



SAIS 2

# RE:innovation

CHALLENGE PROJECTS

## BEFOUND DIGITAL MASTERCLASS

### ABOUT THE PROJECT

The BeFound Digital Masterclass enables small and medium enterprises (SMEs) to create compelling digital marketing strategies according to their business goals and customer needs. The SMEs will be taught how to build functional websites and how to maintain them as well as Search Engine Optimisation (SEO) skills to improve their website's visibility on locally available search engines. Using these skills, SMEs will be able to attract more clients, leading to improved revenues and helping them to become more resilient.

Participants are taught by industry experts and entrepreneurs who have more than six years of experience in their fields and trained facilitators who have teaching experience in digital marketing, online branding, website development on WordPress, and SEO. The project also provides to the participants a single-page business website with a custom domain and email addresses.

### KEY OBJECTIVES

- Develop a curriculum to train business owners on digital marketing, website strategy and development, and content and search engine optimisation (SEO) strategy.
- Enable the businesses to improve their communications and discoverability using digital channels.
- Enable the businesses to increase the revenues of their companies by 10% and their customer base by 3.5%.



#### Project Partner

Tanzania Data Lab (dLab)



#### Project Coordinator

Smart Lab (Smart Codes Limited),  
Tanzania



#### Implementing Country

Tanzania



“Our BeFound Digital Masterclass is an excellent opportunity for entrepreneurial women and ambitious young startups to get the skills and tools they need to make their business resilient and prosper, especially in the current economic situation.”

