NONPROFIT CLOUD MARKETING & ENGAGEMENT

salesforce.org

Nonprofit Cloud helps nonprofits increase awareness, find new constituents and build long-term relationships, using Salesforce for Marketing built on the #1 CRM. It enables you to know your constituents, personalize with intelligence, engage across the journey, and analyze the impact, all while helping you ensure data security.

JOURNEY BUILDER
Deliver cross-channel personalized experiences at every step of the constituent journey with campaign management.

DISTRIBUTED MARKETING
Enable chapters, regional hubs, and partner organizations to inform, market, and engage constituents at scale.

EMAIL STUDIO
Use data from every department to build smarter email – from basic marketing campaigns to sophisticated 1-to-1 messages.

MOBILE STUDIO
Send consistent SMS, push, and chat app messages in real-time.

SOCIAL STUDIO
Listen, publish, and engage to create advocates. Connect social to marketing, and service in one platform powered by AI.

ADVERTISING STUDIO
Use CRM to securely power 1-to-1 advertising across Google, Facebook, Instagram, LinkedIn, Twitter, Pinterest, and Display at scale.

CUSTOMER 360 AUDIENCES
Unify known and unknown constituent data to create precise segments for both online and offline engagement, and build deeply personalized, connected experiences across the supporter journey.

DATORAMA
Enable cross-platform marketing intelligence by unifying data sources, visualizing AI-powered insights, and creating actionable reports to drive ROI.

INTERACTION STUDIO
Visualize, track, and manage constituent experiences with real-time interaction management – driving valuable engagement at the right moment.

KNOW, PERSONALIZE, ENGAGE & ANALYZE

Today's nonprofits can use the pillars of know, personalize, engage, and analyze as the foundation of their marketing strategies. Here's how Salesforce empowers you to deliver constituent engagement at scale:

Know More About Your Constituents: Connect known and unknown data across multiple sources and devices for a 360 degree view of your constituents.

Create Personalized Constituent Journeys: Make smarter, faster decisions by listening, interpreting with AI, and responding to constituents' intent.

Engage Across the Entire Journey: Create seamless constituent experiences at every stage of the lifecycle by connecting channels and teams.

Analyze Your Impact: Measure and optimize total marketing performance and impact to maximize ROI and drive growth.

DRIVE REAL RESULTS

70% of nonprofit marketers say that social media helps generate revenue.

76% of nonprofits say email marketing helps them generate revenue

Source: 2019 Fundamentals of Marketing and Engagement at Nonprofit Organizations Report