

Digital Marketing in Non- Profit Organization and Essential Techniques

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Abstract: *Digital marketing is the most beneficial to nonprofit organizations in the 21st century. Nonprofit organizations that market online reaps many of the same advantages. The costs are lower, the time to market is shorter, and the prospect pool is based on expressed interest rather than best guesses. Marketing enables a nonprofit to raise funds, engage volunteers, and meet its obligations. Effective nonprofit digital marketing will increase community engagement and brand awareness. Nonprofit organizations can use various online platforms as a digital marketing strategy. The sponsors and donors are already online; whether they are scrolling through social media, working, or shopping, being online with them with various digital technologies tools like e-marketing, social media presence, blogs and websites, and others will foster a better and close relationship with them. Moreover, a well-thought-out digital marketing strategy will increase the number of prospects and donors.*

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