

NYDA Voucher Programme

Digital Marketing Voucher



Product Description

Support for digital marketing initiatives to enhance online presence and reach for youth-owned enterprises.



Eligibility Criteria

- Youth-owned business with online presence.
- Clear marketing objectives Basic digital literacy.
- Must be 18 - 35 years



Product Delivery Method

1. Initial digital marketing assessment
2. Strategic planning
3. Marketing materials development
4. Online presence optimization
5. Analytics and reporting



Client Profile

Target: Existing youth-owned businesses

Goal: To expand digital footprint and improve marketing



Predecessor Products



Business Establishment



Digital Readiness



Product Compliance



Ensures Adherence to digital marketing standards



Ensures effective online presence



Key Benefit: Enhances online visibility and customer reach for youth businesses



NATIONAL YOUTH DEVELOPMENT AGENCY
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Toll Free No: **0800 58 58 58**

064 758 5058

@nyda_insta @NYDARSA @nydarsa @NYDASouthAfrica

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www.nyda.gov.za

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