

The Application and Importance of Marketing and its Tools in the Conditions of Non-profit Organizations on A Global Scale

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Introduction

- ▶ Marketing in today's global environment places great emphasis on satisfying customer requirements and the customer is the focus of marketing activities.
- ▶ Marketing in non-profit organizations has certain specifics compared to the commercial area.
- ▶ A significant difference consists in the nature of the services provided by non-profit organizations, which are provided to the user free of charge.
- ▶ In the case of non-profit organizations, the creation of a marketing concept is dependent and directly influenced by the financial possibilities of the non-profit organization.
- ▶ The non-profit organization must appropriately choose for its implementation such marketing tools that it will be able to cover financially.

The Aim of The Article

- ▶ The aim of the article is to analyse the most frequently applied marketing tools in the environment of non-profit organizations.
- ▶ The article uses descriptive and comparative methods for the researched issues.

Methods

- ▶ In the case of the non-profit sector, the brand is held by the non-profit organization itself.
- ▶ Because the brand is essentially a non-profit organization itself, it must make great efforts to promote itself, disseminate information about itself and also consider the overall opportunities that it offers in the market.
- ▶ Basic aspects of creating a marketing plan for a non-profit organization:
 - ▶ 1. Setting marketing goals, with an emphasis on the SMART rule
 - ▶ 2. Getting to know your audience
 - ▶ 3. Creating key reports
 - ▶ 4. Choosing, planning and choosing the right marketing strategy
 - ▶ 5. Marketing strategy analysis

| Marketing Strategy | Performance indicator |
|--------------------|-----------------------|
| E-mail marketing | Email opens |
| Event marketing | Ticket sales |
| Video marketing | Video views |
| Social nets | Shares and comments |
| Website | Page views |
| Public speaking | Referrals |
| Content marketing | Subscriptions |

Results and Discussion

- ▶ This part of the article deals with the issue of marketing strategies that can be used in the marketing concept in the environment of non-profit organizations. It analyzes specific strategies and describes specific tools that a non-profit organization can use to achieve its stated goals and obtain benefits through these tools.
- ▶ **A: Email marketing:** this way of communicating with the target audience can be considered very effective in terms of reaching people. The way in which a non-profit organization can fulfill its intended goals is e.g. addressing through weekly newsletters containing the latest content, the latest information or news related to recruiting volunteers.
- ▶ **B: Event marketing:** it is one of the most effective ways to raise awareness of the mission and activities of a non-profit organization, to obtain funding, and in general to determine the level of support for a given non-profit organization.

Results and Discussion

- ▶ **C: Video marketing:** Currently, visual content is in high demand. We recommend visual content mainly because when a respondent sees a particular campaign via video, he or she can remember it much better in terms of content, i.e. more effectively and longer than in the case of written content.
- ▶ **D: Social medias:** Social networks are very popular today from a global perspective. A significant benefit is that social networks offer account opening essentially free of charge and through them it is possible to connect with the whole world. In order to be successful, emphasis should be placed on constantly adding news, updates to social networks, adding videos, so that respondents or supporters are as interested in the content as possible and so that it can attract them at all.
- ▶ **E: Website:** in order to function effectively, every non-profit organization should have its own website. The website should contain everything related to the activity of a non-profit organization, e.g. blogs, videos, event information, photo archive, streams, which can also be published via social media.

Results and Discussion

- ▶ **F: Public speaking:** Public speaking is a very effective way for people to get to know the team that runs a nonprofit, get acquainted with all the activities they do to make a nonprofit work, and try to advance and fulfill its mission.
- ▶ **G: Content marketing:** Depending on the content, information and marketing of the non-profit organization, it will also reflect the interest of the audience in its activities. Through content the non-profit organization informs people, attracts donors, volunteers or new visitors to the events.
- ▶ **BENEFITS OF NON-PROFIT MARKETING:**
 - ▶ ensuring the inflow of funds into a non-profit organization
 - ▶ the possibility of reaching a wide range of donors or volunteers
 - ▶ recruiting volunteers by promoting their mission
 - ▶ marketing is a means by which a non-profit organization can implement changes within the internal environment

Conclusion

- ▶ In the case of non-profit organizations, marketing is a necessity in the issue of raising awareness and disseminating information about the organization.
- ▶ Marketing activities aimed at building awareness of a non-profit organization are a very valuable tool on the basis of which a non-profit entity can raise significantly more resources compared to a situation where marketing activities would be neglected and not paid attention to.
- ▶ Thanks to the marketing of a non-profit organization, the mission of the organization gets to the attention of people faster and informs them about how they can become donors and thus contribute to its mission and activities.

Thank you for your attention