



New York State Republican Party

Digital Assessment

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A brand's digital presence is crucial in today's digital age, as it provides a window into their culture, values, products, and services. When evaluating a brand's digital presence, there are several key factors to consider. Here are some things that should be included:

1. Website design and functionality: A brand's website should be visually appealing, user-friendly, and easy to navigate. It should also have fast loading times, be mobile responsive, and have clear calls to action.
2. Social media presence: A brand's social media profiles should be up-to-date, active, and engaging. They should have a consistent brand voice and visual identity across all platforms, as well as a strategy for engaging with followers and responding to customer feedback.
3. Content marketing: A brand's content marketing strategy should include a mix of blog posts, newsletter, videos, infographics, and other types of content that provide value to their target audience. The content should be optimized for search engines, shareable on social media, and aligned with the brand's overall messaging and values.
4. Search engine optimization (SEO): A brand's website and content should be optimized for search engines, so that they can be easily found by potential customers. This includes optimizing for keywords, using meta tags and descriptions, and building backlinks from reputable sources.
5. Online reviews and reputation management: A brand's online reputation can have a significant impact on their success. Brands should actively monitor and respond to online reviews on platforms like Google, Yelp, and Facebook, as well as proactively manage their online reputation through strategies like content marketing and social media engagement.
6. Donation and donor experience: In order to raise money more efficiently their donation platform should be secure, easy to use, and reliable. They should also provide excellent customer service, including responsive support.

In Summary, When evaluating a brand's digital presence, it's important to consider factors such as website design and functionality, social media presence, content marketing, SEO, online reviews and reputation management, and donation and donor experience. By assessing these factors, you can gain a comprehensive understanding of a brand's strengths and weaknesses, and make informed decisions about how you invest your time with them.

LET'S TAKE A LOOK AT THE NEW YORK STATE REPUBLICAN COMMITTEE'S DIGITAL PRESENCE

On the following three pages you will find all counties, (1) whether they have a website or not, (2) whether they have a facebook page or not, (3) whether they maintain a newsletter or not, and (4) whether they have a donation page or not.

If you believe the information for your county is wrong, I encourage you to try and search for the information using "Your County Name" County NY Republican. Search is everything. Republicans MUST be able to easily find us!

COUNTY	WEB	FB	NEWSLETTER	DONOR PG
ALBANY	NO	YES	NO	NO
ALLEGANY	NO	YES	NO	NO
BRONX	YES	YES	NO	NO
BROOME 	YES	YES	YES	YES
CATTARAUGUS	NO	YES	NO	NO
CAYUGA	NO	YES	NO	NO
CHAUTAUQUA	YES	YES	NO	NO
CHEMUNG	YES	YES	NO	NO
CHENANGO	NO	YES	NO	NO
CLINTON	YES	NO	NO	NO
COLUMBIA	YES	YES	NO	YES
CORTLAND	YES	YES	NO	NO
DELAWARE	YES	YES	NO	NO
DUTCHESS	YES	YES	NO	NO
ERIE	YES	YES	NO	YES
ESSEX	YES	YES	NO	NO
FRANKLIN	YES	YES	NO	NO
GENESEE	NO	NO	NO	NO
GREENE	YES	NO	NO	NO
HAMILTON	NO	YES	NO	NO
HERKIMER	YES	NO	NO	NO

COUNTY	WEB	FB	NEWSLETTER	DONOR PG
JEFFERSON	NO	YES	NO	NO
KINGS 	YES	YES	YES	YES
LEWIS	NO	NO	NO	NO
LIVINGSTON	NO	YES	NO	NO
MADISON	NO	YES	NO	NO
MONROE	NO	YES	NO	NO
MONTGOMERY	NO	YES	NO	NO
NASSAU 	YES	YES	YES	YES
NEW YORK	YES	YES	NO	NO
NIAGARA	YES	YES	NO	NO
ONEIDA	NO	YES	NO	NO
ONONDAGA	YES	YES	NO	NO
ONTARIO	YES	YES	NO	YES
ORANGE	YES	YES	NO	NO
ORLEANS	YES	YES	NO	NO
OSWEGO	YES	YES	NO	NO
OTSEGO	NO	YES	NO	NO
PUTNAM	NO	YES	NO	YES
QUEENS 	YES	YES	YES	YES
RENSSELAER	NO	YES	NO	NO
RICHMOND 	YES	YES	YES	YES

COUNTY	WEB	FB	NEWSLETTER	DONOR PG
ROCKLAND	YES	YES	YES	NO
ST LAWRENCE	YES	YES	NO	YES
SARATOGA	YES	YES	NO	YES
SCHENECTADY	NO	YES	NO	NO
SCHOHARIE	NO	YES	NO	NO
SCHUYLER	NO	YES	NO	NO
SENECA	NO	NO	NO	NO
STEUBEN	NO	YES	NO	NO
SUFFOLK	YES	YES	YES	YES
SULLIVAN	YES	YES	NO	NO
TIOGA	NO	YES	NO	NO
TOMPKINS	NO	YES	NO	NO
ULSTER	YES	YES	YES	YES
WARREN	NO	YES	NO	NO
WASHINGTON	NO	YES	NO	NO
WAYNE	NO	YES	NO	NO
WESTCHESTER	YES	YES	YES	NO
WYOMING	NO	YES	NO	NO
YATES	NO	YES	NO	NO

*All websites and Facebook pages were searched using "Your County" County NY Republican.

*Newsletters were searched via websites that existed

*Donation Pages, if not on website could only be searched using WinRed directory.

This study was done on 3/5/2023



UPON REQUEST, A MORE DETAILED EVALUATION CAN BE CONDUCTED ON AN INDIVIDUAL COUNTY'S DIGITAL PRESENCE. INCLUDING SEARCH ENGINE OPTIMIZATION, WEBSITE PERFORMANCE, CONTENT EVALUATION, AND COMMUNITY ENGAGEMENT ANALYSIS.

The Solution

STEP 1: BUILD A WEB PAGE FOR EVERY COUNTY COMMITTEE CONSISTING OF THE BARE MINIMUM (1) CONTACT PAGE, (2) LEADERSHIP PAGE, (3) PLATFORM PAGE, (4) VOTER REGISTRATION PAGE, AND (5) DONATION PAGE/LINK.

STEP 2: BUILD NEWSLETTER TEMPLATES AND CONTENT PRODUCTION INFRASTRUCTURE CONSISTING OF FEDERAL, STATE, AND LOCAL NEWS AND EVENTS RELEVANT TO REPUBLICAN SUBSCRIBERS.

STEP 3: BUILD WINRED PAGES FOR EVERY COUNTY CONSISTING OF A MAIN DONATION PAGE, EVENT DONATION TEMPLATE, AND NEWSLETTER INTEGRATIONS.

The Cost

The Timeframe

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