

This guide provides an overview of the technical focus topics for content posted on [Marketlinks](#), USAID’s online platform for sharing good practices in market-led development around the world. It also outlines the individual content types that the platform supports.

I. Technical Focus Topics for Content Posted on Marketlinks

Marketlinks’ content relates to market systems development, economic growth, and private sector engagement. To ensure adherence to the platform’s technical focus, each piece of content on Marketlinks — a post, event, or announcement — cannot be published until it is tagged to one or more of 12 market-led development topics (see section III for more details on each):

- Adaptive management
- Economics
- Employment
- Enabling environment
- Finance
- Market facilitation
- Markets and trade
- Markets in crises
- Private sector engagement
- Resilience
- Women’s economic empowerment
- Youth

II. Summary of Content Types on Marketlinks

Content is housed on the Marketlinks website in the form of posts (blogs), resources, events and event resources, announcements/opportunities, trainings, and wikis. Below is a short description of what constitutes each content type:

Posts (Blogs) — A post is a blog post which explores a topic related to one of Marketlinks’ 12 technical focus areas in 800 words or less. It may also contain “related resources” at the bottom, linking to related content in the Marketlinks library, e.g., reports, briefs, etc. In addition to text, a post can include photos and embedded videos (ex., video content hosted on YouTube).

Resources — A resource page typically contains a short description of the resource, ideally detailing what audiences it is for and how they might use it, along with a PDF attachment or a link to the resource hosted on an external website. In addition to text, a resource page can include photos and embedded videos (ex., video content hosted on YouTube).

Events — Upcoming events of interest to the Marketlinks community, typically containing a short event description and link to registration. Marketlinks’ events are marked with an official “Marketlinks Event” tag that appears at the top of the page and on the event landing page scroll to differentiate them. Marketlinks event pages also contain post-event resources, such as webinar recordings, chat and presentation transcripts, and presentation slides.

Announcements (Opportunities) — Typically a short blurb announcing USAID funding, employment, grant and award opportunities, and/or partner surveys.

Trainings — Self-guided online training courses, often in video format, introducing learners to a technical topic and designed to advance key learning objectives among participants.

Wikis — Self-guided learning modules developed by a subject matter expert in consult with an instructional designer on a topic within Marketlinks’ purview. Wikis are time and labor-intensive and are the rarest content type developed for the platform.

To submit market-led development content to [Marketlinks.org](#), log into your [Marketlinks account](#) or create an account [here](#).

III. Description of Technical Focus Topics on Marketlinks

Adaptive management: Thoughtful monitoring, evaluation, and learning processes allow for programmatic shifts to increase effectiveness and improve results. This topic includes collaborating, learning, and adapting (CLA) and performance monitoring and evaluation.

Economics: Approaches to economic growth should start with analysis, consider public and private contributions, and leverage possibilities across all sectors. This topic includes economic diagnostics, domestic resource mobilization, and cross-sectoral integration.

Employment: Inclusive economic growth creates opportunities for all people to engage through their labor and assets to meet market demand. This topic includes entrepreneurship and self-employment; workforce development; labor mobility and matching.

Enabling environment: Market actors respond to the opportunities and constraints shaped by rules and norms at the global, national, or local levels. This topic includes policy and regulatory reform, institutional capacity, and informal rules and norms.

Finance: Market participation requires a range of financial solutions and investments to meet the needs of individuals, households, and firms as well as to meet national and sub-national financing requirements for infrastructure, which enable market-led development. Catalyzing private financing requires an ecosystem approach that includes the financial sector infrastructure itself. This topic includes inclusive financial services, mobilizing private capital, and digital finance.

Market facilitation: Market facilitation catalyzes market actors to create durable change for more competitive, inclusive, and resilient market systems. This topic includes PSE, local ownership, and analytics and tactics.

Markets and trade: The ability of individual firms to enter, compete, grow, and engage in value chains locally or internationally is what drives market development and economic growth. This topic includes competitiveness, trade facilitation, and enterprise development.

Markets in crises: Working with and through markets can help speed recovery and limit economic impact during and after disasters. This topic includes market-based response, supporting critical markets, and resilient livelihoods.

Private sector engagement: Working with the private sector enables donor agencies and nongovernmental organizations to achieve greater scale, effectiveness, and sustainable outcomes. This topic includes private sector partnerships, mobilizing private capital for development, relationship management, co-creation, value proposition, and shared value.

Resilience: Sustainable poverty escapes require enabling vulnerable people to manage and mitigate risks while ensuring shocks and stresses don't undermine development gains. This topic includes risk reduction, mitigation, and management; adaptation to and recovery from shocks; and poverty dynamics.

Women's economic empowerment: Women's economic empowerment exists when women can equitably participate in, contribute to, and benefit from economic opportunities as workers, consumers, entrepreneurs, and investors. This topic includes women's leadership, women's wage employment, and women's entrepreneurship.

Youth: Young people need opportunities for education, jobs, and income. Strategies that empower and engage youth economically contribute to growth and poverty reduction. This topic includes youth empowerment, youth employment and entrepreneurship, and youth financial inclusion.