

## THE NONPROFIT DIGITAL MARKETER SURVEY

KEY FINDINGS FOR EUROPEAN NONPROFITS

1

### THE BIGGEST DIGITAL MARKETING CHALLENGES FACING NONPROFITS



While nonprofits understand the benefits of digital, there are still improvements to be made about how they reach their constituents and measure the success of their investments.



### DID YOU KNOW?

THE AVERAGE EUROPEAN NONPROFIT RATES THEIR ABILITY TO MEASURE THEIR DIGITAL MARKETING EFFORTS AT 5.29 OUT OF 10.



2

### TOP THREE REASONS NONPROFITS USE DIGITAL MARKETING



Brand and cause awareness is clearly important to nonprofits, when using digital marketing. Social media is an effective channel for achieving this objective.

### DID YOU KNOW?

96% OF RESPONDENTS SAID THAT THEY UNDERSTAND THAT THEY ARE NOT UTILISING DIGITAL MARKETING TO ITS FULL POTENTIAL.



4

### NONPROFITS ARE SOCIAL

New technologies such as Facebook's fundraising tools are helping European nonprofits activate their advocates.



5

### MOST USED SOCIAL CHANNELS

Despite being the fastest growing social media channel, just 51% of European nonprofits are using Instagram.



### DID YOU KNOW?

NONPROFITS ARE INVESTING IN DIGITAL. 90% SAID THEY EXPECT THEIR BUDGET TO INCREASE OR REMAIN THE SAME IN 2019.

6

### NONPROFITS WITH ADDITIONAL BUDGET PLAN TO INVEST IN



With an increased or similar budget in 2019, finding the right technology to reap the rewards of digital marketing is a key concern.

WANT TO EXPLORE MORE INSIGHTS?  
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