



Online Presence: A Guide for Eswatini NGOs & SMEs

Code for Change SZ





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01 .

Why Go Online? The Digital Imperative

Credibility & Trust in the Digital Age

01

Online Visibility Builds Trust

In 2025, stakeholders and donors prioritize online presence, a strong online presence fosters trust and credibility, essential for attracting support.

02

Attract Stakeholders and Boost Funding

A credible online organization attracts funders, partners, and customers; it provides legitimacy and transparency for stakeholders.

03

Global Reach & Storytelling Potential

Extending reach beyond Eswatini allows NGOs/SMEs to share their story, impact, and mission with a global audience increasing international recognition.

Cost-Effective Marketing & Revenue

Monetization Opportunities Online

A stronger online brand creates opportunities, including increased sales, donations, and strategic partnerships through digital visibility.



Affordable & Effective Online Marketing

Online marketing via social media, websites, and email provides a cost-effective and measurable alternative to traditional advertising methods.



02.

Getting Online: A Step-by-Step Guide

Establishing Your Online Foundation

Secure a Domain Name

Register a domain name (e.g., www.yourorg.org.sz) to establish your online identity and differentiate your organization online, domain costs vary.

01



02

Choose a Hosting Service

Ensuring reliable & secure service with email that aligns with your organizational needs, with local options starting at E1500/year from Code for Change.

Building & Engaging Online

Design a Mobile-Friendly Website

A simple, clear, and mobile-friendly website is crucial; essential pages include Home, About, Services/Programs, and Contact information.



Integrate Social Media Platforms

Share organization updates on platforms like Facebook, LinkedIn, and Instagram, linking all accounts to your website for a cohesive online presence.



Setup Professional Emails

Using professional emails (e.g., info@yourorg.org.sz) adds a layer of credibility and reinforces trust among your stakeholders; builds brand identity.

Storytelling for Better Online Engagement



Share Impactful Stories & Testimonials

Share your impact, testimonials, and project details to build trust and encourage stakeholder engagement; showcase results for more funding/support.



Track, Analyze, & Continuously Improve

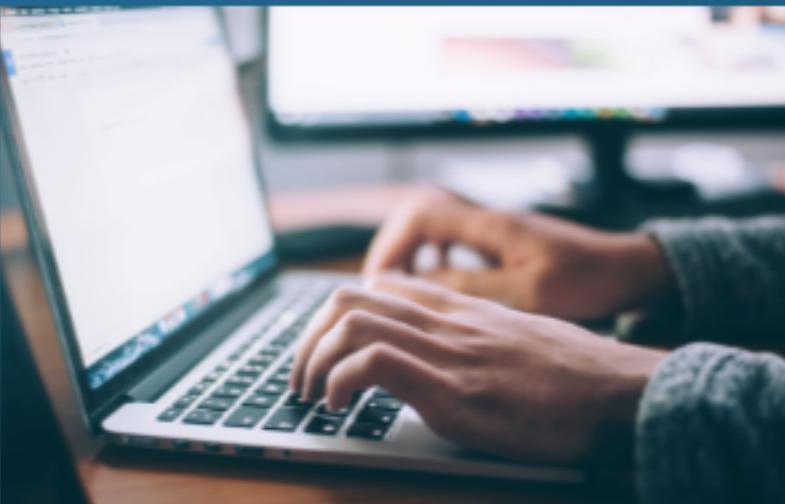
Use tools like Google Analytics & social media insights to track performance, analyze data, adapt strategies and improve your online presence over time.



03.

The Numbers Don't Lie (Eswatini, 2025)

Key Statistics for Online Success



Internet Usage & Online Research 01

Eswatini has over 650k internet users (~90% penetration), highlighting the vast potential online; 80% of donors research organizations online before funding.



Revenue Impact of Online Presence 02

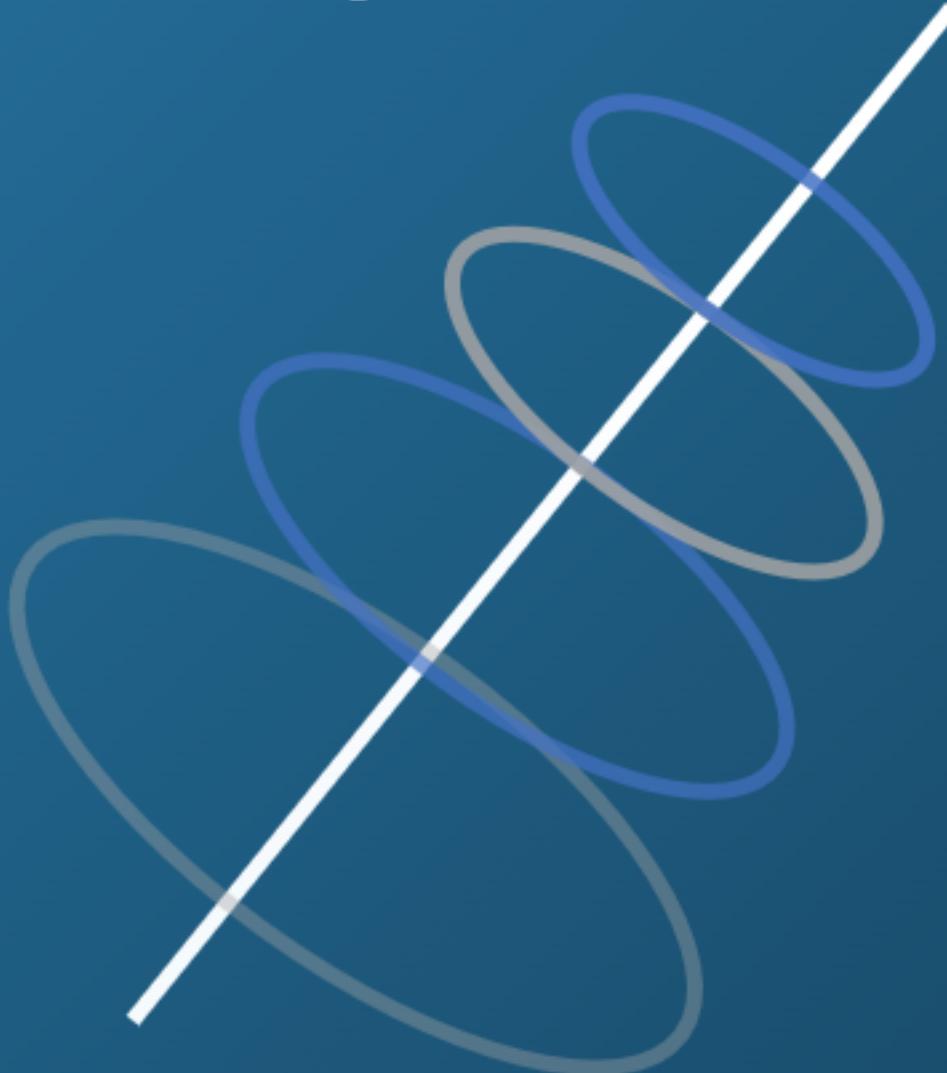
SMEs with websites earn up to 40% more than those without, it emphasizes the direct financial benefit of an online presence for organizations in Eswatini.



04 .

Final Thoughts: Building Your Brand

Credibility & Growth in the Digital World



Credibility Builds a Brand

Credibility builds a brand, attracting stakeholders and opportunities; starting small and growing online with Code for Change leads to expansion.



Contact Code for Change

For more information, contact Code for Change at codeforchangesz@gmail.com or +268 7633 3878.



**Thank you for
reading.**

• **REACH OUT TODAY!**

Code For Change SZ

