



GIRL GUIDE

BISCUIT

marketing & advertising

STEP-BY-STEP

Encourage the Girl Guides to learn new skills

- **Marketing**
- **PR and**
- **Advertising**

Stay positive and feel empowered about everything we can do and everything we can be – even in unusual times. Plan for the future! Build skills as a Unit. Have your Girl Guides be involved in goal setting, sales and marketing, teamwork, budgeting, and managing their biscuit campaign. Think about how learning these new skills could contribute to badge work!

LEARN THE DETAIL

What is unique about these biscuits? Make sure to do your research
Where are they made, what is good about this?
What three amazing flavours are available?
Is there something for everyone?
How easy is it to buy these biscuits online? Takes 2 minutes!
What is the website address?
Remember to write your Unit name when purchasing
How much does each biscuit cost? Or each box?
How much money does your Unit receive from each biscuit sold?

SET GOALS

Set sales goals as an individual and for your Unit
Think of fun ways to sell your biscuits
Have an idea for your online biscuit promotion
Remember to use the resources supplied
What are you saving for as a Unit?

PROMOTE ON SOCIAL MEDIA

Share updates on social media
Post on your Unit social pages
Request your Girl Guides “share” and “like” the posts
Can others post from their social accounts?
Be engaging, tell stories and share what Guiding means to your Unit
Share how you plan to use the funds
Update people on how much money you have raised!!

BE A S.T.A.R!

Super Seller – Learn new skills and have fun!

Team – Work as a team in raising funds for the year ahead!

Attitude – Share a positive attitude with your community

Responsible – Share the goodness and Australian Made details of the biscuit.

PROMOTE TO YOUR NETWORK!

Tell family and friends, neighbours, grand parents, aunts and uncles
Advertise in the school, kindergarten, or sports Newsletter
Ask local supermarkets if you can pin a Poster on their notice board
Give as gifts, or suggest they are bought as a gift

Empower your Girl Guides to be *super sellers!*