

2015

NONPROFIT CONTENT MARKETING

**Benchmarks, Budgets,
and Trends—North America**



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WELCOME

Hello Content Marketers,

Welcome to *Nonprofit Content Marketing 2015: Benchmarks, Budgets, and Trends—North America*.

This is the second year that Content Marketing Institute and Blackbaud have partnered to study the content marketing practices of nonprofit professionals.

Generally speaking, nonprofit professionals continue to embrace content marketing. The amount of budget they spend on content marketing hasn't increased that much over the last year, but they are certainly getting savvier, trying more tactics, and distributing content across more social platforms. While they may be searching for better ways to measure success, they are growing in overall confidence with their efforts.

While some nonprofit marketers are less challenged this year with budget, and are making strides with internal knowledge and skills, they are more challenged than last year in many areas. Our best recommendation is to document your content marketing strategy. Those who do are more effective in every area of content marketing, including the tracking of return-on-investment, often an important key for garnering internal support.

Wishing you all the best as you grow your content marketing program...

Yours in content,

Joe & Frank



Joe Pulizzi

Founder

Content Marketing Institute

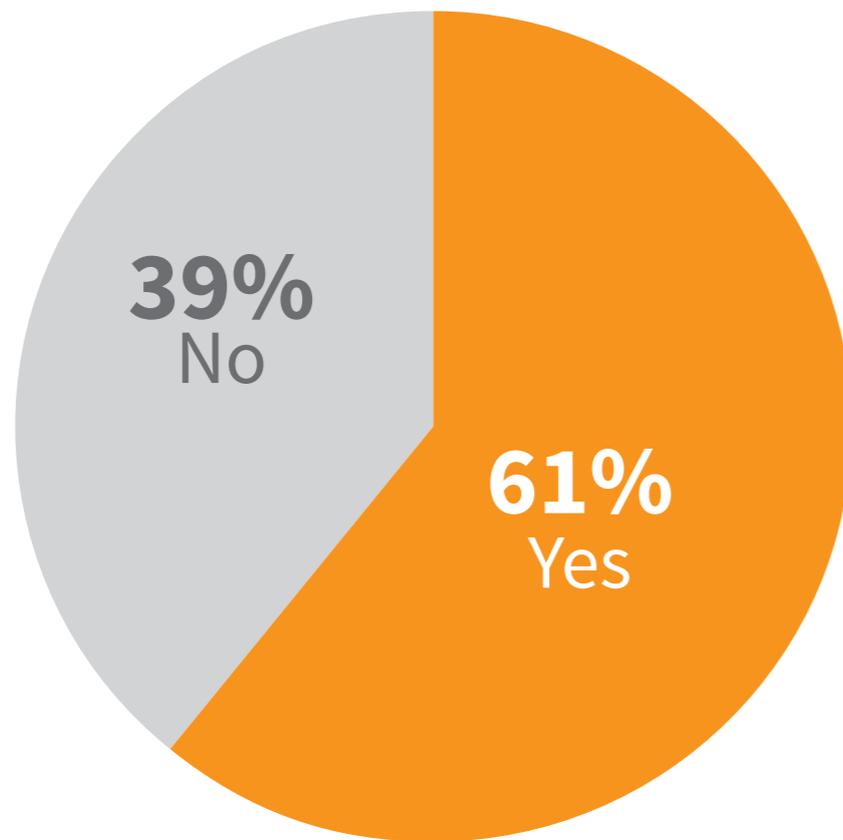


Frank Barry

Director of
New Growth Ventures

Blackbaud

Percentage of Nonprofit Respondents Using Content Marketing



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Does your organization use content marketing?

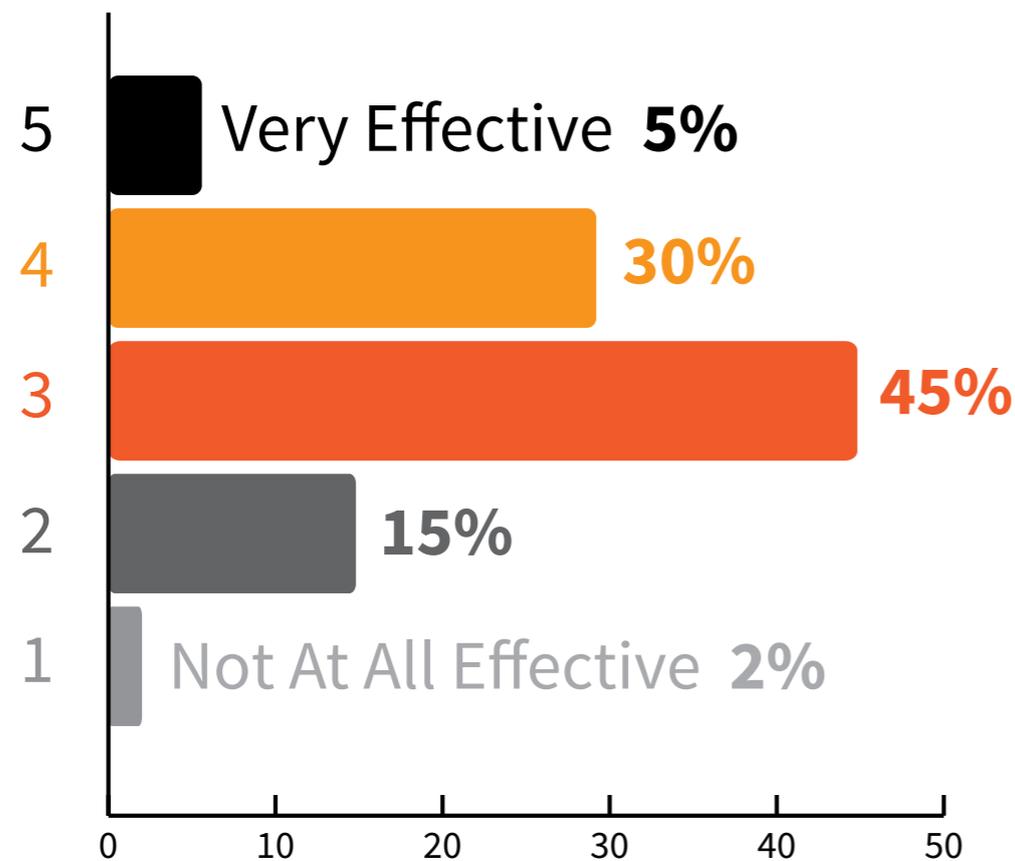
61% say yes

Last year, 92% of nonprofit respondents said they use content marketing. Back then, we defined content marketing as the “creation and distribution of educational and/or compelling content in multiple media formats to attract and/or retain clients/constituents.”

This year, we defined content marketing as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive action.”

The new definition—crafted by Content Marketing Institute in early 2014—better reflects how content marketing has grown from the mere “creation and distribution” of content to a formal business discipline.

How Nonprofit Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



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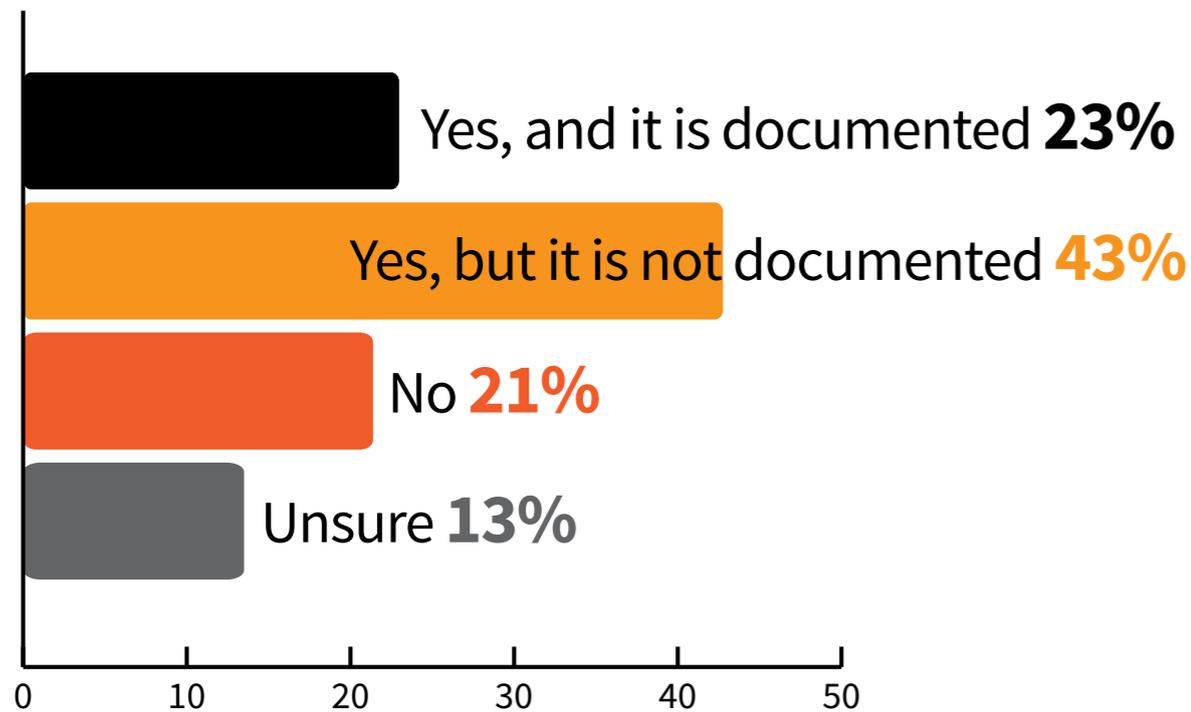
Overall, how effective is your organization at content marketing?

35% say they are effective

Nonprofit marketers continue to grow steadily in their confidence with content marketing. Last year, 26% said they were effective.

Note: For purposes of our annual survey, we define effectiveness as “accomplishing your overall objectives.” Those who rate their organizations a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at all Effective”) are the “most effective” or “best-in-class.” The 1s and 2s are the “least effective,” while the 3s are neutral.

Percentage of Nonprofit Marketers Who Have a Content Marketing Strategy



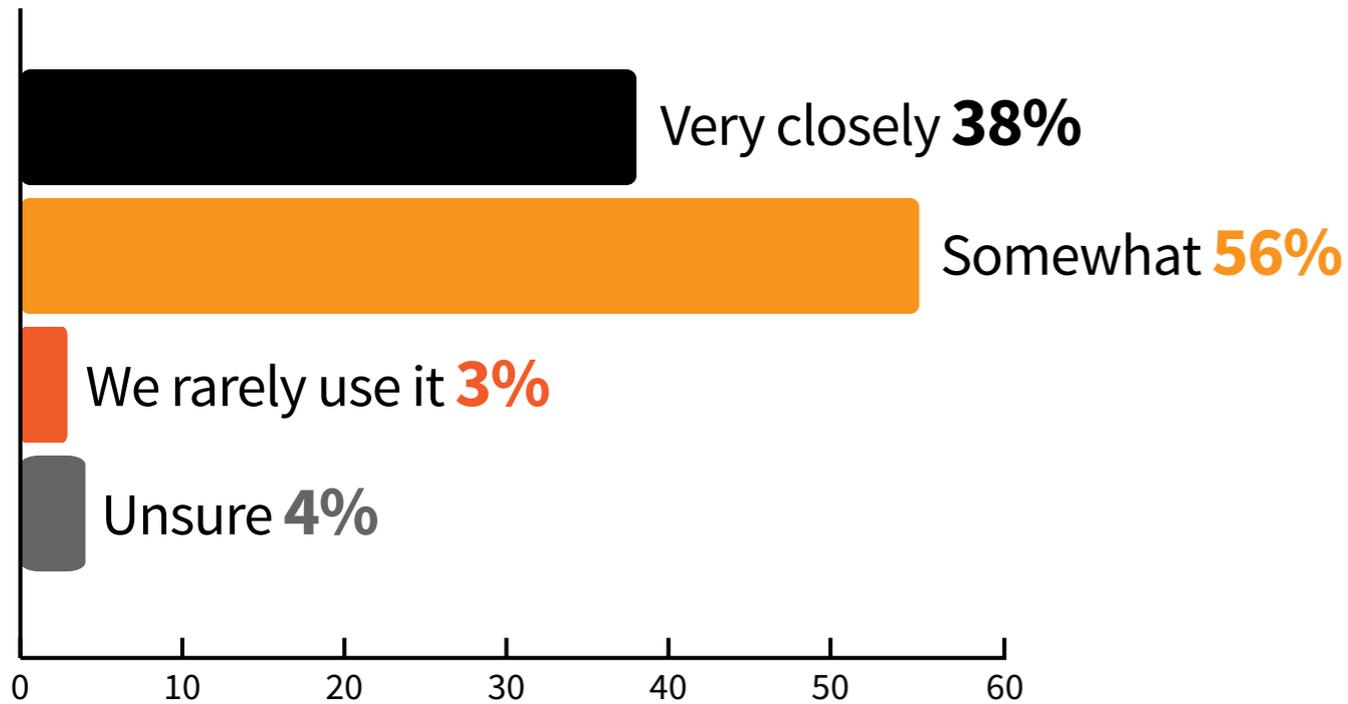
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Does your organization have a content marketing strategy?

23% say they have a documented strategy

Last year, we asked marketers for the first time whether or not they had a documented content marketing strategy. The high percentage of nonprofit marketers who said no (54%) left us wondering whether some had a strategy but had simply not taken the time to document it. So this year we asked the question a bit differently; indeed, we found that many more do have a strategy, but for 43% it is verbal only. The 23% who have documented their strategy are more effective in all aspects of content marketing than those who have not.

Percentage of Nonprofit Marketers Who Say Strategy Guides Efforts



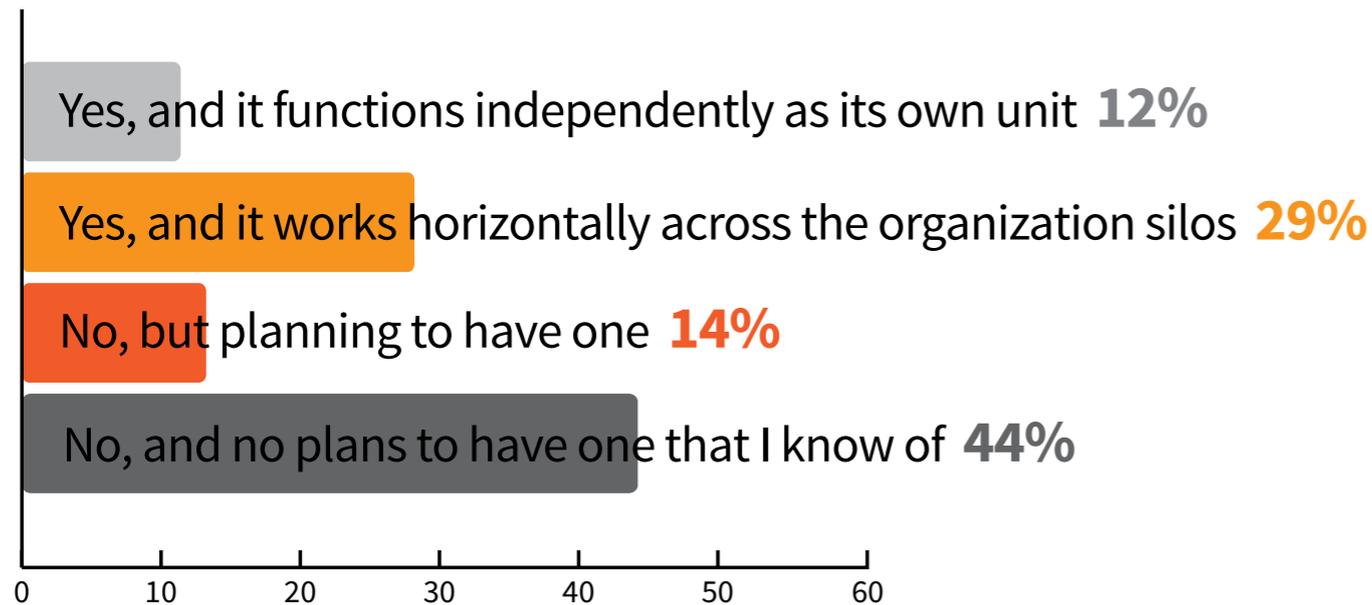
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How closely does your content marketing strategy guide your organization's content marketing efforts?

38% say very closely

Having a strategy is one thing—following it is another. The more effective a nonprofit marketer is, the more likely it is that his or her organization follows the strategy very closely (61% of the most effective follow their strategy very closely).

Percentage of Nonprofit Marketers Who Have a Dedicated Content Marketing Group



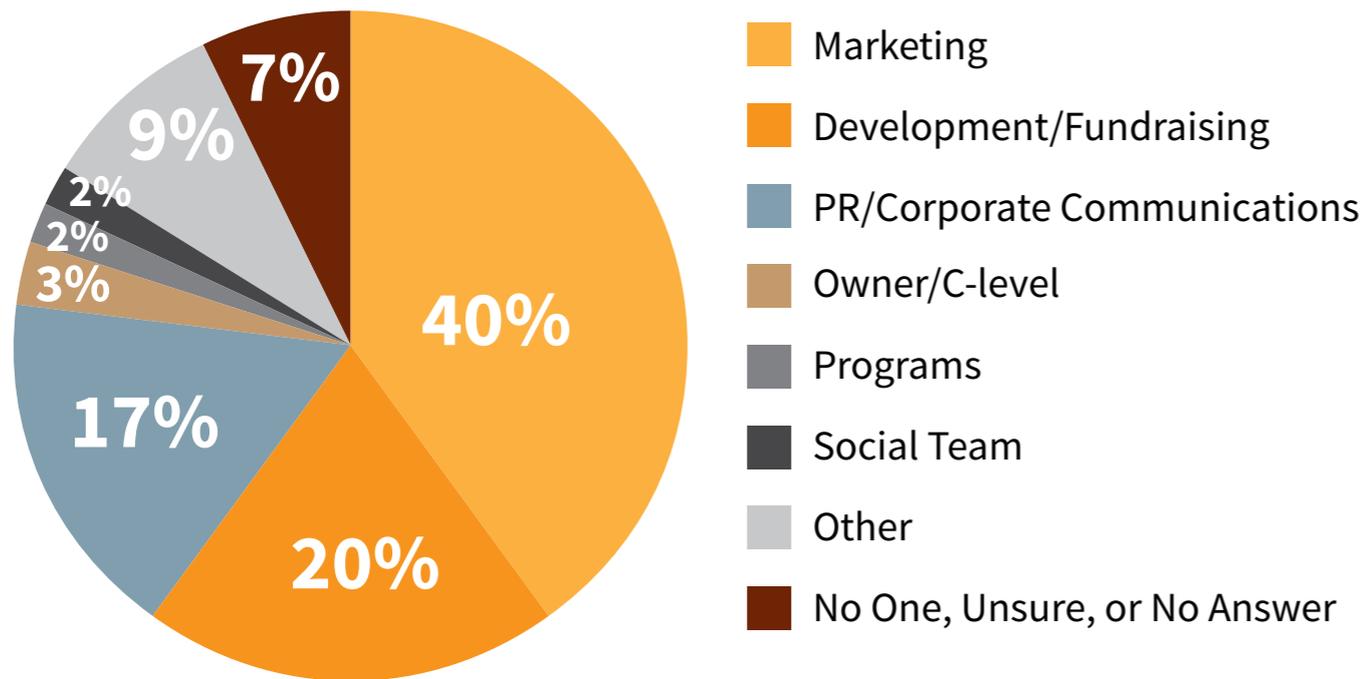
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Does your organization have a dedicated content marketing group?

41% say yes

Nonprofit marketers who have a documented content marketing strategy are more likely to have a dedicated group (72%) when compared with the total sample. The same is true for the most effective nonprofit marketers (62%).

Areas Accountable for Nonprofit Content Marketing



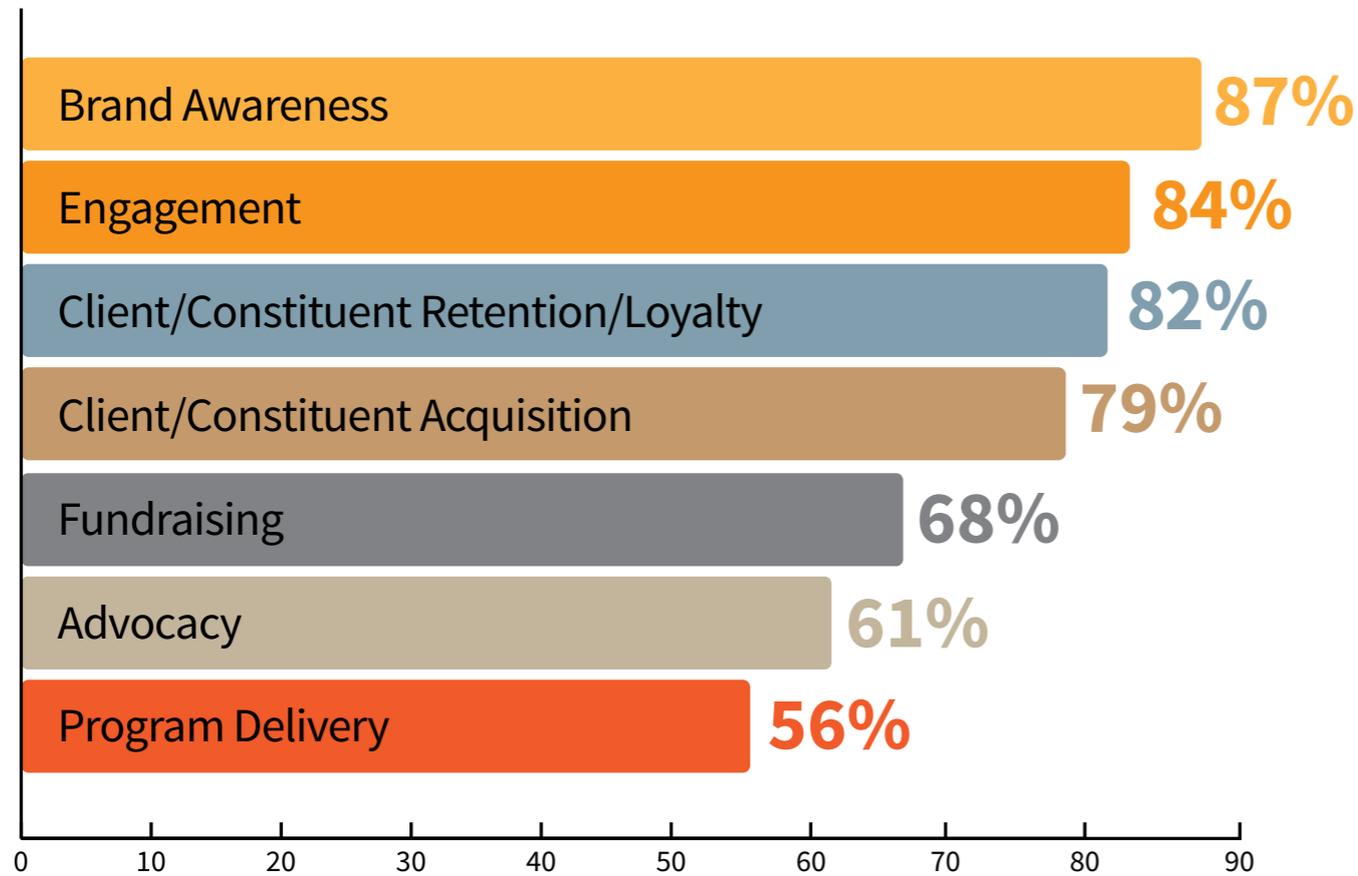
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Which area in your organization is accountable for content marketing?

It often depends on organization size

The larger the nonprofit organization, the more likely it is that content marketing is situated under the marketing umbrella. In smaller nonprofits (up to 100 employees), content marketing is more likely to fall under development/fundraising.

Organizational Goals for Nonprofit Content Marketing



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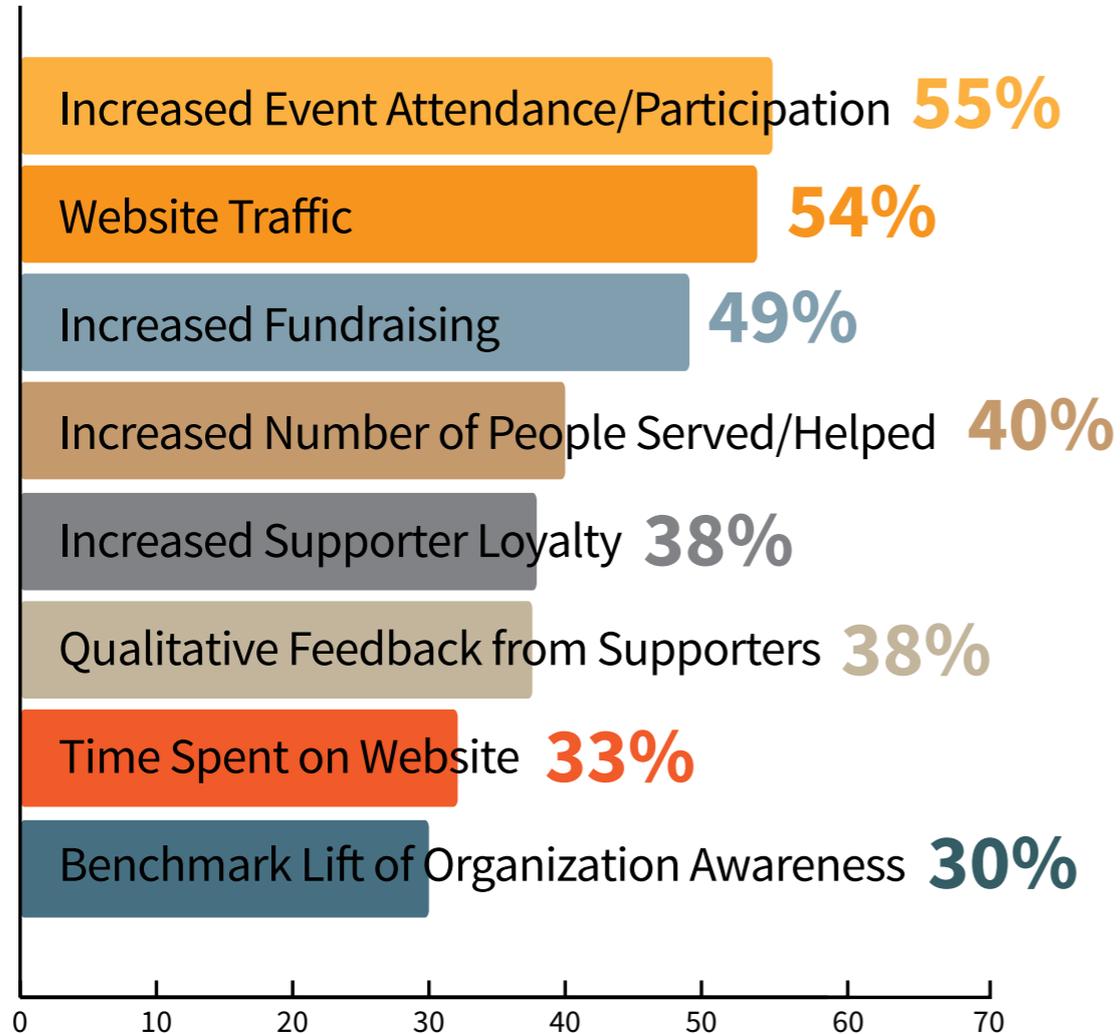
How important is each of the following content marketing goals to your organization?

87% say brand awareness is important

Note: Percentages shown represent marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at all Important.”

The most effective nonprofit marketers place higher importance on all the goals shown here when compared with the total sample.

Metrics for Nonprofit Content Marketing Success



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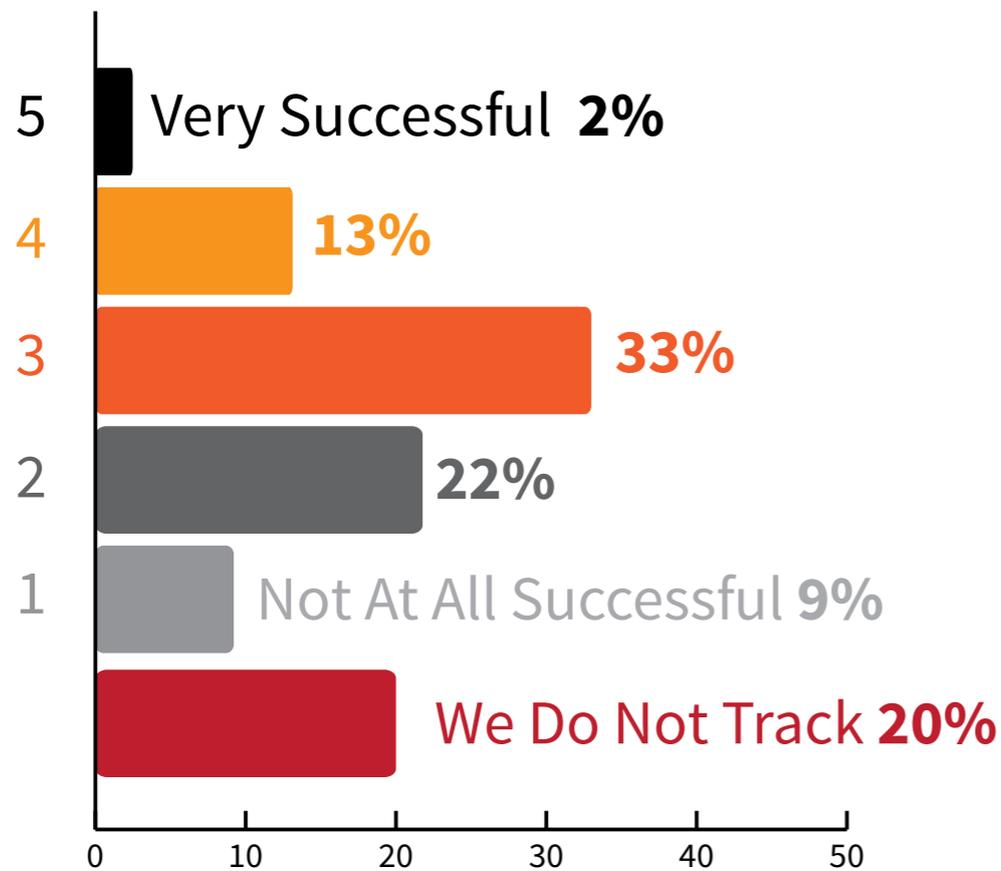
Which metrics does your organization use to assess content marketing success?

55% say increased event attendance/participation

Note: Fewer than 30% of nonprofit marketers said they use the following metrics: Subscriber Growth (28%), Increased Advocacy (23%), SEO Ranking (19%), Benchmark Lift of Product/Service Awareness (19%), Inbound Links (18%), Sales (18%), Cost Savings (14%), Sales Lead Quantity (8%), and Sales Lead Quality (8%).

Increased event attendance/participation was a new choice on the survey this year. Last year, increased fundraising was the most often cited metric (66%).

How Nonprofit Marketers Rate Their Organization's Success at Tracking ROI



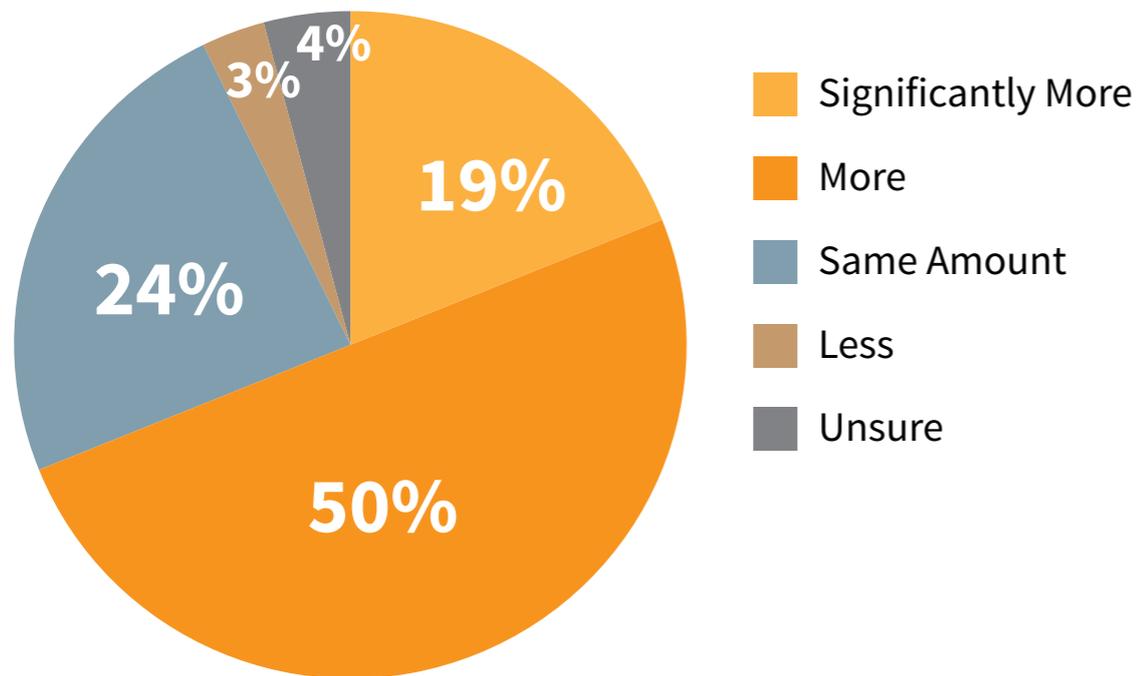
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How successful is your organization at tracking the ROI of its content marketing program?

Only 15% say they are successful

As these percentages show, many nonprofit marketers have a difficult time tracking ROI. Having a documented content marketing strategy helps, though, as 34% of those who possess one are successful in this area, compared with the 15% average for the total sample.

Change in Nonprofit Content Creation (Over Last 12 Months)



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Compared with one year ago, how much content is your organization creating?

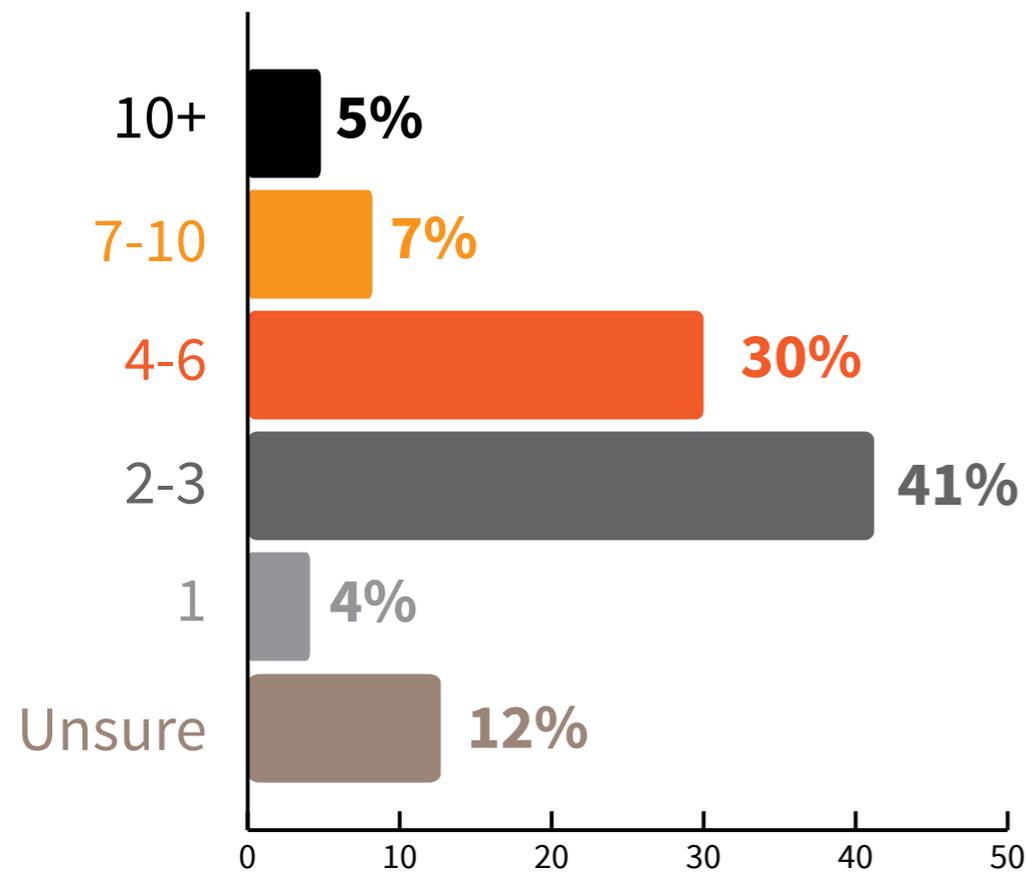
69% are creating more

Last year, 65% of nonprofit marketers said they were creating more content, compared with 69% this year.

Nonprofit marketers from organizations of all sizes are creating more content—even the least effective (61%) and those who have no strategy (52%).

The most effective nonprofit marketers and those who have a documented content marketing strategy are creating the most content (81% of both segments say they are creating more).

Number of Audiences that Nonprofit Marketers Target



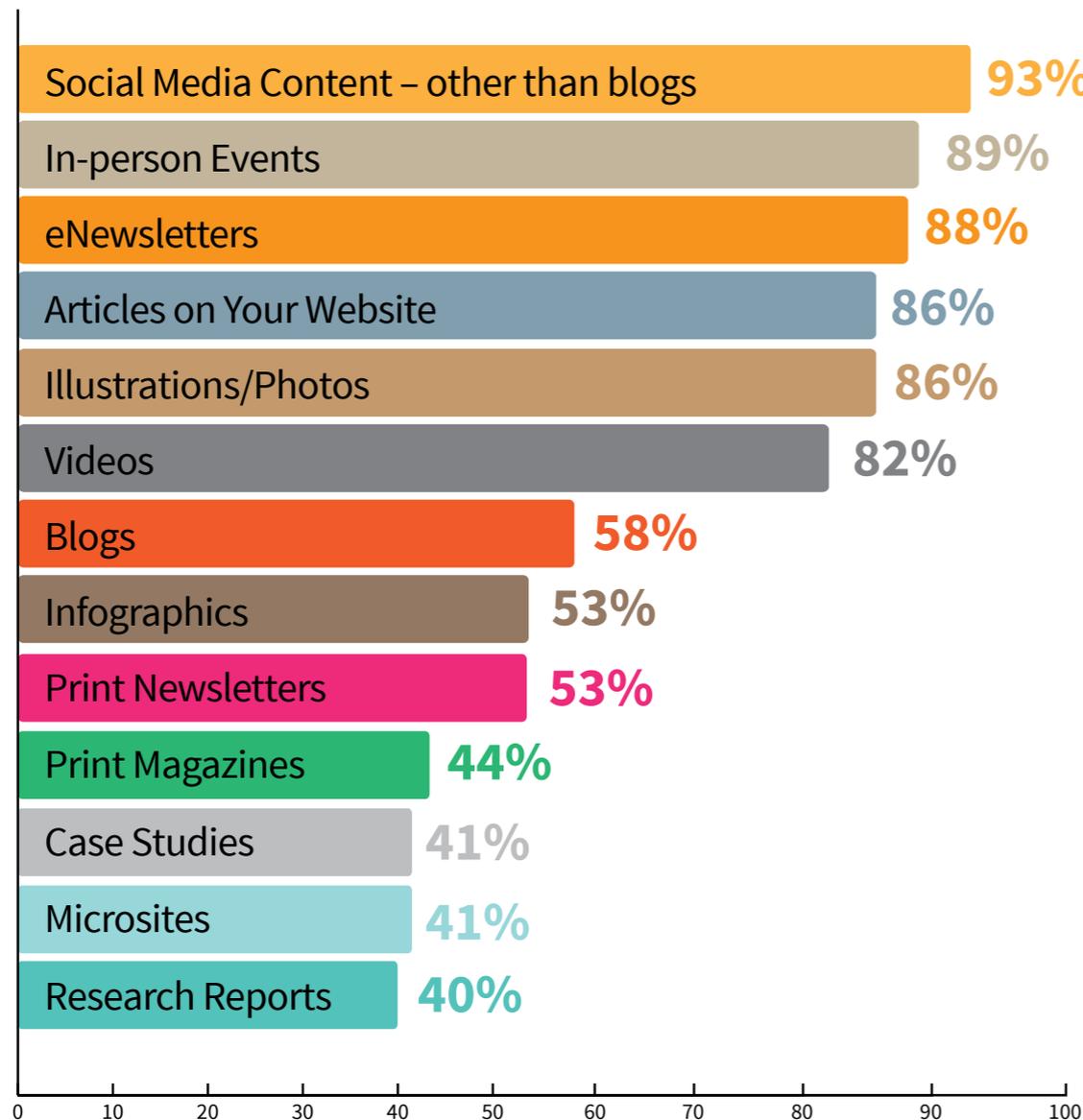
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How many different audiences does your organization target with separate content marketing strategies?

The average number is 4

The larger the nonprofit organization, the more audiences it targets. The largest organizations (1,000+ employees) target an average of 5.

Nonprofit Content Marketing Tactic Usage



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Which content marketing tactics does your organization use?

Most tactics are used more often than last year, especially infographics and microsites

Average Number Used: 12

Note: Fewer than 40% of nonprofit marketers said they use the following tactics: Branded Content Tools (37%), Digital Magazines (37%), Online Presentations (36%), Mobile Apps (34%), Webinars/Webcasts (32%), Books (28%), White Papers (26%), Podcasts (21%), Virtual Conferences (18%), eBooks (15%), and Games/Gamification (9%).

Nonprofit marketers are using more content marketing tactics (an average of 12 this year vs. 11 last year).

Like last year, the four most often cited tactics were social media content (other than blogs), in-person events, eNewsletters, and articles on your website. Regarding these four tactics, the biggest increase was with social media content (86% last year vs. 93% this year). The others rose slightly.

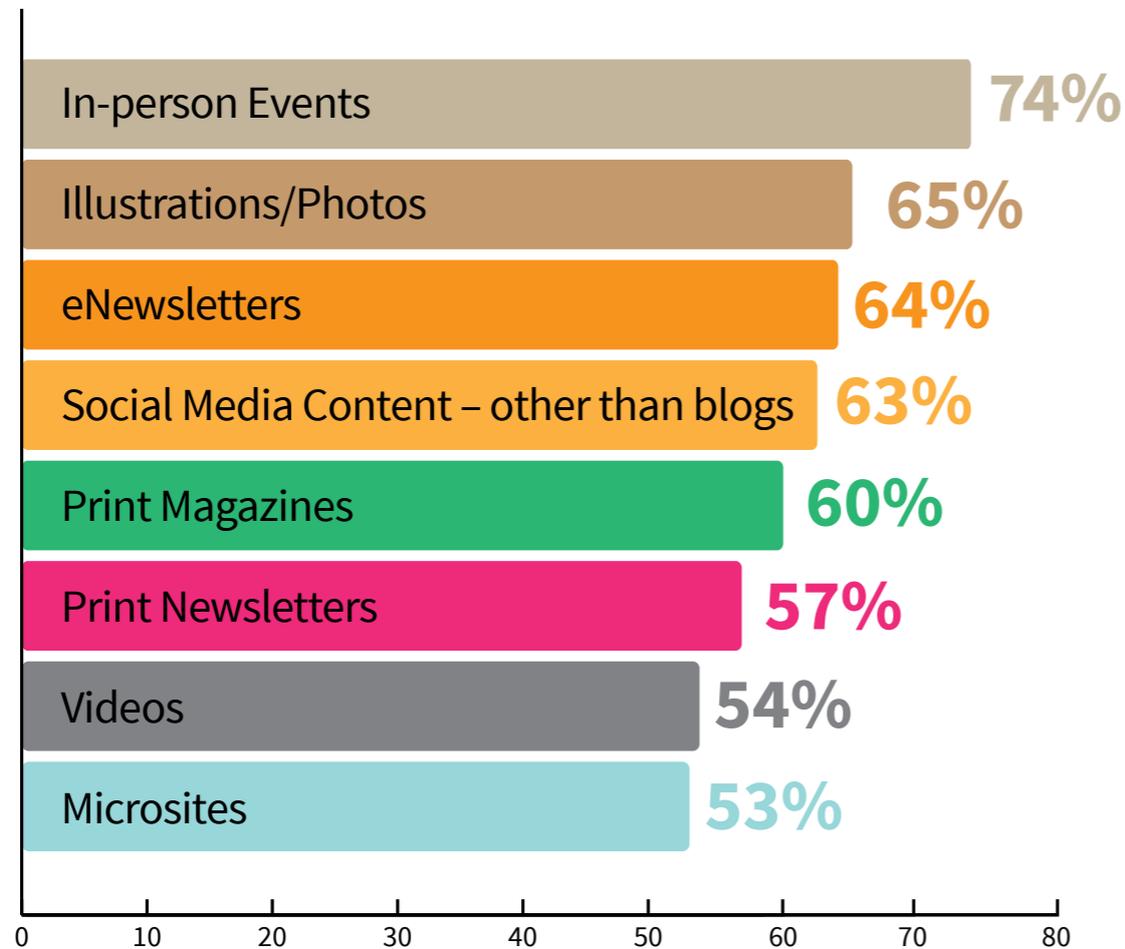
The biggest increases in usage over the last year have been with infographics and microsites, both up 22 percentage points this year.

The following tactics that appear on the chart have all risen 11 percentage points: videos, blogs, print magazines, and case studies.

Print newsletters dropped slightly (56% last year vs. 53% this year).

Illustrations/photos was a new choice on the survey this year.

Effectiveness Ratings for Nonprofit Tactics



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How effective are the following tactics that you use?

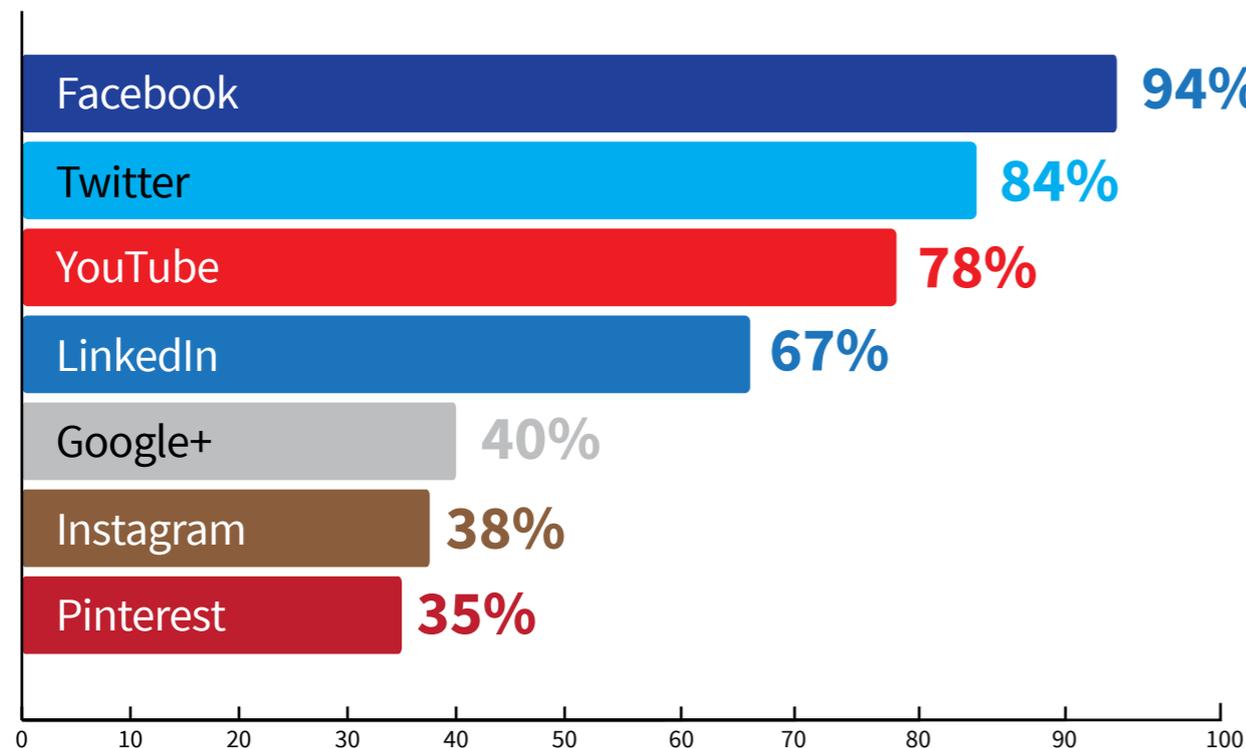
In-person events are rated the most effective

Note: Percentages shown represent marketers who rated each tactic a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

Of all the tactics nonprofit marketers use, these are the ones that more than 50% say are effective.

When compared with last year, confidence in microsites and print magazines grew the most. Last year, 40% of nonprofit marketers said microsites were effective (compared with 53% this year) and 52% said print magazines were effective (compared with 60% this year).

Nonprofit Content Marketing Social Media Platform Usage



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Which social media platforms does your organization use to distribute content?

Facebook is used most often

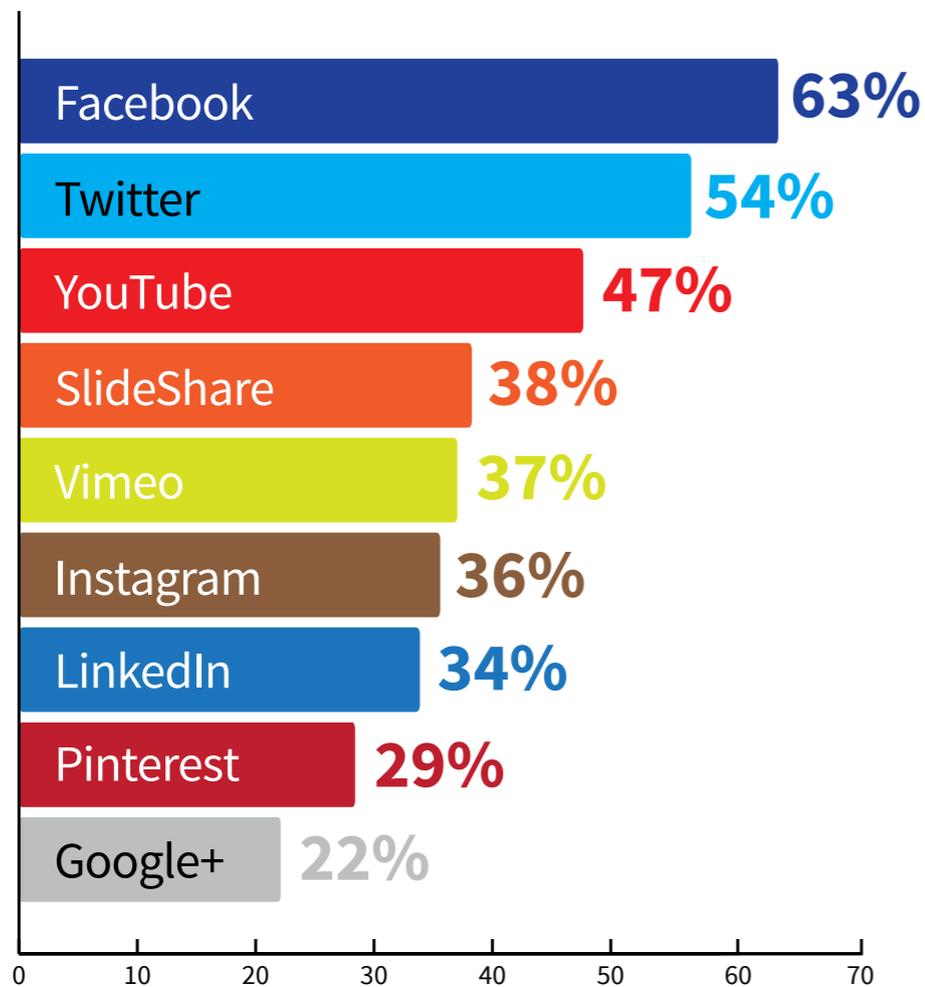
Average Number Used: 5

Note: Fewer than 30% of nonprofit marketers said they use the following social media platforms: Flickr (24%), Vimeo (19%), Foursquare (13%), Tumblr (12%), SlideShare (11%), Vine (9%), SnapChat (5%), and StumbleUpon (5%).

Nonprofit marketers are using more social media platforms to distribute content (an average of 5 this year vs. 4 last year).

The percentage of nonprofit marketers who use each of the platforms shown here has risen over the last year. The biggest increase has been with Instagram (17% last year vs. 38% this year).

Effectiveness Ratings for Nonprofit Social Media Platforms



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How effective are the social media platforms that you use?

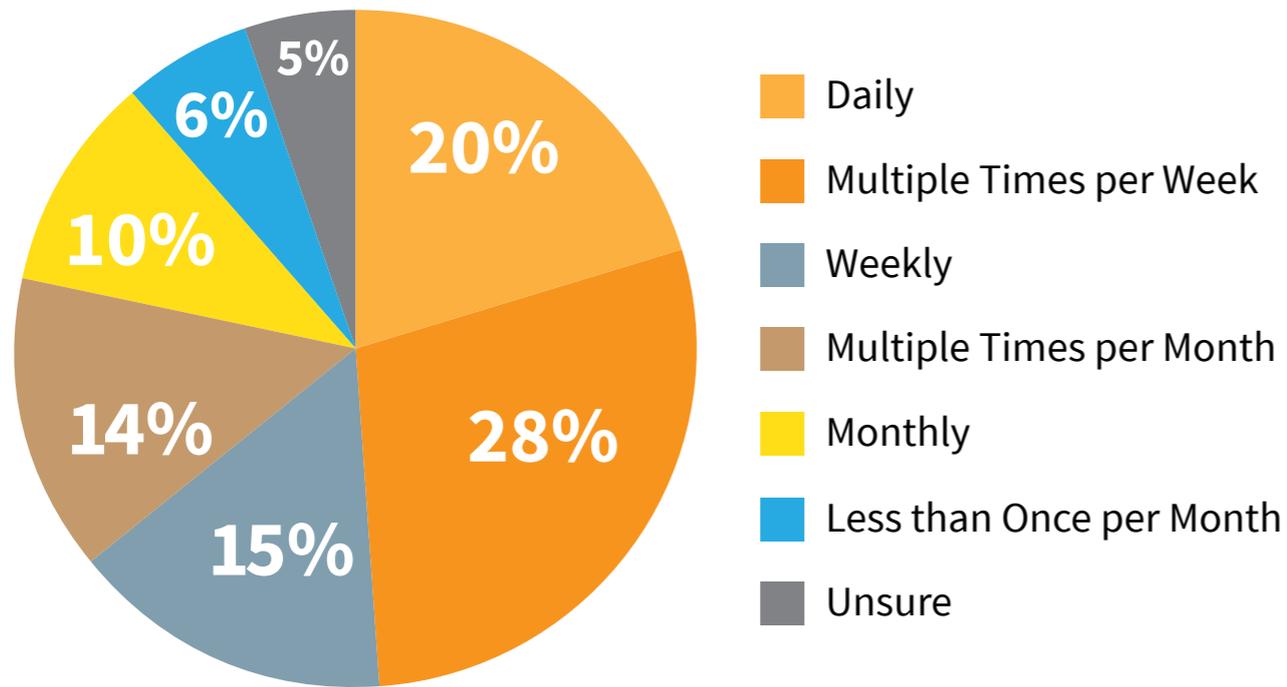
Facebook is rated the most effective

Note: Percentages shown represent marketers who rated each platform a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

Nonprofit marketers once again rated Facebook the most effective platform (58% last year vs. 63% this year).

Confidence in all other platforms shown here also has increased over the last year, except for Vimeo, which decreased 2 percentage points. The biggest increase was with SlideShare (24% last year vs. 38% this year). Twitter and LinkedIn had the next biggest increases, with Twitter rising 11 percentage points and LinkedIn rising 9.

How Often Nonprofit Marketers Publish New Content



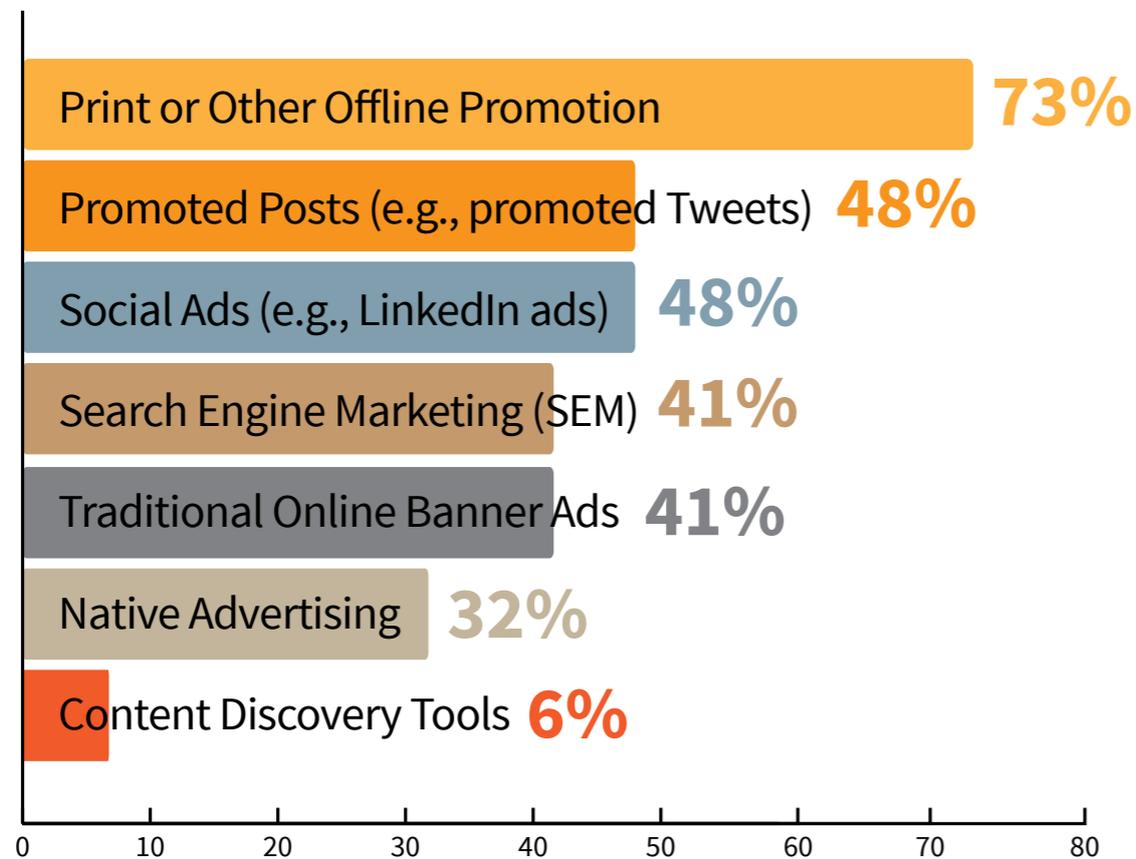
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Content Marketing Institute/Blackbaud

How often does your organization publish new content that supports its content marketing program?

48% say daily or multiple times per week

60% of the most effective nonprofit marketers and 58% of those who have a documented content marketing strategy publish new content daily or multiple times per week, compared with 48% of the total sample.

Nonprofit Paid Advertising Usage



*Nonprofit Content Marketing 2015: Benchmarks, Budgets, and Trends—North America:
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Which paid advertising methods do you use to promote/distribute content?

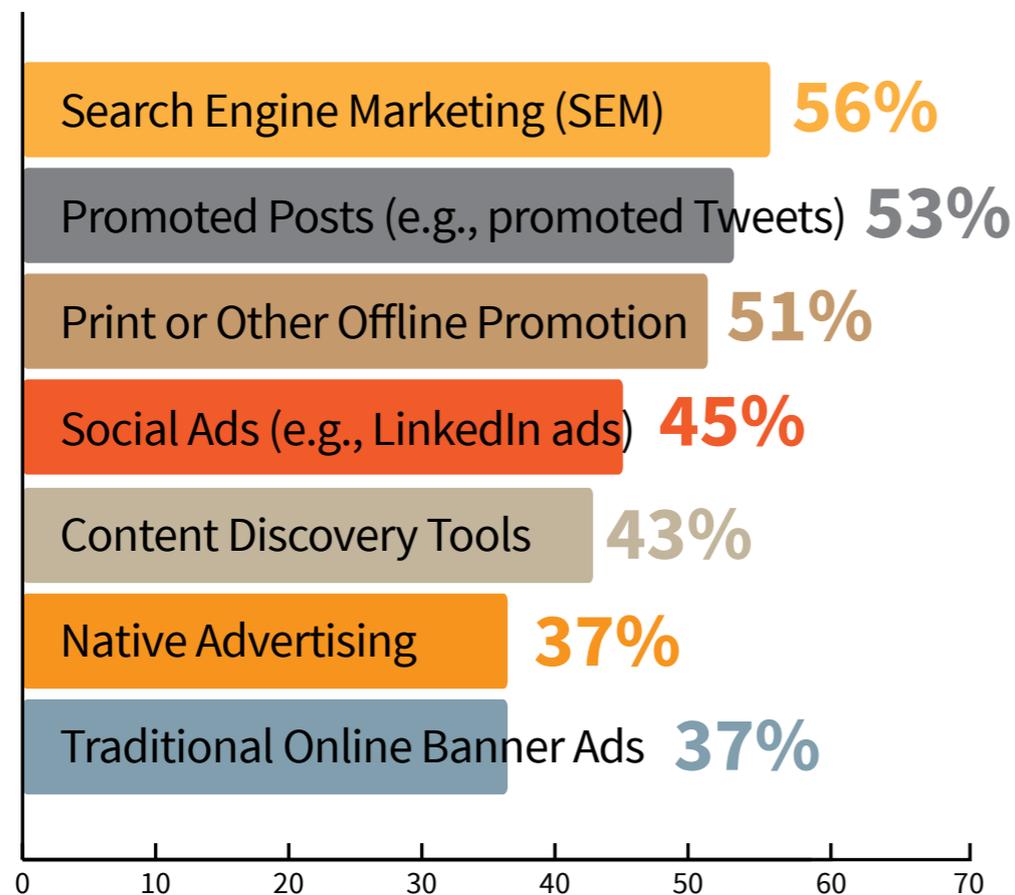
83% use at least one

Average Number Used: 3

This was a new question on the survey. The most effective nonprofit marketers, as well as those who have a documented content marketing strategy, use all of these paid methods more frequently than the overall sample.

In addition, the larger the nonprofit organization, the more methods it uses. For example, micro organizations (1-9 employees) use an average of 2 methods, whereas large organizations (1,000+ employees) use an average of 4.

Effectiveness Ratings for Nonprofit Paid Advertising Methods



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How effective are the paid advertising methods that you use to distribute content?

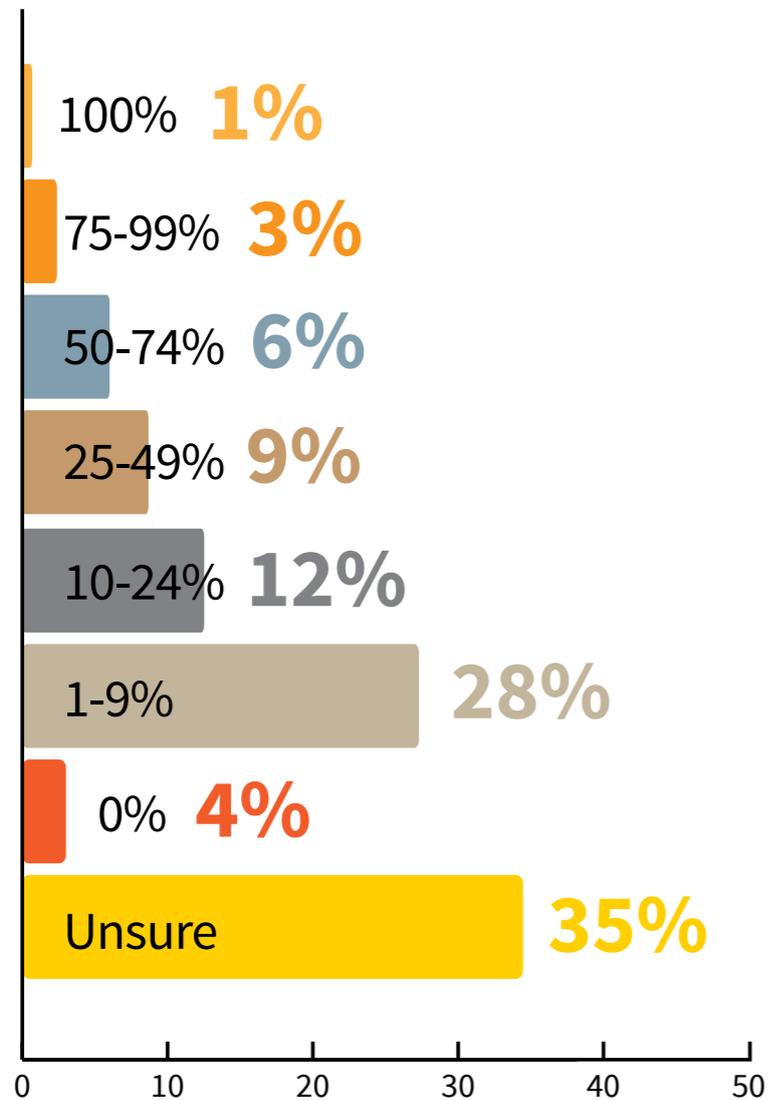
Nonprofit marketers have the most confidence in search engine marketing (SEM)

Note: Percentages shown represent marketers who rated each method a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

Even though print or other offline promotion is the paid method that nonprofit marketers use the most, they are more likely to say that search engine marketing (SEM) is more effective.

The most effective nonprofit marketers and those who have a documented content marketing strategy view each of these methods as more effective when compared with the total sample.

Percentage of Total Marketing Budget Spent on Nonprofit Content Marketing



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Content Marketing Institute/Blackbaud

Approximately what percentage of your organization’s total marketing budget (not including staff) is spent on content marketing?

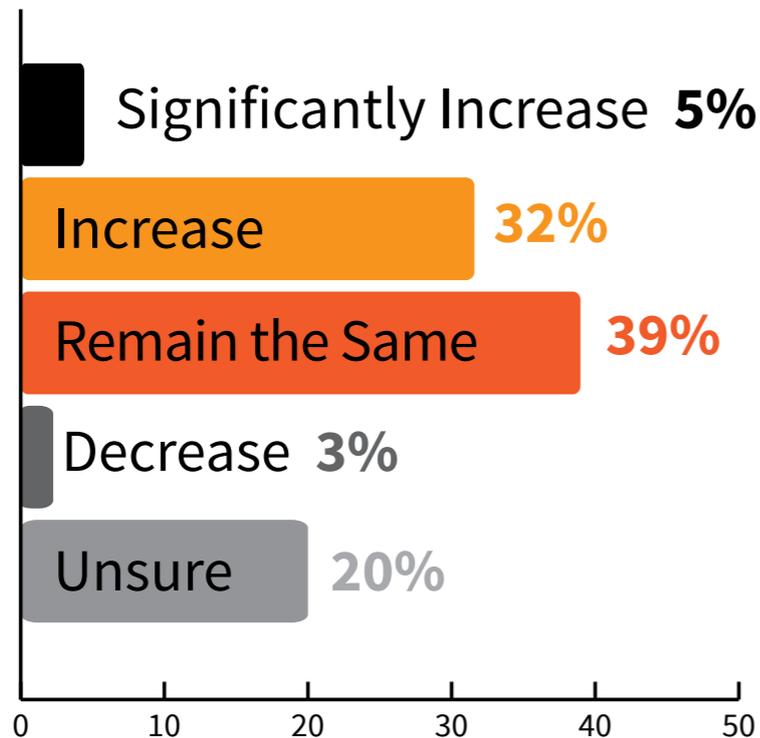
The average is 23%

Last year, nonprofit marketers said they allocated an average of 20% of their total marketing budget to content marketing, compared with 23% this year.

When we look at different segments of respondents, this is how their spending averages compare:

- Those with a documented content marketing strategy spend more (33%) than those with a verbal strategy only (22%) or no strategy (11%).
- The most effective nonprofit marketers spend more (30%) than the least effective (13%).
- Marketers at large organizations with 1,000+ employees spend more (32%) than marketers at small organizations with 10-99 employees (20%).

Nonprofit Content Marketing Spending (Over Next 12 Months)



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How do you expect your organization's content marketing budget to change in the next 12 months?

37% say they will increase spending

Last year, 38% of nonprofit marketers said they would increase spending, compared with 37% this year.

Their lack of success thus far isn't going to stop the least effective nonprofit marketers from increasing their content marketing budget: 42% plan to do so, compared with 32% of the most effective.

Challenges that Nonprofit Marketers Face



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With regard to content marketing, how challenged are you with each of the following?

56% say lack of budget is a challenge

Note: Percentages shown represent marketers who rated each challenge a 4 or 5 on a 5-point scale where 5 = “Very Challenged” and 1 = “Not at all Challenged.”

It’s still a pressing challenge, but the percentage of nonprofit marketers who say lack of budget is a challenge has decreased 11 percentage points this year (67% last year vs. 56% this year). Nonprofit marketers also have made strides with internal knowledge and skills (the percentage who cited gaps last year was 45%, compared with 38% this year).

In every other area shown here, however, nonprofit marketers are more challenged than last year. The two biggest increases have been with measuring content effectiveness (52% this year vs. 36% last year) and finding trained content marketing professionals (28% this year vs. 8% last year).

The least effective nonprofit marketers are more apt to say their greatest challenge is producing engaging content (75%), which is a bigger challenge for them than lack of budget (60%). In addition, 49% say lack of buy-in/vision from higher-ups is a problem.

Which content marketing initiatives are you working on?

66% are focused on becoming better storytellers

New this year, we presented marketers with a list of 28 initiatives. We asked them to select one of three options for each: working on now, plan to begin working on within 12 months, and not a priority.

Nonprofit marketers are working on an average of 12 initiatives, and plan to begin working on an average of 8 over the next 12 months.

The highest percentages of nonprofit marketers are working on:

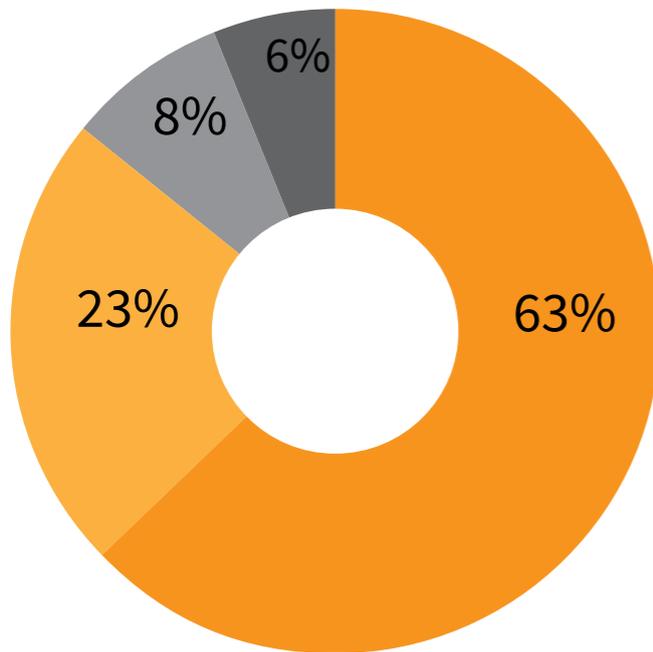
- Becoming better storytellers: 66%
- Creating visual content: 63%
- Creating more engaging/higher-quality content: 62%
- Better understanding of audience: 59%
- Organizing content on website: 59%

As for which they are planning to begin working on within 12 months, the highest percentages selected:

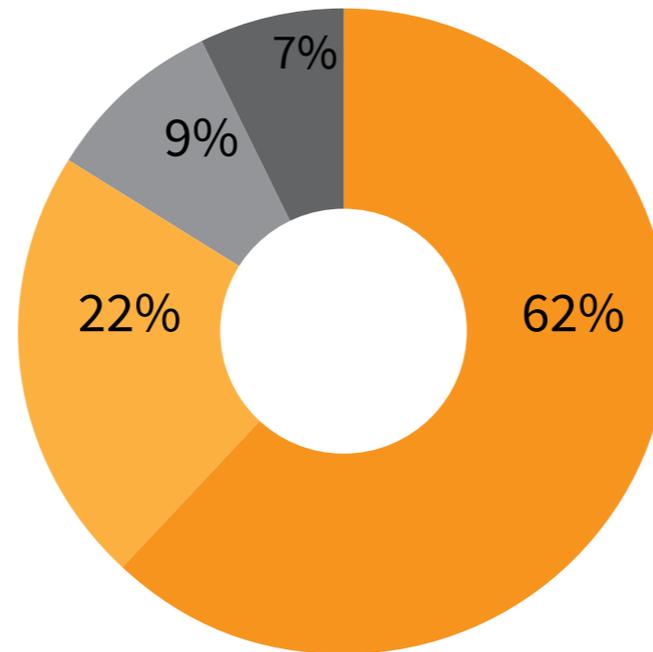
- Measuring content marketing ROI: 39%
- Developing a documented content marketing strategy: 37%
- Creating a better mobile strategy: 33%
- Content personalization: 33%
- Better understanding of what content is effective—and what isn't: 32%
- Optimizing content: 32%

The initiatives appearing on the following pages are the 12 that received the highest combined percentages of “working on now” and “plan to begin working on within 12 months.”

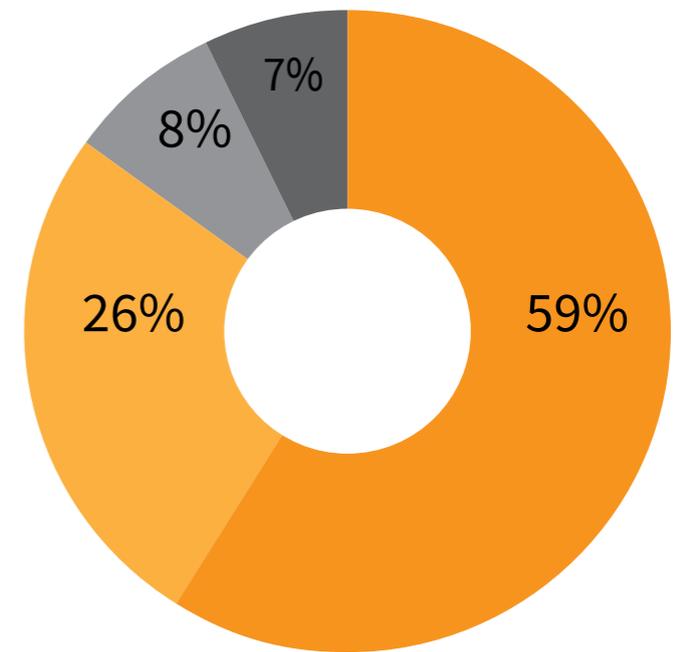
Creating Visual Content



Creating More Engaging/Higher-Quality Content



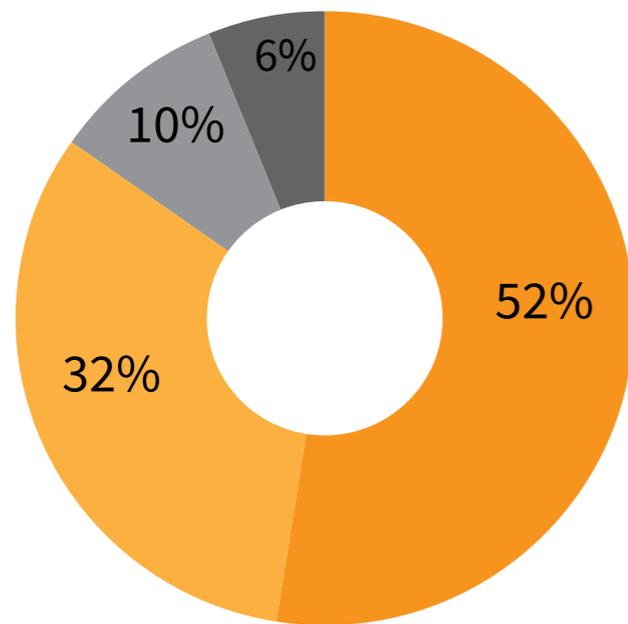
Organizing Content on Website



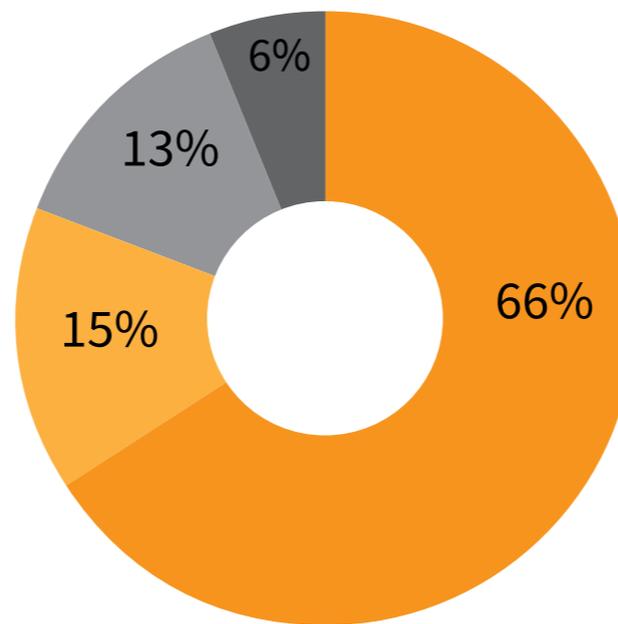
Now Within 12 Months Not a Priority No Answer

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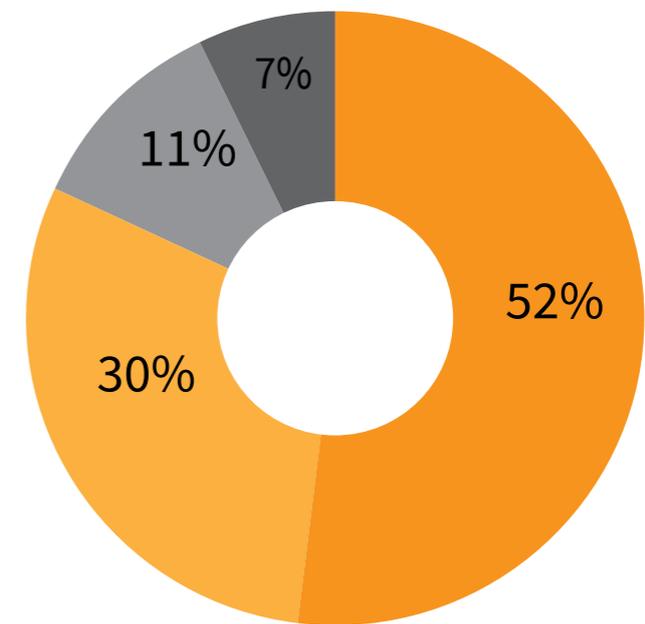
Better Understanding of What Content is Effective—and What isn't



Becoming Better Storytellers



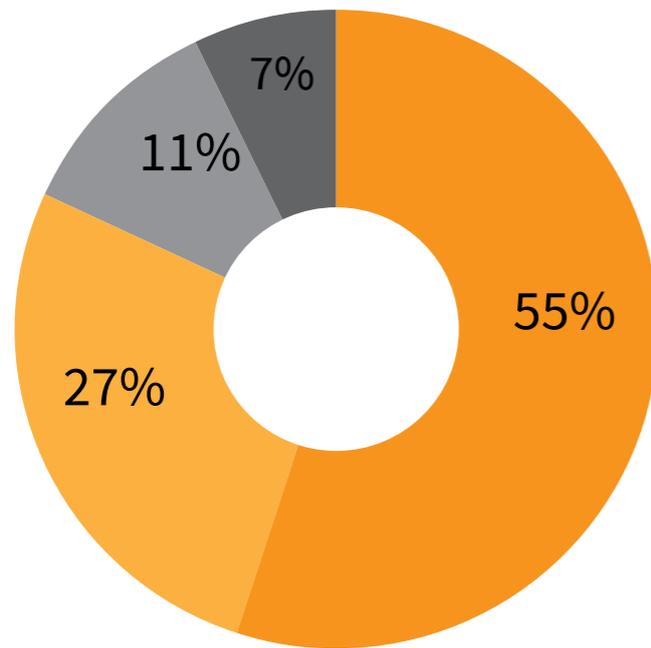
Better Converting Visitors on Website



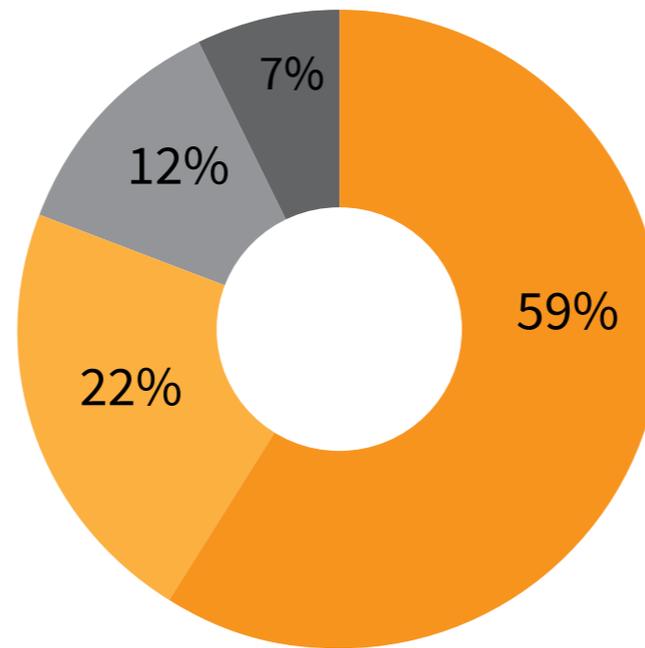
Now Within 12 Months Not a Priority No Answer

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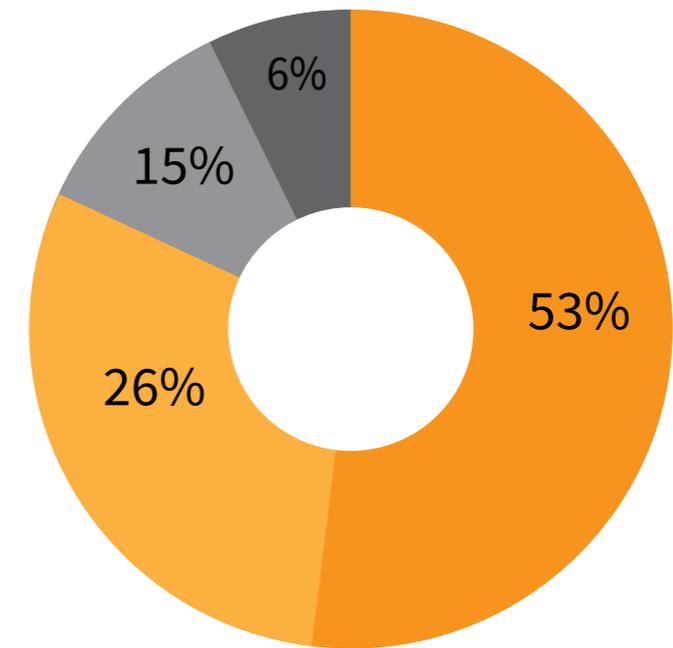
Collaboration/Operationalizing Content Marketing Team



Better Understanding of Audience



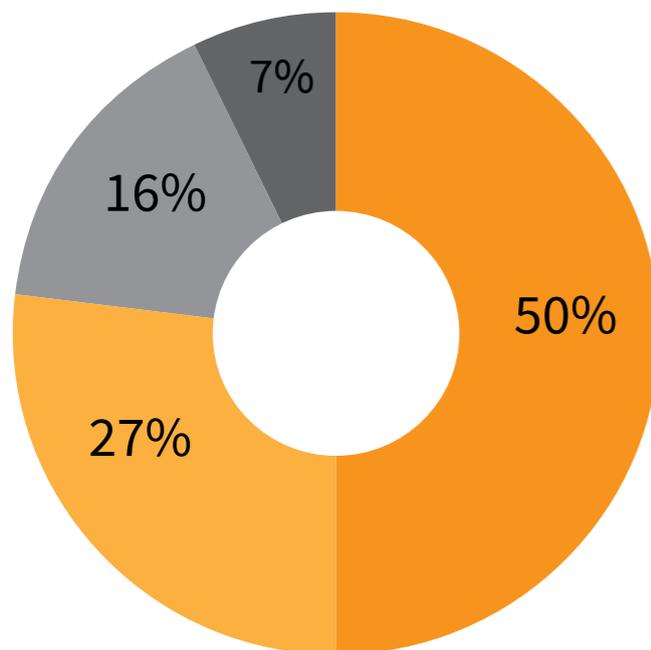
Developing an Email Strategy



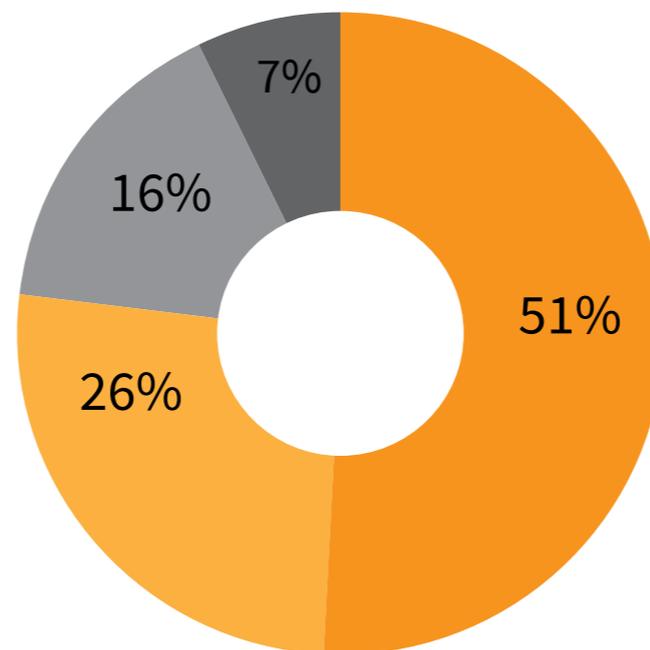
Now Within 12 Months Not a Priority No Answer

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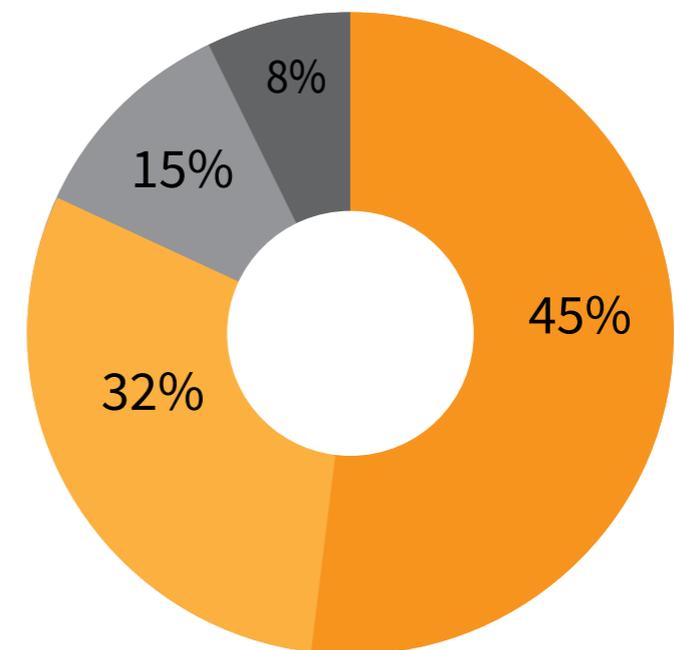
Creating a Greater Variety of Content



Finding More/Better Ways to Repurpose Content



Optimizing Content



■ Now
 ■ Within 12 Months
 ■ Not a Priority
 ■ No Answer

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Comparison of Most Effective Nonprofit Content Marketers with Least Effective Nonprofit Content Marketers

	Most Effective	Average/Overall	Least Effective
■ Has a documented content marketing strategy	42%	23%	6%
■ Has a content marketing strategy, but it's not documented	43%	43%	34%
■ Content marketing strategy very closely guides efforts.....	61%	38%	8%
■ Content marketing strategy somewhat guides efforts.....	35%	56%	78%
■ Has a dedicated content marketing group	62%	41%	21%
■ Is successful at tracking ROI	33%	15%	2%
■ Average number of tactics used	12	12	11
■ Average number of social platforms used	6	5	5
■ Publishes new content daily or multiple times per week	60%	48%	39%
■ Percentage of total budget allocated to content marketing.....	30%	23%	13%
■ Challenged with lack of budget.....	50%	56%	60%
■ Challenged with measuring effectiveness	41%	52%	68%
■ Challenged with producing engaging content	31%	49%	75%
■ Average number of initiatives working on now	14	12	10
■ Average number of initiatives planning to begin working on within 12 months.....	7	8	10

Chart term definitions: A “best-in-class” content marketer (aka “most effective”) is one who rates his or her organization a 4 or 5 in effectiveness on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at all Effective.” Those who rate themselves 1 or 2 are the “least effective.” The numbers under “average/overall” represent total respondents.

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Documented vs. Verbal vs. No Strategy – Nonprofit

	Documented Strategy	Verbal Strategy	No Strategy
■ Considers organization to be effective at content marketing.....	63%	35%	8%
■ Content marketing strategy very closely guides efforts.....	61%	25%	N/A
■ Content marketing strategy somewhat guides efforts.....	33%	68%	N/A
■ Has a dedicated content marketing group	72%	33%	14%
■ Is successful at tracking ROI	34%	12%	3%
■ Average number of tactics used	13	12	10
■ Average number of social platforms used	6	6	5
■ Publishes new content daily or multiple times per week	58%	56%	35%
■ Percentage of total budget allocated to content marketing.....	33%	22%	11%
■ Challenged with producing engaging content	42%	49%	60%
■ Challenged with measuring effectiveness	43%	54%	67%
■ Average number of initiatives working on now	15	13	9
■ Average number of initiatives planning to begin working on within 12 months.....	7	8	10

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Differences Between Nonprofit, B2C, and B2B Marketers

	Nonprofit	B2C	B2B
Uses content marketing.....	61%	77%	86%
Considers organization to be effective at content marketing	35%	37%	38%
Has a documented content marketing strategy	23%	27%	35%
Has a content marketing strategy, but it's not documented	43%	50%	48%
Does not have a documented strategy	21%	15%	14%
Has a dedicated content marketing group	41%	45%	47%
Is successful at tracking ROI	15%	23%	21%
Average number of tactics used	12	11	13
Average number of social platforms used	5	7	6
Average number of paid advertising methods used to promote/distribute content	3	4	3
Publishes new content daily or multiple times per week.....	48%	48%	42%
Percentage of total budget allocated to content marketing	23%	25%	28%
Challenged with lack of budget.....	56%	46%	41%
Challenged with lack of buy-in/vision from higher-ups.....	34%	28%	29%
Average number of initiatives working on now	12	13	13
Average number of initiatives planning to begin working on within 12 months.....	8	9	8

Nonprofit Content Marketing 2015: Benchmarks, Budgets, and Trends—North America:
Content Marketing Institute/Blackbaud

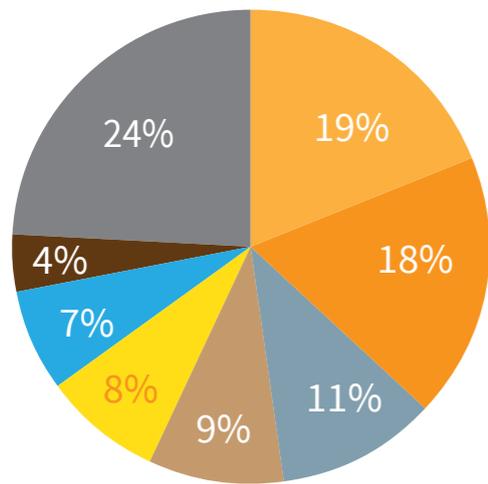
DEMOGRAPHICS

Nonprofit Content Marketing: 2015 Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and **Blackbaud** and sponsored by **FusionSpark Media**.

The survey was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, Blackbaud, the Business Marketing Association (BMA), Brightcove, and EnVeritas Group (EVG). A total of 1,118 nonprofit marketers from North America responded in July and August 2014, representing a full range of organization classifications, functional areas, and sizes.

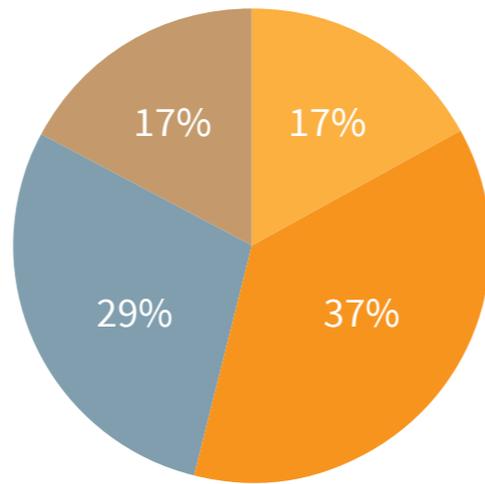
The B2B and B2C percentages referred to in this report derive from a similar questionnaire that was administered at the same time as this research study (under the umbrella of the Content Marketing Institute/MarketingProfs fifth annual content marketing survey). The full findings for B2B North America and B2C North America are available in separate reports co-produced by Content Marketing Institute and MarketingProfs. Special thanks to MarketingProfs for their assistance with the B2B and B2C figures used for comparisons in this report.

Nonprofit Industry Classification



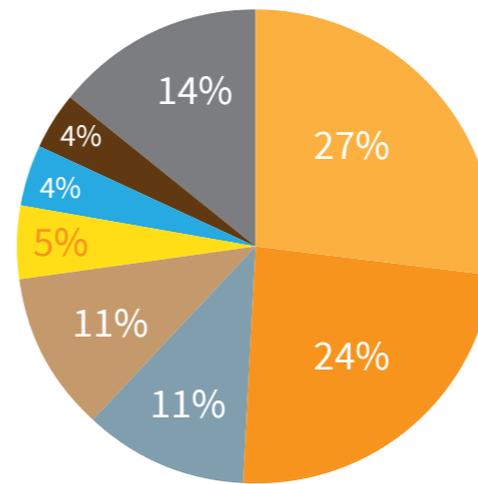
- Human Services
- Healthcare
- Education (University/College)
- Education (K-12)
- Religious Organization
- Trade/Industry Association
- Arts & Culture
- Other

Size of Nonprofit Organization (by Employees)



- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

Nonprofit Job Title/Function



- Fundraising/Development
- Marketing/Advertising/Communications/PR Management
- General Management
- Executive Management
- Content Creation/Management
- Marketing Administration/Support
- Website/Technology
- Other

Blackbaud - Forward-looking Statements
Except for historical information, all of the statements, expectations, and assumptions contained here are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organizations; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

About Content Marketing Institute

Content Marketing Institute (CMI) is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA. CMI also produces **Intelligent Content Conference**, Content Marketing Sydney and Content Marketing Singapore. CMI also publishes the bi-monthly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012, 2013 and 2014 Inc. 500 company. View all CMI research at www.contentmarketinginstitute.com/research. Learn how to create a **documented content marketing strategy**, a key component for improving overall content marketing effectiveness.

About Blackbaud

Serving the nonprofit and education sectors for more than 30 years, **Blackbaud** (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 30,000 customers in more than 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, private K-12 education, animal welfare and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organizations of all sizes including: fundraising, eMarketing, advocacy, constituent relationship management (CRM), financial management, payment solutions, analytics, education solutions, and vertical-specific solutions. For more information, visit www.blackbaud.com.

About FusionSpark Media

Since 1999, **FusionSpark Media, Inc.** (FSM) has worked with nonprofits, government agencies, and businesses to develop content marketing initiatives that achieve fundraising, sales, education, community engagement, and marketing communications goals.

FSM's team includes professionals with backgrounds in marketing communications, print and broadcast journalism, and nonprofit management. We have deep roots and hands-on experience in developing purpose-driven communications strategies, stories, and interactive content that inspires hearts, informs minds, and influences outcomes. For more information, visit [@FusionSpark](https://twitter.com/FusionSpark) and www.fusionspark.com.

For more information about this report, contact research@contentinstitute.com.