

# Cadette Badge Tips

## ONLINE SELLING TIPS FOR EARNING YOUR COOKIE BUSINESS BADGES

Many of the things you learn while earning your Cadette **Business Plan**, **Marketing** or **Think Big** badges will be super helpful when you market your Girl Scout Cookie® business and sell online using Digital Cookie® or Smart Cookie®. If you don't have a link, now is a good time to sign up and take your cookie business to the next level!

**Safety First** Make sure you and your parent or guardian read and follow the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#), and the [Supplemental Safety Tips](#) for Online Marketing before you get started with your virtual business.



### Business Plan

Before you create a business plan for your online cookie business, explore how to use your Digital Cookie or Smart Cookie platform. Find out how to set your goals, track your progress, manage orders, and reach your customers.

- As you complete Step 1, write your mission statement and set goals with online selling in mind.** What advantage does selling cookies online have? You might find that it allows you to sell more cookies faster, provides better customer insights, and offers more effective marketing. As you write your statement, make notes about how selling through Digital Cookie or Smart Cookie will help you achieve your mission. Decide how many packages of cookies you and your troop want to sell online.

- As you complete Step 2, explore how to expand your customer base online.** Check out [Digital Marketing Tips for Cookie Entrepreneurs and Families](#) to get ideas for how to use digital marketing and online sales to connect with your current customers and reach new ones.
- As you complete Step 3, get into the details of your online cookie business.** Make sure to include digital marketing strategies and online sales goals as a part of your plan. Are you hosting a virtual cookie booth or promoting the cookie donation program? How many videos will you make? How often will you send emails? The more specific your plan is, the more likely you are to complete each step.
- As you complete Step 4, consider how online sales impact your risk plan.** Talk to an online sales entrepreneur to find out what problems they face. (Some examples might be internet crashes, problems with customer fulfillment, or cyber security breaches.) Make a list of anything that could go wrong and brainstorm ways to solve the problems.
- As you complete Step 5, find an expert with an online business.** Ask an entrepreneur to review your plan. Look for someone who sells online and also has a location where people shop in person so you can compare the similarities and differences in sales approach.



## Marketing

Use these tips to create a marketing plan for your online cookie business. Start by checking out the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#).

- As you complete Step 1, take a look at your favorite brands online.** Check out their websites and social media accounts to learn more about brand identity. What do you like about how they represent their brand? Is their messaging fun? Do they have an easy-to-use website or app? Make a list of things you like about their identity and then prioritize what's most important for your online cookie business.
- As you complete Step 2, check out your online competition.** Find out how other companies sell cookies online. Compare websites, packaging, prices, and ingredients with Girl Scout Cookies. What are the benefits to buying Girl Scout Cookies online? What makes your cookies stand out? Find quick answers and product information in the Girl Scout Cookie Program FAQs.
- As you complete Step 3, research online products with a philanthropic angle.** See how these businesses use social media and digital marketing to promote their cause and tell their story. How can you use what you learn to make your messages stronger? Find creative ways to share how you'll use your cookie proceeds and what skills you're learning through the cookie program.

- As you complete Step 4, come up with a digital marketing message.**

Whether it's an image or video, visual messages are powerful. Remember that you don't need fancy equipment to create awesome content! Consider who your online customer is and create a special message for them.

- As you complete Step 5, share your marketing campaign online.** Think of all the marketing tools you can use to deliver your message. Social media platforms have slightly different audiences, so tailor your message for each to get the best results. Use some of the ideas you've gathered from completing the previous steps. Perhaps you might create a video for your customers and ask them to share it with five friends.

**Pitch Pointers** When you see someone explaining or trying to sell a product or idea, that's called a pitch. Consider following these steps in your pitch

1. Tell people who you are by sharing your first name and troop number.
2. Let customers know about the different cookies and how much they cost.
3. Share how your troop plans to use its cookie money.
4. Let customers know that they can donate cookies.
5. End by asking customers to buy your cookies and telling them how to do that online.

*Safety tip:* Make sure you don't share your personal contact information (like your address, school, or last name).

**For more fun!** Earn your [Cadette Cookie Entrepreneur Family pin!](#)



YEAR 1



YEAR 2



YEAR 3



## Think Big

Use these tips to help come up with bigger online cookie sales goals and new ways to reach your customers.

- As you complete Step 2, take your online sales to the next level.** Host a [Virtual Girl Scout Cookie Booth](#) including your artwork, photos, and videos. Plan for a social media event or schedule a livestream. Reach out to companies and organizations to see if you can join their next virtual meeting to share your cookie business pitch.

Use #VirtualCookieBooth in all your posts.

- As you complete Step 3, let others help sell your big dream.** Some customers buy because of the delicious cookies—others are motivated to help you achieve your goals. Ask customers to share your Digital Cookie or Smart Cookie link or your sales pitch video on their social media. Make sure to explain why buying from you is a great investment.
- As you complete Step 4, ask an online expert to help you think bigger.** Share your plan with an entrepreneur who has experience in digital marketing and online sales. Ask for feedback on new ways to reach customers or strengthen your story. Brainstorm ways you can think big about your online cookie business!

**Cookie Alert!** Monitor cookie activity across the country by setting up an alert from your search engine. Use trigger words and phrases like the names of Girl Scout Cookies to get notified any time cookie sales are mentioned.

### 4 Tips For Volunteers

1. Make sure girls have their parents' or guardians' permission to participate in all online activities and read and agree to the GSUSA [Internet Safety Pledge](#) before conducting any online activities. Have girls take the [Girl Scout Digital Cookie Pledge](#). Parents should read and follow the Digital Cookie Terms and Conditions for Parents/Guardians.
2. Make sure girls NEVER direct message people online or on social media platforms.
3. Only use the Girl Scout online sales link for customer orders. If the Girl Scout sales link is posted on a public-facing site, be aware the link is searchable by anyone and could potentially appear anywhere on the internet.
4. Have parents or guardians approve all girl-delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.