WE ARE

Magnolia Media Group



2023 Nonprofit Marketing







Who remembers these?

	eBuddy iD Multi Network Chat	Sign in to MSN
	MSN	Passport
()	YAHOO	Password
AIM	AIM	
tak	GTALK	Your password will be sent secure! Remember Passport Sign in as Appear Offline SIGN IN Looking for the old version By signing in you agree to our term
f	FACEBOOK	
₩	ICQ	
	MYSPACE	





What's NOT a trend in 2023?





Celebrity
endorsements on
social media



Heavily filtered Instagram aesthetic



Audio chat rooms (Clubhouse and Twitter spaces)



Long-form videos for social media



Marketing in the Metaverse



"Organizations that begin to approach marketing as a way to build meaningful relationships are going to beat out organizations that continue to think transactionally."





Using sound to tell your story





A sound identity is as important as a visual identity for brands, according to Cedric Engels, CEO of sound production agency Sonhouse and author of The Power of Sound. He poses the question, "Dear brands: Are you aware that you're communicating through sound?"





Using sound to tell your story

Brand recall can increase up to



with a sound identifier

A sound identity is as important as a visual identity for brands, according to Cedric Engels, CEO of sound production agency Sonhouse and author of The Power of Sound. He poses the question, "Dear brands: Are you aware that you're communicating through sound?"



email Marketing

77% of companies reported there has been more engagement with email marketing in 2021.

HubSpot State of Marketing Report 2021



Email marketing can yield as much as \$36 for every \$1 spent.



email Marketing

Birthday emails generate over 3x more revenue than regular marketing emails.

Litmus



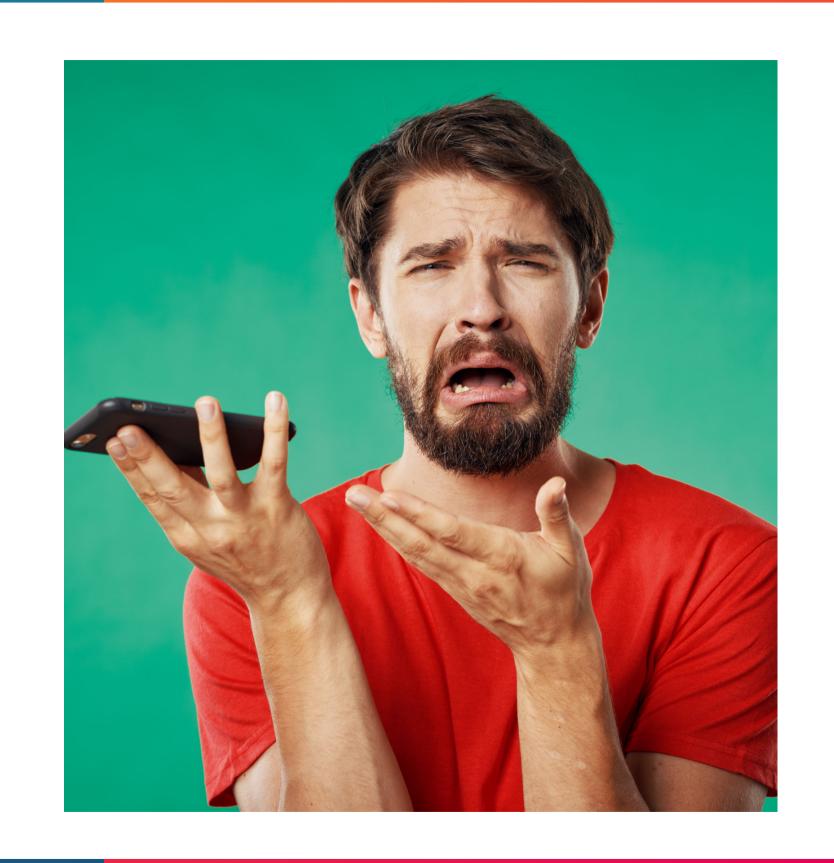
Segmenting emails can increase revenue by as much as 760%.

Segmenting your email list into smaller sections based on information such as demographics and donation history can be a great way to maximize the impact of your email marketing campaigns.

Campaign Monitor



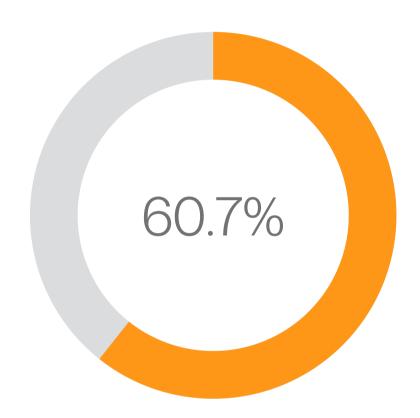
Over 60% of people will delete or ignore emails that don't work well on mobile







Mobile-first storytelling



As of March 2023, 61% of all website traffic comes from people using mobile devices. Back in Q1 2015, this figure sat at less than one-third (31%). In other words, mobile device internet traffic increased by 75% since 2015.



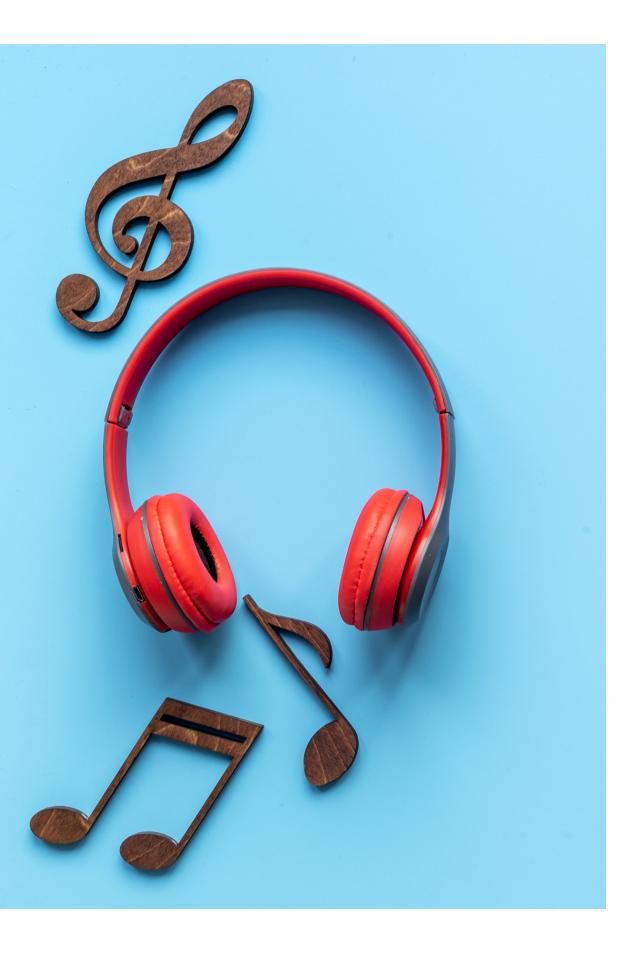


Mobile-first storytelling

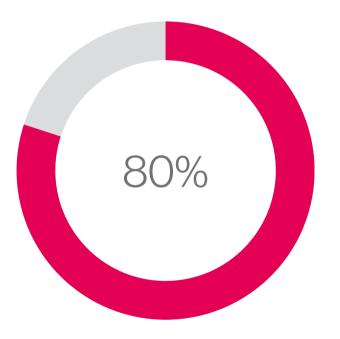
"Design for how people consume, and don't be afraid to experiment."

Kay Hsu, Global Instagram Lead of the Creative Shop at Facebook





Mobile-first storytelling



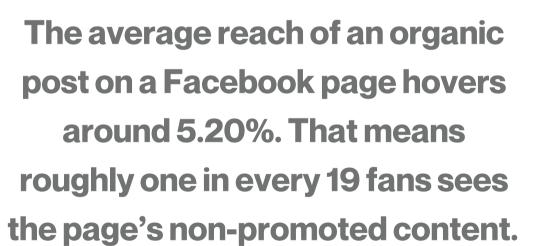
80% of stories with voice-over or music drove better lower-funnel results than ads without sound.



Shrinking Social Media









Texting







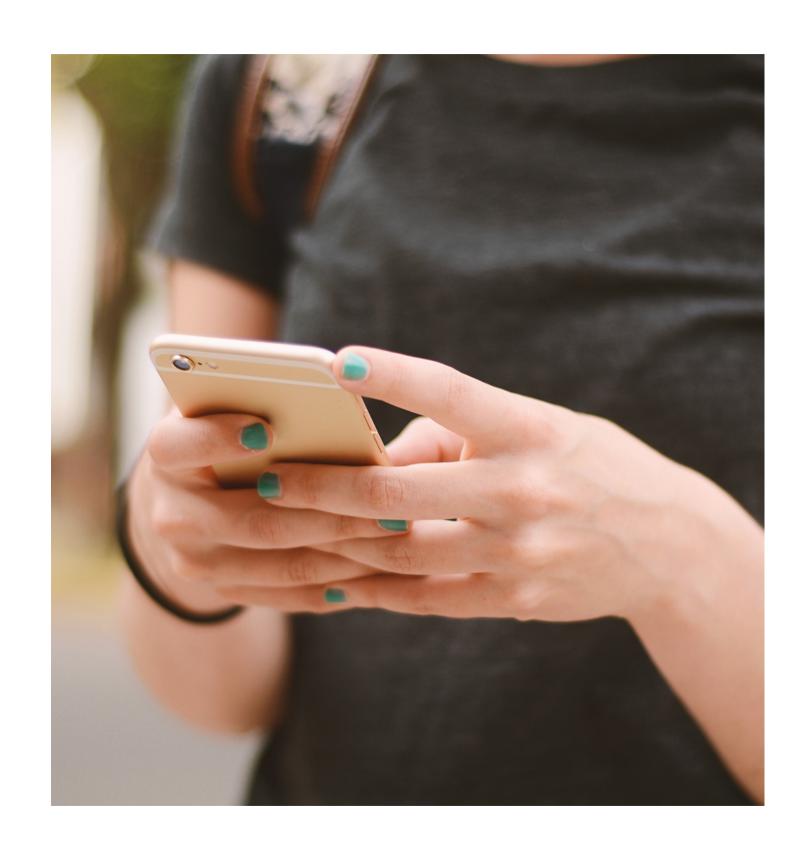
Text messages have a 98% open rate, compared to 26% for email, and 4-6% organic reach for most social media.



Ask donors for their phone number, but do not require it on donation forms.

Nonprofits can use text for urgent fundraising appeals and calls-to-action, but also for relationship building:

- 1) News updates
- 2) Behind-the-scenes photos (MMS)
- 3) Thank you messages
- 4) Voice memos







Digital Wallets

55% prefer to donate online using their credit or debit cards.

HubSpot found that Gen Z prefers to donate via Facebook, social media, texting, or mobile apps. Meanwhile, millennials prefer texting or app-based donations. **The number one reason Gen X may choose not to donate to an org is an outdated website.**

hubspot



The average one-time donation is close to

1.5 times more

when an NFP offers ACH, PayPal and digital wallet payments.

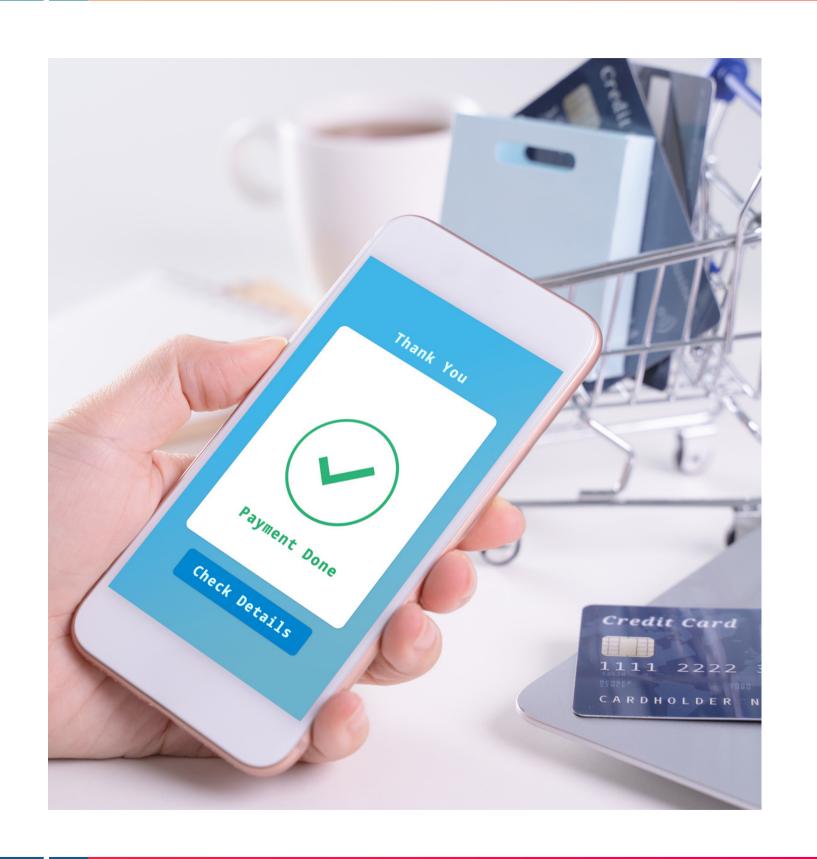




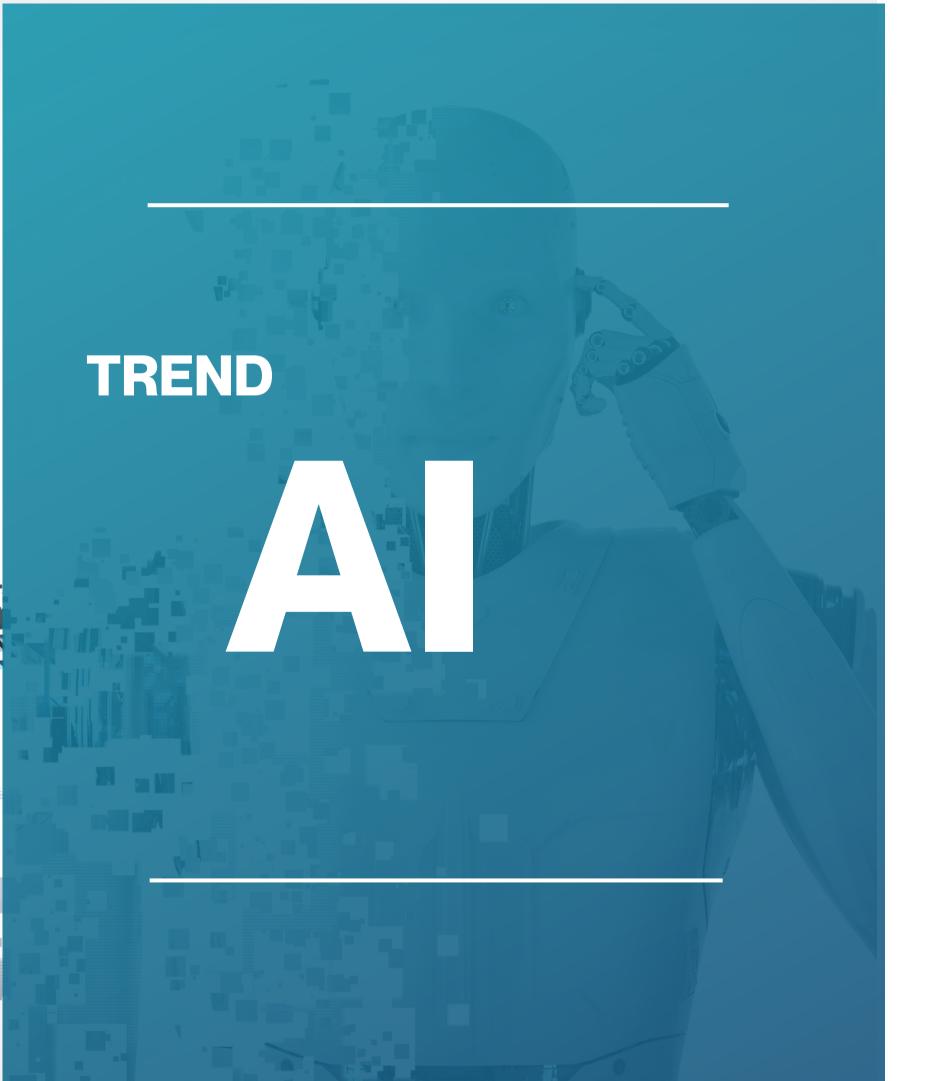
AND the Apple Pay stats from a previous test are even better:

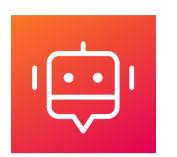
160% increase in the average donation amount for Apple Pay

With 26% of iPhone-owning donors giving with Apple Pay (fundraising)









ChatGPT

Developed by OpenAI, ChatGPT is powered by a large language model (or LLM) and is programmed to not only understand human language but to generate responses based on inputs from the user and data from around the world wide web.



Jasper

Jasper Al is a robotic writer powered by cutting-edge Al technology that can curate content 5x faster than an average human copywriter.





"More than 80% of industry experts integrate some form of Al technology into their online marketing activities."

Hubspot









Get in touch

Contact Us

C Phone:

678-488-9816

Our Website:

magnoliamedia.group

e-mail:

heather@magnoliamedia.group



Thank You!



