



The Business Humour Content Builder

A STEP-BY-STEP GUIDE TO TURNING
EVERYDAY BUSINESS SITUATIONS INTO
SOCIAL MEDIA CONTENT

A top-down view of a workspace. A silver laptop is partially visible on the left, with a pair of black-rimmed glasses resting on its keyboard. Next to the laptop is a small, spiral-bound notebook with a light blue cover and a cream-colored page. A green pen lies on the notebook. To the right of the notebook is a white ceramic cup filled with dark coffee. The entire scene is set against a solid green background, which is decorated with faint, white, hand-drawn icons of various digital and office-related items like a laptop, smartphone, email, and social media symbols.

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.

- **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.

- **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.

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- **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.

- **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

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START HERE

How to Use This Guide

A practical workbook for turning ordinary business messages into relatable, humorous social media ideas.

You do not have to be a comedian to create funny business content. Some of the strongest ideas are already hiding in the everyday things your customers say, do, delay, misunderstand or experience.

GET ATTENTION -> CREATE RECOGNITION -> COMMUNICATE THE BUSINESS MESSAGE

What you will build

- 1 A clear business message
- 2 A customer situation people recognise
- 3 The funny observation inside that situation
- 4 A format that suits the joke
- 5 A clear link back to your product or service
- 6 An appropriate call to action

Keep this principle in mind:

The marketing message comes before the joke. Humour earns attention; the business connection makes that attention useful.

Use this guide during:

- monthly content planning
- brainstorming sessions
- campaign development
- social media calendar reviews

STEP 1

Define the Business Message

Ask: What do you actually want people to know?

Start with the marketing objective - not the meme, trend or punchline. A good humorous post still needs a reason to exist on a business page.

Examples

- We deliver.
- Service your vehicle.
- Apply for our service.
- Solar can reduce dependence on the grid.
- Book your appointment.
- Try our new product.
- Visit our store.
- Request a quote.

MESSAGE FIRST. JOKE SECOND.
If the business message is unclear, the joke has nothing useful to support.

Worksheet

MY BUSINESS MESSAGE:

STEP 2

Identify the Customer Situation

Ask: What happens in your customer's life that relates to this message?

Move away from the business for a moment and think about the customer. What happens before they need the product? What do they do while using it? What happens when they avoid the problem?

LOOK FOR:

- common frustrations
- customer habits
- things customers always say
- mistakes customers make
- questions customers ask
- things customers procrastinate about
- industry stereotypes
- everyday inconveniences
- expectations versus reality

EXAMPLE

Business message: Service your vehicle.

Customer situation:

People hear a strange noise in their car but keep driving for weeks.

Why this helps:

That situation gives us something far more relatable to work with than simply saying, "Remember to service your vehicle."

Worksheet

A SITUATION MY CUSTOMERS WILL RECOGNISE:

STEP 3

Find the Funny Observation

Ask: What is slightly ridiculous, frustrating, awkward or exaggerated about the situation?

Humour often starts with simply saying what everyone is already thinking. Look for the gap between the logical thing people should do and what they actually do.

VEHICLE MAINTENANCE

Logical response: Book an inspection.

Actual response: Turn up the radio.

ONLINE SHOPPING

Customer orders at 14:04.
Customer at 14:09: "Has it been dispatched?"

GRAPHIC DESIGN

Client: "Just one tiny change."

The change: new layout, colours, photo, headline and logo position.

Ask yourself: "Why do we all do this?" or "Our customers ALWAYS say that." Often, that observation is already the joke.

Worksheet

WHAT IS FUNNY ABOUT THIS SITUATION?

STEP 4

Choose a Humour Format

Different situations work better in different formats. Start with one that feels natural for your brand.

1. RELATABLE OBSERVATION

"When you..."

Example: When you said you were only going into the shop for one thing...

2. POV

"POV: You..."

Example: POV: You remembered the assignment is due tomorrow and the printer suddenly needs an update.

3. EXPECTATION VS REALITY

Expectation: I will keep every business receipt organised this year.

Reality: Shoebox.

4. CLIENT VS BUSINESS

Client: Can we make the logo bigger? Designer: How much bigger?

Client: Yes.

5. BEFORE VS AFTER

Before coffee: Loading...

After coffee: Ask me about our entire menu.

6. THINGS CUSTOMERS SAY

Things every mechanic hears:

"It only started making the noise recently." "How recently?"

"November."

STEP 4 - CONTINUED

More Humour Formats

7. MEME FORMAT

Use a recognisable meme structure and connect it naturally to the customer situation.
Example: Me: I will cook tonight. Also me at 18:37: opens food delivery app.

8. INDUSTRY INSIDE JOKE

Example for marketers:
"Can we make it go viral?"
Every social media manager: ...

9. EXAGGERATION

Take a real behaviour and push it slightly beyond reality.
Example: The electricity goes off for four seconds. Everyone: "WHO TOUCHED THE WI-FI?"

10. CHARACTER / MASCOT

Give a recurring character an attitude.
Example: Customer skips scheduled maintenance again. Mechanic mascot: watching silently.

11. CONVERSATION / DIALOGUE

Customer: Do I really need sunscreen today? Botswana sun: Interesting question.

12. STARTER PACK

Combine familiar objects, phrases or behaviours. Small Business Tax Deadline Starter Pack: calculator, five coffees, random receipts, one missing invoice, panic.

STEP 5

Connect the Joke Back to the Business

Someone should still understand why your business posted it.

RELATABLE SITUATION
+ FUNNY OBSERVATION
+ PRODUCT / SERVICE CONNECTION
= BUSINESS CONTENT

WORKED EXAMPLE - VEHICLE SERVICE

Situation: People ignore strange vehicle noises.

Joke: "You have been turning the radio up for three weeks."

Business connection: Small mechanical problems should not be ignored.

Post: Maybe it is time somebody actually looked at it. Book your vehicle inspection with our team.

Worksheet

THE JOKE:

THE BUSINESS CONNECTION:

STEP 6

Add the CTA

Not every humorous post needs aggressive selling, but your audience should gradually understand what you offer.

Choose the call to action that suits the purpose of the post. Some posts can invite conversation; others can move directly towards a sale or enquiry.

COMMERCIAL CTAs

- Book your appointment. Visit us today.
- Order online.
- Request a quote.
- Send us a WhatsApp. Find out more.
- Visit our website.
- Talk to our team. Browse the range.
- Come see us in store.

SOFTER ENGAGEMENT CTAs

- Save this for later.
- Tag the person who does this.
- Tell us yours in the comments.
- Which one are you?
- Share this with your team.

Example:

"Tag the friend who always says they are not hungry and then eats your chips."

More commercial:

"Save yourself the argument. Order two portions."

My CTA

STEP 7

Run the Brand Check

Funny is good. Appropriate is just as important.

- ☐ Will my audience understand the joke?
- ☐ Are we making fun of a vulnerable group?
- ☐ Does it fit our brand personality?
- ☐ Does it require too much explanation?
- ☐ Is the business message still clear?
- ☐ If it uses a trend, is the trend still relevant?
- ☐ Are we laughing with the customer rather than at them?
- ☐ Do we actually understand the trend?
- ☐ Could the joke offend or embarrass anyone unnecessarily?
- ☐ Would I be comfortable explaining this post to a client or customer?
- ☐ Does the joke rely on a sensitive issue?
- ☐ Would the joke still make sense coming from our business?

A useful rule: LAUGH WITH YOUR AUDIENCE, NOT AT YOUR AUDIENCE.
You want people thinking, "That is literally me" - not wondering why your brand is making fun of them.

QUICK METHOD

The 5-Minute Humour Formula

Use these five questions when you need an idea quickly.

- 1 What are we selling?
- 2 What customer situation relates to it?
- 3 What is funny about that situation?
- 4 How can we exaggerate or dramatise it?
- 5 How do we connect it back to the business?

WORKED EXAMPLE - SOLAR COMPANY

1. What are we selling? Residential solar installations.
2. Customer situation: Power cuts.
3. Funny observation: The moment the electricity goes off, everyone starts checking switches and looking outside to see if the neighbours have power too.
4. Exaggerate it: Contrast the frantic house with the neighbour who has solar and barely notices.
5. Business connection: Talk about reducing dependence on the electricity grid.

FINAL IDEA: The electricity goes off. Everyone: "Check the breaker! Is it the whole neighbourhood?" Cut to the neighbour with solar calmly watching television.

20 Humour Content Starters

Use these as prompts when your content calendar needs a quick spark.

1. "POV: You finally..."

POV: You finally booked the appointment you have been postponing for six months.

6. "Things we hear every day..."

Create a list of real customer comments.

2. "When the customer says..."

When the customer says, "It is just one tiny change."

7. "What people think we do vs what we actually do."

Great for professional services and technical industries.

3. "Nobody: ___ / Our customers: ___"

Nobody: ... Our customers five minutes after placing the order: "Has it arrived?"

8. "Customers before ___ vs customers after ___."

Customers before coffee vs customers after coffee.

4. "Me pretending..."

Me pretending I did not hear the strange noise coming from my car.

9. "Tell us you are a ___ without telling us..."

Tell us you are a graphic designer without telling us you are a graphic designer.

5. "That moment when..."

That moment when the Wi-Fi reconnects and the whole family stops blaming each other.

10. "Signs you probably need ___."

Signs you probably need to service your car. Number one: you can identify six dashboard warning lights from memory.

20 Humour Content Starters Continued

11. "Expectation: ___. Reality: ___."

Expectation: Quick trip to the supermarket. Reality: P900 later.

16. "Every ___ has experienced this."

Every small business owner has experienced this: Customer: "Can I pay month end?"

12. "The customer starter pack."

Combine four or five recognisable objects, phrases or behaviours.

17. "One thing about our customers..."

One thing about our customers: they say "I am only browsing" immediately before finding three things they need.

13. "We know you said ___, but..."

We know you said you were not hungry, but those chips are definitely disappearing.

18. "The five stages of ___."

The five stages of submitting tax documents: confidence, searching, confusion, panic, calling the accountant.

14. "How it started vs how it is going."

Useful for renovations, beauty transformations, fitness, landscaping, construction and design.

19. "Choose your fighter."

Show humorous customer types: espresso person, pastry person, iced coffee in winter person, laptop-open-for-four-hours person.

15. "If ___ could talk..."

If your overdue vehicle service could talk: "Hello? Remember me?"

20. "Meanwhile..."

Power cut. House without solar: panic. Meanwhile next door: calmly watching television.

PLAN IT

Quick Idea Generator + Humour Worksheet

Mix one item from each column, then develop the strongest combinations.

CUSTOMER BEHAVIOUR	HUMOUR STYLE	BUSINESS CONNECTION
Procrastinates Asks the same question Forgets something Tries to DIY it Underestimates the problem Buys more than planned Waits until the last minute	Exaggeration POV Dialogue Expectation vs reality Mascot reaction Starter pack Meme Before vs after	Product benefit Service reminder Booking Quote request Educational tip Store visit Website visit Product demonstration

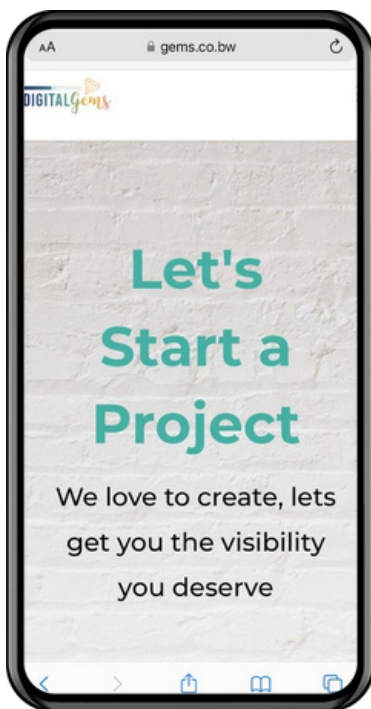
Humour Idea Worksheet

Business Message	Customer Situation	Funny Observation	Format	Brand Connection	CTA

The best business humour does not distract people from your message. It earns their attention long enough for them to hear it.

REMEMBER THE BEST MARKETING
DOESN'T FEEL LIKE MARKETING

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