

the big list of marketing ideas!

which of these ideas would you like to try?



Turn your cookie booth into a humming business that helps you reach your goals. Here are some great ideas from the world's best cookie marketing experts – other Girl Scouts!

**text-a-thon:
place ur ordr 2day**

Choose a Saturday, bring your cell phones and gather for texting mania. Call or text friends and family members to take their cookie orders. Here are some tips:

- Bring along order cards.
- Ask everyone who else might like to buy.
- Make it a party by planning fun background music, ordering pizza or bringing snacks to share.
- Cell phones not an option? See if a school or office will give you permission to use their multiple phone lines for an old-school telethon.

**use Facebook, MySpace
and other social networks**

Announce to all your contacts that it's cookie time! Ask them to send you messages that contain how many cookie packages and what varieties they would like to order. They should include how they want to be contacted when the cookies arrive. Record these online requests on your printed order card.

The Internet takes a little extra thought:

- Make sure your friends understand that online requests are a commitment, like all those you write on your order card.
- Do you know this person? Are they able to pay?
- Will you be able to deliver the cookies and receive payment in person?

Pump the internet fun with these tips:

- Post your goals and give regular updates so everyone knows how close you are to reaching them.
- Give out recipes to whet customers' appetites for their favorite varieties. You can find great ones at www.littlebrownie.com.
- Use the cookie artwork found at www.littlebrownie.com to decorate your Facebook or MySpace page.
- Announce your cookie booth times and locations.
- With your Girl Scout friends, create a YouTube video or Flickr photo album about cookies and your goals, and tell your network where to find it.
- Even people not involved in online social networks often use email communications and text messaging. Remember to send your messages by those channels too.

**ask your family to join
you online**

Adults may have social networks of their own where they can announce it's cookie time. They are more likely to also be involved in the LinkedIn and Twitter communities, which can open a whole new world of customers for you.

**open your own
cookie store!**

Claim a spot at the entrance to your subdivision or other high-traffic area and open for business at the same place and same time every day or every week. For example, you may sell cookies every evening from 6:00 to 7:00 as residents return from work or every Saturday morning. Post signs or distribute flyers so everyone knows your schedule. Customers will expect to see you, and they'll be ready to buy.

**tell them about
your cause!**

Customers want to help Girl Scouts help others. If you have a service goal, make posters to tell customers about it. Let them know how many cookie packages you need to sell to reach your goal.

collect cookie donations

Start or join a Gift of Caring project. It's easy! Customers buy cookies to donate to the military or other community group, and girls deliver the donations. At your cookie booth, decorate and clearly label a large collection box so customers know how they can help. Add some flags for patriotic flair!

display your goal poster

Customers want to see how sales are stacking up!