



FREE GUIDE:

The 2026 Digital
Marketing Checklist
FOR BRANDS IN BOTSWANA



ABOUT US

Digital Gems is a 100% Motswana-owned company. We create fun, meaningful and innovative conversations online. Through our content marketing, we increase your visibility, connect you with your ideal client and help you reach new milestones in your business.

OUR SERVICES

We help businesses connect with their ideal customer through digital conversations, taking customers on a journey from interest to sale.

• CONTENT CREATION

In the online attention economy, people are looking for entertainment, information, and education but above all the world is looking for connection. Let us help you connect.

• SOCIAL MEDIA

Social Media Marketing is a must for any business. Not only do we manage your social, but we also create, design and capture content that converts into business.

• WEBSITE DESIGN

This is your business' home online. Where people experience your business before they walk into your office. First impressions matter. We will make sure that impression is great.

• EMAIL MARKETING

Emails are an underused marketing platform in Botswana with little competition. Email campaigns are a great way to get your target audience's attention, and retain it.

• GRAPHIC DESIGN

First impressions matter. Graphics can either draw your ideal customer towards you and keep their attention or turn them off. We make sure to keep your client engaged with good design.

• SEO

SEO is your business' biggest investment online, and what makes you visible in the digital world. So many businesses neglect this as it builds over time and requires consistent effort.

• REPORTING

We take pride in the time and effort we spend on understanding how your business is doing online. Figuring out your best return on investment.

• MARKETING

We started with traditional marketing. If you need billboards or flyers we have you covered.

We can also give your company exposure through activations

WHY THIS CHECKLIST EXISTS

Digital marketing is no longer just about posting consistently or running occasional adverts. In 2026, brands that succeed are those that operate with clarity, structure, and intent.

This checklist was created to help brands assess where they are, identify gaps, and prioritise what actually drives results. It is not a trend report. It is a working document.

Use it to:

- Review your current digital setup
- Identify areas for improvement
- Guide internal discussions
- Inform decisions on budget and resources

Who This Is For

- Marketing and communications teams
- Decision-makers responsible for growth and brand visibility

How to Use This Checklist

- Review each section honestly
- Tick what is already in place
- Highlight gaps
- Revisit quarterly to track progress

PART 1. STRATEGY READINESS CHECKLIST

Content builds trust before customers are ready to buy.

Content Quality

- Content answers real customer questions
- We share insights, not just promotions
- Our messaging is consistent across platforms
- Brand tone is clear and consistent

Authority Signals

- We showcase expertise, experience or results
- Leadership or team expertise is visible
- Content reflects understanding of our industry
- We post with purpose, not just frequency

Strong content positions your brand as the obvious choice before contact is made.

REMEMBER THE BEST MARKETING
DOESN'T FEEL LIKE MARKETING

WWW.GEMS.CO.BW



CONTACT INFORMATION



+267 71 510 805



HELLO@GEMS.CO.BW



GEMS.CO.BW



**51569 LETLERETLERE RD,
GABORONE**