



Integrated Solutions for Business Growth, Marketing, and Artificial Intelligence

We build your presence... we grow your sales... and we create your growth

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The Beginning

Your business does not need more services

A business may have a good product, a hardworking team, active accounts, and ads running non-stop – and still not reach the sales it expects.

Because growth is never achieved through a single, isolated service.

- ✗ Video alone is not enough.
- ✗ Advertising alone is not enough.
- ✗ A beautiful identity alone is not enough.

What a business needs is a system that connects:

This is where **HABBA begins.**

☆ The offer.

👤 The audience.

📄 The content.

📍 The promotion.

📈 The sales.

💖 The customer experience.

🔧 The technology.

🔄 The follow-up.

🎯 Measurement and development.

We do not only ask:

What would you like us to execute?

We begin with the more important question:

What does your business actually need in order to sell more and grow the right way?

Who are we?

HABBA is a Qatari company specialised in business growth, marketing, media, technology, and artificial intelligence solutions.

We help business owners and companies understand the reality of their business, uncover what is limiting their sales, then build an integrated plan with the right solutions.

🕒 We can work with a client in two ways:



Full Management

We study the project, build the plan, execute the services, and manage every stage while tracking the results.



Consulting & Guidance

We provide the diagnosis, the plan, the consulting, and the training, while the client's team executes under our supervision.

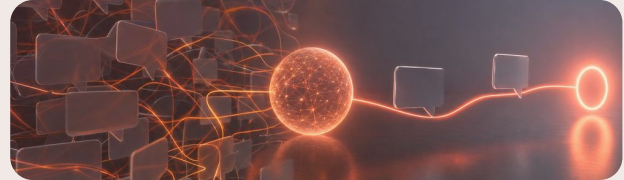


We are not a production house only. We get into the details that shape the final result – from how a service is presented, to how a customer is received and converted into a sale.

Why does HABBA exist?

HABBA exists because many businesses do not suffer from a lack of activity, but from the absence of integration between their activities.

- ✈ A business may post constantly, yet have no clear message.
- % It may run promotional campaigns, yet have no convincing offer.
- 📁 It may receive many inquiries, yet have no effective system for replying and following up.
- ☆ It may offer an excellent service, yet present it in a way that never makes the customer see its value.



HABBA exists to connect:

Marketing and sales.

Content and results.

Promotion and follow-up.

Identity and trust.

Technology and experience.

Data and decisions.



Our goal is not simply to make a business more visible.

Our goal is to make it clearer, stronger, and far better able to reach customers and convert them into sales.



The Challenges

The problems we help you solve

We work with businesses facing one or more of the following challenges:

- ↗ Declining or stagnant sales.
- 👤 Too few new customers.
- 🗨 Inquiries that never turn into orders.
- 🕒 No clear marketing plan.
- 📱 Weak management of social media accounts.
- 👁 Beautiful content with no effect on sales.
- 📉 Unstructured spending on ads and promotion.
- 🎯 An unclear offer or marketing message.

The Challenges



A weak or inconsistent visual identity.



Slow replies to customers.



An untapped base of past customers.



Artificial intelligence tools left unused.



An outdated or ineffective website.



No follow-up after the inquiry.



Weak visibility in modern search engines.



No clear indicators to measure results.



At HABBA we do not treat the symptoms only.

We look for the real cause, then build the right solution.

Our Vision & Mission

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Our Vision

For HABBA to become a trusted partner for the growth of businesses in Qatar and the region, by bringing sales, marketing, media, technology, and artificial intelligence together within a single system.

Our Mission

To help companies and business owners move from scattered work to organised growth, through diagnosis, planning, execution, measurement, and continuous development.

HABBA's Promise

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We promise every client that we will not start with the service before we understand the need.

- ✗ We will not propose a video because we produce videos.
- ✗ And we will not propose an ad because we manage advertising.
- ✓ We will propose what genuinely serves the business and brings it closer to its goals.

Our Signature Line

**We think with you
before we market for you.**

HABBA's Values

Clarity

We show the client the reality of their business, what it needs, and what can realistically be achieved.

Partnership

We work with the client, involve them in the decisions, and build the solutions on the reality of their business.

Responsibility

We treat the project as a shared responsibility, not as a set of requests to be executed and handed over.

Practical Innovation

We bring new ideas, but we do not chase difference for its own sake; we look for solutions that can actually be applied.

Our Values

Results

We care about the beauty of the work, but we always tie it to the commercial and marketing objective.

Confidentiality

We protect our clients' data, their plans, their numbers, and their business information.

Continuous Development

We review results continuously, we test, we learn, and we improve the work.

What makes HABBA different?

The traditional agency

- × Starts with design or filming.
- × Delivers a set number of posts.
- × Publishes the content.
- × Measures views and engagement.
- × Its responsibility ends at delivery.



The core difference

An agency gives you what you ask for.
HABBA helps you discover what your business actually needs.

HABBA

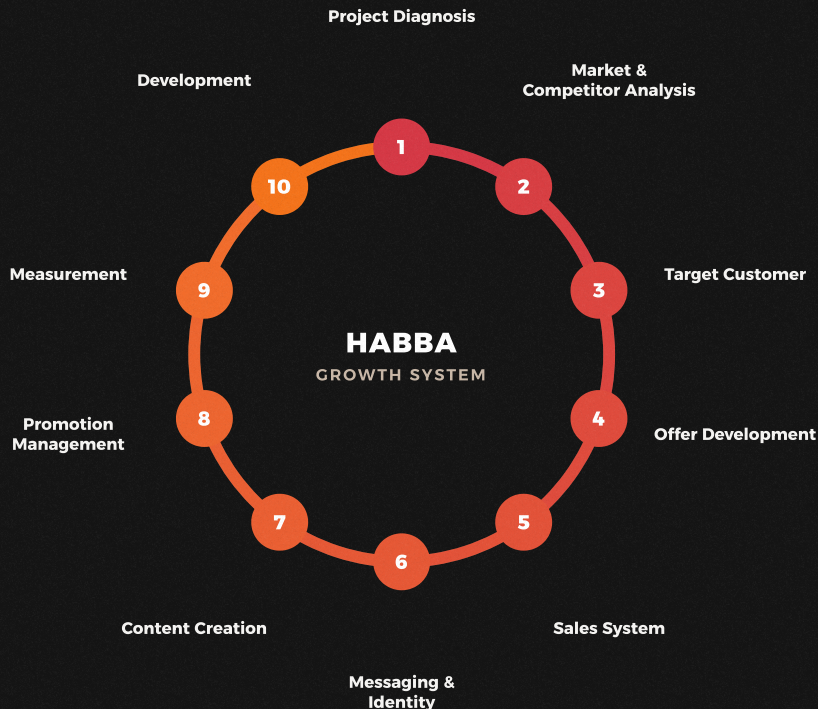
- ✓ Starts by understanding the business.
- ✓ Studies the causes of weak sales.
- ✓ Reviews the audience and the offer.
- ✓ Develops the marketing messages.
- ✓ Manages the content and the promotion.
- ✓ Reviews how customers are answered.
- ✓ Builds systems for follow-up.
- ✓ Measures inquiries, bookings, and sales.
- ✓ Provides recommendations to improve performance.

Our Methodology

The HABBA System for Business Growth

HABBA GROWTH SYSTEM

At HABBA we follow an integrated methodology made up of ten stages:



01 Project Diagnosis

Understanding the services, the pricing, the audience, the sales, and the challenges.

03 Defining the Target Customer

Understanding the customer, their needs, their objections, and their behaviour.

05 Building the Sales System

Organising replies and follow-up, and converting inquiries into orders.

07 Content Creation

Producing content that serves reach, trust, and selling.

09 Measurement

Tracking the numbers, the results, and the performance indicators.

02 Market & Competitor Analysis

Studying the surrounding environment and identifying opportunities to stand out.

04 Offer Development

Building a clear offer that delivers genuine value to the customer.

06 Building Messaging & Identity

Unifying the image of the business and the way it speaks to its audience.

08 Promotion Management

Running and managing the promotional and advertising campaigns.

10 Development

Improving the work based on the data and the results.



The First Service

Increasing & Growing Sales

Increasing sales is the central axis that most of HABBA's services connect to.

We do not treat sales as the result of advertising alone; we review every factor that affects them.

🔍 What do we review?

Clarity of the service or product.

Quality of the offer.

Pricing.

The target segment.

How inquiries are received.

Speed of response.

The approach to persuasion.

Handling objections.

Follow-up.

The customer experience.

Upselling.

Past customers.

Partnerships.

Customer reviews.

✓ What do we deliver?

Diagnosis of the sales funnel.

Building a sales growth plan.

Developing offers and packages.

Preparing reply and sales scripts.

Developing a customer follow-up mechanism.

Reactivating past customers.

Raising the average order value.

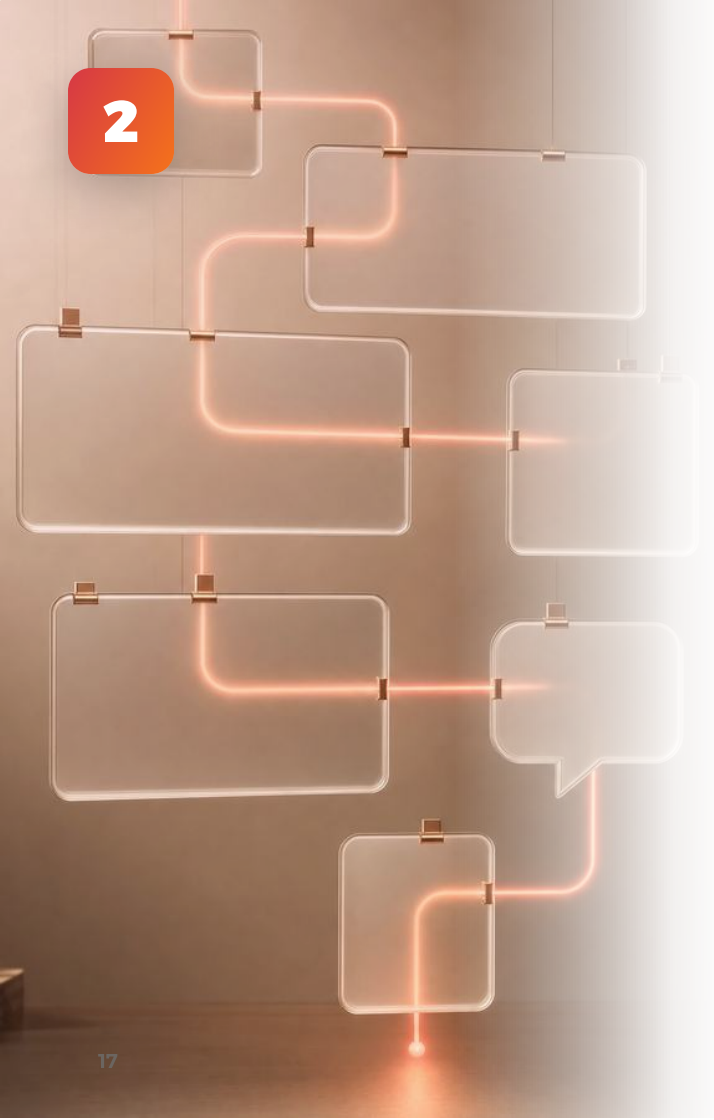
Developing referral programmes.

Tracking conversion indicators.



Our goal

To turn marketing from a separate activity into a system that supports revenue and growth.



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The Second Service

Social Media Management

We manage social media accounts as part of the customer journey, not merely as a space for publishing.

Main platforms

Instagram

TikTok

Other platforms
according to the
nature of the
business.

☀ Management includes

Analysing the current accounts.

Studying the audience.

Preparing the monthly plan.

Writing the scripts.

Producing the videos.

Scheduling the publishing.

Developing the plan.

Setting the goals of the month.

Building the content pillars.

Writing the ideas.

Designing the posts.

Writing the accompanying copy.

Following performance.

📦 Types of content

Reach content.

Trust-building content.

Objection-handling content.

Past customer content.

Awareness content.

Service presentation content.

Direct selling content.

Occasion and campaign content.



What do we measure?

We do not settle for the number of followers. We measure visits, inquiries, messages, bookings, and the quality of the customers the content brings in.

The Third Service

Managing Promotion Operations

Managing promotion is not limited to running a paid advertisement.

At HABBA we manage the entire operation, from choosing what will be promoted, all the way to following up on the results.

🕒 Before launching the campaign

Defining the goal.

Choosing the service or product.

Building the offer.

Defining the audience.

Writing the messages.

Producing the advertising materials.

Preparing the landing page or the chat.

Preparing the replies and the follow-up.

🚀 During the campaign

Running the advertisements.

Testing more than one design.

Testing more than one message.

Testing the audiences.

Following the cost.

Measuring the quality of inquiries.

Adjusting the budget.

Stopping weak materials.

Expanding the successful campaigns.

📄 After the campaign

Analysing the results.

Comparing inquiries against sales.

Reviewing why customers were lost.

Preparing a clear report.

Providing recommendations for the next campaign.

% The goal

That promotion is not spending on views, but an investment whose impact can be measured.



The Fourth Service

Website Design

A website is not simply an introductory page.

It is a point of contact, a source of trust, a space to present services, collect customer data, and support visibility in search engines.

Our website services

Designing introductory websites.

Corporate websites.

Service pages.

Landing pages.

Personal project websites.

Online stores as needed.

User experience design.

Organising the content.

Writing the core copy.

Contact and booking forms.

Linking the site to social media.

Optimising the site for search engines.

Optimising the mobile view.

Following performance and updating.

Before designing we ask



Who will visit the website?



What do we want them to do?



Which pages does it need?



How do we build trust?



How do we turn a visitor into an inquiry or a booking?



Our goal

To design a website that is beautiful, clear, fast, and serves the commercial goals of the business.

 The Fifth Service

Visual Identity

A visual identity is not a logo only.

It is the system that makes a business appear clear, consistent, and memorable.

Identity services include

Studying the idea of the business.

Defining the brand personality.

Choosing the name when needed.

Designing the logo.

Building the colour palette.

Choosing the typefaces.

Developing the visual patterns.

Designing the business cards.

Designing the official stationery.

Social media templates.

Account covers.

Printed materials.

Identity applications.

The brand usage guide.

In addition to the verbal identity

Tone of voice.

The main message.

The marketing lines.

The brand promise.

The way customers are addressed.



Our goal

That the brand does not merely look beautiful, but is: clear. distinctive. trusted. right for its audience. ready to scale.



The Sixth Service

Media Production

We provide media production solutions that bring together the idea, the filming, the direction, the editing, and artificial intelligence.

Production services include

Developing the creative ideas.

Writing the scripts.

Preparing the shot lists.

Filming.

Directing.

Editing.

Colour grading.

Sound effects.

Voice-over.

Commercial advertisements.

Product and service videos.

Social media videos.

Event coverage.

Interviews.

Podcasts.

Identity and story films.

Production with artificial intelligence

Generating images.

Creating characters.

Producing scenes that are hard to film.

Animating still images.

Producing product videos.

Creating cinematic advertisements.

Building scenes made for the brand.

Blending live footage with artificial intelligence.



Our philosophy

We do not produce a beautiful video only.
We produce a video that carries a message, speaks to an audience, and performs a role inside the marketing plan.

The Seventh Service

Automated Customer Reply Systems

A business can lose potential customers because of slow replies, disorganised conversations, or the absence of follow-up.

We help companies build automated and intelligent reply systems that smooth the customer journey.

☀ These systems can

Welcome the customer.

Introduce the services.

Answer the frequent questions.

Present the packages and the prices.

Collect the customer's data.

Identify the type of need.

Book appointments.

Send the location.

Send reminders.

Follow up with customers.

Route special cases to a team member.

Re-engage past customers.

Log orders and inquiries.

☆ The benefits

Greater speed in replying.

A service available around the clock.

Fewer lost customers.

Organised conversations.

Time saved for the team.

An improved customer experience.

Building a customer database.

More effective follow-up.



Our principle

Automated replies do not cancel the human role.

They organise the operations, speed up the service, and bring the customer to the right person at the right time.

The Eighth Service

Visibility in AI Search Engines

Search behaviour is changing.

The customer no longer uses traditional search engines only; they now ask artificial intelligence tools about:

The best companies.

The suitable services.

Comparisons.

Prices.

Recommendations.

Nearby providers.

Specialised solutions.

We help businesses build a clear and organised digital presence that search engines and intelligent systems can easily understand.

🔍 The service includes

Analysing the digital presence.

Reviewing the website.

Improving the service pages.

Writing a clear description of the company.

Organising the questions and answers.

Building specialised content.

Preparing reference articles.

Improving local visibility.

Unifying the business information across platforms.

Improving the profile data.

Developing an SEO strategy.

Developing an AEO strategy.

Developing a GEO strategy.

Optimising content for AI-generated search results.

🎯 The goal

That the customer finds the business when they search for it, and that digital platforms clearly understand: Who are you? What do you offer? Who do you serve? What sets you apart? And how can you be reached?



The Ninth Service

Consulting & Training Courses

HABBA provides practical consulting for business owners and their teams.

💡 Consulting

Business growth consulting.

Sales growth consulting.

Marketing consulting.

Content management consulting.

Promotional campaign consulting.

Identity consulting.

Artificial intelligence consulting.

Business automation consulting.

Reviewing plans and projects.

Diagnosis and development sessions.

Training Courses

Claude courses

Using Claude in business.

Building knowledge files.

Preparing plans and reports.

Managing content.

Analysing information.

Building work systems.

Using Claude with company teams.

Higgsfield courses

Creating images with AI.

Producing videos.

Building cinematic scenes.

Animating images.

Creating product advertisements.

Writing the prompts.

Developing creative campaigns.

Additional courses

Writing professional prompts.

Creating content with artificial intelligence.

ChatGPT for business.

Building reply systems.

Using AI in marketing and sales.



Our training approach

We rely on practical application, and we tie the training to the trainees' own projects and business needs.

How do we work with you?

From the first discovery session to the results report, we work in clear stages where the client always knows where we stand and what the next step is.

1

Stage One: The Discovery Session

We understand the business, the services, the goals, and the current problems.

2

Stage Two: The Diagnosis

We review the accounts, the sales, the offer, the audience, and the way the work runs.

3

Stage Three: Setting Priorities

We define what the business needs now, and what can be postponed.

4

Stage Four: Presenting the Proposal

We present the scope of work, the services, the deliverables, the duration, and the cost.

5

Stage Five: The Start

We sign the agreement, assign the team, and set the communication and approval process.

The Client Journey

6

Stage Six: Execution

We begin the work according to a clear plan and timeline.

7

Stage Seven: Follow-up

We review the work and the results on a regular basis.

8

Stage Eight: Measurement

We measure the indicators suited to each project.

9

Stage Nine: The Report

We clarify what was executed, what was achieved, and what needs development.

10

Stage Ten: The Next Step

We set the recommendations for the coming phase based on the actual results.



— The Next Step

Let us begin the **growth** **journey**

Your business does not need more separate solutions.

It needs a partner who can see the whole picture.

A partner who understands sales, knows marketing, manages promotion, builds identity, produces content, develops the website, puts artificial intelligence to work, and organises the customer journey.

At HABBA we do not begin with the question:

Where do you want your business to reach?



We build businesses... and we create growth



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Scan to connect

Our services:

Increasing and growing sales.

Social media management.

Managing promotion operations.

Website design.

Visual identity.

Consulting.

Claude & Higgsfield courses.

Media production.

Automated reply systems.

Visibility in AI search engines.