

Profile Company About Som Production

Som Production is a private digital media company with headquarters in Mogadishu, Somalia. It was established in 2019 and offers a variety of services, including video recording, photography, voiceover, digital marketing, and others.

Som Production is a company founded by a group of innovators who understand the impact of digital marketing and branding on growing businesses. We always aim to exceed expectations and deliver results based on our clients's marketing objectives while generally promoting their brands to reach their most important audience.

Storytelling or creating information about your company or your personality will help you reach a wider audience through creative videos that contribute to reaching audiences around the world.

Since its inception, Som Production has continuously pushed the boundaries and set new standards in video production. Over the years, we have been pleased to work with a variety of clients, including medical facilities, educational institutions, leading businesses, non-profit organizations, government agencies, and individuals seeking high-quality video production.

Our Motto

One Creation Built on Knowledge

Our Vision

Every new day is a new challenge for us to be the best. Our goal is your project's success, and each step we take is well thought out to provide the best innovative solutions. We help our clients find their audience, engage with their clients, and build their brand.

Our Mission

We seek to be the best in Somalia and international markets. We work every day to become the leader in video and photo production in East Africa and to provide quality services that exceed the expectations of our valued customers through continuous improvement. The success of our customers is what we have pursued since we started, and that is our main purpose.



Core Values

- Innovation
- Teamwork
- Respect
- Trusted Services
- Speedy and quality service
- Customer Satisfaction

Innovation: We continuously strive to pioneer new ideas, methods, and solutions to meet evolving challenges and exceed expectations.

Teamwork: Collaboration is at the heart of our success. We value the diversity of perspectives and expertise that each team member brings, working together to achieve common goals.

Respect: We treat everyone with dignity, fairness, and empathy. Respect forms the foundation of our relationships, both internally and with our clients and partners.

Trusted Services: Our commitment to integrity and excellence ensures that our services are reliable, transparent, and of the highest quality. Clients trust us to deliver on our promises consistently.

Speedy and Quality Service: We understand the importance of efficiency without compromising on quality. We aim to deliver prompt solutions and services that meet or exceed the highest standards.

Customer Satisfaction: Putting our customers' needs first is paramount. We listen attentively, anticipate requirements, and go the extra mile to ensure every interaction results in satisfaction and value.

How we do

1. Plan
2. Develop
3. Feedback
4. Deliver

Plan: We carefully understand clients' needs, set clear goals, and map out strategic paths, leveraging innovation and teamwork.

Develop: Our team collaborates closely, respecting each other's contributions, to create reliable, high-quality solutions tailored to clients' needs.

Feedback: We engage stakeholders for insights, assess progress, and adapt as needed, prioritizing openness and continuous improvement.

Deliver: We meet deadlines with efficient, high-quality outcomes, ensuring client satisfaction and setting the stage for future engagements.



Our Services

1. Business Services
2. Creative Services
3. Traditional Services
4. Events Services
5. Social Media Services
6. Web Services

Business Services

- **Marketing Plans:** We assist in crafting comprehensive marketing plans tailored to your business objectives, leveraging our expertise in market trends, consumer behavior, and strategic positioning to maximize your reach and impact.
- **Market Research:** Our market research services provide valuable insights into your target audience, competitors, and industry landscape, empowering you to make informed decisions and stay ahead of market trends.
- **Performance Management:** We help optimize your business performance through effective performance management strategies, including goal setting, performance tracking, and continuous improvement initiatives, ensuring alignment with your long-term objectives.

- **Sales Analysis:** Our sales analysis services enable you to gain deeper insights into your sales performance, customer preferences, and market trends, allowing you to identify opportunities for growth, optimize your sales strategies, and drive revenue.

Creative Services

- **Graphic Design:** Our graphic design services offer innovative and visually appealing solutions for your branding, marketing, and communication needs. Whether it's logos, brochures, or digital assets, we create captivating designs that resonate with your audience and elevate your brand.
- **Photography, Video & Audio Production:** From stunning photography to engaging videos and professional audio production, we bring your ideas to life with creativity and expertise. Whether you need visual content for your website, social media, or marketing campaigns, our team delivers high-quality multimedia solutions that leave a lasting impression.

Traditional Services

- **Printed Materials:** Our traditional printed materials service offers a range of solutions for your offline marketing and communication needs. From business cards and flyers to brochures and posters, we deliver high-quality printed materials that leave a lasting impression on your audience.

- **Outdoor Advertising:** With our outdoor advertising services, we help you reach your target audience effectively through billboards, posters, and other outdoor mediums. Our strategic placement and captivating designs ensure maximum visibility and impact for your brand.
- **Mobile Apps:** While mobile apps are typically associated with modern technology, we offer traditional mobile app development services focused on simplicity and reliability. Our apps cater to a wide range of purposes, from enhancing the customer experience to streamlining internal processes, providing value to both users and businesses alike.

Events Services

Our events services encompass comprehensive planning, coordination, and execution of various types of events tailored to meet your specific objectives. Whether you're hosting a corporate conference, product launch, workshop, or celebratory gathering, our team ensures a memorable and impactful experience for all attendees. Here's how we can assist:

- **Event Planning and Strategy:** From conceptualizing the theme to outlining the objectives, we offer strategic planning services to ensure your event aligns with your brand's goals and delivers the desired message to your audience.
- **Venue Selection and Management:** We help you select the perfect venue for your event, considering factors like location, capacity, and ambiance, while managing all venue-related logistics to ensure a smooth flow of activities.

- **Vendor Coordination:** Our services include sourcing and coordinating with vendors for catering, decorations, audio-visual equipment, and more. We ensure that all components come together seamlessly for a successful event.
- **Marketing and Promotion:** To maximize attendance and engagement, we offer marketing and promotional services, including digital marketing, invitations, and public relations efforts, tailored to your event's target audience.
- **On-site Management:** Our team provides comprehensive on-site management, handling everything from registration to coordination of activities and troubleshooting, ensuring that your event runs smoothly from start to finish.
- **Post-Event Analysis:** After the event, we offer analysis and reporting services to evaluate its success, gather feedback, and identify areas for improvement for future events.

By combining creativity with meticulous planning and execution, our events services aim to create engaging, well-organized, and successful events that achieve your strategic objectives and leave a lasting impression on your guests.

Social Media Services

Our social media services are designed to amplify your brand's online presence, engage with your audience, and achieve your marketing goals through strategic, creative, and analytical approaches. Here's what we offer:

- **Strategy Development:** We begin by crafting a tailored social media strategy that aligns with your business objectives, identifies the right platforms for your brand, and outlines content themes and engagement tactics to build your online community.
- **Content Creation:** Our team produces high-quality, engaging content tailored to each social media platform. From eye-catching graphics and compelling videos to informative blog posts and interactive stories, we ensure your content resonates with your target audience.
- **Community Management:** Engaging with your audience is key to building relationships and loyalty. We monitor your social media channels, respond to comments and messages, and foster a positive community around your brand.
- **Advertising Campaigns:** To maximize reach and impact, we design and manage social media advertising campaigns. Targeting specific demographics, interests, and behaviors, our campaigns are optimized to increase visibility, drive traffic, and generate leads or sales.
- **Analytics and Reporting:** We continuously track and analyze your social media performance, providing you with detailed reports on metrics such as engagement rates, follower growth, and ROI. This data-driven approach allows us to refine and adjust strategies for optimal results.
- **Influencer Partnerships:** Leveraging our network of influencers, we can create partnerships that amplify your brand's message, reaching new audiences and adding credibility to your products or services.

Our social media services integrate seamlessly with your overall marketing strategy, ensuring a consistent brand message and maximizing your online presence. Whether you're looking to increase brand awareness, engage with customers, or drive sales, our expert team is here to help you navigate the ever-evolving world of social media.

Web Services

Our comprehensive web services are designed to establish and enhance your online presence, ensuring a seamless and impactful user experience that drives engagement and achieves your business objectives. Here's how we can help:

- **Website Design and Development:** Crafting user-friendly, visually appealing websites tailored to meet your business needs and objectives, ensuring a seamless user experience across all devices.
- **E-commerce Solutions:** Providing comprehensive services for online stores, including shopping cart integration, payment processing, and inventory management, to facilitate smooth and secure online transactions.
- **Content Management Systems (CMS):** Implementing easy-to-use CMS platforms that allow you to manage and update your website content efficiently, keeping your site fresh and relevant.
- **Search Engine Optimization (SEO):** Enhancing your website's visibility in search engine results through optimized content and technical improvements, driving organic traffic to your site.



- **Web Hosting and Maintenance:** Offering reliable web hosting solutions and ongoing maintenance services to ensure your website remains secure, fast, and accessible around the clock.
- **Analytics and Performance Monitoring:** Utilizing tools to track your website's performance, user behavior, and traffic sources, providing insights for data-driven decision-making and continuous improvement.

Our web services are customized to meet the unique needs of your business, whether you're launching a new website, seeking to improve an existing one, or looking to expand your online sales and services. With a focus on quality, innovation, and results, we aim to be your trusted partner in navigating the digital landscape.

In conclusion

Our company is dedicated to providing comprehensive and innovative solutions to meet the diverse needs of our clients. With a commitment to excellence, integrity, and customer satisfaction, we strive to exceed expectations in every project we undertake. Whether it's through business services, creative, traditional marketing approaches, events planning, social media strategies, or web services, we aim to empower businesses to thrive in an ever-evolving marketplace. With our expertise, dedication, and focus on delivering measurable results, we are poised to be your trusted partner in achieving your goals and driving success in your endeavors.

Thanks!

Our Clients

