

Senior Customer Targeting

Separate your current customers into different categories and list the categories below.

Consider and list below new customers to target, such as who might want to support girl empowerment, make a cookie donation, businesses for the Cookie Business Challenge, etc.

Write a marketing message to record using your phone and save as your video on your Digital Cookie page. When writing consider who is viewing the message, your introduction, what is your troop doing with it's proceeds, describe your cookies and why buying is the right choice, your goal and how the customer can help you reach it, and your conclusion.

[illegible]