



## Digital Marketing Tips for Cookie Entrepreneurs and Families



The Girl Scout Cookie Program® offers girls unique opportunities to engage in online marketing and sales as they learn about ecommerce and how to think like entrepreneurs.

Follow these four steps as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie® website and social media platform.

**Safety tip:** Girls of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.

**1. As you set goals for your cookie business, think about how digital marketing can help you meet them.** Imagine customers in your community who may not know a Girl Scout. Expand your reach by sharing your secure Digital Cookie link to reach them. Be sure to:

- **Be honest.** Yes, the Girl Scout Law also applies to your sales technique! From your Digital Cookie site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
- **Create a sense of urgency.** After all, Girl Scout Cookie season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- **Make an impression.** Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- **Highlight special features or products.** Share the top-selling cookies in your lineup or any special varieties. Do you have a new flavor available for purchase? How about a gluten-free option? Do your customers know that Thin Mints® are made with vegan ingredients?
- **Use a clear and prominent call to action.** Share your goal and exactly what your customer can do to help you achieve it.

**Safety tip:** Make sure your marketing materials don't reveal your personal contact information (like your address, school, or last name) or your cookie booth location.

**2. Earn one of the Cookie Business badges, and put a digital marketing spin on it.** Check out these prompts to get you thinking about how you can digitize your sales efforts.

- **Daisy Talk It Up badge:** Does your digital customer pitch include answers to commonly asked questions?
- **Brownie Meet My Customers badge:** How can you reach potential customers through digital marketing on top of traditional sales efforts?
- **Junior Cookie CEO badge:** How will you make a good impression on your online customers?
- **Cadette Business Plan badge:** How can digital marketing expand your customer base?
- **Senior Customer Loyalty badge:** How will you tell your cookie story to online customers?
- **Ambassador P&L badge:** How will you teach younger girls about business ethics in online marketing?

Hint: use the safety tips from this sheet!

**3. Use digital marketing to expand your network and grow your people skills.** Try some of the following strategies:

- **Think of your favorite brands, and then check out their websites and social media accounts.** What do they do to create a relationship with their customers on Facebook or Instagram? What can you do to safely build a relationship with your online customers?
- **Use platforms that potential customers could be on.** Think about your target customers and where they're most active online.
- **Engage your customers through email marketing.** Send an email through Digital Cookie to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.
- **Turn loyal customers into brand advocates.** Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
- **Use marketing to inspire, educate, entertain, and entice your prospective customers.** Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications—consider writing a poem or recording a video to educate and convince potential customers to buy from you.
- **Show off customer testimonials.** Collect and highlight enthusiastic testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
- **Say thank you! Impress customers with a custom thank-you message via email or social media.** As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use.

**Safety tip:** To protect your personal identity, never directly message people you don't know online or through social platforms. And remember to always use your secure sales link for orders.

**Safety tip:** When creating marketing content or materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!

**4. Practice business ethics by safely marketing online. Before you get started, review the below safety standards. When in doubt, revisit these resources.**

- You and your supervising parent/guardian must read, agree to, and abide by the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, and the Supplemental Safety Tips for Online Marketing before engaging in online marketing and sales efforts through the cookie program.
- Review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales on your council's website.