



MarTechStack Checklist for Success

For nonprofits, achieving impactful marketing with limited resources is a constant challenge. A well-designed MarTech stack—a collection of integrated tools and software—can transform how you reach, engage, and grow your audience. Using the right technology mix, your organization can streamline processes, personalize communications, and make data-driven decisions that amplify your mission.

Evaluating your current MarTech stack is the first step toward identifying gaps, inefficiencies, and opportunities for improvement. This checklist will help you understand the state of your stack and discover what's missing, ensuring your technology effectively supports your goals.

Web hosting service

Which web hosting service do you use? (e.g., GoDaddy, Bluehost, HostGator) What is the budget?

Are you using a third-party agency to manage your web hosting? If so, what is the budget?

Have you encountered issues with slow loading speeds, insufficient security measures, or difficulties handling traffic surges with your web hosting service?

Website Builder

Do you use a website builder? (e.g., Squarespace, Wix, WordPress.com) What is the budget?

Are you using a third-party agency to manage your website? If so, what is the budget?

Is your website builder or management method meeting your needs in terms of ease of use, scalability, and performance?

Web Analytics

Do you use a web analytics platform? (e.g., GA4, Adobe Analytics, Matomo) What is the budget?

Are you using a third-party agency to manage analytics? If so, what is the budget?

If you don't use any of these, would you like guidance or tools to help you start analyzing your website traffic?

Web Accessibility

Does your website meet accessibility legal requirements, such as those outlined in the Americans with Disabilities Act (ADA) or Section 508 of the Rehabilitation Act?

If not, are you aware that failure to comply with these laws can result in fines or legal actions?

Are you using a third-party agency to manage accessibility? If so, what is the budget?

Email

Which email management platform do you use? (e.g., Mailchimp, Constant Contact, Klaviyo) What is the budget?

Approximately how many marketing contacts do you manage, and what is your budget range for the email management platform?

Are you using a third-party agency to manage email? If so, what is the budget?

Is your email management platform integrated with your website, CRM, ticketing system, or donation platform?

If yes, which of the following features are you currently using? (Select all that apply)

- *Automating email campaigns*
- *Segmenting audiences*
- *Analyzing engagement through insights*
- *A/B testing*
- *Managing new signups and form submissions*

✓ CRM (Customer Relationship Management)

Which CRM platform do you use? (e.g., Salesforce, HubSpot, Zoho, Bloomerang) What is the budget?

Approximately how many contacts do you manage in your CRM, and what is your budget range for the platform?

Are you using a third-party agency to manage your CRM? If so, what is the budget?

Do you analyze customer data to make informed marketing decisions? (e.g., identifying attendance predictors, segmenting audiences, tracking donor behaviors, or measuring campaign effectiveness)

✓ Social Media

Which platforms do you use?

- Facebook
- Instagram
- LinkedIn
- YouTube
- Any other platforms?

Do you use Meta Business Portfolio to manage Facebook and Instagram accounts? If yes, which of the following features do you use?

- Fundraiser (for nonprofit fundraising campaigns)
- Ad Manager (for creating and managing ads)
- Pixel (for tracking website behavior and retargeting)
- Audience Insights (for analyzing and segmenting audiences)

Do you use a social media management platform? (e.g., Hootsuite, Sprout Social, Buffer, SocialBee) If so, what is the budget?

Are you using a third-party agency to manage social media? If so, what is the budget?



☑ Content Production

Do you use any programs or platforms for content creation? If so, what is your budget?

- *Graphic Design Tools (e.g., Adobe Creative Cloud, Canva, Affinity Designer)*
- *Video Editing Tools (e.g., Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve)*
- *Blogging or Podcast Platforms (e.g., WordPress, Anchor, Buzzsprout)*
- *Stock Photo/Video Resources (e.g., Shutterstock, Unsplash, Getty Images)*
- *Media Asset Management Systems (e.g., Bynder, Widen, Canto)*
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Take the Next Step

If this checklist revealed gaps or opportunities for improvement in your MarTech stack, we're here to help. At ArtsRising, we specialize in consulting for nonprofits to build tailored, efficient, and impactful marketing technology systems. Reach out to us today to start creating a MarTech stack that amplifies your mission and drives meaningful results.

www.artsrising.co/lets-talk

