

Instructions for how to import contacts will show. Click “Cookie Customers Template” to download. Navigate to your downloads and open the spreadsheet. The first tab will have detailed instructions. If the file opened in Protected View or Read Only, click “Enable Editing.”

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										

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On the second tab of spreadsheet “Import_Customers,” fill in information based on the template provided. Save spreadsheet progress often. When complete, close the file.

Click “Choose File” button in your Digital Cookie tab and select “Import_Customer” file (it may be in your downloads still or wherever you saved it to). Click “Import File.” While the file is uploaded, you can send marketing emails to these 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:

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.



QR Code/Digital Cookie Site Link

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.

