

Request for Proposal

Date: October 20, 2016
Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Consultant or Agency to Assist with Digital Marketing Development Strategy and Support
Activity: Strategic Development of Digital Properties and Social Media Platform

The California Fig Industry is seeking proposals from qualified partners (consultant or agency) to assist with development and execution of marketing activities on its digital platforms. The selected partner will work with the CFAB marketing team to develop the social media strategy in support of When You Think Figs, Think CA Grown.

Selected consultant or agency will work closely with the California Fig Advisory Board CEO and California Fig Industry marketing consultant on overall process. Both representatives will provide inputs and insights throughout the process.

SUBMISSIONS:

Contractor will provide a statement of qualifications, a detailed proposal of implementation and strategies with proposed cost per line item.

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com. Open date for this solicitation is: Thursday, October 20, 2016 and submissions must be received by Thursday, October 27, 2016. The successful contractor(s) will be notified of selection within ten days of the closing date.

This solicitation is open to all individuals without regard to race, religious creed, color national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or military and veteran status.