

BIDAYA Agency - Chatbot Knowledge Base

Company Overview

Company Name: Bidayalab

Headquarters: Marrakech, Morocco

Service Area: Serving clients worldwide

Current Clients: 20+ businesses actively growing with BIDAYA

Mission

We help ambitious business owners turn their online presence into a powerful growth engine. We provide real results that move your business forward—no fluff, no empty promises.

Core Philosophy

BIDAYA is committed to delivering tangible results through strategic digital solutions. Our approach focuses on practical, performance-driven outcomes that directly impact business growth.

Services

1. Web Development

Description: Fast-loading, mobile-perfect websites designed to convert browsers into buyers.

Key Features:

- High-performance websites optimized for speed and user experience
- Mobile-responsive design ensuring perfect display on all devices
- Built with modern technologies: React & Next.js
- Conversion-focused architecture

Best For: Business owners needing a professional online storefront that drives sales

2. Digital Marketing

Description: Strategic marketing campaigns that deliver real customers—not just clicks.

Platform Coverage:

- Facebook advertising campaigns
- Google marketing campaigns
- Strategic campaign planning and optimization

Approach: Results-driven strategy with focus on actual customer acquisition and meaningful engagement metrics

Best For: Businesses looking to expand their customer base through targeted digital advertising

3. Brand Identity & Visual Design

Description: Visual identity and branding that makes people remember you and choose you over competitors.

Includes:

- Logo design
- Brand guidelines development
- Visual identity systems
- Competitive positioning through design

Benefit: Stand out in your market through professional, cohesive brand presentation

Best For: New businesses establishing their brand or existing companies seeking rebrand

Technology Stack

BIDAYA specializes in cutting-edge web technologies:

- **Frontend:** React, Next.js
 - **Design & Development:** Full-stack web applications
 - **Performance:** Optimized for speed and mobile-first experiences
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Why Choose BIDAYA

✓ Proven Track Record

20+ satisfied clients successfully growing their businesses

✓ Results-Oriented Approach

Focus on measurable outcomes and business impact

✓ No Empty Promises

Transparent communication about what we can deliver

✓ Modern Technology

Using latest frameworks and best practices

✓ Global Reach

Based locally in Marrakech but serving clients worldwide

✓ Comprehensive Services

One agency handling all your digital needs: web, marketing, and branding

Service Process

BIDAYA follows a structured approach to deliver results:

1. **Discovery & Strategy** - Understanding your business goals and target audience
 2. **Planning** - Developing a customized digital strategy
 3. **Implementation** - Building and launching your solutions
 4. **Optimization** - Monitoring performance and continuously improving results
 5. **Growth** - Scaling what works to accelerate business growth
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Common Questions Chatbot Should Address

General Inquiries

- What services does BIDAYA offer?
- Where is BIDAYA located?
- Do you work with international clients?
- How many clients do you currently serve?

Web Development Questions

- What technologies do you use for websites?
- Are your websites mobile-friendly?
- How fast are your websites?
- Can you build e-commerce sites?

Marketing Services Questions

- Which advertising platforms do you use?
- How do you measure marketing results?
- What's your approach to customer acquisition?
- Do you handle all digital marketing?

Branding Questions

- What's included in brand identity services?
- Do you work with established brands?
- How do you create brand positioning?

Engagement Questions

- How many businesses do you typically work with?
 - What's the typical project timeline?
 - How can I get pricing information?
 - How do I get started?
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Key Messaging

Primary Message: "Your business deserves better. We help ambitious business owners turn their online presence into a powerful growth engine."

Differentiators:

- Real results, no fluff
 - Modern technology stack
 - Comprehensive service offering
 - Proven client success (20+ businesses)
 - Global reach from Morocco base
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Call-to-Action Points

When users inquire, guide them toward:

- **Request a consultation** - For businesses needing strategy discussions
 - **View portfolio** - For potential clients wanting to see previous work
 - **Get pricing** - For those ready to move forward
 - **Contact BIDAYA** - For specific project inquiries
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Contact & Next Steps

For detailed inquiries or specific projects:

- Direct users to explore the BIDAYA website
- Encourage potential clients to request a consultation
- Provide project inquiry option for serious leads

Chatbot Role: Answer common questions about BIDAYA's services, qualify leads, and direct interested prospects to contact BIDAYA directly for detailed consultations and pricing.

Document Version

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This document serves as the primary knowledge source for the BIDEA chatbot. It should be referenced for all customer inquiries about agency services, capabilities, and company information.