

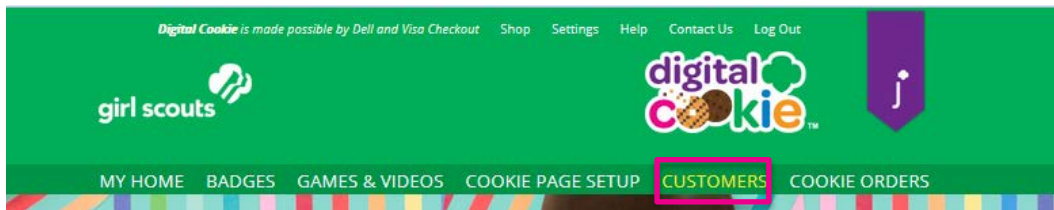
Marketing to Customers

A Digital Cookie site isn't any good without customers! Learn how you can:

- Enter customer information
- Send marketing emails

1

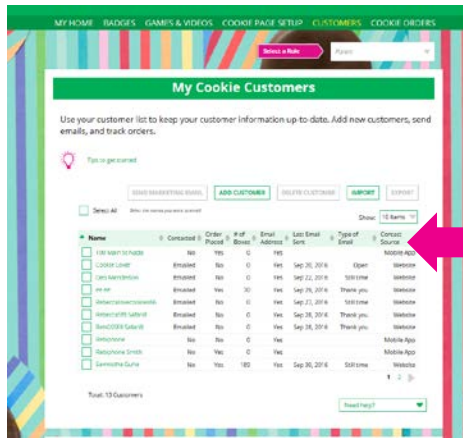
On the Digital Cookie dashboard, click the "Customers" tab.



2

The Customers page is broken into two sections -

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



My Cookie Customers

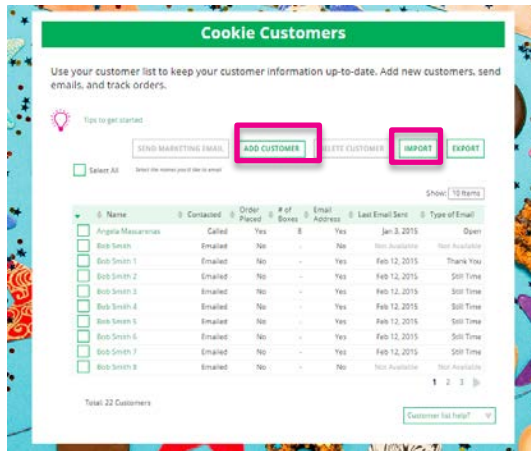


Connect with Customers

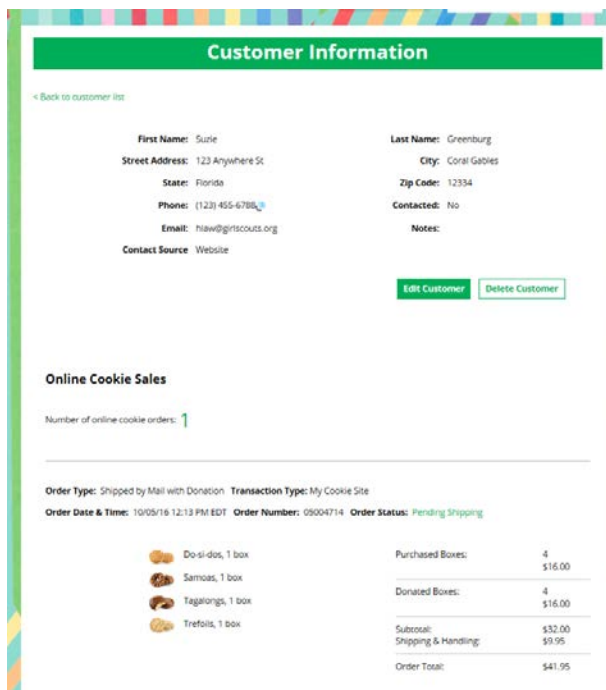
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My Cookie Customers

Girls can add or import customers they want to send marketing emails to - and keep all of their customers in DOC for referencing in future cookie seasons.

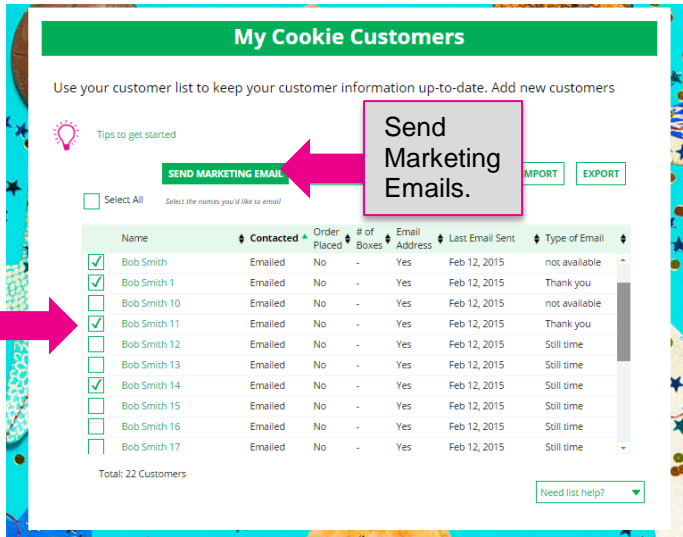


Clicking on a customer's name brings up more information about the customer, including details about any past orders.



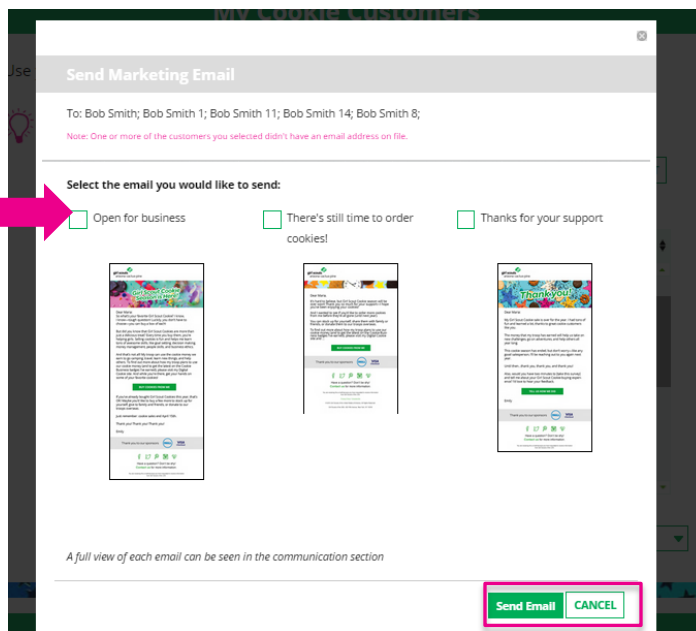
3a Send Marketing Emails

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.”



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.



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 like this for entering information.

The only required field is first name. However, to maximize your marketing, you should complete as many of the fields as possible.

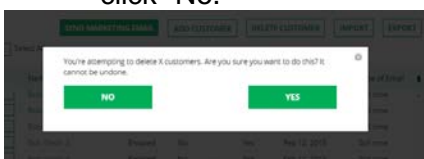
If this is a customer you have called or met in-person already, choose “Called,” “Emailed,” or “Other” to indicate how that customer was contacted. Choose “No” if you have not yet contacted the customer.

When you are finished entering information, click “Add Customer”. The customer information will be stored.

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, click on the box in front of the customer’s name and click “Delete Customer.”

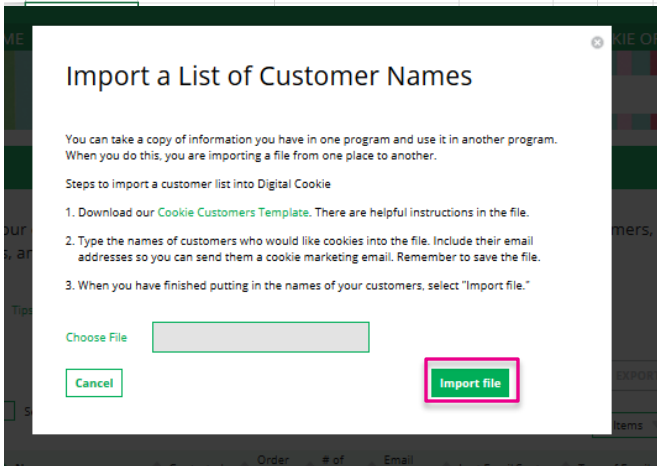
You will get a pop-up warning “You’re attempting to delete customers”. If you are sure you want to delete, click the “Yes” button. If you have changed your mind, click “No.”



3d Import

Clicking on “Import” brings up a new screen about importing customer contacts. 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.”

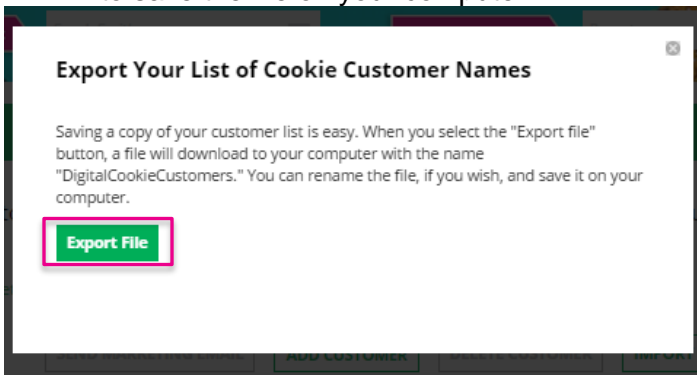
1	A	B	C	D	E	F	G	H	I	J
	First Name	Last Name	Street Address	City	State	Zipcode	Phone Number	Contacted	Email Address	Notes
2	Juliette	Low	123 Anywhere St	Savannah	GA	12345			realJGL@test.com	Loves Savannah Smiles
3										
4										
5										
6										



When the list is prepared and saved, you will click the green “Import File” button at the bottom. That will bring up a menu where you can browse for your file. When you find your file, double click on it to import it. When it has successfully imported you can send marketing emails to those customers.

3e Export

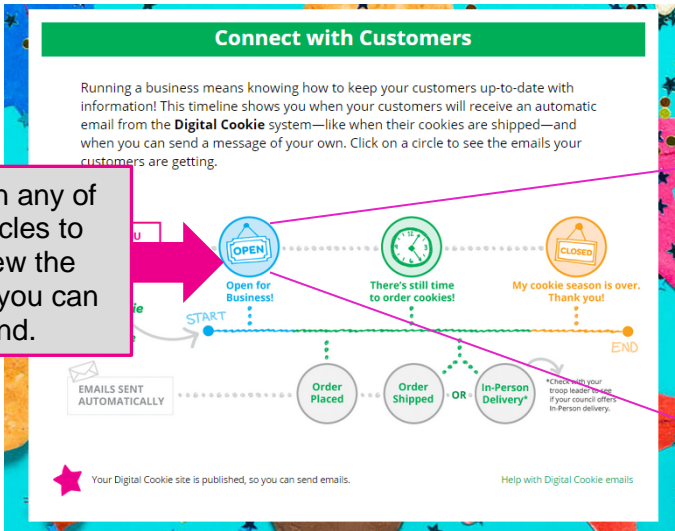
When you click “Export” a screen will pop up with instructions on how to export your customer list and save it to your computer. Simply click the green “Export File” button and you will be asked where you want to save the file on your computer.



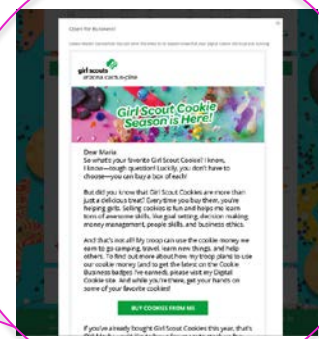
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Connect with Customers

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.

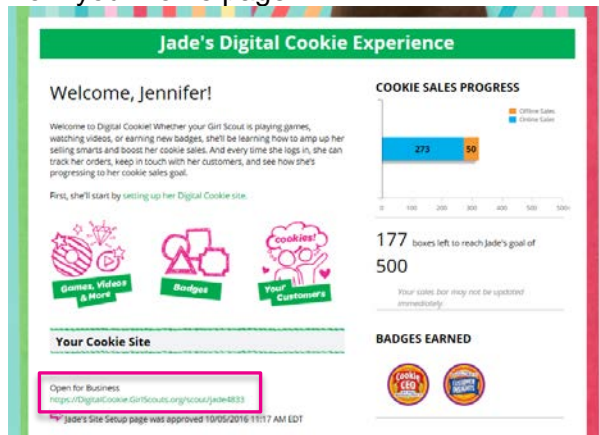


Preview of "Open for Business" email



5

You can also send customers a link to your Digital Cookie Website directly from your home page.



Customers who purchase directly from a link won't be reflected accurately in your customer list and won't count as an email sent in your totals. But their orders are treated the same no matter how they reached your website.