

# Break These 5 Non-Profit Bad Marketing Habits

Online marketing has become a complex methodology that relies entirely on personalization and hard data. It can be overwhelming at first, but when done right, produces remarkable results. From updating your content marketing tactics to sprucing up your website and donation pages, take the steps that are necessary to set your non-profit above the competition.

## **Bad Habit #1** **Delivering Content that Doesn't Engage Your Audience**

Effective content marketing can triple member and donor leads versus traditional marketing strategies, and it cost less. However, many non-profits have difficulty creating content that resonates with their audience. Non-profits are struggling to retain donors, with 60-70% of new donors failing to give again at the next fundraising cycle. Statistics show that over 53% of those donors left due to a lack of effective and engaging communication.

Effective communication requires not only great content, but context. Non-profits are great at creating content, but not so great at adding context to that content so that the visitor can relate on a personal level. As a result, the content presented by many non-profits is considered irrelevant, and ultimately ineffective.

## **Solution** **Deliver the Right Content to the Right Audience**

Based on data you've collected how are your members and donors interacting with your non-profit? What interested them, what didn't? Create between one and four member/donor personas that embody their most common characteristics. These personas are what should drive your content creation marketing strategies. Each piece of content should be geared specifically towards one persona and published on a consistent basis.

Segmentation is key. Your audience is comprised of different types of people and so different types of content are going to appeal to them. When you create your personas, the next step is to segment your donor and member lists based on which persona that donor or member matches best. This will help you to target your marketing strategies.

## **Bad Habit #2** **Using the Same Donation Page for Every Ask**

Many non-profits invest a substantial amount of time and effort into creating specific marketing and fundraising campaigns. After all this time and effort to create a special appeal, why send your visitor to a generic donation page? The disconnect immediately destroys the emotional response you worked so hard to create. The result is that many donors abandon the donation page altogether.

## **Solution** **Create Special Donation Pages for Every Ask**

Take the time to make your donation page as special as the appeal that sends your visitor there.

*continued* 



### Bad Habit #3

#### Not Optimizing Your Content for Mobile

Over 66% of emails are now read through mobile devices like smart phones and tablets. If your content isn't optimized for mobile viewing, your members and donors are more likely to just delete it or to unsubscribe. Don't let this happen! According to Dunham+Company, 54% of emails sent out by non-profits are not optimized. As a result, non-profits often fail to connect with their constituents and are seeing higher bounce and unsubscribe rates.



### Solution

#### Use Responsive Templates for Your Marketing Content

Use a content publishing platform that has built in mobile responsiveness. Many platforms offer responsive templates that ensure that your content is formatted correctly no matter how your audience is receiving it.



### Bad Habit #4

#### Posting the Same Message on all Social Media Platforms

With all the social media platforms currently available, it can be a daunting task determining which platforms are best for your non-profit.



### Solution

#### Subscribe to Sites Specializing in Tracking Social Media

Subscribe to sites like InDigiMar, Inbound Hub, Simply Measured and others that keep track of what's popular in social media platforms and help to analyze which audiences can be found where. For example, did you know that Pinterest is primarily a female audience between the ages of 35 and 55? If you are targeting families, this is the social media platform for you.



### Bad Habit #5

#### Ignoring Your New Members and Donors

People become members and donors of your non-profit because they were able to personally connect with your mission and/or vision. When they become members and donors they are making a commitment to you by giving their personal information and allowing you to connect with them online.



### Solution

#### Send Personalized Emails to Your New Members and Donors

Always send a personalized email immediately after they sign up or make a donation. Even if it just says we're glad you're here. It starts the relationship off on the right foot and helps to keep their interest focused on you and the things that are important to your non-profit.

Let the online marketing experts at InDigiMar guide you through the marketing process with a **complimentary consultation**.

