

## Campaign offers free business support to SMEs

A countrywide SME support campaign will offer small businesses free marketing exposure, financial management tools, and support to digitally transform their business as they attempt to re-open following the Covid-19 pandemic lockdown.

As a growing number of small businesses begin to shift online to meet changing customer behaviour resulting from Covid-19, Lulalend has launched its Open for Business campaign.



The campaign will provide:

- **Marketing support:** including exposure across Lulalend's high profile digital platforms
- **Assessment of an SME's digital capabilities:** free audit by Lulalend's digital marketing experts
- **Access to cash flow forecasting tools:** a snapshot of an SME's short-term financial future needs

The free marketing support will promote SMEs on Lulalend's blog to help increase their general exposure and improve vital search engine rankings. Businesses will also be promoted across Lulalend's social media platforms under the 'Open for Business' banner.

The campaign comes as internet traffic has continued to rise by 15% since President Cyril Ramaphosa announced the lockdown in March, according to Seacom, the network service provider. These increases have included hikes in video consumption and standard web browsing. A study from Nielsen also shows that 29% of people were shopping more online

since the start of the outbreak.

The 'Open for Business' campaign will also be regularly providing valuable content to help businesses operate effectively during the pandemic, such as a 'Back to Business' guide. The guide covers topics including:

- Marketing your SME during Covid-19
- Increasing your cashflow
- Communicating with your team

Let the world know you're [Open for Business](#).

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