

ONLINE MARKETING THROUGH

CookiEZone

ABC is pleased to make available a secure, email-based method for girls of all ages to market Girl Scout Cookies to friends and family. The intent of the application is to allow girls to notify their contacts that they are conducting a cookie sale, and to allow those contacts to submit an order to the girl. Orders placed and accepted online are delivered in person. No payments are made online. Payments are made in person at the time of delivery.

Process Overview:

- Launch Online Cookie Marketing from CookiEZone.
- Create a list of contacts, including email addresses.
- Send an e-card to contacts to notify them of the Girl Scout Cookie sale.
- Contact clicks through the e-card to an online order card and completes an order.
- Contact must confirm order for it to be valid.
- When order cards are due, girl prints out online orders from CookiEZone and turns them in to an adult volunteer for entry into Snap.

Step-by-Step:

Launch Online Cookie Marketing from CookiEZone - Click on the “Online Cookie Marketing” tab in CookiEZone to access the application.

Creates a list of contacts - Click on the “Contacts” tab within the Online Cookie Marketing application. Add at least the name and email address of the Contact. A physical address and phone # may also be added.

Send an e-card to contacts - Click on the “Send an E-Card” tab within the Online Cookie Marketing application. Choose the desired card, and then select the contact to whom the e-card is to be sent. Send any number of cards to multiple contacts, or send multiple cards to a specific contact. See all e-cards sent by clicking the “View E-Cards Sent” tab from within the Online Cookie Marketing application.

Contact clicks through the e-card - The contact will receive the e-card in their email. If the contact clicks the “Buy Some Now!” link, they are taken to an online order card. The contact’s name and email address is pre-populated on this form. The contact completes and submits the order.

Contact must confirm order - The contact receives an email from CookiEZone asking them to confirm the order. If the order is confirmed, it appears on the “View Orders” tab as “Confirmed.” Girls can then update progress in CookiEZone under the “My Goals” tab.

When order cards are due, girl prints out orders - Print orders received from online marketing efforts by clicking on “Run Order Card Report” from the “View Orders” tab. Add orders to the traditional, paper order card, or turn in directly to an adult volunteer. These cookie orders are then treated the same way as orders on the traditional, paper order card in terms of delivery and payment.