

SME Innovation and Inclusion Programme - Digitalize for Jobs (D4J)

Terms of Reference

Digital Visibility Service Provider

Website, Social Media, WhatsApp Business and New Media Support for SMEs

Definitions

Acronym/Term	Description
BAC	Business Advisory Centre
BRC	Business Resource Centre
D4J	Digitalize for Jobs
GEA	Ghana Enterprises Agency
MSMEs	Micro, Small and Medium Enterprises
PWD	Person with Disability
SMEs	Small and Medium Enterprises
ToR	Terms of Reference
WhatsApp Business	WhatsApp Business App, WhatsApp Business Platform or any approved WhatsApp business tool used for customer engagement, catalogue visibility and enquiry management
New Media	Digital channels and content formats such as short-form video, search visibility, online directories, livestreaming, creator-style content, messaging platforms and emerging online engagement channels
Project Regions	Ashanti, Greater Accra, Central, Northern, Bono

1.0 Background

The Ghana Enterprises Agency (GEA) is the apex governmental body responsible for promoting and developing the Micro, Small and Medium Enterprises (MSMEs) sector in Ghana. Parliament passed Act 1043 of 2020 to transform the National Board for Small Scale Industries (NBSSI) into the Ghana Enterprises Agency. The Act was assented to on 29 December 2020 and took effect on 1 January 2021.

GEA supports MSMEs through Business Development Services, access to finance facilitation, market access, capacity building, digitalisation and formalisation. Through its regional, district and Business Resource Centre network, the Agency remains an important national institution for enterprise development and job creation.

GEA, in partnership with the German Cooperation through Invest for Jobs, is implementing the SME Innovation and Inclusion Programme - Digitalize for Jobs (D4J). The project builds on earlier digitalisation interventions and places emphasis on inclusion, with a particular focus on PWD-owned and PWD-led SMEs, with strong attention to women-owned and women-led enterprises.

Past business support programmes have shown that many PWD-owned and PWD-led businesses face additional barriers in competing effectively, reaching customers, using digital channels and accessing structured business support. These barriers affect online visibility, customer engagement, credibility, sales conversion and market access.

The growth of digital platforms, social media, messaging applications and new media has changed the way SMEs reach customers and build trust. However, many SMEs still operate with weak online presence, poorly designed social media pages, limited product catalogues, inconsistent content, low customer engagement, inadequate WhatsApp Business optimisation and limited use of analytics to improve visibility.

This assignment is therefore designed to provide selected SMEs with practical digital visibility support covering websites or landing pages, social media presence, WhatsApp Business optimisation and relevant new media channels. The focus is not on deploying a broad enterprise resource planning or business management system. The focus is on helping SMEs become visible, credible, reachable and market-ready online.

1.1 Proposed Solution

GEA seeks to engage a competent Digital Visibility Service Provider with the technical capacity, practical experience and existing tools, templates or implementation model to support selected SMEs to establish and improve their online presence.

The assignment shall focus on a Digital Visibility Pack for SMEs. The pack shall cover website or landing page development, social media account setup or optimisation, WhatsApp Business setup or optimisation, digital content support, new media visibility, analytics and practical user training.

The intervention must avoid fragmented and unsupported digital assets. Each beneficiary SME should receive a coherent online visibility setup in which the website or landing page, social media accounts, WhatsApp Business profile, product catalogue, contact links and content strategy are aligned and connected as far as practicable.

Where the provider already has an existing solution, dashboard, template system, content management platform, digital visibility toolkit or commercial service model, the provider may pitch and deploy that solution. However, GEA is procuring deployment, configuration, capacity building, reporting and support for beneficiary SMEs, not ownership of the provider's pre-existing intellectual property or commercial platform.

1.2 Project Objectives

- Improve the digital visibility and market presence of selected SMEs.
- Support SMEs to use websites, social media, WhatsApp Business and new media channels to reach customers more effectively.
- Improve the quality, consistency and professionalism of SME online profiles, product information and digital content.
- Build the capacity of SMEs to manage their online presence, respond to enquiries and use basic analytics to improve customer engagement.
- Strengthen inclusion by ensuring that the digital visibility support is accessible and practical for PWD-owned and PWD-led SMEs.

2.0 Objective of the Assignment

The objective of this assignment is to select a qualified Digital Visibility Service Provider to design, configure, deploy and support a practical Digital Visibility Pack for selected SMEs under the SME Innovation and Inclusion Programme - Digitalize for Jobs.

The provider shall help beneficiary SMEs establish or improve their websites or landing pages, social media profiles, WhatsApp Business presence, content visibility and new media engagement. The provider shall also train the SMEs to manage these channels sustainably after the project period.

3.0 Scope of Work

The scope of work shall include the following:

3.1 Solution Pitch and Demonstration

- Present and demonstrate the provider's proposed Digital Visibility Pack, including website templates or landing page models, social media optimisation approach, WhatsApp Business setup process, content support approach and new media strategy.
- Demonstrate any existing platform, dashboard, toolkit, content management workflow or reporting system that will be used to implement and monitor the assignment.
- Clearly explain what will be provided to each SME, what is included during the project period and what support will be available after the project period.

3.2 SME Digital Visibility Assessment

- Assess the existing online presence of 50 or more beneficiary SMEs, including current website status, social media accounts, WhatsApp Business usage, branding consistency, product visibility, customer engagement and digital content gaps.
- Identify the most appropriate visibility channels for each SME based on business type, target customers, products, location, accessibility needs and readiness level.
- Prepare a simple visibility action plan for each SME.

3.3 Website or Landing Page Development

- Develop, configure or improve a simple, mobile-responsive website, microsite or landing page for each selected SME, based on the agreed model.
- At a minimum, the website or landing page should include business overview, products or services, contact information, location or service area, social media links, WhatsApp click-to-chat link, privacy notice and a clear call to action.
- Where feasible, include product catalogue sections, enquiry forms, search-engine friendly content and basic analytics tracking.

3.4 Social Media Setup and Optimisation

- Create, update or optimise relevant social media accounts for each SME. Channels may include Facebook, Instagram, TikTok, LinkedIn, YouTube, X or other relevant platforms depending on the business and target audience.
- Standardise profile names, bios, contact details, links, visual identity, profile images, cover designs and page information.
- Develop a practical social media content framework and posting guide for each SME.

3.5 WhatsApp Business Setup and Optimisation

- Set up or optimise WhatsApp Business for each SME using the appropriate WhatsApp Business option based on the SME's needs and capacity.
- Configure business profile, description, category, address, operating hours, catalogue, product or service listings, labels, greeting messages, away messages, quick replies and click-to-chat links.
- Train SMEs on enquiry handling, customer response etiquette, lead follow-up, catalogue updates and basic customer relationship practices using WhatsApp Business.

3.6 New Media and Content Visibility Support

- Support SMEs to use relevant new media formats such as short-form videos, reels, product photos, customer education posts, livestreams, testimonials, digital flyers, online directory listings and search visibility tools.
- Develop basic content templates and a content calendar to guide regular posting and customer engagement.
- Provide practical guidance on ethical content creation, privacy, customer consent, copyright, accessibility and responsible digital communication.

3.7 Analytics, Reporting and Performance Tracking

- Set up or recommend simple analytics and reporting mechanisms for websites, social media and WhatsApp Business engagement where feasible.
- Track implementation outputs, including number of websites or landing pages deployed, social accounts optimised, WhatsApp Business profiles configured, content templates created, SMEs trained and channels activated.
- Provide periodic reports on progress, challenges, adoption levels and recommendations.

3.8 Training, Coaching and Handover

- Train beneficiary SMEs (across project regions) to update their websites or landing pages, manage social media pages, use WhatsApp Business features, create basic content, respond to customer enquiries and monitor basic performance indicators.
- Provide practical user guides, checklists, sample content calendars and quick reference materials.
- Conduct handover sessions to ensure each SME understands how to sustain its digital visibility assets.

3.9 Post-Deployment Support

- Provide support for troubleshooting, minor updates, account access issues, content publishing challenges, WhatsApp Business setup issues and website or landing page maintenance during the agreed support period.
- Provide a clear post-project support model, including any future costs to SMEs, optional paid services and escalation channels.

4.0 Minimum Digital Visibility Pack for Each SME

Component	Minimum Requirement
Website/Landing Page	Mobile-responsive website, microsite or landing page with SME profile, products/services, contact details, social links, WhatsApp click-to-chat and basic privacy information.
Social Media	Creation, update or optimisation of relevant social media accounts, profile standardisation, visuals, bio, contact links and content guidance.
WhatsApp Business	Business profile, catalogue, labels, greeting/away messages, quick replies, product/service listings and customer enquiry workflow.
New Media Content	Basic content templates, product photos or guidance, short-form content guidance, digital flyers, content calendar and responsible posting guidance.
Analytics and Reporting	Basic visibility tracking through platform insights, website analytics, engagement reports or simplified reporting templates.
Training and Handover	Hands-on training, user guides, quick-start checklist and sustainability guidance for each SME.

5.0 Integration and Non-Fragmentation Requirement

Although the assignment focuses on visibility channels rather than a full business management platform, the deployed visibility assets must be coherent and connected. SMEs should not be left with unrelated accounts, unsupported pages or disconnected online assets that are difficult to manage.

At a minimum, each SME's website or landing page, social media pages and WhatsApp Business profile should use consistent business identity information, branding, contact details, product descriptions and customer call-to-action links.

Where the provider uses a proprietary dashboard, template system or management platform to support implementation, the provider shall explain how beneficiary SMEs will access, manage or sustain the assets after the project period.

6.0 Accessibility and Inclusion Requirements

- Websites or landing pages should be mobile-responsive, readable and easy to navigate.
- Content should use clear language, readable text sizes and practical layouts suitable for SME users and customers.
- Where possible, visuals should include alternative text or descriptive captions.
- Training should be delivered in a practical and inclusive manner, taking into account the needs of PWD-owned and PWD-led SMEs.

- The provider shall recommend accessible content practices for social media and WhatsApp Business communication.

7.0 Privacy, Security and Digital Ethics

- The provider shall ensure that account credentials, SME business information, customer contacts and analytics data are handled securely.
- The provider shall avoid practices that expose SMEs or customers to privacy, impersonation, spam, copyright or account security risks.
- The provider shall provide guidance to SMEs on responsible online communication, customer consent, image use, copyright and safe account management.
- Where personal data is collected through websites, forms, WhatsApp or social media campaigns, the provider shall recommend appropriate privacy notices and consent practices.

8.0 Ownership, Intellectual Property and Access Rights

The selected provider shall retain ownership of its pre-existing software, digital platform, dashboards, templates, design systems, content tools, proprietary workflows, trademarks and other intellectual property developed prior to this assignment.

GEA's engagement of the provider shall not constitute a transfer of ownership of the provider's pre-existing intellectual property or commercial solution to GEA, unless expressly agreed in writing.

However, digital assets created specifically for beneficiary SMEs under this assignment, including SME websites or landing pages, configured social media profiles, WhatsApp Business profiles, content templates, content, training materials, source code and project reports, shall be made available to the relevant SME and/or GEA for programme implementation and reporting purposes, subject to the agreed access and licensing model.

The provider shall clearly disclose any recurring costs, subscription fees, paid plugins, platform charges or optional premium features that may affect SMEs after the project period.

9.0 Licensing, Hosting and Post-Project Sustainability

Area	Required Clarification
Domain and Hosting	GEA will provide hosting and purchase domains for SMEs with support of the provider.
Website/Landing Page	Provider will hand over all website content, sourcecode/files and administrative credentials to beneficiaries.
Social Media Accounts	Account ownership, admin access, recovery options and security controls shall be handed over to SMEs
WhatsApp Business	Ownership of business number/account, catalogue, message templates shall be handed over to SMEs.
Support	Providers shall handhold SMEs for a year starting from the completion of this assignment.

The provider should provide administrative handover arrangements for SME-owned accounts and explain how SMEs can continue managing their digital visibility assets independently or with paid support after the project period.

10.0 Expected Deliverables

No.	Deliverable	Description
1	Inception Report and Workplan	Implementation methodology, beneficiary engagement approach, timelines, staffing, risks and reporting structure.
2	Solution Pitch and Demonstration Report	Summary of the proposed Digital Visibility Pack, demonstrated tools, implementation model and agreed package per SME.
3	SME Digital Visibility Assessment Report	Current visibility status, gaps, recommended channels and visibility action plan for each SME.
4	Website/Landing Page Deployment Report	List of websites, microsites or landing pages created or improved, including links, features and access status.
5	Social Media Setup and Optimisation Report	Accounts created or improved, branding updates, profile optimisation, content framework and access status.
6	WhatsApp Business Setup Report	Profiles configured, catalogues created, quick replies/greetings/labels enabled and click-to-chat links generated.
7	New Media and Content Support Package	Content calendar, digital content templates, product visibility guidance, short-form content guidance and responsible media guide.
8	Training Materials and User Guides	Guides, checklists, FAQs and practical handover materials for SMEs.
9	Training and Coaching Report	Participants trained, sessions delivered, attendance, feedback, issues and recommendations.
10	Analytics and Adoption Report	Progress on visibility assets, engagement indicators where available, adoption levels, challenges and recommendations.
11	Post-Deployment Support and Sustainability Plan	Support model, maintenance arrangements, hosting/domain renewals, access rights and post-project cost disclosures.
12	Final Implementation Report	Overall achievements, outputs, lessons, risks, recommendations and sustainability considerations.

11.0 Technical Proposal Requirements

- Understanding of the assignment and the digital visibility needs of SMEs, especially PWD-owned and PWD-led SMEs.
- Description of the proposed Digital Visibility Pack covering websites or landing pages, social media, WhatsApp Business and new media.
- Evidence of existing tools, templates, systems, dashboards, processes or implementation models that will support delivery.
- Demonstration materials, screenshots, sample SME websites, sample social pages, sample WhatsApp Business catalogue setup or equivalent product walkthrough.
- Methodology for SME assessment, configuration, deployment, training, handover and support.
- Data protection, privacy, account security and digital ethics approach.
- Accessibility and inclusion approach for PWD-owned and PWD-led SMEs.
- Staffing plan and relevant experience of key personnel.
- Workplan, timelines and implementation milestones.
- Licensing, hosting, domain, platform, subscription and post-project sustainability model.
- Financial proposal showing unit cost per SME and any recurring or optional costs.

13.0 Reporting Requirements

The provider shall act under the direction of the Chief Executive Officer of GEA or an appointed representative and shall report to the Lead Digital Consultant or Project Coordinator designated by GEA.

The provider shall submit periodic progress reports in the format agreed with GEA. Reports shall include activities undertaken, SMEs supported, channels deployed, training delivered, issues encountered, risk mitigation measures and planned next steps.

14.0 Duration of the Assignment

The assignment is expected to be implemented within a period of up to six (6) months from the date of commencement to final reporting, subject to the agreed workplan and number of beneficiary SMEs.

15.0 Qualification and Experience of the Provider

- Minimum of four (4) years of relevant experience in digital visibility, website development, social media management, digital marketing, WhatsApp Business setup, new media content or related services.
- Evidence of previous work with SMEs, start-ups, social enterprises or enterprise development programmes.
- Demonstrated experience in developing or improving websites, landing pages, social media profiles, WhatsApp Business catalogues and digital content packages.
- Availability of qualified staff in website development, content creation, social media, digital marketing, WhatsApp Business support, training and project reporting.
- Ability to provide practical training and handover support to SMEs with varying levels of digital literacy.
- Knowledge of accessibility, inclusion, privacy, account security and responsible digital communication.
- Valid business registration documents and relevant compliance records.

16.0 Location of the Assignment

The provider shall carry out the assignment in Ghana and may deploy staff to support beneficiary SMEs in the selected project regions, either physically, virtually or through a blended approach as agreed with GEA.

Annex 1: Suggested SME Website/Landing Page Structure

Section	Purpose
Home/Overview	Brief business introduction, value proposition and call to action.
About	Business history, owner profile if appropriate, mission and credibility information.
Products/Services	Product or service listings, descriptions, photos, prices where appropriate and enquiry links.
Gallery/Portfolio	Images, videos, testimonials or project/product examples.
Contact	Phone, WhatsApp link, email, location, social media links and business hours.
Privacy Notice	Simple notice on how enquiries and customer information are handled.
Analytics	Basic tracking or reporting setup where feasible.