



FitzPatrick's Four Season Farm Market  
[www.fitzpatrickfarmmarket.com](http://www.fitzpatrickfarmmarket.com)  
8637 New York Highway 36, Arkport, NY 14807  
(607) 295-7722  
shopthefitz@gmail.com

## Social Media Consultant RFP

**Submit Response by May 4, 2021**

### Company Profile

FitzPatrick's Four Season Farm Market is a year-round, family-owned farm market which specializes in local, farm-fresh products. We like to think of ourselves as a family destination. We carry many of our products and partner with other local businesses that showcase their products in our store.

We have recently engaged in a market analysis and rebranding. Our new logo is at the top of the RFP and our focus is "Farm fresh flavor for your family."

### Current Social Media

Our current social media marketing initiatives are as follows:

- Facebook (8339 followers)
- Instagram (876)
- Website; includes link to new bulk spice online store

### Project Purpose

The main objectives of this project are to build brand awareness and engage new and existing customers.

This project requires development and implementation of social media strategy through Facebook and Instagram, advisement of other useful platforms (e.g., YouTube, TikTok), development of email marketing newsletter/contact list and assistance with our Google Business page.

The following table (from Hootsuite) summarizes our objectives in order of importance.

Objective	Social Media Goal	Metric(s)
Grow the brand	Awareness	Followers, shares, subscribers, etc.
Turn customer into advocates	Engagement	Comments, likes, tags, etc.
Drive leads and sales	Conversions	Website clicks, newsletter signup, mail orders, etc.
Improve customer retention	Consumers	Testimonials, reviews, etc.

## **Challenges**

The challenges we face in achieving our objectives are as follows:

- No staff dedicated to social media
- No existing marketing strategy
- Limited time to focus on learning social media platforms

## **Approach**

Please describe your approach to our objectives and challenges with a detailed project timeline and success measures for each activity. Our goal is to have updated social media presence on or before June 30.

## **Bidder Qualifications**

To be considered for this project, please provide the following for yourself and any members of your team:

- Social media marketing certification
- References from the past two years who can speak to your work
- Samples of relevant work experience in social media marketing
- Resume(s)

## **Pricing**

Please include a price proposal for the work separating out 1) development of the social media strategy and updating the existing social media platforms from 2) ongoing support and implementation after the campaigns are launched. We expect we will need continued support for at least the first year of implementation.

## **Proposal evaluation**

FitzPatrick's will rate each application based on the following factors:

- Relevant experience/samples of past work (10 points)
- Approach to our objectives within proposed timeline (10 points)
- Cost (5 points)