



*American*  
**GROWN**  
Take pride in your flowers.

Certified American Grown (CAG) is a farmer-based coalition of 60 farms from 18 different states divided up into 7 districts. The organization represents over 50% of the domestic production and provides the power of a united voice for American flower and foliage farmers in both governmental affairs and promotion. The association is poised to become the leading representative and premier resource for the cut flower and greens industry in the United States.

## **PROJECT SCOPE**

Certified American Grown is seeking proposals for a social media agency or professional to design and execute a comprehensive social media campaign that will drive awareness, engagement, channel growth and deliver a measurable return on investment to the organization.

## **CURRENT MARKETING ACTIVITIES**

Instagram, Facebook, LinkedIn, Twitter and Pinterest focused, posting a minimum of three times a week. Commenting daily on posts where CAG is tagged or mentioned.

## **PROJECT PURPOSE & DESCRIPTION**

To expand the visibility and brand value of what CAG represents. Highlighting our farms but also recognizing and celebrating the wholesalers, retailers and event designers that are purchasing American Grown flowers and greens.

## **PROPOSAL GUIDELINES**

Review our current online social media channels and briefly state why you or your firm is the right compliment to CAG's brand.

Include a proposal for the work. Outline a project timeline, including details such as key milestones and deliverables. Submit the application no later than September 21, 2020.



## **SUBMISSION AND REVIEW PROCESS**

In addition to addressing the proposal requirements above:

Provide a link to at least five (5) social media posts you or your organization designed and posted on both Instagram and Facebook. Provide details on the objective, strategy and qualify its success. In addition, provide three (3) professional references.

Summit proposal marked "CAG RFP" to Anna Kalins:  
[anna@americangrownflowers.org](mailto:anna@americangrownflowers.org).

Be available for Zoom video interview on September 25th, time TBD.

[facebook.com/AmericanGrownFlowers](https://facebook.com/AmericanGrownFlowers)

[instagram.com/americangrownflowers](https://instagram.com/americangrownflowers)

[pinterest.com/americangrownflowers](https://pinterest.com/americangrownflowers)

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[linkedin.com/groups/13536517](https://linkedin.com/groups/13536517)

