

The 2021 NGO State of Digital Marketing

Average invested by NGO's in Digital Marketing



€189000

A number of NGO's invest no marketing spend while others that do tend to invest around €500,000 a year with very few investing over €600,000

What Digital Marketing Activities Do NGO's Participate In

CONTENT



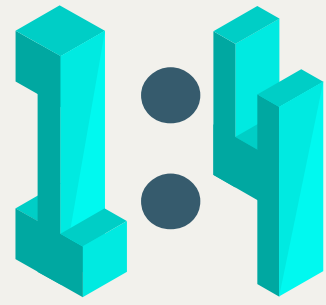
The most popular activity to invest time in as an NGO is content marketing with 18% of respondents saying this was their strongest area followed by search engine optimisation. Only 9% invested in google ads and 10% in social media

12% of NGO respondents said that they didn't invest in any of the areas mentioned



What's The ROI from Your Digital Marketing Campaign

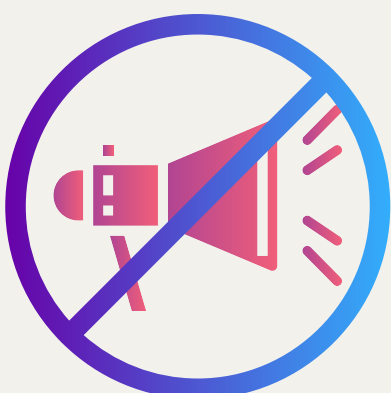
24% of respondents found that they would generally see a 4 to 1 return from their investment. while 8% broke even and 7% said they would see higher than 1:5 return



worryingly 25% of respondents didn't know what their ROI from marketing was

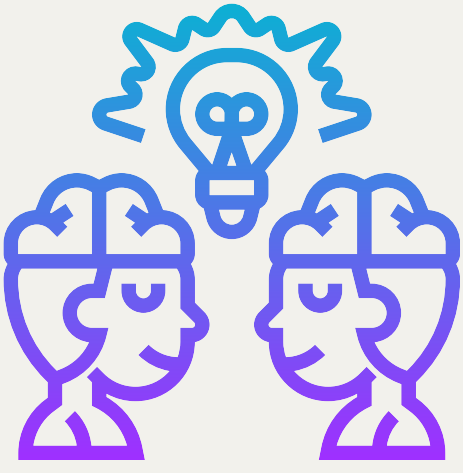
What does the average marketing team look like

33% of NGO's have an in house marketing team while 15% use and agency and 24% use a mix of in house and agency. Very few NGO's use freelancers



18% of respondents didn't use any marketing help

So What's Holding NGO's Back From Better Marketing



The biggest thing holding NGO's back is a lack of knowledge, skills, staff or confidence with 21% of NGO's marketing being affected

15% of NGO's said that finance or budget constraints were holding them back from better marketing.



4% of NGO's appear to have an issue with management buy in and decision making

About This Survey

The study was undertaken by Digital Trawler (digitaltrawler.com) to identify issues facing NGO's when it comes to marketing.

Over the coming months we will be releasing resources to help NGO's with these issues. Please register your interest on our site or follow our social media

This survey was completed by 100 NGO's in the UK and USA. The people who took the survey were aged between 18 - 60 and is a 38:% - 62% mix of male to female respectively