



FREE GUIDE:

6 Steps

TO SETTING UP A TIKTOK
BUSINESS ACCOUNT

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.

THE TEAM



Jess Bateman
Chatty Boss



Valentine Butale
Creative Wizard



Gofaone Molosiwa
Design Guru



Donald Romatsebe
Marketing Maestro

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

If you're serious about leveraging TikTok for business, setting up a Business Account is the first step. Follow these easy steps to get started:

STEP 1: DOWNLOAD AND OPEN TIKTOK

- If you haven't already, download TikTok from the App Store (iOS) or Google Play Store (Android).
 - Open the app and click Sign Up to create an account.
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STEP 2: SIGN UP OR LOG IN

- You can sign up using an email, phone number, or social media account.
 - If you already have a personal TikTok account, log in and proceed to the next step.
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STEP 3: SWITCH TO A BUSINESS ACCOUNT

- Tap the Profile icon at the bottom right of the screen.
 - Click the three horizontal lines (≡) in the top right corner.
 - Select Settings and privacy, then go to Manage account.
 - Under Account control, tap Switch to Business Account.
 - Follow the prompts and select the category that best represents your business.
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STEP 4: OPTIMISE YOUR BUSINESS PROFILE

- Tap the Profile icon at the bottom right of the screen.
- Click the three horizontal lines (≡) in the top right corner.
- Select Settings and privacy, then go to Manage account.
- Under Account control, tap Switch to Business Account.
- Follow the prompts and select the category that best represents your business.

STEP 5: EXPLORE TIKTOK BUSINESS TOOLS

- Analytics: Gain insights into your audience and content performance.
 - Ads Manager: Run paid promotions to boost your reach.
 - Creator Marketplace: Collaborate with influencers to expand your brand presence.
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STEP 6: START POSTING CONTENT

- Use TikTok's search engine to research trends in your niche.
 - Create engaging, SEO-optimised videos that align with your brand's message.
 - Experiment with different content styles, and monitor engagement.
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Once your TikTok Business Account is set up, you're ready to start posting and making an impact!

BONUS: PARTNER WITH DIGITAL GEMS

TikTok is a great social media tool for creating authentic content, showcasing your services, products and sometimes, your team. There is an element of editing involved, which can be time consuming. At Digital Gems, we specialise in social media marketing, so we can help you craft winning TikTok strategies, and once you've shot your content, we can help edit and publish it to your audience.

✉ Contact us today for a free consultation, and let's start growing your brand together! Call 71 510 805

REMEMBER THE BEST MARKETING
DOESN'T FEEL LIKE MARKETING

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