



2019 Marketing Trends Nonprofits Should Try

As we close out 2018 and enter a new year, it's time to look toward the future.

Marketing continues to change over time. Each year we're seeing new trends.

What worked for your organization 2010 may not work in 2019.

In 2015 the "Responsive Website" trend started; now 94% of people judge websites on responsive web design. Around the same time, mobile e-commerce was emerging now 50% of all ecommerce comes from cell phones. The question isn't if the trends will catch on, it's will you be left behind. And if you are left behind, what image will that portray to your members, congregants and donors?

Here are 3 trends we think are worth trying:

1. IGTV

Have you heard of IGTV?

It's a standalone app owned and operated by Instagram.

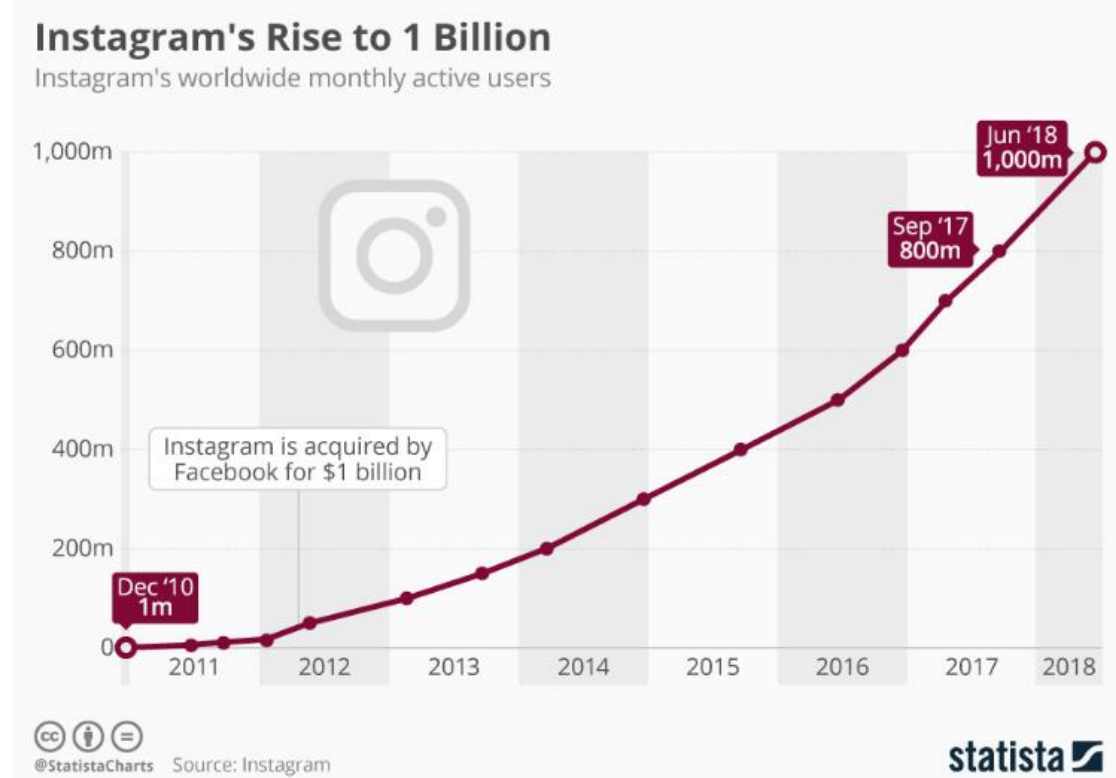
This concept [launched in June 2018](#) and was specifically made for mobile devices.

This app is similar to YouTube. One of the major differences is that all of the videos are vertical since they are made for phones.

Video content plays as soon as you open the app, similarly to the way a video would be playing if you turned on a TV in your house.

Instagram has seemingly taken over social media. Everything the team touches turns to gold.

Its active users have been [trending upward](#) since its inception in 2010:



I don't see any signs of this slowing down.

Even if it can get only a fraction of those 1+ billion users to download and use IGTV, the new app will be a big hit in 2019.

Marketers will need to adjust their strategies accordingly.

They'll need to have a presence on IGTV in addition to Instagram.

This will force marketing teams to produce more video content specifically for this app.

You've got to follow the consumer. If your target audience and current customers are using IGTV, you need to do the same.

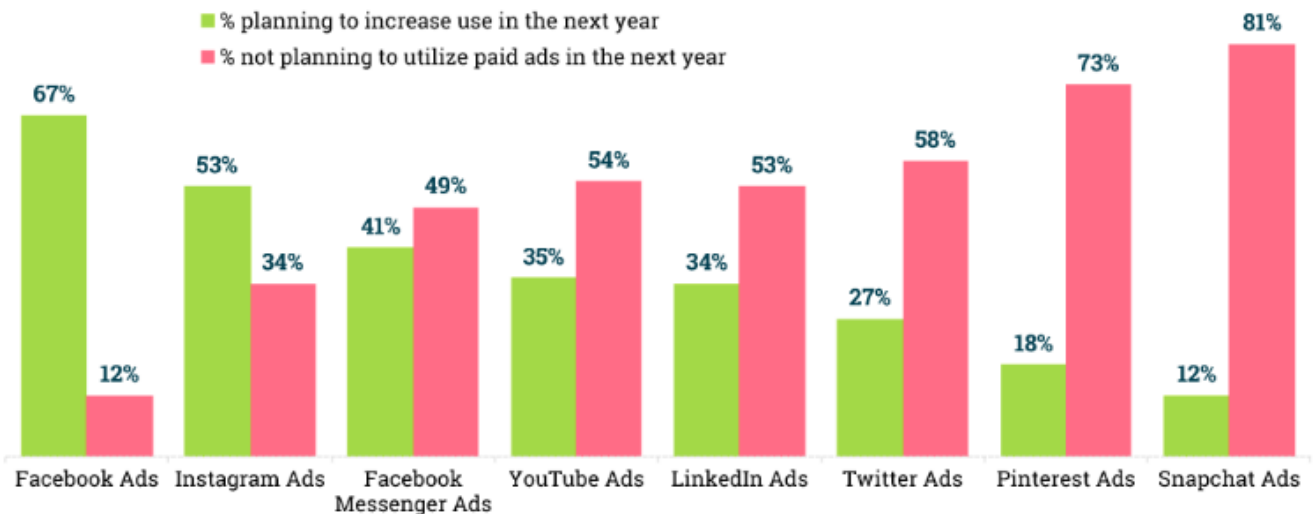
Since the platform is so new, you can get ahead of the game right now by familiarizing yourself with the app and producing more content for it.

2. Facebook and Instagram ads

Paid social media ads aren't new, but the trends are definitely changing.

More businesses are focusing on Facebook and Instagram ads than on other [social media platforms](#).

Social Media Marketers' Paid Social Usage Trends



Published on MarketingCharts.com in May 2018 | Data Source: Social Media Examiner

As you can see, Instagram and Facebook are the only two social sites that more businesses are planning to use paid ads for than not.

And ads on other social sites such as Twitter, Pinterest, and Snapchat are slowly becoming obsolete.

In fact, 31% of brands on Instagram are currently using ads.

That number is up from 24% in 2017, 12% in 2016, and just 4% in 2015. The volume of ads on this platform has grown nearly eight times in just four years.

It doesn't surprise me that Facebook and Instagram are the two platforms trending upward for paid advertisements.

Since Facebook owns Instagram, businesses manage ads on both of these social sites in the same place. The format makes it much easier for businesses to create ads that target the right audience, based on its needs.

You even have the option to [use lifetime value to create a Facebook audience that actually converts](#).

Those same benefits aren't offered when you advertise on other social sites.

The types of ads that can be run between Facebook and Instagram are also versatile. Businesses can experiment with these formats to see what gives them the best results.

What does this mean for you?

If you're currently using other social media platforms to advertise, you may want to consider switching to those trending.

If you are not running any paid ads, you should at least try it; with minimums as low as \$1 a day, there's nothing to lose.

3. Mobile payments

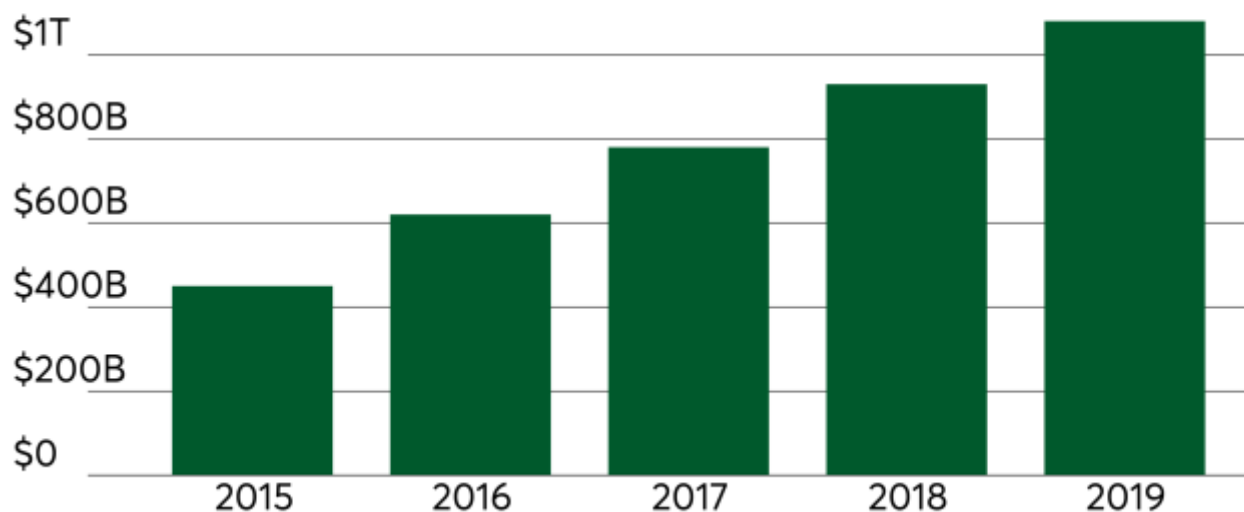
Does your organization currently accept mobile payments? Do you at the very least accept online payments?

If not, you need to plan on it soon. This will be a growing trend in 2019.

Just look at [these numbers](#):

Mobile pay is expanding

Global volume in U.S. dollars will more than double over the last half of the decade



Mobile payments allow customers to pay for goods and services directly from a mobile app or via contactless pay options such as Apple Pay. The social mobile payment app, Venmo is so popular now that national retailers are beginning to accept it in stores.

You should adapt and be prepared to accept these types of payments.

Consumers are getting used to it. If you don't have their preferred payment option, they may be slower to pay annual dues or not participate in events that charge a fee.

Conclusion

New technology and ease of accessibility have made marketing more competitive than ever before. That's why you need to recognize the newest trends and take action.

If you don't have online or mobile pay, set it up.

Then try some social media advertising.

Open an Instagram and IGTV account and post a few videos.

And finally...don't fear technology, have fun with it!

Sources:

<https://www.quicksprout.com/2018/11/15/10-marketing-trends-that-will-dominate-2019/>

<https://www.infront.com/the-blog/search-engine-optimization/the-blog/8-statistics-that-prove-responsive-web-design-is-essential-to-seo>