



Pacific Northwest Canned Pear Service
REQUEST FOR PROPOSALS – Social Media Consultant/Agency
May 4, 2020

BACKGROUND

The Pacific Northwest Canned Pear Service (PNCPS) is seeking a Social Media Consultant/Agency to support the PNCPS marketing program.

The social media consultant or agency will:

- Provide strategic counsel which furthers PNCPS marketing objectives
- Provide monthly top-level reports on engagement, follower growth, advertising, and opportunities across all channels
- Submit monthly social media plan for approval
- Provide monthly social media activity report
- Provide content and manage daily responsibility of the PNCPS social media channels—Facebook, Twitter, Pinterest and Instagram—that reach target audiences
- Monitor page mentions for any brand reputation issues
- Maintain and update (as needed) content on social media channels
- Collaborate with PNCPS Foodservice Consultant and Design Agency, as needed
- Provide support to increase social media activity for key tradeshow and events

TARGET AUDIENCE AND OBJECTIVE

The primary target audience: foodservice operators in K-12 schools, healthcare, college/university, military, and contract management companies; registered dietitians working in these segments.

Our marketing program objective is to raise awareness and create demand for Pacific Northwest canned pears in targeted foodservice segments.

REQUEST FOR PROPOSAL

Please provide the following information:

- Years working in social media
- Experience with foodservice and dietitian audiences
- Experience in agriculture marketing
- What sets you apart
- Strategic approach to social media marketing
- Work history, including work samples
- Current clients with scope of work and budget
- Financial: hourly rate, travel rate, expense policy
- Any conflict of interest
- Two references



EVALUATION CRITERIA

Proposals will be evaluated using the following criteria:

- Experience with foodservice target audiences, registered dietitians, and agriculture marketing – 30 points
- Proven success working with small budgets – 30 points

CONTRACT LENGTH

The contract will be assigned from July 1, 2020, through June 30, 2021, to coincide with the PNCPS fiscal year.

BUDGET

Approximately \$25,000 to \$30,000 in fees, plus expenses.

TIMING & HOW TO SUBMIT PROPOSAL

Please direct any questions and email your proposal by June 5, 2020, to:

susan@eatcannedpears.com

Susan Renke

Promotion Director

Pacific Northwest Canned Pear Service

707-346-5056

Please submit all questions in writing by email.

Proposals will be evaluated beginning June 5, 2020 and the winner notified by June 15, 2020.

About Pacific Northwest Canned Pears Service

In 1954, Bartlett pear growers and processors in Oregon, Washington, and California created the Pacific Coast Canned Pear Service for the purpose of promoting market development for the consumption of canned Bartlett pears in the U.S. The commitment to fund marketing programs continued, and in 1996, the Pacific Northwest Canned Pear Service (PNCPS) was formed to promote Bartlett pears grown and processed in Oregon and Washington.

After generations of nurturing their orchards, today more than 1,400 family farms across Washington and Oregon provide pears to local processors and fund the PNCPS marketing programs.

The administrative operations of PNCPS are managed by the Washington State Fruit Commission, <https://www.wastatefruit.com/>. PNCPS is one of many USDA Agricultural Marketing Service (AMS) research and promotion oversight programs funded through assessments per ton on fruit delivered to local processors. AMS programs establish a framework for farmers to pool resources to develop new markets, strengthen existing markets, and conduct research and promotion activities.

For more information visit eatcannedpears.com.