

XPORT ACCELERATOR

boosting **SMEs** into **Africa**

Digital Strategy

September 2025

Digital Plan



Adaptation of key visual for recruitment:

Visual 1:
Resize of key visual

Visual 2:
Replace images with professionals (male or female) working on laptops and in meetings

Suggested Taglines:

Tagline

Expand your horizons into Africa.

1:

Tagline

Market Entry, Made Simple. Your plan to penetrate the African market awaits.

2:

Tagline

De-risk your Africa Expansion with Xport Accelerator

3:

Suggested Taglines:

Tagline

Expand your horizons into Africa.

1:

Tagline

Market Entry, Made Simple. Your plan to penetrate the African market awaits.





2:

Tagline

De-risk your Africa Expansion with Xport Accelerator

3:

Content Calendar (Work In Progress)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8	9 Launch/Announcement Post #1 	10	11	12 Post #2 : Video (What is Xport Accelerator) 	13	14
15	16 Post #3 : Carousel 	17	18	19 Post #4 : 3 days left 	20	21

Targeting for post 1 - Call for Applications

Genders:

All

Genders

Age: 25 - 55

Interests:

- Digital Media
- Distribution (business)
- Export
- South Africa
- Product (business)
- Startup Company
- Madagascar
- Entrepreneurship
- Business
- Software development
- Innovation
- Africa
- Environmental economics
- Kenya
- Business-to-business
- Zambia
- Software or Female Entrepreneur

Targeting for post 2 - Video (What is Xport Accelerator)

Genders:

All

Genders

Age: 25 - 55

Interests:

- Digital Media
- Distribution (business)
- Export
- South Africa
- Product (business)
- Startup Company
- Madagascar
- Entrepreneurship
- Business
- Software development
- Innovation
- Africa
- Environmental economics
- Kenya
- Business-to-business
- Zambia
- Software or Female Entrepreneur

Targeting for post 3 – Carousel (Business Coaching, Capacity-building Workshop, Grant & International Trade Fair)

Genders:

Age: 25 – 55

Interests:

- Financial technology
- Small business
- Digital Media
- Textile manufacturing
- Small and medium enterprises
- Information technology
- Distribution (business)
- Export
- South Africa
- Product (business)
- Smart Technologies
- Engineering Technologist
- Web Development
- Startup Company
- Madagascar
- Young Entrepreneurs
- Start up

All

- Entrepreneurship
- Manufacturing
- Sole proprietorship
- Software Engineering
- Business
- Software Development
- Creative Technology
- Innovation
- Digital Trends
- Africa
- Environmental economics
- Female Entrepreneur Association
- Kenya
- Technology
- Business-to-business
- Zambia

Genders

- Software or Female Entrepreneur
- Small Business Owners
- Business Owner (Employers)
- Owner and Founder or Own Business
- Executive Director
- Business Owner (Job title)
- Owner/Manager/CEO
- Co-founder and COO
- Founder
- Director
- CEO
- Owner and Founder
- Owner/Managing Director
- Chairman & managing Director
- Founder and Managing Director
- Managing Director
- Manufacturing Engineer or Managing Director
- Medium business-to-business enterprise employees
- Small Business AND Information Technology
- Web Development
- App Development
- Artificial Intelligence

Targeting for post 4: FINAL REMINDER (3 days left to apply)

Genders:

Age: 25 - 55

ALL

Genders

Interests:

- Financial technology
- Small business
- Digital Media
- Textile manufacturing
- Small and medium enterprises
- Information technology
- Distribution (business)
- Export
- South Africa
- Product (business)
- Smart Technologies
- Engineering Technologist
- Web Development
- Startup Company
- Madagascar
- Young Entrepreneurs
- Start up

- Entrepreneurship
- Manufacturing
- Sole proprietorship
- Software Engineering
- Business
- Software Development
- Creative Technology
- Innovation
- Digital Trends
- Africa
- Environmental economics
- Female Entrepreneur Association
- Kenya
- Technology
- Business-to-business
- Zambia

- Software or Female Entrepreneur
- Small Business Owners
- Business Owner (Employers)
- Owner and Founder or Own Business
- Executive Director
- Business Owner (Job title)
- Owner/Manager/CEO
- Co-founder and COO
- Founder
- Director
- CEO
- Owner and Founder
- Owner/Managing Director
- Chairman & managing Director
- Founder and Managing Director
- Managing Director

- Manufacturing Engineer or Managing Director
- Medium business-to-business enterprise employees
- Small Business AND Information Technology
- Web Development
- App Development
- Artificial Intelligence

Previous Year Targeting (For Reference)

Age

25 - 55

Detailed targeting

People who match: Interests: Financial technology, Small business, Digital media, Textile manufacturing, Small and medium enterprises, Information technology, Distribution (business), Export, South Africa, Product (business), Smart Technologies, Engineering technologist, Web development, Startup company, Madagascar, Young Entrepreneurs, START UP, Entrepreneurship, Manufacturing, Sole proprietorship, Software engineering, Business, Software development, Creative Technology, Innovation, Digital Trends, Africa, Environmental economics, Female Entrepreneur Association, Kenya, Technology, Business-to-business, Zambia, Software or Female entrepreneur, Behaviors: Small business owners, Employers: Business Owner, Owner and Founder or Own Business, Job title: Executive director, Business Owner, Owner/Manager/CEO, Co-Founder and COO, Founder, Director, CEO, Owner and Founder, Owner/Managing Director, Chairman & Managing Director, Founder and Managing Director, Managing Director, Manufacturing Engineer or Managing Director, Industry: Medium business-to-business enterprise employees (200 - 500 employees)

Age ⓘ

25 - 55

Gender ⓘ

All genders

Detailed targeting

People who match:

- Interests: Digital media, Distribution (business), Export, South Africa, Product (business), Startup company, Madagascar, Entrepreneurship, Business, Software development, Innovation, Africa, Environmental economics, Kenya, Business-to-business, Zambia, Software or Female entrepreneur

Budgeting:

Total Budget: \$200 for 2 weeks of recruitment phase

Budget Split: \$100 per week, split into \$50 Lifetime budget over 3 days per posts (2 posts per week)

Post	1	:	50USD	for	3	days
Post	2	:	50USD	for	3	days
Post	3	:	50USD	for	3	days

Post 4 : 50USD for 3 days

Ad set Objective: **Website Leads** (<https://bit.ly/MCCIXportAccelerator2025>)

Pre-requisites:

Implementation and testing of Meta pixel on website

Budgeting:

Total Budget: \$200 for 2 weeks of recruitment phase

Budget Split: \$100 per week, split into \$50 Lifetime budget over 3 days per posts (2 posts per week)

Post	1	:	50USD	for	3	days
Post	2	:	50USD	for	3	days
Post	3	:	50USD	for	3	days
Post 4 : 50USD for 3 days						

Objective: Engagement

Thank You!

blast | Burson

Because your reputation is priceless.