



code for change

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.

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REACH OUT TODAY!

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