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## CONTENT MARKETING STRATEGIES FOR NON-GOVERNMENTAL ORGANISATIONS IN A DEVELOPING NATION

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### ABSTRACT

Non-governmental organisations (NGOs) play a vital role in the socio-economic development of developing nations. Specifically, NGOs help to bridge the gap between the economically disadvantaged and the advantaged. Undoubtedly, NGOs are the key drivers of societal support and good behaviour promotion in the society. Notwithstanding the value of NGOs, a plethora of studies have cited that NGOs struggle with raising funds to support their ongoing initiatives. Using an exploratory literature review approach, this study proposes the use of content marketing strategies as a tool to attract new donors while maintaining existing sponsors for NGOs in South Africa. Content marketing is a cost-effective marketing tool that can be used to build relationships with NGO stakeholders.

**Keywords:** NGOs, Content marketing, Developing nation.

**JEL Classification:** O1; M3