



Marketing Fall Promo Tips & Tricks

Promote Your Business Like a Pro! Welcome to the 2025 Girl Scout Fall Product Program!

You're not just selling treats, you're building a business, learning leadership, and having fun doing it.

Use these marketing tips and tools to get the word out online and in person.



Download these
social media
graphics to let
friends and family
know about your
business!



How to Download a Picture or Video Above

- 1 Click or tap on the image you want to download above.
- 2 This will open your web browser and take you to the website where the image or video is located.
- 3 Use your mouse and right-click on the picture.
 - On a tablet or phone, press and hold the image with your finger.
- 4 A menu will pop up. Click "Save picture as" or "Save video as"
- 5 Choose where you want to save it on your device, then click Save.

Now your picture or video is ready to be shared, see back page for more helpful tips!



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BRAVE. FIERCE. FUN!





Tips and Tricks from the Marketing Pros

- 1 Already using social media to reach your customers? Ask your friends and family to share your posts, forward your emails, or tell their friends about the Fall Product Program! Spreading the word is now as easy as clicking “share!”
- 2 Educate, inspire, and entice your potential customers by sharing more about your goals and how you’ll use your proceeds.
- 3 Have a satisfied customer? Ask them for a testimonial! Collect and highlight these customer stories on your social media to show that purchasing from you is a good investment, just make sure you ask permission first!



Sample Social Media Captions

Post 1: Launch Day!

I’m kicking off my Girl Scout Fall Product business! Your order supports my adventures! Place your order here: [Insert Link]  

Post 2: My Why

My troop is saving up for [camp/new uniform/troop trip]! You can support us by shopping my site for magazines, custom cups, subscriptions, and tasty treats like nuts, chocolates, and candies!

Post 3: Care to Share

Donate to Care to Share! Every Care to Share donation sends delicious Fall Product treats to local heroes through Operation Gratitude.



READY TO ROCK THE FALL PRODUCT PROGRAM?

Check the **Fall Program Help Center** starting **August 1st**! Scan the QR code to check out our rewards flyer, fun activities, goal trackers, and everything you need to market your business like a pro!



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