

2021 Cookie Program | *Marketing Toolkit*

This year's Cookie Program might be a little different, but that doesn't mean it won't be a blast! You'll build entrepreneurial skills, connect with and support your Girl Scout sisters, and become an online marketing master!

Before Cookie Begins

▶ **Opt-in to the Cookie Online Shop Locator**

Reach more cookie lovers, 24/7! Get promoted to customers across Northern California by adding your online shop at norcal.gs/cookie-opt-in.

▶ **Start building your email list**

Every time you meet someone, pitch your cookie business, or make a sale, ask for permission to send them an email about your cookie business! You can follow up with them with a link to your online shop, or with some of your virtual engagement events to encourage additional cookie purchases.

▶ **Create a Cookie Cohort**

Make a plan to gather together with other cookie entrepreneurs over Zoom to discuss your winning strategies and goals for the upcoming week.

▶ **Look for opportunities for "ambient marketing"**

Tag on to an existing event or campaign in your area that mixes well with Girl Scout Cookies. For example, if there's an online chocolate milk convention in your area, reach out to the organizer to figure out how you can set up a virtual booth or share information about your cookie business.

You can also look for organizations or events that are directly related to your goal. For example, if you're trying to fund a Take Action Project that addresses food insecurity, team up with a nonprofit that also works on that issue.

▶ **Flyer your local coffee shops and other community businesses**

If businesses are open in your area, some will be happy to put up a flyer for your cookie shop if you ask!

▶ **Connect with the college scene**

Though you may not be able to visit your local sororities or fraternities in-person, they're still meeting online! Check out their website to find their Community Service Chair's contact information, and ask them to let you present at their meeting and/or share your storefront with their chapter.

▶ **Make a QR Code**

Create a huge QR code for your online shop and fix it to your family's car, a yard sign, your apartment's mailboxes (with permission!) or other location where folks will see it when they pass by.

▶ **Ask your parent/guardian/biggest supporters to include a link to your online shop in their email signature.**

It could say something like: I supported local Girl Scouts and you can too! Buy cookies from my favorite Girl Scout online: [online shop link].

▶ **Make virtual presentations**

If there's a place you usually sell cookies (like your house of worship, debate team, eSports club, etc.) and they're still meeting virtually, ask to make a quick presentation or send an email to their distribution list!

▶ **Go Corporate**

Team up with your parent/guardian to collect the email address or phone number of their coworkers interested in purchasing cookies, then you can follow up with an ecard, email, phone call, or text sharing your pitch and shop link!



During the Cookie Program

► Reach Out to Previous Customers

Girl Scout Cookie customers are loyal purchasers who buy every year—prepare your pitch and give folks a call!

► Stick business cards to any physical inventory

User address label stickers or business card templates to create a “take away” to leave on your physical inventory so that people know how to order more cookies from you.

► Host a virtual cookie booth or cookie party

You can invite friends, family, previous customers, and current prospects! [Learn more](#) about how to host one from our baker, Little Brownie Baker!

► Contactless door-to-door

Go door-to-door with door hangers and canvas the neighborhood and leave the info at the doors without ringing any bells, and then they can order online

► Offer curbside pick-up/drop-off hours on a regular schedule!

Make sure to keep good social distance as you connect your customers with their orders.

► Create added value for customers

Offer a free recipe with the purchase of multiple packages. Print some [recipes](#) and attach an appropriate recipe to each bundle of cookies. It’s a lot of fun to create attractive recipe booklets to give away with larger purchases.

► Host a virtual cookie cooking party

Pick your favorite cookie recipes and send your email list an invite to your cookie cooking party! Encourage them to get their cookies in time to join along with making your recipe.

Social Media Marketing Opportunities & Content Ideas

Posting on social media is a great way to find customers, new and old. We’ve got awesome images for you to share on Facebook and Instagram in the [Digital Marketing Kit](#) drop-down on our Cookie Resources page, as well as ideas for days to post and what to say! Remember to stay safe online and represent your cookie business with pride.

► Digital Marketing resources:

- Use a Girl Scout Cookie Zoom background when you hang out online with friends! Download your favorites under the [Digital Marketing Kit](#) drop-down.
- We’ve got loads of cookie marketing swag available, including business cards, door hangers, and more!
- Explore more tips about success with Digital Cookie over at the [Trailhead](#).
- Don’t forget about online safety! [Review best practices](#) before interacting with customers online or through social media.

► Social Media Post ideas (and sample social copy for you to use or get inspired by!)

- Collect and show off customer reviews! Share the original post if they talk about your cookies on social media, or quote your friends.
- Update your audience on your goals! Remind them that they are crucial to your success: everyone wants to help their friends succeed.
- Share cookie [recipes](#) to encourage people to buy specific varieties of cookie.
- Post on holidays to get in on the excitement:
 - **The Superbowl** (Feb 7) “What better snack to cheer on your favorite team than Girl Scout Cookies! Support my cookie business: [add link to your cookie shop]”
 - **Valentine’s Day** (Feb 14) “Cookies make a great gift for a gal pal or someone you love! They can make a delicious [on-theme treat](#), too. Grab a box or three from my cookie shop: [add link to your shop]”
 - **National Girl Scout Cookie Weekend** (Feb 28–March 1) “It’s National Girl Scout Cookie Weekend! What’s your favorite cookie to celebrate with? You can buy some from my online cookie store: [add link to your shop]”





Come up with your own captions for your social media posts, or borrow some of ours:

Facebook:

- It's cookie season! ♥ When you buy Girl Scout Cookies, the next generation of girls get a taste of what it takes to be successful and you get a taste of a delicious American tradition. Order up!
- Who's been waiting all year for Girl Scout Cookie Season? 🤪 Don't miss your chance to stock up on old favorites or try something new! YAY!
- Create moments of joy at home this winter with Girl Scout Cookies! With virtual ordering and cookie delivery, it's the easiest way to stay safe while supporting your local community. ♥ Learn more about how to get your cookies this year:
- Girl Scout Cookies: Smiles, purpose, and YUM in every bite! Cookie season is here. Learn how you can order cookies virtually this year: [INSERT OSL LINK HERE](#) #ThinkOutsideTheCookieBox

Instagram:

- 📱 This is not a drill! 📱 Girl Scout Cookies are back! Don't miss your chance to stock up on old favorites or try something new! YAY!
- What empowers girls and creates joy? Girl Scout Cookies, of course! Order yours today.
- Create moments of joy at home this winter with Girl Scout Cookies! With virtual ordering and cookie delivery, it's the easiest way to stay safe while supporting your local community. #ThinkOutsideTheCookieBox
- How to enjoy Girl Scout Cookie Season 2021:
 1. Order online or call your local troop 📞
 2. Pick up your delivery from your mailbox or doorstep 📦
 3. Relax and experience the joy of biting into a uniquely delicious Girl Scout Cookie! ♥ #GirlScoutCookies #VirtualCookieBooth

