

Nonprofit Marketing and the Art of Science

Nonprofit marketers are faced with a digital imperative: **Millennials and Generation Z are creating the demand for real-time, transparent, mobile information sharing that's not just informational, but visually compelling as well.**

With over 8,000 marketing technologies to choose from and an average attention span of 8 seconds, nonprofit marketers are facing a new challenge: Creating campaigns and content that both captivate and convert. So how can nonprofit marketers rise to the challenge? By using the left and right side of their brains, of course.

1/2 Artist



While some of the great artists of all time have passed into the pages of history, it's time to re-write the books and bring artistry into your marketing.



Content

77% of internet users read blogs

95% of donors/members consider content created by nonprofits as trustworthy

TAKEAWAY: Creating native content will help increase your brand authority and your reach.



Visual Assets

Visual content gets 94% more total views on average than content without images

Messages with images are shared 40% more than text-only messages

TAKEAWAY: Creating visually appealing content means it will have a longer lifetime and more engagement.



Online Community and Social

92% of NPOs promote on social media and online communities

84% of social media users share content to show their support for a cause/highlight important issues

TAKEAWAY: Social media and online communities allow your constituents to learn about you and to spread the good word.



Email Marketing

83% of NPOs use eNewsletters

Email marketing drives **\$44 for every \$1** spent

TAKEAWAY: If you're not currently creating email marketing campaigns, know that your competition is. Nonprofits that use email marketing have higher than average open rates and a better return on their investment.



1/2 Scientist

Forget the test tubes and the scales--the science side of marketing is all about numbers and data.



Performance Tracking

40% of NPOs say they struggle to prove ROI of their digital marketing initiatives

Donor retention rates have been consistently below **50%** for the last 10 years

TAKEAWAY: Without performance tracking tools in place, do you know how your NPO or association is performing? Is revenue being left on the table?



Operations & Budgeting

29% of organizations want to reduce the cost of contact and member acquisition

40% of organizations list loss of revenue as a top concern for their board

TAKEAWAY: You can't prevent loss of revenue or decrease the cost of acquiring members if you don't have the right tools to create methodologies and track profit and loss.



Reporting & Analytics

63% of organizations use website visits, 42% use the number of new member prospects, 36% use social sharing to measure success

42% of organizations say that reporting is one of their top challenges

TAKEAWAY: Reporting on your ROI and activities can mean the difference between getting ahead or going broke.



Campaign Tracking

51% of organizations are currently using marketing automation to track campaign performance

63% of organizations are increasing their budget for automation tools as part of their digital marketing plan

TAKEAWAY: Marketing automation tools are no longer a nice-to-have--they're a must-have.



Spreadsheets are no longer a viable option for keeping track of members, donors, volunteers, email marketing, PPC, social and content marketing. A more sophisticated audience calls for more sophisticated strategy and tools.

Ready to get started but feeling overwhelmed? We have a great place for you to start:

[▶ Watch the Webinar](#)

Our webinar, *The Evolution of Your Marketing Technology Stack*, is now available for you to watch on demand.

SOURCES:

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