



Words to Know

Brand: The name, symbol, mark, or logo a company uses to identify their product. It's also the way other people, especially your customers, think about and experience your product.

Brand identity: The image your business projects, including everything from your logo to how people perceive your business.

Cookie entrepreneur: When you sell Girl Scout Cookies, you set goals, talk to customers, make decisions, make mistakes, and try again. This is all part of being an entrepreneur!

Digital Cookie/Smart Cookies: A way for customers to buy cookies online. Depending on where you live, you will either use Digital Cookie (for Little Brownie Bakers councils) or Smart Cookies (for ABC Bakers councils) to manage digital sales.

Digital marketing: Using technology, such as computers, smartphones, and social media, to reach your customers.

Entrepreneur: Someone who creates something or finds a way to help people and solve problems. Entrepreneurs often use their ideas to create a business.

Feedback: What someone thinks about your ideas or how you run your business.

Focus Group: A group interview with a small number of demographically similar people who share their opinions about a specific product, service, or idea.

Influencer marketing: Promoting your message through social media leaders who can spread it to a larger audience.

Marketing campaign: Your plan for how you'll promote your cookie business in different ways, from sending emails to posting on social media.

Package goal: How many packages of cookies you and your troop plan to sell.

Troop goal: What you plan to do with the money your troop earns selling cookies.

Troop proceeds: How much your troop will get for each package sold, based on your council and budget.

Value proposition: A statement that says why someone should do business with you.