

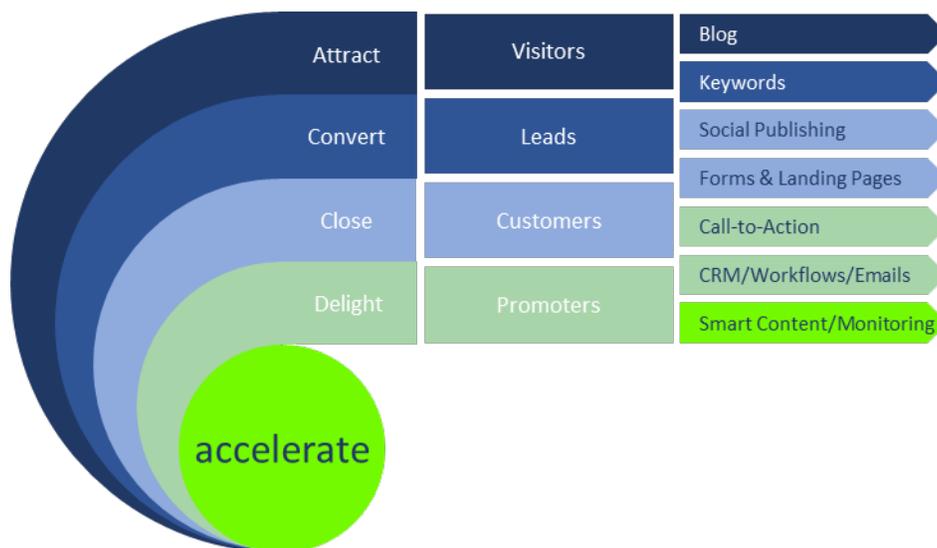
Nonprofit Organizations: A Paradigm Shift in Marketing and Maintaining Donors in the Electronic Age

The days of engaging donors through many events and gatherings have turned into big investments and may not create the big payoff. As a nonprofit with limited funds and resources, organizing, running, and profiting from an event is not an easy task. So as a nonprofit, you may be asking yourself what other options do I have and how do I recession proof my organization?

To reduce risk, **many** nonprofits are moving to online donor management systems that includes inbound marketing. Everyone is online with 80% of B2B and B2P investments beginning online according to Entrepreneur Magazine and Adweek. In nonprofits, online activity is heaviest on social media and blogs.

So, what is inbound marketing? It is marketing that focuses on attracting customers through relevant and helpful content and adding value at every stage. With inbound marketing, current and potential donors find you through channels like blogs, search engines, and social media.

Using a technology platform that includes a powerful marketing automation solution, you can experience the consistent growth you need in your nonprofit without the worries of over investing in expensive galas and events. Inbound marketing is enticing donors and potential donors to engage with you and your nonprofit, when you do not have the bandwidth to directly engage with them. Inbound marketing is attracting new donors and existing donors by using content creation, calls to action, information caption fields and lead nurturing campaigns, while using different tools through their journey:



Since recessions are reoccurring and inevitable, it is practical to invest in a moderately priced inbound marketing strategy. Using a powerful software solution that is subscription based (referred to as SaaS, software as a service) to grow your client base is a powerful and cost-effective solution.

As a nonprofit, a popular and cost-effective SaaS would be Salesforce® Nonprofit Success Pack (NPSP) integrated with Pardot™.

Salesforce® NPSP is configured out of the box for nonprofits and sits on top of the Lightning Enterprise Edition. It provides complete Salesforce® Customer Relationship Management (CRM) and tools to help manage programs, donations, volunteers, and supporters all in one place. Your first 10 subscriptions are FREE for [qualified customers](#).

Pardot™ is the #1 B2B marketing automation solution for Salesforce® customers to see how you can grow your pipeline through increased engagement. It allows you to build integrated marketing journeys including drip campaigns, generate more high-quality donor leads, report on campaigns, and more. In addition, with automated

communication it is easier to show gratitude for their giving.



Retaining and engaging donors through a donor management system gives you a 360-degree view of your donors and inbound marketing keeps donors engaged and lets them know they are part of the team.

For more information about using Salesforce® and Pardot™ to expand and track your donations, please contact us at info@servioconsulting.com or 815-770-2666.

About Servio Consulting LLC.

Servio Consulting, LLC is a registered salesforce.org consulting partner and a certified Women-Owned (WBE) IT consulting firm. Our highly-skilled and experienced team of technical and business process management consultants utilize a proprietary framework that facilitates collaboration, alignment and integration of technologies with internal policies and procedures, project implementation and execution, and ongoing solution management services for continuous improvement.