



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 flyering we have you covered.

We can also give your company exposure through activations

WHY THIS CHECKLIST EXISTS

Many businesses assume LinkedIn does not work in Botswana simply because they do not see high engagement numbers. But LinkedIn is not built for loud engagement, it is built for credibility, visibility among decision makers, and long term trust. Often the impact of LinkedIn appears quietly through referrals, direct messages, and opportunities that come from people observing your expertise over time.

Use the checklist below to quickly assess whether your business is using LinkedIn strategically or simply posting without direction. If you answer “Yes” to most of these questions, you are likely using LinkedIn effectively. If you find many “No” answers, there are opportunities to improve your approach.

Use it to:

- Review your current LinkedIn 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



Question	Yes	No
1. Does your LinkedIn company page clearly explain what your business does in the first few seconds?	<input type="checkbox"/>	<input type="checkbox"/>
2. Does your page clearly state who your services or products are for?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does your page communicate the specific problem your business solves?	<input type="checkbox"/>	<input type="checkbox"/>
4. Are your company logo, banner image, and business description professionally presented?	<input type="checkbox"/>	<input type="checkbox"/>
5. Are leaders or founders of the company active on LinkedIn using their personal profiles?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do employees occasionally engage with or share company content?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you post consistently rather than only when you have announcements?	<input type="checkbox"/>	<input type="checkbox"/>
8. Does your content explain what your business does in simple language?	<input type="checkbox"/>	<input type="checkbox"/>
9. Do you share examples of your work, results, or outcomes with clients?	<input type="checkbox"/>	<input type="checkbox"/>
10. Do you occasionally show behind the scenes moments of your work or projects?	<input type="checkbox"/>	<input type="checkbox"/>
11. Do you share insights about your industry that educate your audience?	<input type="checkbox"/>	<input type="checkbox"/>
12. Do your posts include clear calls to action such as visiting your website, messaging you, or learning more?	<input type="checkbox"/>	<input type="checkbox"/>
13. Do you connect with relevant professionals, partners, and decision makers in your industry?	<input type="checkbox"/>	<input type="checkbox"/>
14. Do you connect with relevant professionals, partners, and decision makers in your industry?	<input type="checkbox"/>	<input type="checkbox"/>
15. Are you positioning your business as a trusted expert rather than only promoting products or services?	<input type="checkbox"/>	<input type="checkbox"/>



REMEMBER THE BEST MARKETING
DOESN'T FEEL LIKE MARKETING

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