County GOP Marketing Plan

Public Engagement & Thought Leadership

- Letters to the Editor or Op-eds
    - Submit 1 letter per month from county leadership.
    - Highlight local issues, upcoming elections, or GOP priorities.
      Coordinate with local newspapers to ensure publication.
- Monthly Email Updates (You can use Mailchimp,Constant Contact, HubSpot or any other platform)
    - Send on regular intervals each month.
    - Content ideas:
        - Short message from county chair or leadership member.
        - Local GOP news and event highlights.
        - Volunteer opportunities and calls to action.
    - NOTE: Keep emails concise — 3–4 short sections max.
- Volunteer Network: Build a contact list for rapid outreach.

Social Media

- Platforms: Facebook & Instagram (optional Twitter/X if active locally).
- Frequency: 2–3 posts per week.
- Content Mix:
    - Leadership updates & community involvement.
    - Event promotions and recaps.
    - Posts about local issues and GOP priorities.
    - Volunteer and delegate spotlights.

Youth Outreach Focus
- Create reels and TikTok-style content to engage younger audiences. (Q&A videos?)
- Use clear, relatable messaging to explain Party positions and conservative values.

Community Engagement

Show up where the voters are — low-cost, high-visibility
- Host town halls
- Set up tables at farmers markets, parades, or fairs to hand out simple flyers.
- Partner with local businesses to display your County GOP event flyers.
- Recognize and thank volunteers publicly on social media.
- Event Calendar: Establish quarterly events and key dates on **website**

Press & Public Messaging

- Submit short press releases to local papers about:
  - Events
  - Community service efforts
  - County GOP statements on relevant issues
- Build relationships with local journalists for coverage
  - Add local papers and journalists to your email list
  - Invite journalists to your events

Campaigns & Content Ideas

- **Delegate Highlights**
  - Showcase conservative delegates who support the caucus-convention system.
  - Promote grassroots activism.
- **Q&A Series**
  - Collect questions from the public via Facebook or Google Forms.
  - Answer 1–2 questions per month in video or blog format.
- **"Utah by the Numbers" Infographics**
  - Create clean, data-driven visuals showing Utah's growth, economy, jobs, or voter stats.

Budget Priorities

Item	Cost	Notes
Canva	Free - $13/mo	For branded graphics
Website (lots of options) NationBuilder/Wix recommended	Free - $50/mo	Cost is dependent on platform
Email Platform	Free–$20/mo	Cost is dependent on number of contacts and platform