Cookie Marketing Toolkit for Girl Scouts

When you run your own business, marketing and sales are like two best friends who work together—but they do different jobs. Let's explore the difference between marketing and sales so you can grow your Girl Scout Cookie business.

What is marketing?

Marketing is all about spreading the word! It's how you share your cookie business with others to get them excited to buy Girl Scout Cookies. Marketing lets you tell your story with confidence and pride. It shows people why they should support you. You can use things like:

- Flyers
- Handmade posters
- Business cards
- Videos
- Door hangers
- Digital Cookie® emails
- QR codes found on your Digital Cookie® storefront



What is sales?

Sales is where the cookie meets the customer! A sale begins when you connect with a buyer and help them find a cookie product they love. It ends with a delicious purchase that makes everyone happy! Ask questions to get to know your customers:

- What's your favorite type of cookie?
- Do you have any allergies or dietary restrictions?
- Do you have a dog in your life that loves special treats?



What is omnichannel marketing?

People have different shopping habits. Some like shopping in person, some like shopping online, and some like both! Omnichannel marketing lets you connect with every customer, no matter how they like to shop, by selling cookies through both of these channels. It's good for them and for you, too! Expanding your sales gives you more ways to learn, grow, and reach your audience.

Think of your favorite store. Do they have both an online store and a store you can go to with your friends? Are there products you can get in their online shop but not in the store in person?

Try something new by marketing and selling online-only products!

Many businesses offer online-only items to get customers excited and coming back for more. Now you can try it, too, with two new Girl Scout products that are only available online.



Girl Scout Sparkables™
Allergy friendly and delicious



Patch Pals™
Girl Scouts' first dog cookie

girl scouts

5 Ways to Promote Your Business

1. Text or call

Reach out to friends and family to let them know you're in business! Try this:

- Call friends and family to tell your Girl Scout Cookie story.
- Text a link to your Digital Cookie storefront to friends and family.

Share your business everywhere!



2. Door-to-door

Meet your neighbors and share your goals with help from an adult. Try this:

- Add your QR code to a flyer to leave behind in case customers want to order more cookies, access the online-only products, or share them with a friend.
- Put a QR code for your Digital Cookie storefront on a door hanger to leave behind if no one is home.



3. Cookie stands and booths

Set up in your community and talk with customers face-to-face. Try this:

- Display a flyer with a QR code that guides customers to your Digital Cookie storefront. They can order online-only products now, or save the code to order cookies and have them shipped later!
- Share a sticker with a QR code or insert a business card promoting your Digital Cookie storefront with each sold package to promote the online-only products and reorders.



4. Connect with your community

Visit local businesses, events, or groups to share your cookie business and meet new customers. Try this:

- Visit local pet stores and shelters to leave behind business cards promoting your group's Digital Cookie storefront.
- Set up a booth at a local farmer's market to sell cookies and promote your group's Digital Cookie storefront.

5. Social media (13 and above)

If you're 13 or older, you can share updates, videos, and your Digital Cookie link to reach even more people. Try this:

- Tag your friends and ask them to share your link.
- Make a video telling your audience why they should support your Girl Scout Cookie business. Check safety guidelines before you get started.

Creating your own marketing materials is part of the fun of Girl Scout Cookie season. But if you're short on time or inspiration, we have some easy-to-use templates to get you started. Scan this QR code to explore!