

Directions for using abcsmartcookies.com

Online Marketing

Log on to www.abcsmartcookies.com and click on the “**Girls**” tab, select your program level and then click on the “**Online Cookie Marketing**” tab. If you have an account from last year, you can use that same account. If you can’t remember your account ID, click on the “Forgot ID” link and follow the instructions. If you currently don’t have an account, **create a new account.**

1. Click on the “**Online Cookie Marketing**” tab.
 2. Click on the “**My Contacts**” tab and add all your contacts.
 3. Select the “**Send e-card**” tab. Choose the design and select the contacts you would like to receive this card.
 4. Enter a personal message: “Dear Grandma, Hi Uncle John, etc.”
 5. Click “See Preview.” You can edit the message or the list of contacts if needed.
 6. Click “Send e-card.”
- Once the e-cards are sent, click “**View e-cards sent.**” A table will appear showing the number of Invitations Sent, Completed Orders, and a Response Percentage.
 - When a customer places an order, you and the customer will receive a confirmation e-mail. Once the order is confirmed, the order will show up on the reports.
 - During the sale, you can check your sales by clicking “**View Orders.**” A table will be displayed showing packages ordered, amount confirmed and amount pending.
 - Weekly, or as set by troops, click “**View Orders.**” There will be a link that says “**Run Order Card Report.**” Print this report and communicate with the troop to receive the cookies needed and to receive credit for recognitions.
 - **NOTE: Girl Scouts must still collect money from customers in person and will still deliver cookie orders to customers. No money will be collected online and no cookies will be sent to customers from GSEIWI.**

Goal Setting

Goal setting is one of the most valuable life skills you can pass on to your girls. Research has shown that girls who set goals will increase their sales by approximately 35%. We have the perfect online tool for the girls to set goals AND have fun!

Encourage your Girl Scouts to:

1. Log on to www.abcsmartcookies.com.
2. Click on the “**Girls**” tab. On this page, girls can play fun cookie related games; watch a bakery tour video and learn more about being green.
3. From the “**Girls**” tab, girls can also click on their specific age level to take them to even more fun pages and download information on how to have a great sale.
4. Girls can set their individual goals, print out a copy and hand it in to the Troop Product Manager.