



Dayah

Digital Agency

PROFILE BOOK



dayahdigital.com



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Who We Are

Dayah Digital is a Somali-led digital agency founded in 2019, committed to helping Somali and East African brands grow online with confidence, clarity, and purpose. Through creative, strategic, and tech-driven solutions, we bridge tradition and technology to build trust, increase visibility, and drive lasting digital growth





Our

Story

Our Story



We founded Dayah Digital in 2019 after seeing how the world was changing. Businesses were moving away from traditional methods like radio, TV, and posters, and starting to use digital platforms instead.

But many Somali and East African businesses were not ready for this change and struggled with managing their digital presence. They didn't have the team, time, tools, skills, or clear plans to manage social media, build websites, or create strong branding. Some had small budgets or found it hard to keep up with fast changes online.

At first, we tried to establish Dayah Digital Academy to help businesses train their own teams and close the talent gap in the market—but it didn't work as expected.

Many skilled people kept moving or changing jobs, some lacked long-term commitment, and others didn't have access to the tools or support needed to stay consistent.

As a result, most businesses still couldn't maintain a strong digital presence on their own. That's why we created Dayah Digital—to help fill this gap. We are a small team with strong local knowledge and digital skills.

Our goal is to help businesses grow online, connect with their audiences, and succeed in today's digital world.



Our Vision

To be the trusted digital partner and go-to agency for impactful digital transformation— bridging tradition and technology for Somali and East African businesses.

Our Mission

We provide expert digital solutions—powered by strategy, creativity, and technology—to help Somali and East African businesses and brands grow online and connect with their audiences.



Our Core Values

At Dayah Digital, we work with speed, professionalism, and care.

We put our clients first, value teamwork, and always aim for high-quality results.

We also understand the culture and people we serve—making our digital solutions more meaningful and effective.



Why Choose Dayah Digital?

Because people don't just buy—they need to know you, like you, and trust you first.

That's exactly what we help build. With over 10 years of experience and a strong understanding of Somali culture, we make your brand easier to find, easier to like, and easier to trust. We act like your full marketing team—without the big cost—so you can grow faster and reach the people who matter most.

We're the only Somali-led digital agency with a global expert team, including:



Copywriters



Designers



Marketers



Developers

No team? No time? No tools? No problem.

We'll help you figure out what works for your business. Let's build your brand—together.

What We Offer

Dayah Digital helps grow your business through branding, website creation, social media management, and online visibility, supporting you from startup to success.



Branding & Design: Unique logos and visuals that tell your story.



Website Development: Fast, mobile-friendly websites built for results.



Social Media Management: Creative content that grows your audience.



SEO & Analytics: Make your business easier to find and measure success.



Copywriting & Content: Clear, effective messaging that connects.



How We Work



1. Get to know you - We listen and learn about your goals.

2. Make a Plan - We create a strategy tailored to your business.

3. Build & Launch - We design, develop, and deliver.

4. Track & Improve - We monitor your performance and make adjustments.

5. Ongoing Support - We stick with you to help you grow long-term

Who We Serve



Small & Growing Businesses



Nonprofits & Social Brands

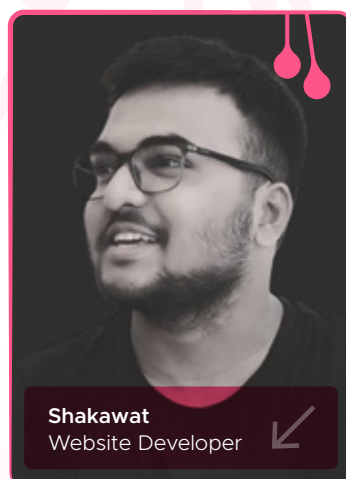


Education, Startups & Community Projects

Whether you're launching, growing, or rebranding— we're your team.

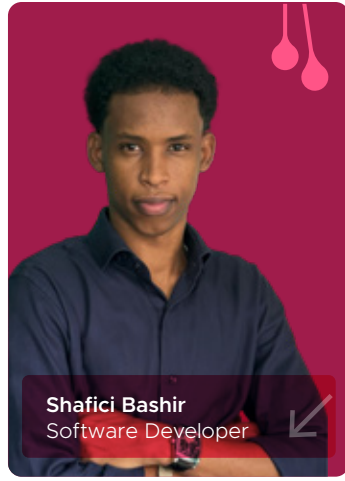
Meet Our Team

Great Work Starts with a Great Team We're the only Somali-led agency with an international team behind the scenes.





Abdifatah Ali Abdalla
Communication Expert



Shafici Bashir
Software Developer



Amina Abdirahman Farah
Graphic Designer



Our Partners



SOMALIA DIGITAL MEDIA ACADEMY
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Serving clients globally.

