

CONFIDENTIAL

Digital Campaign Proposal

Van Buren for Licking County Commissioner

Prepared for Mark A. Van Buren
Citizens for Van Buren

April 2026 | Republican Primary — May 5, 2026

BULL MOOSE STRATEGY

Candidates, Not Parties.



You're one of five Republican candidates in an open-seat commissioner race with no party endorsement. Based on historical turnout data, approximately **14,000–18,000 Republican ballots** will be cast in this primary. In a five-way race, the winner likely needs **3,500–5,000 votes**.

You have the strongest resume in the field — 25 years as Harrison Township Trustee, Ohio Township Association board experience, Transportation Improvement District board oversight of Intel-related infrastructure, an MBA in Finance, and deep community roots through Van Buren Acres. But experience alone doesn't win elections. Voters need to see your name, hear your message, and remember it when they fill out their ballot.

Right now, **none of the five Republican candidates** have published issue positions online. None have completed the Ballotpedia or VOTE411 voter guides. Local voters are asking for policy — not pancake breakfasts. **That's your opening.**

Your Digital Position Today

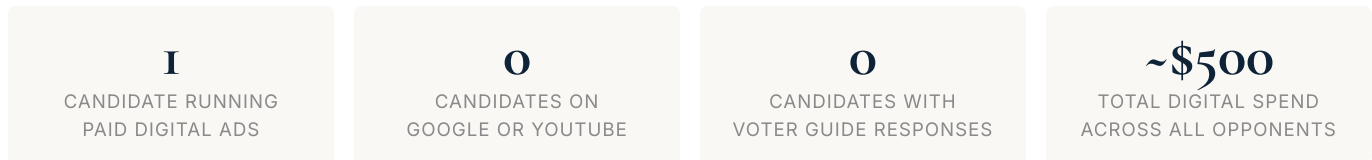
ASSET	STATUS	ASSESSMENT
Website citizensforvanburen.com	Live, 3 pages	Solid bio, but no issues page, no endorsements, no events, no analytics, minimal SEO
Facebook	679 followers 3–4K reach/post	Strong organic reach — this is your best digital asset
Instagram / X / LinkedIn	None	Missing platforms where voters research candidates
Ballotpedia	Not completed	Free visibility left on the table
VOTE411 (LWV Guide)	Not responded	Free visibility left on the table
Digital Advertising	None	No Facebook, Google, or YouTube ads
Analytics	None	No way to measure website traffic

Competitor Analysis

We researched all four of your Republican opponents. Here's where they stand digitally — and where they're vulnerable.

CANDIDATE	THREAT	DIGITAL STATUS	VULNERABILITY
Jeff Rath Newark	HIGH	Active Facebook page (466 likes), campaign email, LCRP fundraiser support. No website (domain parked).	Lost his council primary 35%–65% in May 2025. His own constituents rejected him.
Bill Bogantz Johnstown	HIGH	10-section Canva website, Instagram account, Anedot donations. Only candidate running paid FB ads (~\$500 total, 5 ads since Mar 8).	"Outsider" messaging with limited public service experience. Canva site has SEO limitations.
Greg Smith Newark	LOW	Minimal Facebook page, no website, Yahoo personal email.	First public office (elected Nov 2025). No campaign infrastructure.
James Snedden St. Louisville	NONE	No meaningful digital presence. Old Google Sites page from prior cycle.	Perennial candidate (lost to Bubb 32%–68% in 2024 running as Democrat). Switched parties.

The Digital Landscape



Bottom line: The digital space in this race is nearly empty. Entering with a managed, multi-platform campaign would immediately make you the most visible candidate online — by a wide margin.

This engagement is scoped to your specific situation: an existing website that needs content, strong Facebook presence to amplify, and a 5-week runway to Election Day.

Week 1 ● **Foundation & Platform Setup**

Apr 1-7

- Website content expansion: Issues, Endorsements, Events pages
- SEO optimization + Google Analytics installation
- Meta political ad authorization submitted
- Google Ads election verification submitted (Search + YouTube)
- Ballotpedia + VOTE411 voter guide completion
- Ad creative development: 4-6 static + 2-3 video ads
- Light digital security review

Week 2 ● **Ads Go Live — 3 Platforms**

Apr 8-14

- Facebook + Instagram awareness campaign (Licking County ZIP codes)
- Google Search ads ("Licking County Commissioner" queries)
- YouTube pre-roll video ads (Licking County viewers)
- A/B testing across all platforms
- Media prep: Newark Advocate talking points + forum prep

Weeks 3-4 ● **Optimize & Intensify**

Apr 15-28

- Shift budget toward best-performing ads
- Increase daily spend as election approaches
- Early voting reminder ads (voting starts April 7)
- GOTV countdown ads activated (E-7)

Week 5 ● **Election Week**

Apr 29-May 5

- Maximum daily ad spend
- Election Day reminder + "polls are open" ads
- Final performance report with every dollar accounted for

<p>CONSULTING FEE</p> <p>\$2,500</p> <p>One-time — all professional services</p>	<p>RECOMMENDED AD SPEND</p> <p>\$2,500–3,000</p> <p>Paid directly to platforms — no markup</p>	<p>TOTAL INVESTMENT</p> <p>\$5,000–5,500</p> <p>Complete 5-week digital campaign</p>
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What's Included in the Consulting Fee

DELIVERABLE	INCL.
Website content expansion (3–4 new pages, SEO)	✓
Ad creative production (4–6 static + 2–3 video ads)	✓
Meta (Facebook/Instagram) political ad authorization	✓
Google Ads election verification (Search + YouTube)	✓
5 weeks daily ad management & optimization (3 platforms)	✓
Ballotpedia + VOTE411 voter guide completion	✓
Media prep (interview talking points + forum prep)	✓
Weekly performance reports (all platforms)	✓
Light digital security review	✓
Google Analytics setup	✓
Final post-election report	✓

Ad Spend Allocation

PLATFORM	SPLIT	WHAT IT BUYS
Facebook + Instagram	60%	Awareness ads in the feed — highest-reach channel for local voters
Google Search	20%	Your name appears when voters search "Licking County Commissioner"
YouTube	20%	Video ads before YouTube content for viewers in Licking County

No ad spend markup. You pay the platforms directly. We walk you through setup via screen share. BMS never handles your payment information. You see every dollar in the platform dashboards.

Not Included (Available via Change Order)

Full website rebuild, professional video production, ongoing social media management, direct mail design, additional ad platforms (TikTok, Snapchat, CTV), voter data purchases, polling, event planning, and print design are not included in this engagement.

Need something not listed above? Additional work is available at \$150/hr via a written Change Order — no surprises, no unauthorized charges. Full terms are in the service agreement.

\$1,119

Total ad spend

70.45%

Of the vote

81/81

Precincts won

Our first campaign. First-time candidate, contested Republican primary, suburban Chicago. Three weeks of Facebook and Instagram ads. No TV, no radio, no direct mail. Just precise digital targeting and a candidate with a clear message. That client is happy to talk to you — his contact information has been provided separately.

What We Believe

- Good candidates shouldn't lose because they're invisible online
- Every dollar of ad spend should be tracked and accounted for
- Local races matter more than national ones — that's where real change happens
- Flat fees, not percentages. We don't make more when you spend more.

How We're Different

- We publish our results — real numbers, not "data-driven" platitudes
- We built our own digital security tools — no other consultant offers OPSEC audits
- We work exclusively with Republican and independent candidates
- Marine veteran owned. One-man shop. You work with the principal, not a junior associate.

Next Steps

- 1 **Review this proposal** and let us know if you have any questions
- 2 **Call John Saletta** — our reference (contact info provided separately)
- 3 **Sign the service agreement** — sent via e-signature
- 4 **We start the same day** — ad authorization begins immediately

Meta and Google ad authorization each take **5-7 business days**.
Every day we wait is a day your ads aren't running.

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