

2023-2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

- Digital Marketing Calendar
- Instructions: Digital Marketing Calendar
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- Instructions: Customizable Social Graphics

Safety

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Appendix

Digital Marketing Calendar

All Ages Beginner-Friendly

Even Girl Scouts® Cookie Rookies can become social superstars! Help them create a plan using this calendar tool.

Supplies:

- [Digital Marketing Calendar](#)
- [Digital Marketing Page of LittleBrownie.com](#)

Go Virtual!

Demonstrate how to use this calendar as a digital marketing tool. Then, break out into groups and encourage Girl Scouts to begin planning.



This activity gets Girl Scouts one step closer to earning a [Cookie Business badge!](#)



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● **Instructions: Digital Marketing Calendar**

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Appendix

Digital Marketing Calendar Instructions

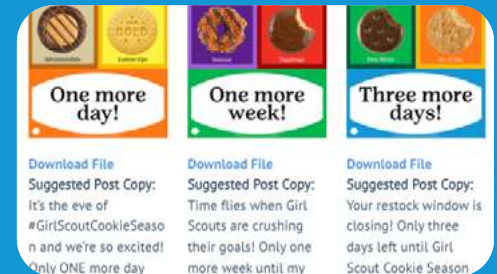
- 1 Download or print the [Digital Marketing Calendar](#). Some holidays and posting opportunities are already listed to get started.



- 2 Customize the calendar by adding post ideas on certain days*. Post ideas include: Countdowns to the beginning or end of the season, spotlights on cookie varieties or Girl Scouts' goals.



- 3 Visit the [Digital Marketing](#) page of [LittleBrownie.com](#) for ready-made posts that entrepreneurs can download and use.



Call in Captains!

Girl Scouts® Cookie Captains can share successful marketing strategies they've used in prior seasons.



Bonus:

Include email reminders! Schedule when to reach out to family and friends. Topics can include: Girl Scout Cookie Season is here, Digital Cookie® is open, and reorder/stock up before cookie businesses close for the season.



*Caregivers should post for Girl Scouts under age 13, but all entrepreneurs should have a hands-on role in marketing their cookie business. Review online safety guidelines on [girlscouts.org](#).

