



# BASMAH

Your Brand. Your Fingerprint



Brand Strategy • Social Media • Content Creation • Paid Ads • AI Agent • And More

## Our Story

In a world full of noise, Basmah was born to create impact that speaks without words — a fingerprint on every project, every idea, every screen.

Founded by passionate creatives, Basmah is more than just a media agency — it's a movement. A bridge between art and technology. Between culture and innovation. Between storytelling and strategy.

We exist to transform ideas into unforgettable experiences, empowering brands and individuals to express their identity, connect with their audience, and grow with purpose.

From the camera lens to a social campaign, from a voice-over to an AI automation — everything we do carries our signature: bold creativity, smart execution, and a human touch.

“

**Because a brand without a fingerprint... is just noise.**

**And we're here to leave a mark.**

”

## Our Mission & Vision

### OUR MISSION

To empower businesses and creators through:

- Strategic marketing that drives real impact
- Powerful visuals that stir emotion
- Smart technologies that scale growth
- And education that builds creative leaders

We are on a mission to leave a distinct fingerprint on everything we touch – by blending authenticity with strategy, and passion with precision.

**This is our craft. This is Basmah.**

### OUR VISION

To build a world where creativity is a force for growth, where every brand tells a story worth remembering, and where the next generation of creators rise with confidence.

We envision Basmah as the creative bridge between the Arab world and global opportunity – a hub where art meets innovation, and bold ideas turn into real-world results.

**We don't just want to create – we want to inspire.  
To elevate. To leave a legacy.**



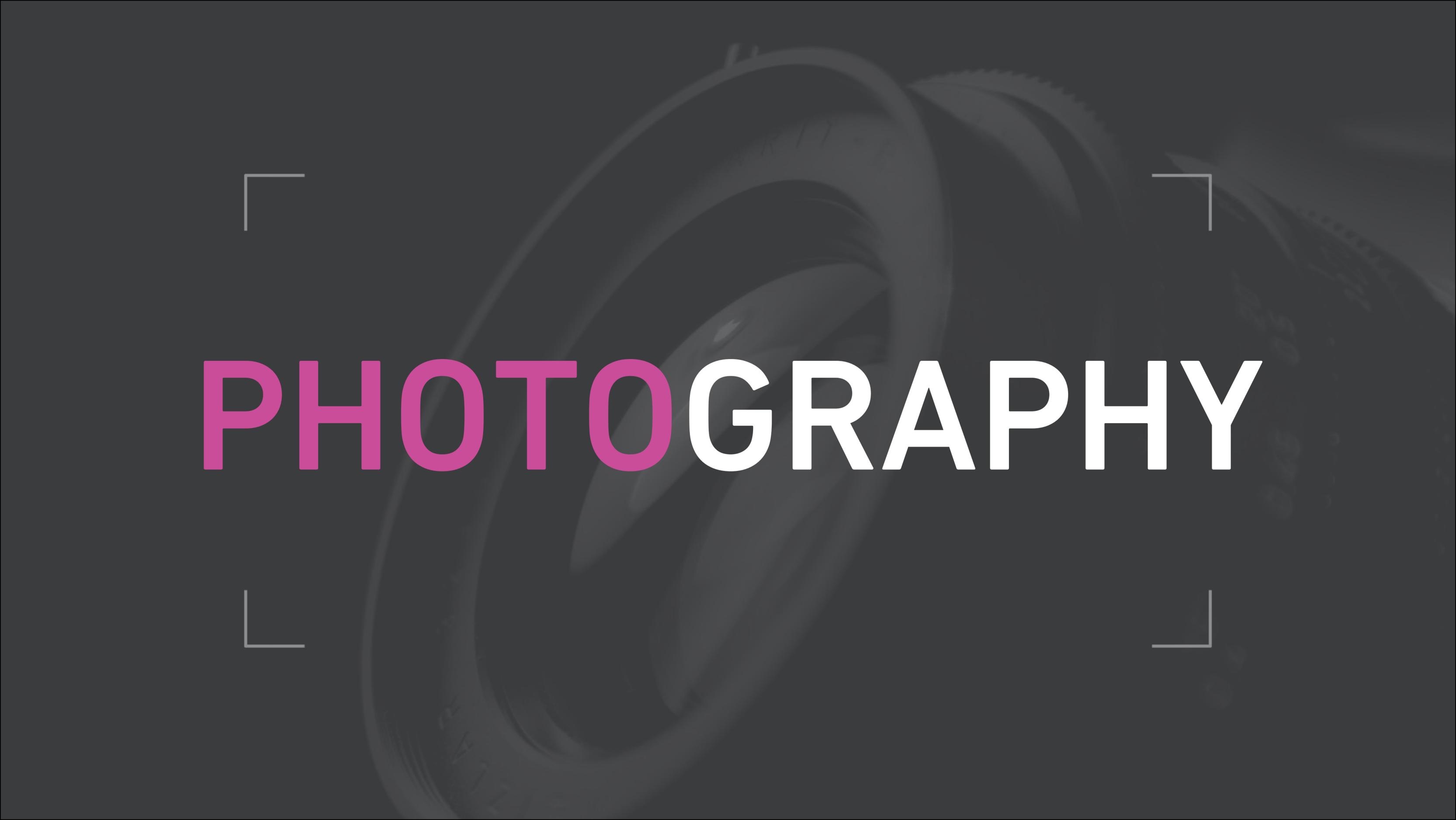
## Crafting Content with Purpose Strategy with Soul.

At **Basmah**, we don't just offer services – we offer transformation.

We turn businesses into brands, stories into strategies, and ideas into unforgettable experiences.

Whether it's a product that needs the perfect photo, a brand that needs a voice, or a business that's ready to scale – we bring creative fire, technical precision, and human connection to every project.

With two core divisions – Basmah Studio for content creation and Basmah Business for marketing strategy – we offer a full suite of services designed to grow your presence, your impact, and your revenue.



# PHOTOGRAPHY

# Photography

**We don't just take photos – we capture your brand's essence.**

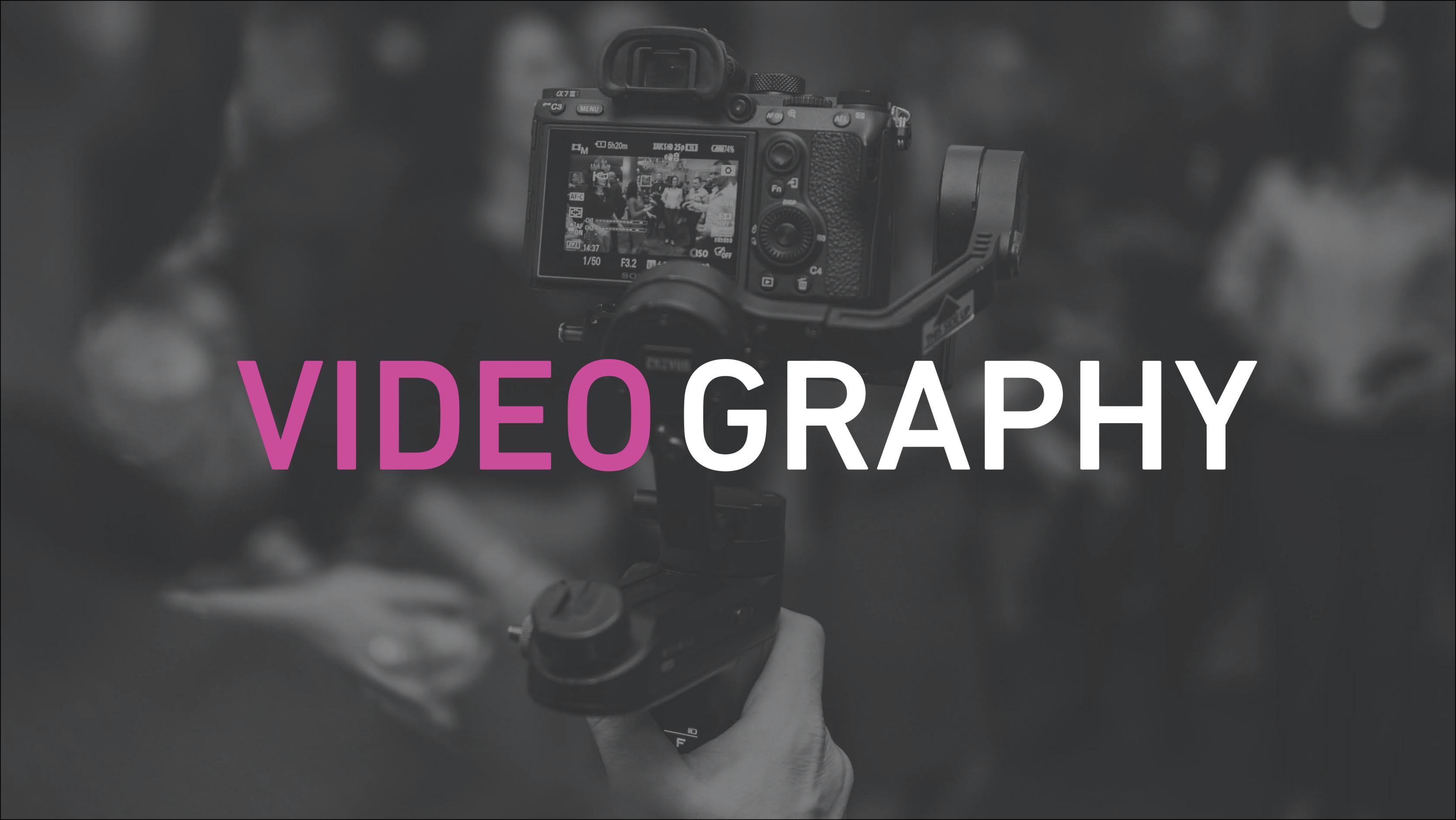
At Basmah, every photo is a storytelling tool. With precision, emotion, and artistry, we create images that inspire trust, tell your story, and elevate your visual identity.

## **Sub-services:**

- Product Photography
- Portrait & Personal Branding
- Real Estate & Architecture
- Event Coverage
- Fashion & Lifestyle

Why is Photography essential for any growing business?

- Visually thrilling
  - Make a strong first impression with premium visuals
- Professional Looks
  - Build trust through professional, high-quality photos
- Crossplatform
  - Versatile content for social media, websites, ads & print
- Share a story
  - Stand out in crowded digital spaces

A Sony Alpha 7 III camera is mounted on a gimbal, held by a hand. The camera's LCD screen is visible, showing a video recording interface with various settings and a preview of a group of people. The background is a blurred scene of people. The text 'VIDEO GRAPHY' is overlaid in the center, with 'VIDEO' in pink and 'GRAPHY' in white.

# VIDEO GRAPHY

## Videography

**Video is emotion in motion – and we master both.**

We craft cinematic videos that speak louder than words. From short reels to branded films, we use storytelling, lighting, and editing to create content that drives engagement and leaves impact.

### **Sub-services:**

- Commercials & Brand Films
- Social Media Reels
- Interviews & Testimonials
- Event Highlights
- Property & Lifestyle Shoots

Why is Videography essential for any growing business?

- Capture Attention Everywhere
  - Boost attention and engagement across all platforms
- Speak with Emotion
  - Deliver your message in a powerful, emotional way
- Drive Real Results
  - Increase conversions through dynamic storytelling
- Stay Ahead of the Curve
  - Build a modern, forward-looking brand presence

A grayscale photograph of a video editing workstation. The desk is cluttered with various items: a keyboard, a mouse, a coffee cup, a pen holder, and several sheets of paper. In the background, three computer monitors are visible. The left monitor shows a video editing interface with a timeline and preview window. The middle monitor displays a control panel with three circular gauges. The right monitor shows a close-up of a person's face. The overall scene is dimly lit, with the primary light source coming from the monitors.

# VIDEO EDITING

## Video-Editing

**Raw footage is just the beginning – we turn it into stories.**

Our editors bring rhythm, emotion, and clarity to your videos. Whether it's a fast-paced reel or a branded documentary, we shape visuals into experiences that connect with your audience.

### **Sub-services:**

- Social Media Video Edits
- YouTube & Long-form Edits
- Promo & Brand Montages
- Reels and TikTok Videos

Why should you enhance your efforts with Video-Editing?

- Content Impact
  - Maximize the impact of your video content
- Viewer Retention
  - Improve viewer retention and engagement
- Brand Alignment
  - Align messaging with your brand tone
- Platform Optimization
  - Adapt videos to each platform for better reach

# MOTION GRAPHICS



## Motion Graphics

**Make your message move – and make it unforgettable.**

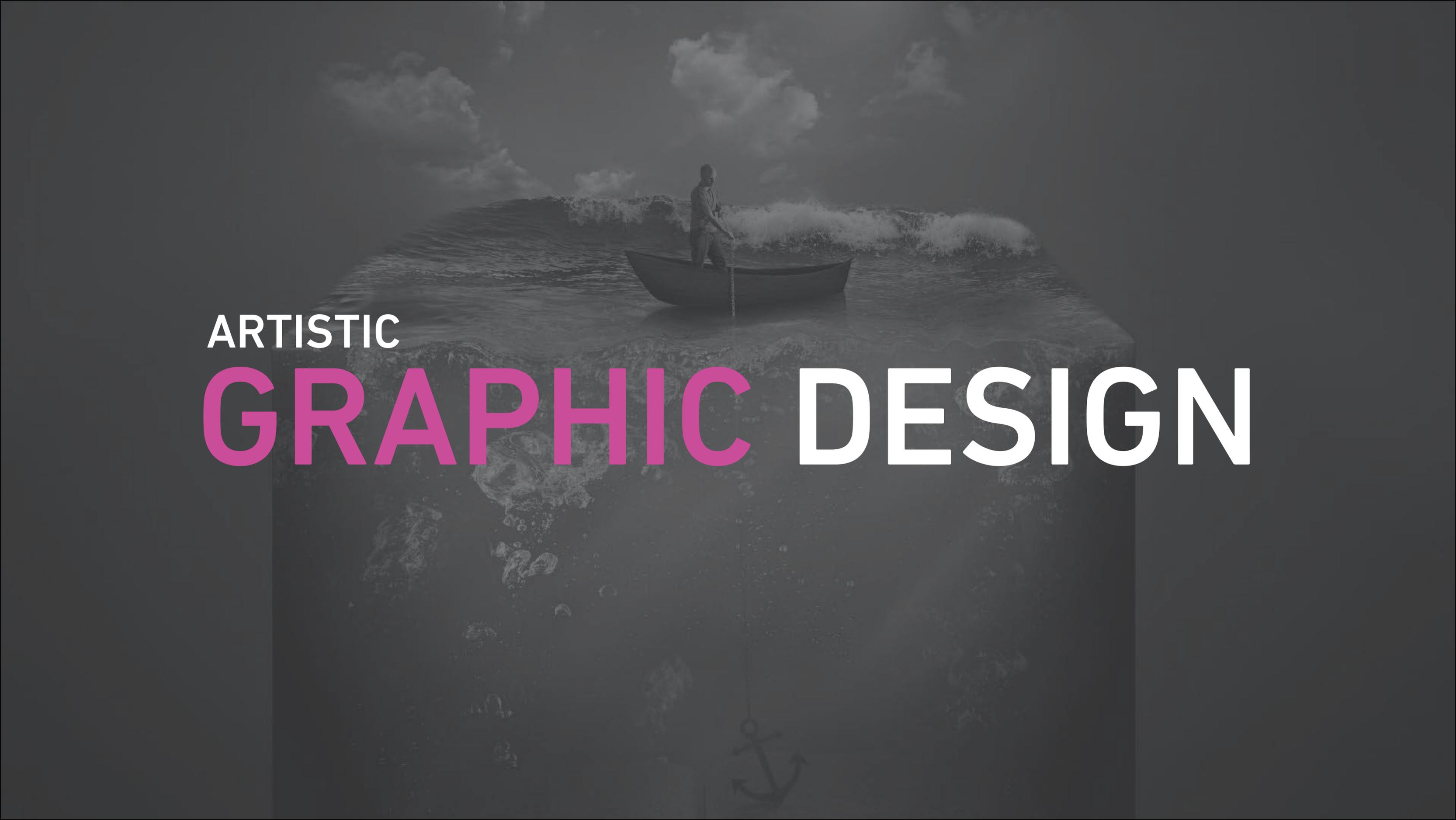
Through animated visuals, we simplify complex ideas and bring static brands to life. Motion graphics give your content energy, clarity, and a modern edge.

### **Sub-services:**

- Logo Animations
- Explainer Videos
- Animated Infographics
- UI/UX Demonstrations

Why you need to try Motion Graphics?

- Instant Attention
  - Capture attention in seconds
- Visual Clarity
  - Explain ideas quickly and visually
- Brand Elegance
  - Add sophistication to your branding
- Versatile Use
  - Perfect for intros, social content, and ads



ARTISTIC

**GRAPHIC DESIGN**

## Artistic graphic designs

**Good design tells – great design sells.**

We combine creativity and brand strategy to design visuals that speak clearly and leave a mark. Whether digital or print, your brand deserves to look its best.

### **Sub-services:**

- Brand Identity & Logo Design
- Posters & Flyers
- Social Media Templates
- Packaging & Print Collateral

Why should you spend on creative graphic designs?

- Visual Identity
  - Build a recognizable and memorable visual identity
- Brand Consistency
  - Create consistent branding across all touchpoints
- Trusted Presence
  - Increase credibility and perceived value
- Design Conversion
  - Turn viewers into customers through smart design

A professional microphone on a stand with a pop filter, set against a dark background. The microphone is the central focus, with a pop filter in front of it. The background is dark and slightly blurred, showing some studio equipment.

**VOICE-OVER**

## Voice-over

**Let your message be heard – with clarity, emotion, and trust.**

Our voice-over services deliver compelling narratives in Arabic, English, and French – customized for every script, brand, and audience.

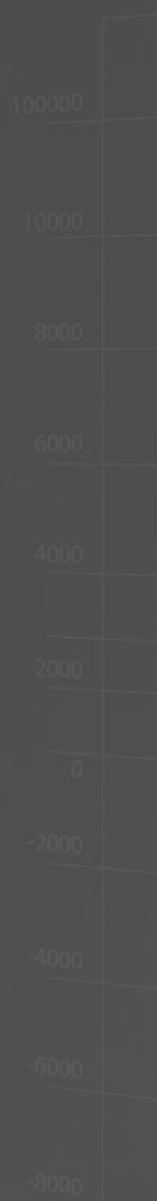
### **Sub-services:**

- Commercial VO
- Documentary Narration
- Explainer Videos
- Radio & Podcast Intros

Why should your brand speak with a professional voice?

- Emotional Connection
  - Build connection with tone and emotion
- Professional Sound
  - Enhance professionalism in videos and ads
- Global Voice
  - Deliver multilingual messages with native fluency
- Story Retention
  - Increase message retention through storytelling

# MARKETING STRATEGY



Success

Solution

Business Strategy

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

● SOCIAL NETWORK



# Marketing Strategy & Consulting

**A great brand without strategy is like a car without direction.**

We help you define where you're going and how to get there – with actionable, data-backed strategies customized for your goals.

## **Sub-services:**

- Brand positioning
- Competitive analysis
- Campaign strategy & budget planning
- Launch roadmaps
- Audit & optimization consulting

Why should you define a marketing strategy?

- Cost Control
  - Never waste expenses on an already doomed to fail channels
- High effectiveness
  - Leverage the power of data driven strategies made for success
- Data driven
  - Make informed marketing decisions
- Clear Direction
  - Gain clarity, direction, and confidence

# SOCIAL MEDIA MANAGEMENT



## Social Media Management

**Your brand deserves more than just posts – it deserves a presence.**

We manage your social media like a digital storefront, building trust, community, and consistent growth. With strategy, design, and daily care, we turn followers into loyal fans.

### Sub-services:

- Account setup & optimization
- Content planning & calendar
- Captions, hashtags, and trends
- Engagement & community management
- Monthly analytics & performance reports

Why should you leverage the power of social media?

- Customers loyalty
  - Build customer loyalty through direct engagement on social media
- Global Audiences
  - Reach anyone around the globe with zero physical limitations
- Robust targeting
  - Empower strategies with robust targeting tools developed by social media websites
- Brand building
  - Promote your branding efforts where it matters most



# PAID ADVERTISING

## Paid Advertising

**Ads that don't just spend – they perform.**

We run laser-focused ad campaigns that drive traffic, leads, and conversions. From strategy to execution, we help you reach the right people at the right time.

### **Sub-services:**

- Facebook & Instagram Ads
- Google Search & Display Ads
- YouTube Video Ads
- Retargeting & Lookalike Campaigns
- Ad creatives & A/B testing

Why should you initiate a comprehensive advertising campaign?

- Scalable Results
  - Scale your business with measurable ROI
- Precise Targeting
  - Target your ideal audience with precision
- Brand Visibility
  - Boost brand visibility across platforms
- Lead Generation
  - Get leads, not just likes



# INFLUENCER MARKETING

## Influencer Marketing & PR

**People trust people – we connect you with the right ones.**

We build authentic collaborations with influencers and media platforms to grow your brand's credibility, reach, and social proof.

### **Sub-services:**

- Influencer matchmaking & negotiation
- Campaign planning & brief creation
- UGC (User Generated Content) production
- Digital PR placements

Why should you grow your brand through Influencers?

- **Trusted Influence**
  - Leverage audience trust to boost conversions
- **Wider Reach**
  - Expand brand exposure to new communities
- **Authentic Credibility**
  - Build credibility through real voices
- **Extended Engagement**
  - Drive engagement beyond your owned channels

**WEBSITES**

**DESIGN**

and  
**SEO**



## Website Design & SEO

**Your website is your digital home – make it unforgettable.**

We create user-friendly, mobile-optimized websites that represent your brand, convert traffic, and rank on search engines.

### Sub-services:

- UI/UX design
- Website development
- Search Engine Optimization
- Landing pages for ads & campaigns
- Domain setup & hosting

Why should every company have a unique website design?

- Trusted Presence
  - Increase trust with a professional online presence
- Organic Growth
  - Drive organic traffic with SEO
- Smart Conversion
  - Improve conversion rates with smart design
- Digital Hub
  - Centralize your brand's digital identity

The background features a dark grey hexagonal grid pattern. Overlaid on this grid are several faint, light grey icons: a hand holding a smartphone, a head profile with a brain and 'AI' text, a shield with 'AI' and circuitry, an envelope, a brain with circuitry, a cloud with up/down arrows, and a hand holding a magnifying glass over a document with 'AI' text. The main text is centered and reads 'AI & MARKETING' in white, with 'AI' in pink, and 'AUTOMATION' in pink below it.

# AI & MARKETING

## AUTOMATION

## AI & Marketing Automation

**Work smarter, not harder – let smart systems do the heavy lifting.**

We implement automated tools and AI-powered flows to nurture leads, respond faster, and streamline your marketing engine.

### **Sub-services:**

- Chatbots & AI assistants
- CRM automation (emails, reminders, lead scoring)
- Lead funnels & workflows
- Custom AI integration using tools like n8n

Why should you power your growth with AI and automation?

- Time Efficiency
  - Save time by automating repetitive tasks
- Instant Response
  - Respond to leads instantly and professionally
- Scalable Growth
  - Scale your business without scaling your team
- Smart Journeys
  - Build smart, data-driven customer journeys



## Our Process – Where Vision Meets Execution

At Basmah, we believe that creativity without direction is chaos – and strategy without soul is forgettable. That's why our process blends both: the **art of storytelling** with the science of results.



### 1. DISCOVER

We listen before we create.

Through deep discovery sessions, we understand your brand's voice, values, and vision – and what success really looks like for you.

Because great work begins with clarity.



### 2. STRATEGIZE

We build a custom game plan – blending creativity, data, and insight.

Whether it's a campaign, a content calendar, or a brand launch, we map the entire journey.

Every step intentional. Every move aligned.



### 3. CREATE

This is where the magic happens. Our creative team brings ideas to life through photography, video, design, voice, and more – with excellence and emotion in every detail.

We don't do generic. We do unforgettable.



**BASM AH**  
Your Brand. Your Fingerprint



## Our Process – Where Vision Meets Execution

We don't just deliver a service – **we guide you through a journey** that transforms your ideas into content, your brand into a movement, and your goals into measurable impact.



### 4. LAUNCH & AMPLIFY

Your content goes live across the right platforms, with the right timing and tools – whether it's organic, paid, or influencer-driven.

Visibility meets velocity.



### 5. ANALYZE & OPTIMIZE

We don't stop at "post and pray."  
We measure what matters, track ROI, and optimize for even better results – because we care as much about performance as we do about production.

Good brands perform. Great brands evolve.



### THE BASMAH PROMISE:

From Day One to Done – you're not just a client... **You're a creative partner.**

Let's build something bold, beautiful, and unforgettable – **together.**



## Meet the Team

Behind every brand we build, every story we tell, and every result we deliver – stands a **team of creators, strategists, and innovators** who live and breathe excellence.



**Sami**

Founder &  
Marketing Expert

The strategist behind the vision. With years of experience, Sami builds brands with clarity, structure, and insight.



**Maha**

Co-Founder &  
Content Expert

The voice of Basmah, Maha crafts messages that resonate and ensures every word connects with your brand's identity.



**Oussama**

Creative Designer

Design is his language. From branding to visual storytelling, Oussama turns ideas into designs that speak.



**Adnan**

Professional  
Videographer

The eye behind the lens, Adnan turns everyday moments into cinematic visuals that move audiences and elevate brands.



**Ziad**

Client Relations  
Manager

Ziad ensures communication is smooth, timelines are respected, and every client feels seen, heard, and supported.



**And More**

Behind the Scenes...

Voice-over artists, animators, motion designers, copywriters, and AI automation specialists – ready to scale your brand with the right talent.



**BASMAH**  
Your Brand. Your Fingerprint



## Our Clients



# Ready to Leave Your **Mark?**

Let's build something unforgettable.  
Let's create your **fingerprint.**



## BASMAH

Your Brand. Your Fingerprint

Start your journey with us:

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