2022-2023

The Tapp Network and TechSoup

Nonprofit Digital Marketing Benchmark Report

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About Us

TAPP

[Tapp Network](#) is a mission-driven digital marketing and technology agency serving organizations that seek to accelerate their digital transformation to make the world a better place. In partnership with TechSoup, Tapp provides website development and digital marketing support services for nonprofits around the globe as they strive to increase their capacity building, fundraising, and community impact in these challenging times.

techsoup

TechSoup is a nonprofit committed to the digital transformation of the sector by connecting civil society with technology products and services, education, and a global community of changemakers. TechSoup and its 60+ global partners have reached more than 1.4 million NGOs and facilitated distribution of technology products and grants valued at more than $19.1 billion.

2022-2023 Benchmark Report

Index

Introduction

TechSoup, in partnership with Tapp Network, is excited to bring you this 2022-2023 Nonprofit Digital Marketing Benchmark Report.

We surveyed TechSoup's member base and collected 110 survey responses from June 2022 to September 2022. Our goal was to understand how nonprofits approach digital marketing, such as through their website, email, social media marketing, and advertising. A majority of the responses we received were from small to medium-sized organizations (1 to 99 employees) located in the United States.

The data was collected as the world was emerging from the pandemic and nonprofits were assessing next steps. Many had weathered the storm intact by adopting digital tools to fundraise and connect with audiences, while others had struggled because they had not been able to pivot quickly away from in-person events and traditional mail-based communications.

Foresight matters. Yet, one of our most striking findings was that three out of five (60%) of respondents did not have a formal digital marketing plan. We hope this report will give nonprofit organizations the key benchmarks to develop a digital marketing plan that equals those of their peers and effectively meets their goals. This report will provide the insights and recommendations to get started.

60%

of surveyed nonprofits stated they either don't have a formal digital marketing plan at all, or talk about creating one but never do it.

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Key Findings

2023 is gearing up to be the year of digital transformation for many nonprofits that have yet to embrace readily available tools and technologies. Here are some key findings from the report:

Websites — 50% of nonprofits plan to relaunch their websites within the next year

Social Media — 84% of nonprofits use Facebook for social media activities, and most achieve success if they fundraise on the platform

Content Marketing — Nearly 70% of nonprofits are not blogging

Email Marketing — 73% of nonprofits do not have a defined email marketing strategy; 64% do not take advantage of email automation tools

Marketing Technology — 54% of nonprofits are not using customer relationship management (CRM) tools

This report details our findings for each of these marketing channels and offers recommendations for enhancing your digital marketing efforts.

Key Takeaways

2023 will be a turning point for nonprofits seeking to digitally transform their marketing efforts, remain relevant, and establish the digital resilience to adapt to a new normal and scale their growth.

**Three Pillars of Digital Transformation**

1. **Digital Infrastructure**

   Mobile-responsive websites with integrated CRM, CMS, and analytics

2. **Stakeholder Collaboration**

   Digital collaboration tools to engage stakeholders, partners, and board members in creatively advancing your mission and goals.

3. **Marketing Automation**

   Automation platforms such as HubSpot to rapidly accelerate fundraising efforts across multiple market segments and channels (social media, email, web, events, and mobile)
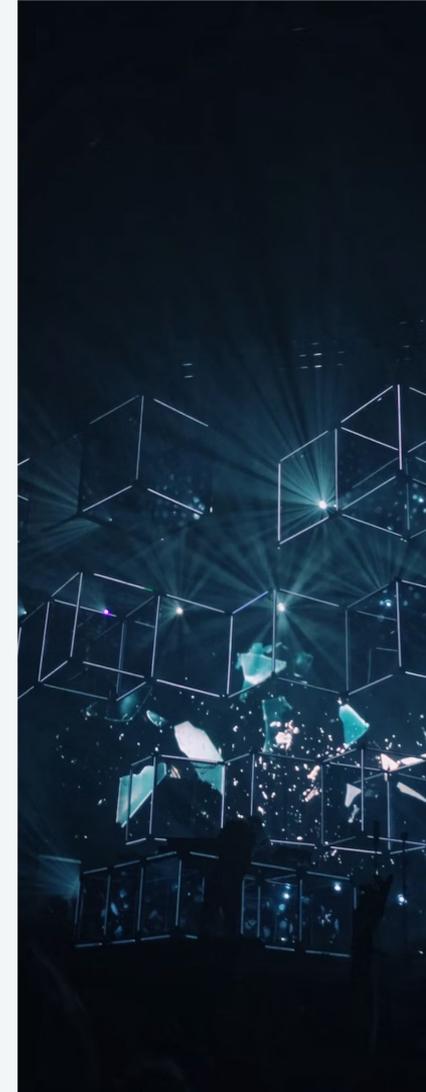
Website Benchmarks

Did you know that your website is an integral part of your overall digital marketing strategy? Now more than ever your website serves as your organization's key communications hub. It serves as command central for growing your brand, collecting donations, providing resources, managing social media, and measuring impact to achieve your mission.

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Website

How should we approach website development?

It's going to be a *busy year* for nonprofit communications directors. A whopping **50%** of survey respondents said they plan to rebuild or launch a new website within the next year.

Recommendation:

Nonprofits need to take a growth-driven approach to their website development — driving better results through data-backed planning and continuous improvement, rather than launching (or updating) a full-scale site entirely on assumption.

With costs spread out and enhanced flexibility, web design can now be shaped to better fit your nonprofit's goals.
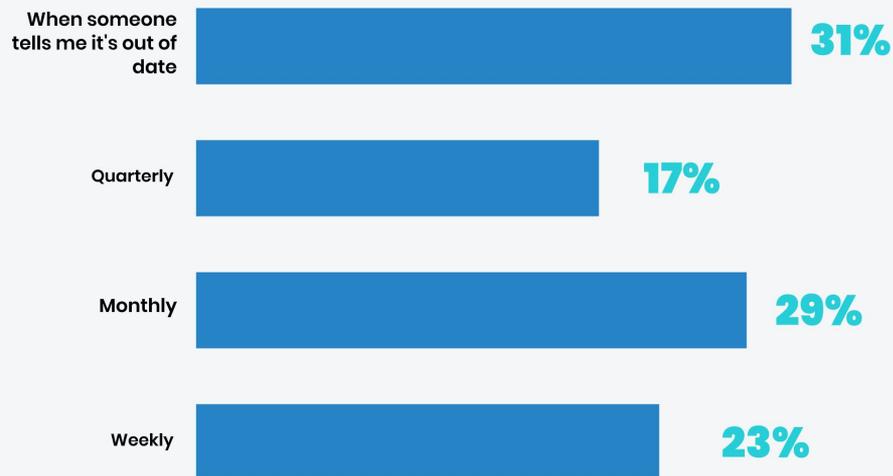
50%

of surveyed nonprofits reported that within a year they will rebuild their website or launch a new web site.

How often do you update your website?

It might sound simple, but it's important to clearly define the primary functions of your website and then to keep updating your website to support those functions effectively. For example, if your website aims to serve as an educational resource for members, then out-of-date material can impede that goal.

Website

| Category	Percentage
When someone tells me it's out of date	31%
Quarterly	17%
Monthly	29%
Weekly	23%

Over **30%** of nonprofits said they only update their site when someone reports that it's out of date. Over **45%** update their website at least monthly (but only a few do so weekly).

Recommendation:
Frequently updating your website will improve your **search engine optimization (SEO)** as you add fresh content.

Website

What platform is your website on?

53%

14%

Wix/Squarespace
14%

33%

CMS/WordPress
33%

Other/ Unknown
53%
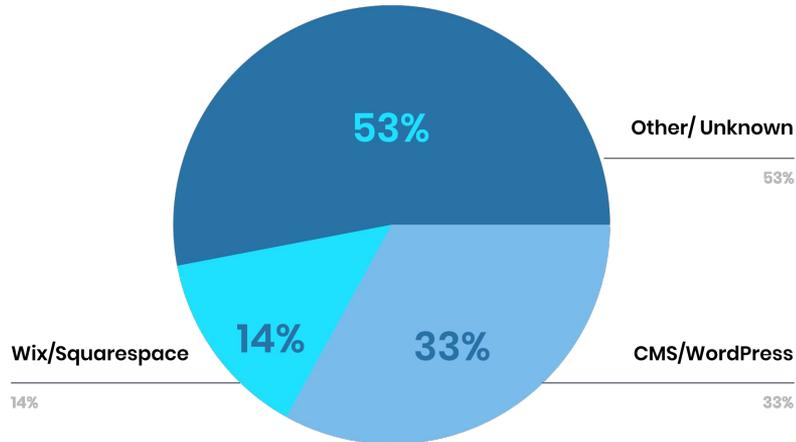
If your website is built on a platform that is difficult to use, it can be challenging to make updates swiftly. With a user-friendly **content management system (CMS),** you can make quick, frequent adjustments to keep your site fresh and help build capacity.
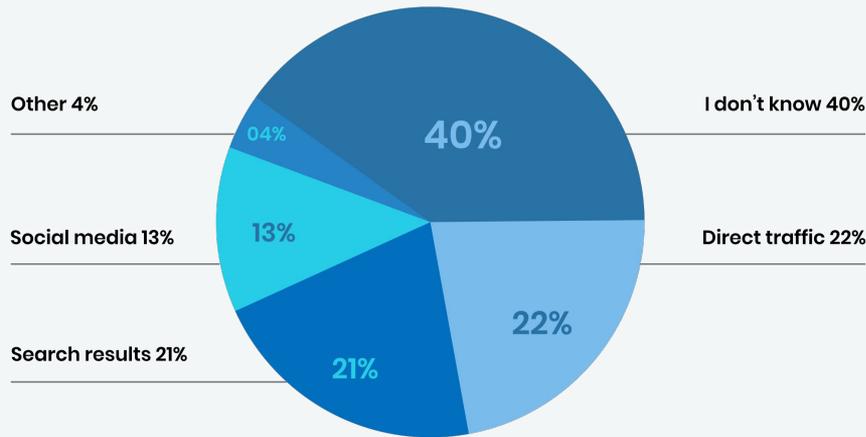
Recommendation:

Your website is the backbone of your nonprofit. It deserves focus and action. Consider migrating your site to a CMS platform. WordPress is a great tool for nonprofits: free to download and use, best for SEO and integrations, and scalable. Wix and Squarespace are okay for brochure-style sites, but limited in function and scalability.

Website

GOOGLE ANALYTICS

Only 46% of respondents stated that they use Google Analytics to track website traffic.

Website

Where is my website traffic coming from?

How do you ensure that you're meeting the goals for your website? There's an app for that! Well, not really, but there's Google Analytics, which can help you identify who is visiting your website, how they move from page to page, how long they read a particular page, and where they drop off.

Other 4%

I don't know 40%

40%

04%

Social media 13%

13%

Direct traffic 22%

22%

Search results 21%

21%

40% of respondents stated that they _don't know_ where their website traffic originates. About **22%** indicated that the primary source was "direct traffic," meaning the visitor manually typed a website's URL into their browser.

Recommendation: Using tools like Google Analytics will allow you to compare real-life data against your website aims so you can gauge if traffic sources support the goals you've outlined.

Advertising Benchmarks

DETERMINING YOUR AD BUDGET?

Of the 24% of respondents using paid advertising, nearly 3 out of 4 spend less than $500 monthly on such ads.

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Why are you not using paid ads?

Advertising

We all are trying to attract people to our websites to learn about our organizations. Google search ads and social media ads are a relatively easy way to achieve that goal. Google even offers nonprofits up to ***$10,000 per month*** through Google Ad Grants.

Of respondents who don't run paid ads, **19%** said it was because they don't know how, and **18%** said they tried but weren't successful. Don't be discouraged — make a plan and give ads a try!

Recommendation: Become a TechSoup member and take advantage of Google Ad Grants. Of the 29% of respondents who applied for these grants, ***nearly all*** have received the funding.
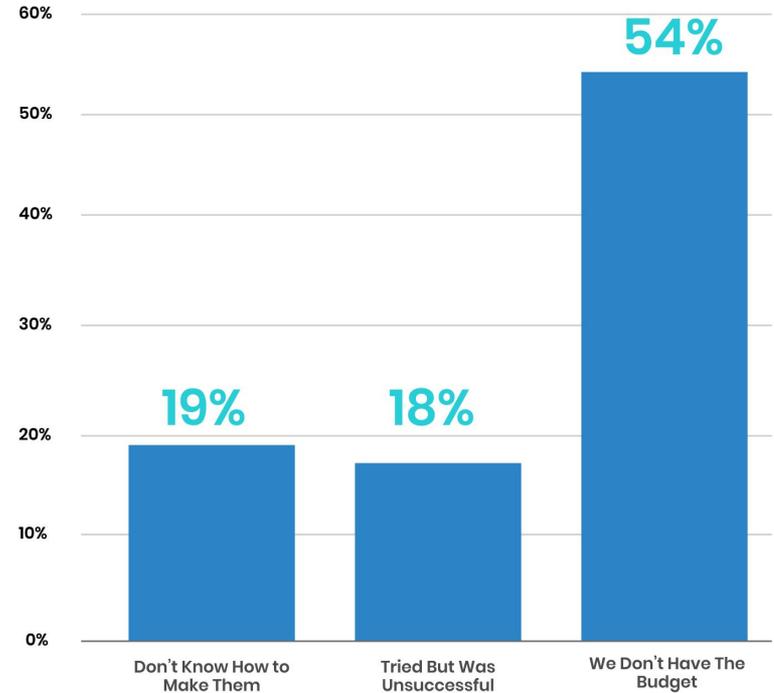
Advertising

Where are you spending your ad dollars?

61% said they are **NOT** using paid advertising

Among those using paid advertising:

facebook Ads

77% are using Facebook ads

G Search

65% are using Google search ads

If you're not using paid ads, 2023 might be your year to try it out! Out of all our respondents, **61%** stated that they *do not use* any paid advertising to promote their organization (but **15%** are planning to in the next year).

Of those using paid advertising, **77%** are employing Facebook ads while **65%** are using Google search ads. Fewer, **42%,** are using Instagram ads.

Of the **24%** using paid ads, 3 out of 4 spend $500 or less per month. The remaining **16%** plan to begin using ads in 2023.

Recommendation:

Paid ads don't have to break the bank. Allot a small budget to test which platforms perform best and which calls to action generate the most engagement — and donations.

Content Marketing Benchmarks

Not prepared to try paid advertising but want to drive traffic to your website and increase overall audience awareness and engagement? You need search engine optimization (SEO). If you're looking to work on your "technical SEO," check out this **helpful article**: How Can I Improve SEO for My Nonprofit Website?

As for "content" SEO, it takes a little more focus and consistency. **Let's see how other nonprofits are doing it ...**

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Content Marketing

How often are you blogging?

Whenever you publish a new landing page or a blog to your site, search engines get to work and start crawling your pages and analyzing that content. The more consistent, efficient, and targeted you are with your content, the higher your website will rank! Compelling or educational content can also help attract new visitors and can easily be shared via social media and email. Let's look at how often nonprofits are publishing fresh content to their sites!

A few times a year – 47%

1 to 5+ times per month – 39%

Every day – 6%

Never/Other – 8%
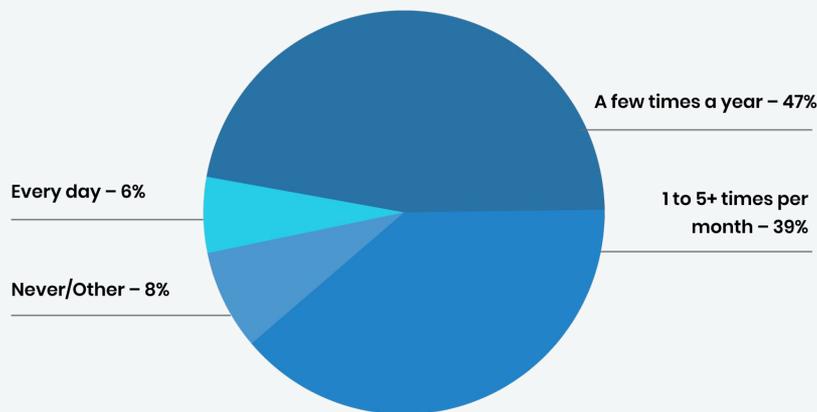
Nearly half of nonprofits only produce blog posts a few times a year. This is a missed opportunity to be a thought leader, showcase impact, and drive awareness.

Recommendation:
If you're rarely or never blogging, try posting just once per month. Not sure what to write about? Let's see what bloggers are focusing on ...

Content Marketing

What should I blog about?

Sure, it's important to be publishing content regularly. But which *topics* should your nonprofit communicate about? Here's a rank order of the most important objectives that nonprofit survey respondents have for their blogs.

Recommendation:
No single blog topic works for every organization's mission and goals. Think through your goals and identify topics that both serve those goals and engage and interest your audience. Prioritize content accordingly.

1 Education — Increasing readers' understanding of the organization and its mission

2 Announcements — Sharing updates about the organization, such as upcoming events, important news

3 Information — Increasing awareness about the general cause (e.g., social challenge) the nonprofit seeks to address

4 Fundraising — Encouraging donations from readers to support the organization's good work

5 Other — More organization-specific goals
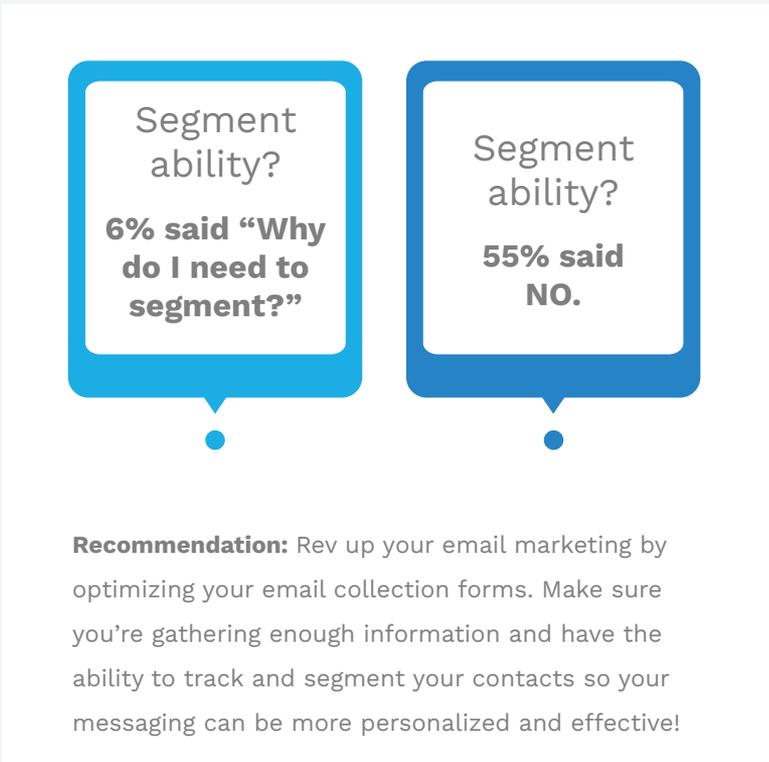
Email Marketing Benchmarks

DO YOU HAVE A DEFINED EMAIL MARKETING STRATEGY?
73% of the nonprofits that responded to our survey said they *do not*.

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Email Marketing

Who are my audiences?

Email marketing is still one the best ways to communicate with your members! With technology, you can now discern more about individuals within your database based on their potential interest in your organization (donorship, information, volunteer opportunities, etc.).

If you haven't formalized your email marketing, you're not alone: **73%** of the nonprofits that responded to our survey said they *do not* have a defined email marketing strategy.

Segmenting your audience based on demographic factors is another helpful way to know *who* you're talking to — and about *what*. Yet, **55%** of our nonprofits stated that they *don't* have the ability to segment audiences.

Segment ability?

6% said "Why do I need to segment?"

Segment ability?

55% said NO.

Recommendation: Rev up your email marketing by optimizing your email collection forms. Make sure you're gathering enough information and have the ability to track and segment your contacts so your messaging can be more personalized and effective!

Email Marketing

How often should I email my stakeholders?

Nonprofits often ask, "How frequently should we send emails to our stakeholders and members?" While email best practices exist, there's no ideal one-size-fits-all approach. It will depend on your organization and audiences. Here's how often our surveyed nonprofits are sending emails.
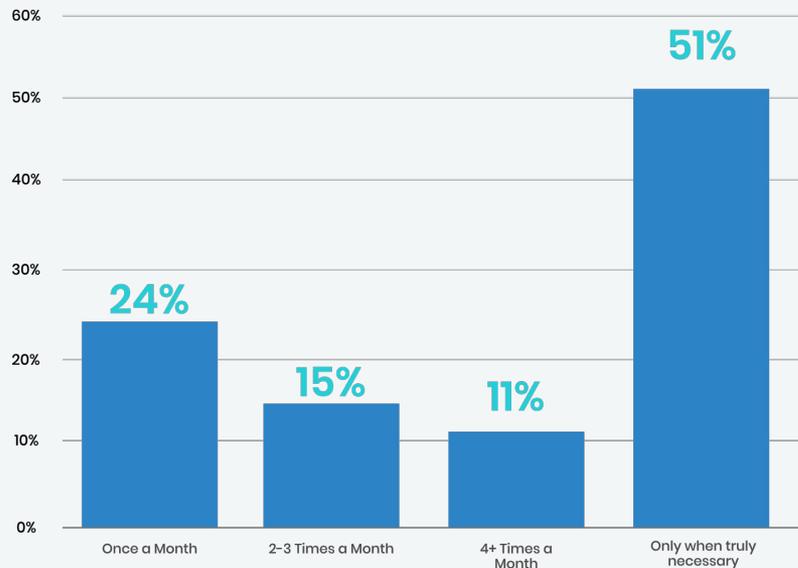
An astonishing **one-half** of nonprofits email audiences only when "necessary," rather than making a planned, strategic use of this tool.
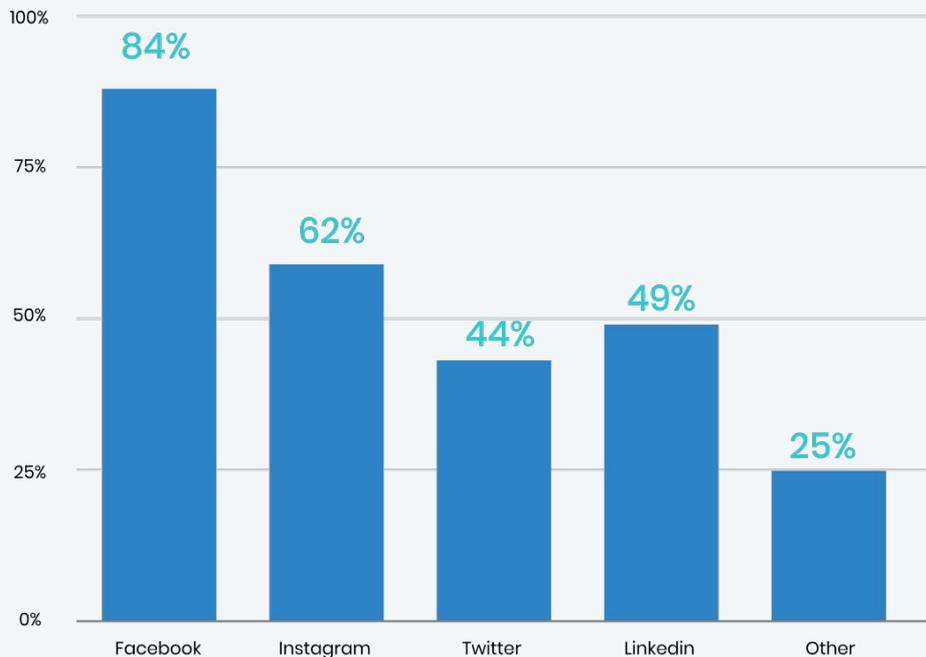
Recommendation:
Regular and consistent email communication helps you stay engaged with your members and prospects. Try sending emails at least once a month with updates or news.

	24%	15%	11%	51%
	Once a Month	2-3 Times a Month	4+ Times a Month	Only when truly necessary

Social Media Benchmarks

Social media plays a crucial role in your organization's ability to build a narrative, activate your member base, and build personal relationships. When tied in with your content marketing, is it a powerful tool for finding new audiences that may align with your organization's mission.

Social Media

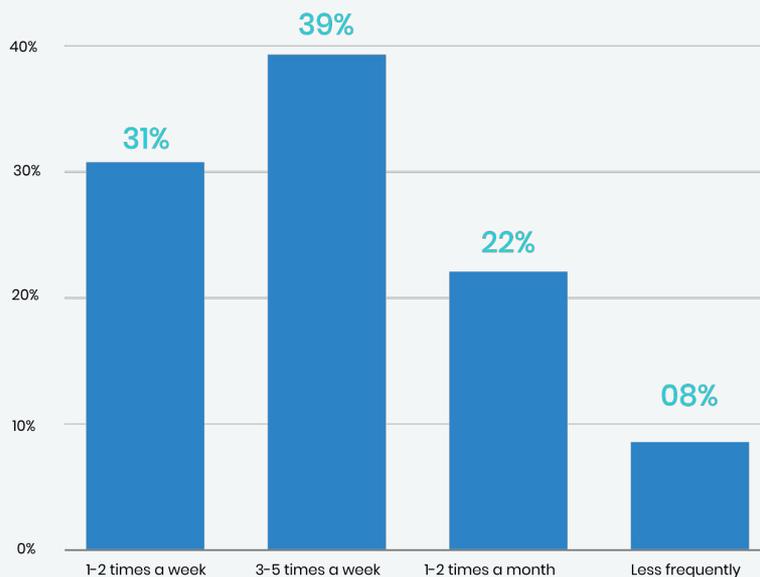# What social media platforms should I use?

Here's a breakdown of the social media channels our survey respondents are using.

Recommendation:
Each platform has different audiences and specific strengths and weaknesses to consider. You don't have to use every platform — just those with the potential to be most effective for advancing your goals.

Social Media

How often should I post ?

One question we often hear is, "How often should we be posting to social media?" For some guidance, here's how often other nonprofits post content on their social media accounts.

40%

39%

31%

30%

22%

20%

10%

08%

0%

1-2 times a week   3-5 times a week   1-2 times a month   Less frequently

Recommendation:

Post too often and your audience might unfollow you. Post too infrequently, and they might forget why they followed you in the first place. Engagement scores will help you determine the right amount of posting for you. Try testing frequencies. Maintain that frequency for at least a month to see what cadence works best for your audience.

Social Media

What should I be posting about?

Now we have a better view of the platforms that nonprofits are using and how often they are publishing content on their profiles. Let's also look at what nonprofits are saying about the primary *purpose* of their social media posts. Here's a rank order of critical social media objectives.

1 Education — Increasing readers' understanding of the organization and its mission

2 Announcements — Sharing updates about the organization, such as upcoming events, important news

3 Information — Increasing awareness about the general cause (e.g., social challenge) the nonprofit seeks to address

4 Fundraising — Encouraging donations from readers to support the organization's good work

**5 Other —** More organization-specific goals

Recommendation:

Each social media platform allows you to analyze your audience demographics and individual post engagements. Use those insights to help determine if you are publishing content that is relevant to your followers.

Social Media

Should I be using Facebook fundraising?

Social media is now ingrained in all aspects of our daily lives, including philanthropy. We wondered how nonprofits were using their social networks to raise funds. We learned that **56%** are NOT using Facebook fundraising. But **90%** of those that *are* using Facebook for raising funds reported those specific fundraising efforts to be *somewhat* to *extremely* successful.

Recommendation: Try Facebook fundraising! Consider that 18% of donors worldwide have given funds via Facebook fundraising tools; of those, nearly 90% are likely to do so again. Also, Facebook gives donors a platform to share *their* stories about why your mission is important to them.

Not Using – 56%

56%

44%

Using – 44%
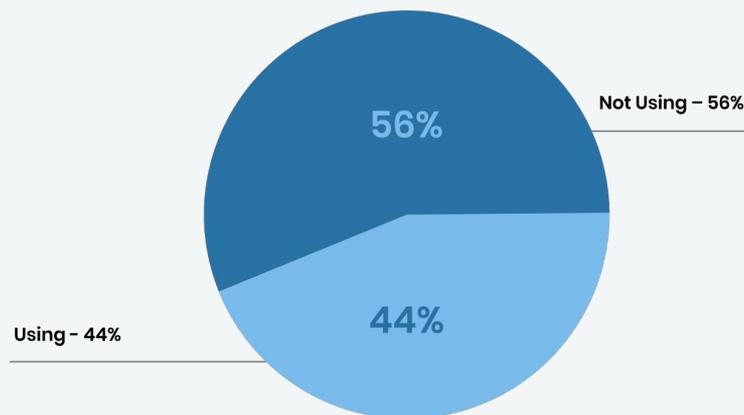
On a scale of 1 to 5, how successful would you say your Facebook fundraising is?

90%

reported it to be somewhat, very, or extremely successful.

Marketing Technology Benchmarks

One of the greatest advances in the marketing world is the ability to automate many tasks that once required manual activation. From email notifications to social media posting, you can harness automation to help build capacity and improve communications with your stakeholders and member base.

Should I be using marketing automation?

We asked nonprofits if they were using email automation as part of their marketing strategy, and **64%** of them reported that they *don't*. Of those that don't, **40%** said it's because they don't know how to set it up.
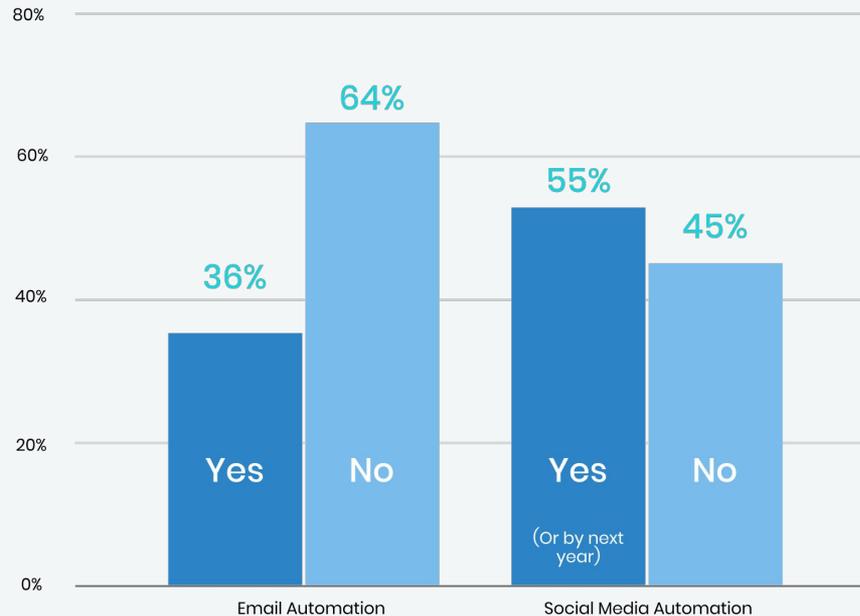
By contrast, **55%** of nonprofits stated that they are using — or plan to use in the next year — scheduling software to post social media content.

Recommendation:

You can find affordable (or in some cases free) tools to automate both your email and your social media marketing. It will save time, and you'll reap the rewards of timely communication.

Email Automation: Yes 36%, No 64%. Social Media Automation: Yes (Or by next year) 55%, No 45%.

Marketing Technology

Should I be using a customer relationship management (CRM) tool?

When we covered email marketing earlier, we discussed segmenting audiences to ensure that you're delivering the right message to the correct people. For instance, you wouldn't want to send an email that is intended for a major donor to someone who's only been able to donate $20 a year — or vice versa!
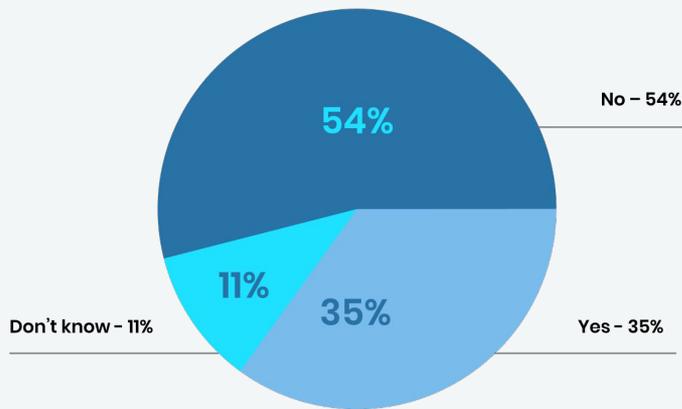
Using a CRM allows your organization to track your relationships with individuals and filter or segment those contacts by criteria. We wanted to know how many nonprofits use a CRM and learned that **54%** *don't* use one (**11%** didn't know).

No – 54%

54%

Don't know – 11%

11%

35%

Yes – 35%

Recommendation: Research different CRM options for your nonprofit and start using this tool. It's the best way to build a strong database with details about relationships you have with various audiences. We recommend HubSpot for most nonprofit organizations.

Is my website secure?

Have you ever visited a website and seen in the browser bar "Not Secure"? Such a warning popping up on your website could erode visitors' trust and signal that your site is vulnerable to being hacked. If you're collecting information (emails, credit cards) from visitors, any such security alerts might deter them from filling out forms or donating through your site.

Marketing Technology

No – 05%

05%

Don't know – 27%

27%

68%

Yes – 68%
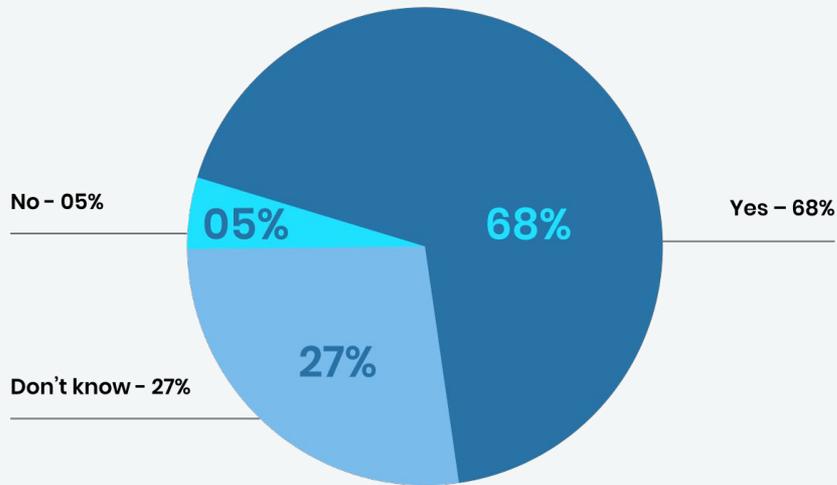
Our survey showed that **27%** of respondents are not even sure if their site is secure, and **5%** reported that their site is *not secure*. Such findings are troubling in light of the reality that in 2021 alone malicious cyber attacks increased by 300%.

Recommendation:

Ensuring a secure site is crucial to building a solid digital marketing foundation. If you don't have the right technical knowhow yourself, check with your IT team or engage a specialist.

Methodology and Next Steps

Now that we've shared a journey through the experiences of nonprofits and the findings of our data, let's spotlight a few details about our survey and illuminate a possible path forward for your organization's marketing and web strategy.

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Methodology

Survey Participants

The data collected in this survey came through TechSoup's email opt-in database. The survey was conducted on TechSoup's survey platform, and the data was analyzed by Tapp Network, a marketing and technology agency. To provide a snapshot of trends and opportunities, we calculated each benchmark across all 110 responses.

Next Steps

Where do I go from here?

Advanced communication tools and tactics are easier to access and afford than ever before. Yet, our survey shows that many nonprofits have not tapped into the full power of these tools for fundraising, stakeholder engagement, or operational efficiency and excellence.

Nonprofits deserve to benefit from the same tech that other leading organizations use. That's why TechSoup developed a suite of services specifically to meet both website and digital marketing needs for nonprofits.

You may have found compelling takeaways in this report. We invite you to speak with one of our experts to address your questions and maximize your marketing effectiveness.

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Services

Website Services

Marketing Services

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Talk with us!