HAQQI · LAUNCH PACK 03

Marketing Plan

How Haqqi wins clients and licensed partners in the UAE in the first 90 days and year one, within the rules of the legal profession.

VERSION	DATE	MARKET	YEAR-1 BUDGET
1.0	November 2026	UAE first, then GCC	AED 2.2M

PREPARED BY
TAGNOLOGYS
INFORMATION TECHNOLOGY

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01 Summary

Goals, budget and the numbers we will be judged on.

Haqqi markets a **platform**, not lawyers: a free AI legal assistant that explains UAE law with citations, turns a problem into a case brief, and brings 2–3 fixed-price offers from licensed professionals, with payments held by a licensed payment provider. The plan builds supply first (60 founding partners before launch), opens with a closed beta in Dubai, then launches publicly across the UAE with search-led demand capture, short-form video, WhatsApp and community partnerships.

Goals

Launch: first 90 days

- 60 verified founding partners live before public launch; 120 active by week 12.
- 4,500 assistant chats, 1,800 completed case briefs, 288 first paid matters.
- 80% of briefs receive at least one offer within 24 hours.
- Prove channel economics: CPC, chat rate and cost per paid matter measured per channel and language.
- Zero compliance incidents (advertising, PDPL consent, WhatsApp opt-in).

Year one

- About 44,500 assistant chats and 3,770 paid matters (first + repeat).
- 300 active partners in all seven emirates.
- 600 Haqqi Plus subscribers and 40 Business accounts.
- Blended cost per first paid matter down from about AED 1,530 (launch) to about AED 600 (year average); organic and referral share above 60% of chats.
- Phase 2 readiness: GCC market entry plan, starting with KSA.

Budget and headline KPIs

90-day launch budget

AED 500K

Weeks −4 to 12

Year-1 budget

AED 2.2M

61% paid media

Founding partners at launch

60

30 advocates · 30 consultants

Assistant chats (90 days)

4,500

Year 1: ~44,500

Completed briefs (90 days)

1,800

40% of chats

First paid matters (90 days)

288

Year 1: ~3,280

Offer within 24 h

≥80%

of completed briefs

Client NPS

≥40

Year 1: ≥50

Launch conditions (not marketing decisions)

No public campaign starts until (1) a written opinion from UAE counsel confirms the fee model and the advertising approach under Federal Decree-Law 34/2022 (Arts. 45, 61, 99, 101), (2) Haqqi has engaged the Ministry of Justice and Dubai's Legal Affairs Department, (3) the licensed payment provider's marketplace account is live, and (4) the PDPL consent and DPIA work is signed off.

Honest economics

At a 5% client service fee and an assumed AED 3,000 average matter, paid consumer acquisition does not pay back within year one (12-month contribution ≈ AED 230 per client vs ≈ AED 600 blended cost per first paid matter). The plan therefore caps paid media, shifts spend to channels that meet cost targets, and leans on SEO, WhatsApp, referrals, the Business plan and partner subscriptions. See §9–10.

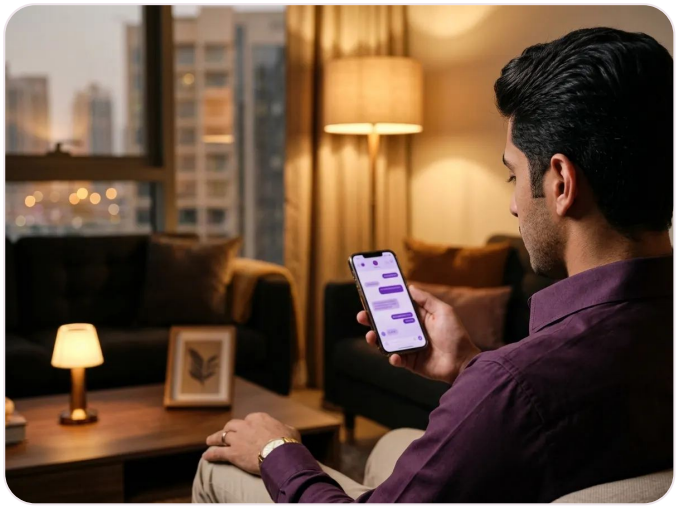
02

Positioning

Category, promise, messages and how Haqqi differs.

Category

Online legal-services marketplace with a free AI legal assistant. Internally we use "UpCounsel for the UAE"; the "Talabat for lawyers" analogy stays internal, because it frames lawyers as delivered goods and invites the lead-selling reading that Art. 101 targets.



The free assistant is the front door of every campaign: every ad lands on a conversation, not a lawyer listing.

Positioning statement

English

For people and businesses in the UAE who face a legal problem and don't know where to start, Haqqi is the legal-services platform that explains your rights in plain Arabic or English with cited UAE law, prepares your case brief, and brings you fixed-price offers from licensed advocates and legal consultants. Unlike searching for a lawyer one office at a time, you compare clear offers in one place and your payment is held by a licensed payment provider until you approve each milestone.

Brand promise

Clear answers. Fixed-price offers.
Protected payments.

Value propositions by audience

Audience	Job to be done	What Haqqi gives them	Plan
Individuals (nationals and expats)	Understand my situation fast and find a trustworthy professional at a known price	Free cited answers in AR/EN; case brief; 2–3 fixed-price offers; payment released per milestone; one account with three chats	Free (5% service fee) or Haqqi Plus AED 149/mo
SMEs and startups	Contracts, company matters and disputes without a retained in-house lawyer	Contract drafting and review by consultants, retainers with hour meters, templates with e-signature	Haqqi Plus or Business AED 2,500/mo
HR teams and companies	Labour and immigration questions at scale, cost control	Multiple users, matters and contracts dashboard, cost reports, account manager	Business AED 2,500/mo
Advocates	More qualified matters with less admin, predictable payment	Structured briefs, fair-rotation requests, filings log, chats, earnings; payment through a licensed provider	Partner subscription (draft AED 399 / 1,499, open)
Legal consultants and firms	Productive advisory work, compliant client intake through the firm	Written questions with AI draft and citations, AI clause checks, AI research, retainers, referral of court work to an advocate inside Haqqi	Partner subscription (draft, open)

Messaging pillars and proof points

1 · Know where you stand

Free answers in Arabic or English, citing the actual article of UAE law.

Proof: every answer links the law and article; a visible "general information, not legal advice" line; assistant citation rate tracked in the admin console.

2 · Licensed, verified professionals

Advocates for court, legal consultants for advice and contracts: the right role for each matter.

Proof: licence checked against official registers (e.g. the DLAD dataset on Dubai Pulse [3]); video interview; firm-level contracting (Art. 61 [13][15]).

3 · Compare clear prices

2–3 fixed-price offers by fair rotation, with Haqqi's fee shown before you pay.

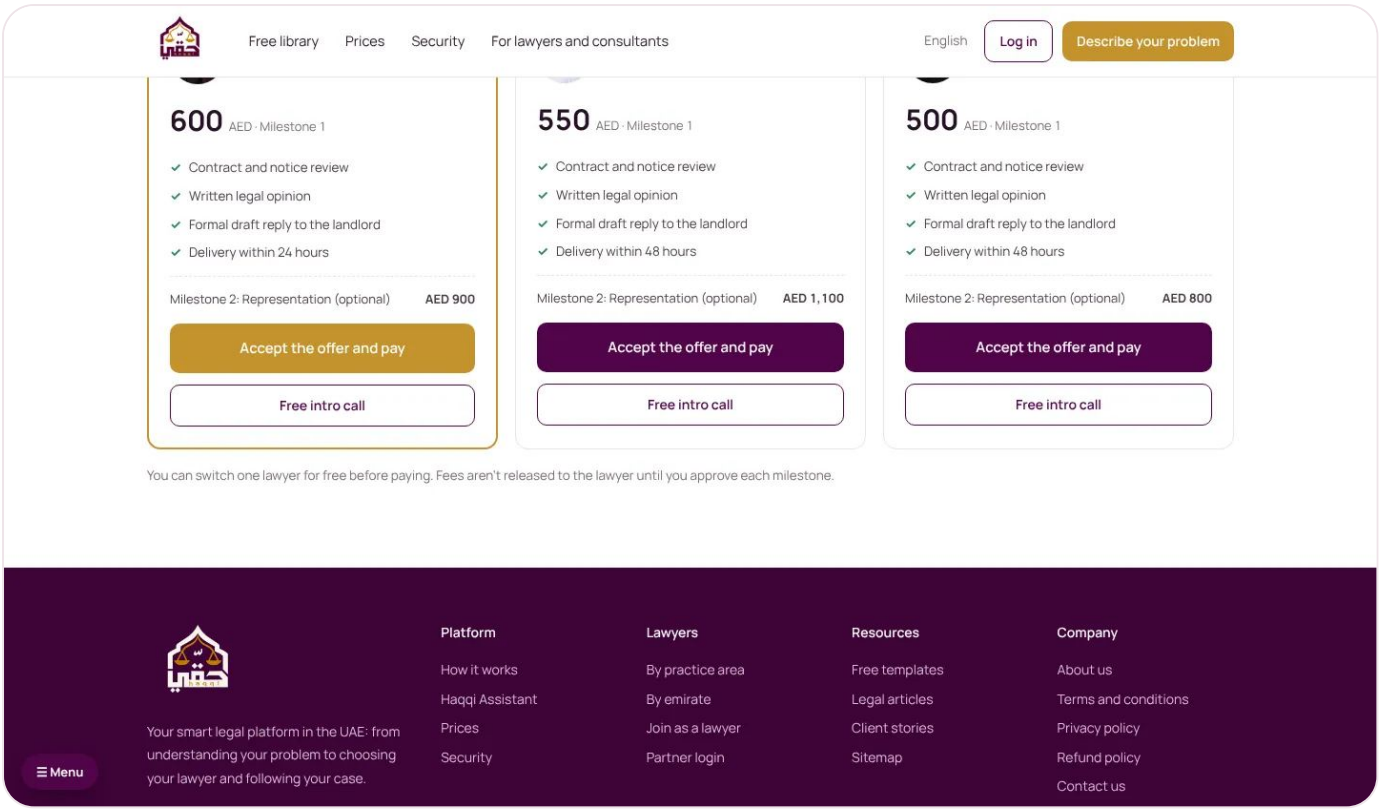
Proof: offer cards with scope, milestones and delivery time; fees within allowed ranges set at onboarding.

4 · Your money is protected

Payment held by a licensed payment provider and released to the law firm only after you accept each milestone; 14-day dispute window.

Proof: provider named at checkout; milestone status in the legal file; Haqqi never holds client funds.

Performance proof points (median time to first offer, share of briefs with offers, client NPS) are published only once measured on real traffic; none are claimed at launch.



Proof in product: the offers screen shows scope, fixed price and milestones side by side. Before launch, remove "top-rated" badges and star ratings from offer cards: reviews are Phase 2 and superlatives need counsel review (§4).

Tone of voice

Arabic first: الفصحى

Every asset is written in Modern Standard Arabic first, then adapted to English (not translated word for word). Short sentences, correct legal terms (محامٍ، مستشار قانوني، أتعاب، ترخيص), respectful address, no dialect in brand copy. Creators may speak in their own dialect on camera, but captions and on-screen text stay in الفصحى.

English second

Plain, calm and precise. We explain, we don't frighten; we inform, we don't promise outcomes. Second person, active voice, no legalese without a plain-language gloss. Hindi, Urdu and Tagalog subtitles for expat explainers, reviewed by native speakers.

Tagline

Know your right. Choose your lawyer.

Recommended, paired with the Arabic «اعرف حقّك، واختر محاميك», which echoes the brand name (حقّي = "my right"). For A/B testing in ads only: "Your legal question, answered. Your lawyer, chosen." / «سؤالك القانوني له جواب، ومحاميك باختيارك»; and "Clear answers. Fixed prices." / «إجابات واضحة وأسعار ثابتة». Open question for the client: the hero CTA «احصل على عروض مجانية» ("Get free offers").

Differentiation

Alternative	What it is	Where Haqqi is different	How we talk about it
Legaline [34]	UAE AI-native marketplace (May 2026): clients post a request with a budget; lawyers bid in closed rounds; EN/AR/RU	No budget guessing: the AI builds the brief, 2–3 professionals send fixed prices; advocate/consultant routing by role; milestone release via licensed provider	Never name in ads. In sales and PR: "you describe the problem; we prepare the brief; you compare fixed prices"
HAQQ (haqq.ai) [32][33]	Beirut-based legal AI, USD 3M raised; free AI chat; B2B practice-management; ranks for "AI lawyer UAE" [19]	Consumer marketplace with licensed UAE professionals and protected payments, not a B2B tool	Name collision risk: always write "Haqqi · حقّي" with the logo; bid on own brand; never bid on "HAQQ"; trademark search before launch
Government free services [20]	Dubai Now "Ask a Lawyer", Dubai Courts "Shoor", ADJD Legal Aid, MoJ Virtual Legal Consultant	Ongoing representation, price comparison, one workspace and payment protection; not means-tested	Respectful complement: "For a first free opinion, use the official services. When you need a professional to act, compare offers on Haqqi." Never disparage, never imply endorsement
Offline law firms	Walk-in or referral; quotes after a meeting; payment upfront	Prices before you commit, several offers, AR/EN explanation first, money released per milestone	Firms are our partners: we never position against lawyers, only against uncertainty

03 Audiences

Two sides of the marketplace: clients and partners.

The UAE has about 11.3M residents (2024) [4], about 88% of them expatriates [7]; Dubai reached 4.58M at end-2025 [5] and Abu Dhabi 4.14M in 2024 [6]. Internet penetration is 99% [8]. Demand is visible in public data: about 188,000 labour disputes reached MoHRE in H1 2026 [12], and Dubai's Rental Disputes Centre registered 103,975 lawsuits in nine years [11].

Client segments and priority needs

Practice-area priority follows the client's decision: **1 Criminal, 2 Family, 3 Immigration**, then rental, labour and contracts (the other areas follow in content and search). Labour and rental carry the largest public volumes, so they get always-on search coverage even though they rank lower in brand emphasis.



1 · Criminal: urgent, high-anxiety, often first contact at night; advocates only.



2 · Family: divorce, custody, maintenance, wills; privacy is the first concern.



3 · Immigration: visas, residency, bans, status after job loss; mostly expats.

Segment	Top needs (in priority order)	Language	Decision style
Emirati nationals (≈11–14% of residents [7])	Family and personal status, criminal, inheritance, real estate, commercial	Arabic	Trust- and privacy-led; referral from family; prefers Emirati advocates
Arab expats (e.g. Egypt ~0.4M [7])	Immigration and residency, labour, family, rental, criminal (cheques, cyber)	Arabic, some English	Price-aware; searches in Arabic for information, compares offers
South Asian expats (India ~4.3M, Pakistan ~1.7M, Bangladesh ~1.2M [7])	Labour (unpaid wages, gratuity), immigration status, criminal, rental	English, Hindi, Urdu, Malayalam	Very price-sensitive; WhatsApp and video first; community word of mouth
Western and other expats (incl. Philippines ~0.7M [7])	Family (divorce, custody, wills), rental, criminal (traffic, social-media), contracts	English, Tagalog	Research-heavy; Google first; values transparency and English-speaking counsel
SMEs and startups	Contracts, company formation, commercial disputes, cheques and debt recovery, trademarks	English and Arabic	Founder decides; LinkedIn, free-zone communities, accountants
HR teams and companies	Labour contracts and disputes, employee immigration, policies	English and Arabic	Committee; needs invoices, reports and a named account manager

Partner side

Advocates (محامون)

On the roll; only they appear in court and before rental and tax committees (Arts. 6, 59 [13][15]). Listing on the roll requires UAE nationality (Art. 13), and foreign lawyers may not handle criminal, family or personal-status cases (Art. 10 [14]), so the top-3 areas depend on a small Emirati pool: 1,034 registered lawyers in the last national count (2018) [2].

Legal consultants (مستشارون قانونيون)

3,433 practising in Dubai alone (Q1 2026) [1]. Non-judicial work only; cannot sign fee agreements or work on their own account (Art. 61), so every offer is issued by their licensed firm. Strong fit for contracts, company retainers and written questions.

Firms (managing partners)

139 licensed legal consultancy firms in Dubai, 86 of them international [1]. The firm is the contracting party and the subscriber; its members join as practitioners. Decision makers want predictable volume, low admin and reputational safety.

Persona table

Persona	Channels	Triggers	Objections	Message
Mariam, 41, Emirati, Abu Dhabi; family matter	Google (AR), Instagram, Snapchat, WhatsApp, family referral	Separation, custody disagreement, inheritance dispute	"My family matter must stay private"; "I want an Emirati advocate"	«ملفك سرّي، وتختار بنفسك محاميك المواطن المرخَّص بسعر معلوم.»
Ahmed, 41, Egyptian, Sharjah; residency and labour	Facebook, YouTube, Google (AR), WhatsApp groups	Contract ended, visa cancelled, unpaid end-of-service	"Lawyers are expensive"; "Is this platform real?"	«اعرف حقوقك مجانًا مع الإحالة إلى نص القانون، ثم قارن عروضًا بأسعار ثابتة.»
Ravi, 29, Indian, Dubai; unpaid wages	TikTok, Instagram Reels, WhatsApp, community associations	Two months without salary; employer threatens visa	Cost; language; fear of losing the job	"Your rights if your employer doesn't pay: free answers in English, Hindi subtitles, official steps first."
Claire, 38, British, Dubai; divorce and custody	Google (EN), Instagram, expat forums, LinkedIn	Divorce talk, relocation with children, will planning	"Which law applies to me?"; trust in unknown firms	"Understand which law applies, then compare fixed-price offers from licensed professionals."
Omar, 32, founder, free-zone startup	LinkedIn, Google (EN), free-zone events, accountants	New client contract, co-founder dispute, unpaid invoice	Hourly bills; slow turnaround	"Contract review at a fixed price, with AI clause checks and a licensed consultant's sign-off."
Huda, HR manager, 300-staff company	LinkedIn, HR communities, webinars, email	Termination, labour complaint, visa issue at scale	Procurement; data protection; invoices	"One account for every labour and immigration question, with cost reports and an account manager."

Persona	Channels	Triggers	Objections	Message
Advocate Khalid, 45, Emirati, own firm	Direct outreach, LinkedIn, bar and firm networks, founding-partner briefings	Empty calendar slots; admin overload; late payments	"Is this lawful?"; "Will it cheapen the profession?"	"Software for your practice: structured briefs, fixed-price offers, payment through a licensed provider. No commission, no lead buying."
Priya, 36, consultant, international firm, Dubai	LinkedIn, firm partner referrals, webinars	Billable targets; small-ticket advisory demand she can't serve profitably	Firm approval; compliance with Art. 61	"Offers go out under your firm; AI drafts and citations cut time on written questions."

04 Compliance guardrails for marketing

What Haqqi may and may not say. Every asset passes this checklist.

Two articles shape all marketing. **Art. 45(1)(h)** bars lawyers from promoting themselves "by any means of promotion or enticement by intermediaries"; **Art. 101** fines anyone who "attempts, in consideration of a commission, to entice clients in favor of any lawyer" AED 20,000–200,000, with prison for a repeat offence [13]. The Code of Ethics requires conduct that "upholds the dignity and prestige of the profession" [16]. In Kuwait, the Bar filed reports against expats giving legal advice in social-media videos [28]. Haqqi therefore advertises the platform and the client's rights, never individual lawyers, and never pays or charges per client.

Topic	Do	Don't
Outcomes	"Understand your options." "Get fixed-price offers."	"Win your case." "Guaranteed result." "Get your money back." Before/after outcome stories
Superlatives	"Licensed, verified advocates and legal consultants."	"Best lawyer in Dubai", "top-rated", "No. 1", rankings, "top-rated" badges on offers
Lawyer promotion (Art. 45)	Platform-level ads; profiles show services and prices only (Phase 1); fair rotation explained	Ads featuring a named lawyer or firm; sponsored placement; lawyer testimonials promoting their own practice
Fees and commission (Art. 101)	"Software subscription for your practice: briefs, offers, payments, filings, earnings." Client fee shown as "Haqqi service fee"	"Pay per lead", "we send you clients", "referral fee", "commission on every case", "guaranteed X clients a month"
AI	"Haqqi Assistant gives general legal information with cited UAE law. It is not legal advice; a licensed professional advises you."	"AI lawyer", "legal advice in seconds", "replace your lawyer", screenshots of AI answers presented as advice
Price	"The assistant is free. Receiving offers is free. You see the full price, including Haqqi's fee, before you pay."	"Free lawyer", "cheapest lawyers", strike-through prices, unverifiable savings claims
Payments	"Your payment is held by a licensed payment provider and released to the law firm when you approve each milestone."	"Haqqi holds your money", "Haqqi escrow", "100% refund guaranteed"
Government	"Licences checked against official registers." Recommend free official services where they fit	Government logos, "approved by MoJ/DLAD" (unless granted in writing), disparaging free services

Topic	Do	Don't
Remarketing (PDPL)	Consent banner with granular choices; Consent Mode; exclude criminal and family pages from audience lists; send only non-sensitive events	Firing pixels before consent; passing practice area, case text or documents to ad platforms; "legitimate interest" as a basis [17]
WhatsApp	Explicit, unticked opt-in at sign-up; approved templates; "STOP / إيقاف" opt-out in every broadcast; service messages only on the user's matter	Uploading purchased or scraped numbers; cold broadcasts; case details in marketing messages
Testimonials	Real, written consent, anonymised for criminal and family; experience of the platform only	Invented, paid or incentivised reviews; outcome claims; identifiable parties
Creators	Scripted general information reviewed by Haqqi's legal reviewer; clear "Ad / إعلان" disclosure; confirm any required media permit with counsel	Creators giving personal legal advice, naming lawyers, or appearing to practise law
Competitors	Factual, verifiable comparisons in sales material	Naming competitors in ads; bidding on "HAQQ" or other trademarks

Mandatory disclaimer on every ad landing page and in the assistant
"Haqqi is a technology platform, not a law firm. Haqqi Assistant provides general legal information and may make mistakes; it is not legal advice. Legal services are provided by independent licensed law firms."

Approval workflow

Brief → Draft (AR first) → Legal reviewer: law cited, checklist → Brand and language QA → Publish + log

Every published asset is logged (version, reviewer, date, sources) so Haqqi can show regulators what ran. High-risk topics (criminal, family, immigration status) need two reviewers.

05

Channel strategy

UAE first. Search captures intent; video builds understanding; WhatsApp keeps the relationship.

Platform reach in the UAE (first-party ad reach, Digital 2026): TikTok 15.5M, LinkedIn 10M, Facebook 9.7M, YouTube 8.37M, Instagram 8.05M [9]. Survey-style penetration (2024) puts WhatsApp at 85.8% of internet users aged 16–64, X at 3.59M and Snapchat at 2.86M, skewing to Emirati and Gulf-Arab youth [10]. The two sources measure different things and are shown separately.



Source: Campaign Middle East / Digital 2026 [9]. Ad reach can exceed adult population because of multiple accounts.

Channel roles at a glance

Channel	Role	Primary audience	Lead formats	90-day media (AED)	Primary KI
Google Search	Capture intent	All segments, AR + EN	Search ads per practice area to assistant landing pages	120,000	Cost per complete brief
SEO + library	Compounding demand	Information seekers	Bilingual explainers with cited articles	—	Organic chats
Meta (Instagram, Facebook)	Explain + retarget (with consent)	Arab and Western expats, nationals	Reels, carousels, click-to-WhatsApp	60,000	Cost per chat
TikTok	Reach + education	South Asian and Arab expats, under 35	15–45 s explainers, creator content	40,000	Cost per chat, view through
Snapchat	Arabic national youth	Emiratis 18–34	Story ads in Arabic	15,000	Swipe-up chat
YouTube	Depth + search	Researchers, Arab expats	3–6 min explainers, Shorts	10,000	Views, assisted chats
LinkedIn	Partners + B2B	Advocates, consultants, HR, founders	Thought leadership, lead forms	20,000	Partner applicatio B2B leads
X	Arabic news and trust	Nationals, legal community	Law-update threads	5,000	Engagem mentions

Channel	Role	Primary audience	Lead formats	90-day media (AED)	Primary K
WhatsApp Business	Service + retention	Opted-in users	Intake, case updates, tips	—	Opt-in rat repeat
PR, partnerships, creators, events	Trust + reach	Communities, companies	Media, webinars, community clinics	(see §9)	Referred chats

Search: Google Ads keyword clusters

Dubai legal-services CPCs are estimated at AED 15–40 with very high competition [38]. Arabic performs strongly for informational, governmental and trust-led queries, users switch language mid-journey, and transliterated "Arabizi" queries are common on mobile [42]. No study of the Arabic/English search split exists, so the first two weeks run paired AR/EN ad groups and Keyword Planner checks (e.g. «محامي عمالي دبي» vs "labour lawyer Dubai") before budgets are fixed.

Cluster	Arabic keywords	English keywords	Share of search budget
1 Criminal	محامي جنائي دبي · محامي قضايا جزائية · بلاغ ضدي ماذا أفعل · منع سفر بسبب قضية	criminal lawyer dubai · police case uae what to do · travel ban check lawyer · cybercrime lawyer uae	20%
2 Family	محامي أحوال شخصية · محامي طلاق أبوظبي · حضانة الأطفال بعد الطلاق · نفقة الزوجة الإمارات	divorce lawyer dubai · child custody uae expat · family lawyer abu dhabi · will registration uae	20%
3 Immigration	محامي إقامات · بلاغ تغيب عن العمل · إلغاء الإقامة ماذا أفعل · منع دخول الإمارات	absconding case uae lawyer · visa cancelled what now · immigration lawyer dubai · residency ban uae	15%
Labour	محامي عمالي دبي · شكوى عمالية · مستحقات نهاية الخدمة · راتب متأخر	labour lawyer dubai · unpaid salary uae · end of service gratuity dispute · mohre complaint help	15%
Rental	محامي إيجارات · إنذار إخلاء · زيادة الإيجار دبي · مركز فض المنازعات الإيجارية	eviction notice dubai lawyer · rental dispute lawyer · rent increase dispute · rdc case help	10%
Contracts and business	مراجعة عقد · صياغة عقد · مستشار قانوني للشركات · تأسيس شركة	contract review dubai · legal consultant for startups · company lawyer uae · shareholder agreement	10%
Brand + Arabizi	حقي · حقّي محامي · تطبيق حقي	haqqi · haqqi app · mahami dubai · mo7ami	10%

Negatives: jobs, vacancies, salary of lawyer, law school, course, internship, "HAQQ", haqq.ai. **Landing:** each cluster lands on the assistant pre-filled with the area and a short explainer; one ad group per emirate for Dubai, Abu Dhabi and Sharjah. **Phase 2:** practice×emirate SEO listing pages (e.g. "Family lawyers in Sharjah") are out of Phase 1 scope; until then, paid geo-targeting does the emirate work.

SEO with the free library

HAQQ already ranks for "AI lawyer UAE" and publishes multilingual comparison guides [19][42], so Haqqi needs a bilingual library from day one: 40 cornerstone articles live at launch (criminal, family, immigration first), each with the law and article cited and linked to uaelegislation.gov.ae, FAQ schema, a "last reviewed" date and a reviewer name, and a contextual entry into the assistant. Library pages carry no lawyer names. Target: 150 article pairs by month 12.

Social, video and messaging

Meta: Instagram and Facebook

Reels and carousels explaining one right per post; click-to-WhatsApp and click-to-assistant ads; Facebook for Arab expats 30+. Planning CPM USD 6.5–16 [39][41]; legal-vertical CPC about USD 1.78 [40]. Retargeting only for consented users, excluding criminal and family visitors.

TikTok

Largest ad reach (15.5M) [9]. Short explainers in English with Hindi, Urdu and Tagalog subtitles, and in Arabic; "Your rights if…" series; Spark Ads on creator posts. Over a third of UAE internet users seek educational video before buying [8].

Snapchat and X

Snapchat reaches Emirati and Gulf-Arab youth [10]: Arabic story ads on family, inheritance and traffic/cyber topics. X carries Arabic-speaking national audiences and the legal community: law-update threads and launch news.

YouTube and LinkedIn

YouTube: 3–6 minute explainers that rank in Google and YouTube search, plus Shorts cut-downs. LinkedIn (10M reach [9]): partner recruitment, founding-partner stories (about the platform, not their practice), HR and SME content, Business-plan lead forms.

WhatsApp Business: opt-in flows

Click-to-WhatsApp ad or site button → Greeting + privacy notice →
Explicit opt-in (service / tips, separate) → Link to assistant + OTP sign-up →
Case updates; weekly tip; STOP anytime

WhatsApp has the highest penetration of any platform (85.8%) [10]. Service updates (offer received, milestone ready, payment released) go to everyone who opted in to service messages; the weekly tip goes only to those

who opted in to marketing. Consent is stored with timestamp and wording (PDPL: specific, provable, withdrawable [17]).

PR, partnerships, creators and offline

Partner type	Value exchange	Examples of targets	Guardrail
Free-zone authorities and business centres	Member benefit: Business-plan trial, contract templates, legal-literacy sessions	Free-zone member-services teams, co-working operators, accountants and PROs	Benefit is Haqqi's own fee or subscription, never a lawyer discount paid to the partner
HR communities	Webinars on labour law updates; HR toolkit; Business plan	HR associations, HR LinkedIn groups, payroll providers	No referral commission to any party
Expat communities	Know-your-rights sessions in community languages; WhatsApp tips	Indian, Pakistani, Filipino, Egyptian and Western community associations; consulates' welfare desks	General information only; no on-site advice by Haqqi staff
Universities	Legal-literacy content; student ambassadors; law-student research internships	UAE law faculties and student clubs	Students never give advice; ambassadors paid a flat fee, not per signup of a matter
Banks, insurers, employers' benefits	Haqqi Plus as a card or policy perk	Retail banks' lifestyle programmes, health and home insurers	Partner pays for subscriptions, not for matters
Media	Launch story; data stories from public sources; bylined explainers	Business and community press, Arabic and English	No outcome claims; quotes from Haqqi, not from partner lawyers about their own work

Creators: guardrails

- 6–8 creators per wave across Arabic, English, Hindi/Urdu and Tagalog audiences; lifestyle, finance and "life in UAE" niches, not lawyers.
- Haqqi writes the script; the creator tells a relatable situation and points to the free assistant.
- Legal reviewer approves before posting; "Ad / إعلان" disclosure; no outcome claims, no lawyer names.
- Flat fee per deliverable; no payment per signup or per matter.

Offline: community events

- Monthly "Know your rights" evenings with community associations (labour, tenancy, family basics).
- Free-zone breakfast briefings for founders (contracts, cheques and debt recovery).
- HR round tables on labour-law updates.
- QR to the assistant with a source code per event; no on-site consultations.

IMG-MKT-01 · Social ad creative set · 1080×1920 + 1080×1350

Placeholder until the ad creative set is generated (story and feed formats, AR and EN).

```
Photoreal vertical social ad, a young expat professional in a modern Dubai apartment at dusk looking at a phone showing a clean chat interface in aubergine #510449 and heritage gold #C4932D accents, ivory #FAF7F2 negative space at top for a headline, warm natural light, calm and reassuring mood, no logos of real companies, no text rendered in the image, shallow depth of field, 9:16.
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Phase 2: GCC expansion notes

Not in the launch budget. Channel differences are our analysis; market facts are cited.

Country	Market facts	Channel mix difference vs UAE	Watch-outs
KSA (next)	Legal-tech USD 380M, fastest growth (15.2% CAGR) [21]; 15,936 lawyer licences (2023) [22]	Arabic-first; heavier Snapchat and X; Google AR dominant; Najiz-related search intent	Shwra established with Tamara instalments [23]; local entity needed
Oman	Legal-tech USD 95M [21]; new law RD 41/2024 [24]	Instagram, WhatsApp and X; community and word of mouth; Tagnologys' Muscat base for PR	Advocates must be Omani; marketing restricted [24]; instaSpace active [25]
Qatar	281 lawyers on the rolls (Jun 2025) [26]	Arabic search and Instagram; B2B via LinkedIn	Very small supply; Laiwyer.ai active [27]
Kuwait	Legal-tech USD 120M [21]	Platform-only brand ads; no creator explainer videos	Kuwait Bar action against online advice by expats [28]; Muhameen marketplace [29]
Bahrain	1,927 licensed lawyers, 891 practising (Dec 2024) [30]	Instagram and Google; SEO tools (calculators, forms)	Lawyers.bh brokerage present [31]

06

Partner acquisition

Supply before demand: no emirate or practice area is advertised until it can return 2–3 offers.



The for-lawyers page sells software and workflow, not leads.

Target: **60 verified founding partners** (30 advocates, 30 legal consultants, from about 25 firms) live before public launch; 120 active by week 12; 300 by month 12.

The binding constraint is Emirati advocates for criminal and family work: foreign lawyers cannot take these cases (Art. 10) and the roll requires UAE nationality [13][14]. Recruitment therefore starts with Emirati-led firms in Dubai and Abu Dhabi, while consultants (3,433 in Dubai [1]) cover contracts, business and written questions.

Founding partners by emirate (before public launch)

Emirate	Advocates	Consultants	Total	Minimum coverage rule
Dubai (beta)	12	18	30	≥6 advocates each for criminal and family; ≥4 immigration; ≥3 rental (advocates only); ≥6 consultants for contracts
Abu Dhabi	8	7	15	≥3 professionals per top-3 area
Sharjah	4	3	7	≥3 per top-3 area before paid media
Ajman	2	1	3	Northern emirates open to paid media in week 7, once each reaches ≥3 professionals per top-3 area (local or covering firms)
Ras Al Khaimah	2	1	3	
Fujairah	1	0	1	
Umm Al Quwain	1	0	1	
Total	**30**	**30**	**60**	



Dubai: closed beta, 30 founding partners.



Abu Dhabi: 15 partners at public launch.



Sharjah: 7 partners at public launch.

Outreach sequence

1 · Build the target list

Firms from official registers (DLAD data on Dubai Pulse [3], ADJD rolls), filtered by practice area and language; 150 firms prioritised by Emirati advocates in criminal and family.

2 · Warm introduction

Personal letter from the founder (AR/EN) + one-page compliance note (no commission, firm-level contracting, role routing) + invitation to a briefing.

3 · Briefing and demo

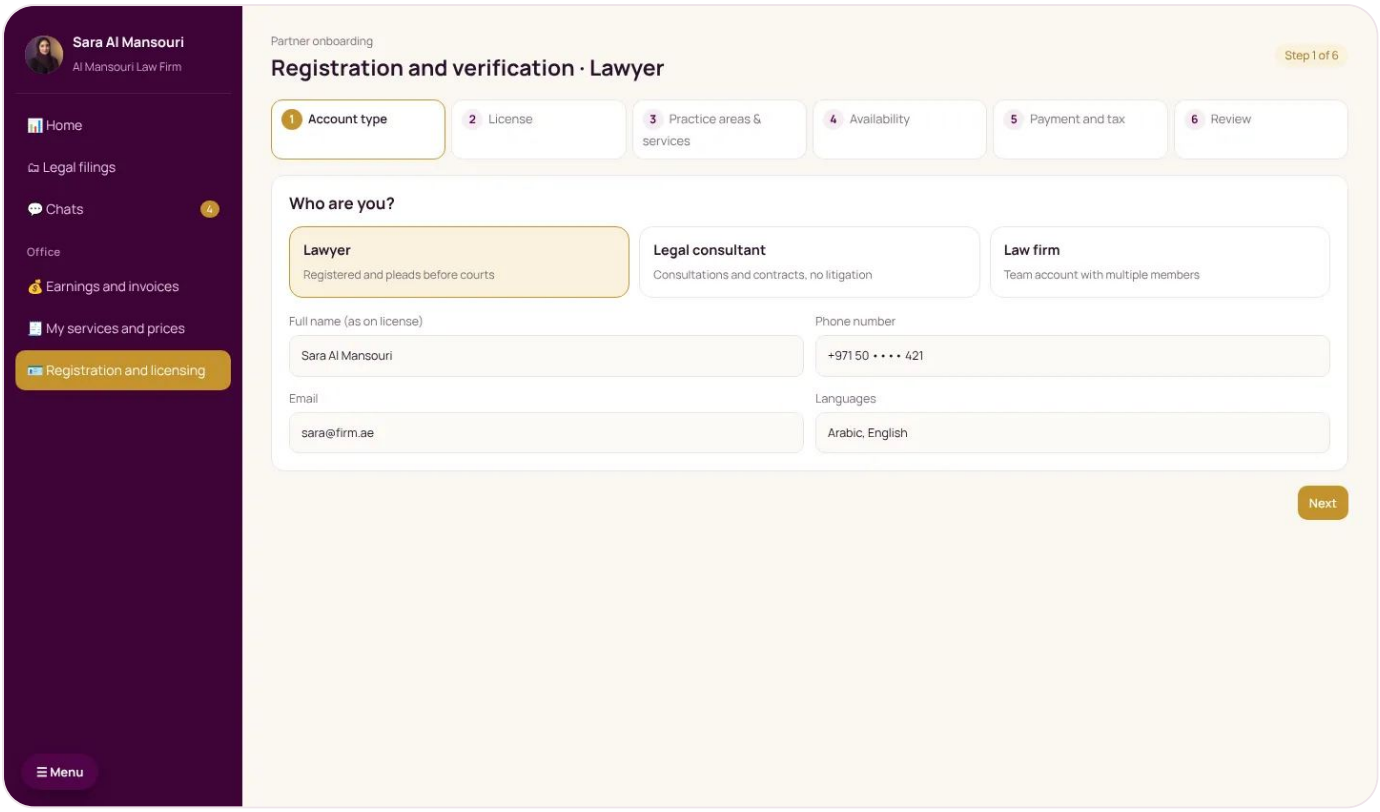
Small-group briefings (12–20 people) in Dubai, Abu Dhabi and Sharjah; live demo of brief → offer → milestone → payout; Q&A with Haqqi's counsel.

4 · Application and verification

Onboarding wizard: role, licence and register check, services and prices within allowed ranges, capacity, IBAN/TRN, review and video interview. Target: 7 working days from application to live.

5 · Activation

Training session, test request in beta, first offer sent within 48 hours of going live; partner success check-in at day 14 and day 30.



Partner onboarding wizard (six steps) used in briefings and onboarding events.

Founding-partner offer

- **Subscription waived for 6 months** (draft AED 399 / 1,499 plans; prices still open), then a locked founding rate for 12 months.
- Free onboarding, data migration of price lists, and training on AI drafting, clause checks and research.
- Seat on the Partner Council: quarterly input into product and pricing ranges.
- Priority partner support line.

What is never offered

- No guaranteed number of requests or clients.
- No priority in the fair rotation; founding status is not shown to clients as a ranking.
- No per-case or success fee, no revenue share on matters.

Onboarding events and quality bar

Event	When	Audience	Goal
Founding briefing #1 (Dubai)	Week −3	Emirati-led firms, criminal and family	20 applications
Founding briefing #2 (Abu Dhabi)	Week −2	Abu Dhabi firms and advocates	12 applications
Consultant workshop: AI drafting and Art. 61 workflow	Week −2	International and local consultancy firms	20 consultant applications
Briefing #3 (Sharjah and northern emirates)	Week 3	Sharjah, Ajman, RAK firms	Coverage for week-7 opening
Monthly partner clinic (online)	From week 4	All partners	Response time, offer quality, product feedback

Quality bar (applied before and after launch)

Valid licence on an official register; firm contracts and invoices (consultants never contract personally); professional indemnity insurance on file; video interview passed; prices inside the allowed ranges; median response to requests within 4 business hours; offer acceptance (responding within the timer) ≥70%; dispute rate below 5% of matters; client rating of service ≥4/5 (internal only in Phase 1). Partners below the bar for two consecutive months pause from rotation after a coaching call.

07

Content plan

Pillars, formats, hooks, cadence and SEO topics.

Content pillars

1. **Know your rights** (50%): criminal, family and immigration first, then labour, rental, contracts. One right per piece, law cited.
2. **How Haqqi works** (15%): brief, offers, fixed prices, payment released per milestone, privacy.
3. **UAE life moments** (15%): new job, new lease, marriage, new baby, starting a company, leaving the UAE.
4. **For business** (10%): HR and SME guides, templates, webinars.
5. **For partners** (10%): practice-efficiency, AI tools, compliance workflow.



The free library is the SEO engine and the source for every social cut-down.

Formats

Format	Spec	Channels	Per month
Short video explainers	15–45 s, vertical, AR and EN versions, Hindi/Urdu/Tagalog subtitles on expat topics	TikTok, Reels, Shorts, Snapchat	12
Long explainers	3–6 min, chaptered, law on screen	YouTube, library embeds	2
Carousels	6–8 slides, "what the law says / what to do / where to start"	Instagram, LinkedIn, Facebook	12
Library articles	800–1,500 words, AR and EN pairs, cited, FAQ block, reviewer and date	Website, search	12
Templates	Contract and letter templates with e-signature (Haqqi Plus)	Library, LinkedIn	2
FAQ blocks	Short answers reused in search snippets and the assistant	Website, assistant	20
WhatsApp tips	One tip + link to the library; opted-in users only	WhatsApp	4
Webinars	45 min, HR or SME topic	LinkedIn, email	1
Partner newsletter	Product updates, response-time stats, compliance notes	Email, partner app	1

Sample hooks

Area	Arabic hook	English hook
Criminal	استُدعيت إلى مركز الشرطة؟ ما الذي ينبغي أن تعرفه قبل أن تُدلي بأقوالك.	Called in by the police? What to know before you give a statement.
Criminal	منشور واحد قد يضعك أمام القانون: ماذا يقول قانون الجرائم الإلكترونية؟	One post can land you in trouble. What UAE cybercrime law actually says.
Family	الحضانة بعد الطلاق في الإمارات: ما الذي يحدده القانون، وما الذي يُترك لتقدير المحكمة؟	Custody after divorce in the UAE: what the law decides and what the court decides.
Family	مقيم غير مسلم؟ تعرّف على القانون الذي قد ينطبق على زواجك ووصيتك.	Non-Muslim expat? Find out which law may apply to your marriage and your will.
Immigration	أُلغيت إقامتك؟ تعرّف على خياراتك والمهل المتاحة لك.	Visa cancelled? Your options and the deadlines that matter.
Labour	لم تتسلّم راتبك منذ شهرين؟ هذه هي الخطوات الرسمية بالترتيب.	Two months without salary? The official steps, in order.
Rental	طلب منك المالك الإخلاء قبل انتهاء العقد؟ اقرأ هذا قبل أن تردّ.	Landlord wants you out before the lease ends? Read this before you reply.
Contracts	لا توقّع عقدك قبل مراجعة هذه البنود الخمسة.	Don't sign until you've checked these five clauses.
How it works	اشرح مشكلتك في دقائق، واستلم عروضًا بأسعار ثابتة، ولا تُصرف دفعتك إلا بموافقتك.	Explain it in minutes. Get fixed-price offers. Your payment moves only when you approve.

Hooks are question-led and informational. The full script for each piece cites the specific law and article and passes the legal reviewer before production.

Monthly cadence

Week	Theme focus	Hero piece	Supporting
1	Criminal (incl. cyber, traffic)	Long explainer + 3 library articles	3 shorts, 3 carousels, WhatsApp tip
2	Family and personal status	Long explainer + 3 articles	3 shorts, 3 carousels, WhatsApp tip
3	Immigration and labour	3 articles + HR webinar	3 shorts (expat languages), 3 carousels, WhatsApp tip
4	Rental, contracts, business; How Haqqi works	3 articles + 2 templates	3 shorts, 3 carousels, WhatsApp tip, partner newsletter

SEO topics (first 40 cornerstone articles, sample of 24)

1. What to do if a police case is filed against you in the UAE
2. Travel bans: how they arise and how they are lifted
3. Cybercrime law: posts, messages and reviews
4. Bail and release pending investigation
5. Traffic offences that become criminal cases
6. Bounced cheques: civil and criminal routes explained
7. Divorce in the UAE for Muslims and non-Muslims
8. Child custody and guardianship explained
9. Maintenance (nafaqa): who pays and how much is decided
10. Wills for expats: registration options
11. Inheritance when there is no will
12. Travelling abroad with children after separation
13. Visa cancellation: grace periods and options
14. Absconding reports: rights and steps
15. Residency after losing your job
16. Unpaid wages: the MoHRE complaint route
17. End-of-service gratuity explained
18. Notice periods and resignation
19. Eviction notices: valid grounds and timelines
20. Rent increases and the rental index
21. Security deposits: getting yours back
22. Contract review checklist for freelancers
23. Shareholder agreements for startups
24. Advocate or legal consultant: who do I need?

IMG-MKT-02 · Short-video cover template · 1080×1920

Placeholder until the video cover template is generated (one per practice area).

```
3D clay-style scene in aubergine #510449 and heritage gold #C4932D on an ivory
#FAF7F2 background: a softly lit balance scale beside a smartphone and a folded
document, gentle shadows, generous empty space in the top third for a headline,
premium and calm, no text, no logos, vertical 9:16.
```

08 90-day launch calendar

Pre-launch weeks −4 to 0, then weeks 1–12.

Owners: HG Head of Growth · PM Performance marketer · CL Content lead · PS Partner success lead · PR PR and partnerships · LC Legal and compliance · CRM CRM/WhatsApp lead · PD Product.

W−4 Partner recruitment → W−2 Closed beta, Dubai → W0 Go / no-go →

W1 Public launch → W7 Northern emirates → W12 90-day review

Week	Activities by channel	Owners	Deliverables / milestone
−4	Partner outreach wave 1 (Dubai, Emirati-led firms); GA4, Consent Mode and server-side tagging set up; WhatsApp Business API application; library writing starts	PS, PD, CRM, CL, LC	**Legal opinion signed; MoJ and DLAD meetings held**; 150-firm target list
−3	Founding briefing #1 (Dubai); Keyword Planner paired AR/EN research; video batch 1 shoot; PR kit and trademark search on "Haqqi/حقّي"	PS, PM, CL, PR, LC	20 applications; keyword plan; 12 videos in edit
−2	**Closed beta in Dubai** (invite-only: waitlist, HR partners); briefing #2 (Abu Dhabi); consultant workshop; Google test AED 10,000 (Dubai, AR/EN pairs)	HG, PS, PM, PD	Beta live; 35 partners verified; first CPC and chat-rate readings
−1	Beta fixes; supply check per area×emirate; creator briefings and script review; press embargo briefings; landing pages per cluster; WhatsApp opt-in flows tested	PD, PS, CL, PR, CRM, LC	50+ partners verified; 6 creators contracted; asset log complete
0	Go/no-go review; 40 library articles live; ads built and approved; launch event logistics	HG, LC, PD	**Go/no-go: legal opinion, PSP live, DPIA, 60 partners**
1	**Public launch** (Dubai, Abu Dhabi, Sharjah): Google always-on; Meta and TikTok launch flight; press release; launch event; LinkedIn partner campaign	HG, PM, PR	Launch coverage; first 300 chats
2	Creator wave 1 (AR, EN, Hindi/Urdu, Tagalog); HR webinar #1; daily bid and search-term optimisation	CL, PM, PR	8 creator posts; 1 webinar
3	First funnel review; creative refresh; free-zone partnership talks; partner briefing #3 (Sharjah, northern emirates)	HG, CL, PR, PS	Funnel report v1; 2 partnership MoUs in negotiation

Week	Activities by channel	Owners	Deliverables / milestone
4	Month-1 review vs targets; budget reallocation; LinkedIn B2B campaign for the Business plan; WhatsApp tips series starts; partner clinic #1	HG, PM, CRM, PS	Month-1 report; 1,200 chats cumulative
5	Family pillar push; Snapchat Arabic flight; university partnership kick-off	CL, PM, PR	Snapchat flight live; ambassador programme brief
6	Expat community "Know your rights" evenings; Hindi/Urdu creative set; X law-update threads	PR, CL	2 community events; 90 partners active
7	**Northern emirates open** to paid media where coverage rule is met; partner outreach wave 4	PM, PS	Ajman, RAK, Fujairah, UAQ targeting live (as coverage allows)
8	Month-2 review; YouTube long-form series; bank and insurer partnership pitches	HG, CL, PR	Month-2 report; 3,000 chats cumulative
9	Client referral programme (credit on Haqqi's own fee only, after legal review); retargeting tuned (consented audiences)	CRM, LC, PM	Referral live
10	Business plan push: HR webinar #2, free-zone founder breakfast	PR, HG	5 Business accounts signed
11	Partner NPS and quality review; SEO audit; content gap analysis	PS, CL	Partner NPS; content plan Q2
12	90-day review; year-1 plan and budget lock; GCC Phase 2 research brief (KSA first)	HG, all	**4,500 chats; 288 paid matters; 120 active partners**

09

Budget (AED)

90-day launch and year one, by function and channel, with the arithmetic shown.

90-day total

AED 500,000

Weeks −4 to 12

Months 4–12

AED 1,700,000

≈ AED 189K / month

Year-1 total

AED 2,200,000

≈ USD 599K

Paid media share

61%

AED 1,350,000 in year 1

By function

Line	90 days	Months 4–12	Year 1	Share	What it buys
Paid media	270,000	1,080,000	1,350,000	61.4%	Search, social, video, LinkedIn (see by channel)
Creators	30,000	90,000	120,000	5.5%	Flat-fee creator deliverables, 6–8 per wave
Content production	70,000	180,000	250,000	11.4%	Video, design, 40 launch articles + 12/month, translation and subtitles, legal review
PR, partnerships and events	35,000	90,000	125,000	5.7%	PR support, launch event, community and HR events
Partner acquisition	40,000	72,000	112,000	5.1%	Briefings, workshops, onboarding kits, partner clinics (waived subscriptions are revenue forgone, not spend)
Tools	15,000	45,000	60,000	2.7%	WhatsApp provider, CRM/email, SEO suite, consent platform, design tools
Contingency	40,000	143,000	183,000	8.3%	Scale winning channels or cover CPC spikes; released only at monthly review
Total	**500,000**	**1,700,000**	**2,200,000**	100%	

Excludes salaries of the in-house team and VAT. Shares are rounded to one decimal.

Paid media by channel

Channel	90 days	Per month, M4–12	Months 4–12	Year 1
Google Search	120,000	50,000	450,000	570,000
Meta (Instagram, Facebook)	60,000	26,000	234,000	294,000
TikTok	40,000	18,000	162,000	202,000
Snapchat	15,000	6,000	54,000	69,000
YouTube	10,000	6,000	54,000	64,000
LinkedIn (partners + B2B)	20,000	12,000	108,000	128,000
X	5,000	2,000	18,000	23,000
Total	**270,000**	**120,000**	**1,080,000**	**1,350,000**



Share of the 90-day paid media budget (AED 270,000).

Unit-cost assumptions (low confidence)

Metric	Planning value	Basis	Confidence
Google CPC, legal, Dubai	AED 25 (range 15–40)	Agency estimate [38]	Low
Meta CPM, UAE	AED 24–59 (USD 6.5–16)	Superads, Adamigo [39][41]	Low
Meta CPC, legal	AED 6.50 (≈ USD 1.78)	Superads, all countries [40]	Low
TikTok CPM / CTR	AED 25 / 0.8%	Assumption: no UAE benchmark in research	Assumption
Snapchat, YouTube, X CPM / CTR	AED 20 / 0.4%	Assumption	Assumption
LinkedIn CPC	AED 30	Assumption	Assumption
Average paid matter	AED 3,000	Assumption; replace with beta data	Assumption

Expected results: first 90 days

Source	Spend (AED)	Arithmetic	Clicks	Chat rate	Assistant chats
Google Search	120,000	120,000 ÷ AED 25 CPC	4,800	25%	1,200
Meta	60,000	60,000 ÷ AED 6.50 CPC	≈9,200	10%	920
TikTok	40,000	1.6M impressions × 0.8% CTR	12,800	5%	640
Snapchat, YouTube, X	30,000	1.5M impressions × 0.4% CTR	6,000	4%	240
Organic and earned (SEO, PR, creators, WhatsApp, referral)	—	Assumption: ~500 a month	—	—	1,500
Total	**250,000**	LinkedIn (20,000) excluded: ≈670 clicks → ~100 partner/B2B leads			**4,500**

4,500 chats → 40% 1,800 briefs → 80% 1,440 with offers → 20%

288 first paid matters + 10% 29 repeat

Value: 317 matters × AED 3,000 = AED 951,000 in legal fees paid to firms (GMV); Haqqi's 5% client service fee = **AED 47,550** (all on the Free plan at launch). **Cost per first paid matter** = client-side spend ÷ first paid matters = (500,000 − 40,000 partner acquisition − 20,000 LinkedIn) ÷ 288 = **≈ AED 1,528**. Google alone: 1,200 × 40% × 80% × 20% = 77 matters → ≈ AED 1,563 each.

Expected results: year one

Step	90 days	Months 4–12 (arithmetic)	Year 1
Paid chats per month	≈1,000	Google 2,000 clicks × 28% = 560; Meta 4,000 × 11% = 440; TikTok 5,760 × 6% = 346; Snap/YT/X 2,800 × 4% = 112 → ≈1,450	—
Organic and earned chats per month	≈500	Assumption: rising from ~1,000 (M4) to ~5,000 (M12), average 3,000	—
Assistant chats	4,500	(1,450 + 3,000) × 9 = 40,050	**≈44,550**
Completed briefs (40%)	1,800	40,050 × 40% = 16,020	17,820
Briefs with offers (80% → 85%)	1,440	16,020 × 85% = 13,617	15,057
First paid matters (20% → 22%)	288	13,617 × 22% = 2,996	**3,284**
Repeat matters (15% of paying clients)	29	—	≈490
Total paid matters	317	—	**≈3,774**
GMV (× AED 3,000)	951,000	—	≈11.3M
Haqqi service fee (5% on the 85% of matters on Free)	47,550	—	≈481,000
Cost per first paid matter	≈1,528	(1,700,000 − 72,000 − 108,000) ÷ 2,996 ≈ 507	(2,200,000 − 112,000 − 128,000) ÷ 3,284 **≈ 597**

Reading the numbers

Cost per first paid matter falls from ≈ AED 1,528 to ≈ AED 507 in months 4–12 mainly because organic and referral chats grow, not because paid media gets cheaper. If organic stays at launch levels, year-1 chats would be ≈ 22,000 and cost per paid matter would roughly double. The organic assumption is the plan's biggest bet, so it is reviewed monthly and the contingency is held back until it is proven.

10 KPIs and measurement

One funnel, two sides, privacy-safe tracking.

Client funnel

Stage	KPI	90-day target	Month-12 / year-1 target
Awareness	Paid impressions; branded search volume	≥4.5M impressions	Branded search +20% month on month in H1
Visits	Site and app sessions	≈60,000	≈600,000 (year)
Assistant chats	Chats started	4,500	≈44,550 (year)
Completed briefs	Chat → brief rate	40% (1,800)	40% (17,820)
Offers received	Briefs with ≥1 offer in 24 h; median time to first offer	80%; ≤6 h	85%; ≤3 h
Paid matters	Briefs with offers → paid	20% (288)	22% (3,284 first)
Repeat	Paying clients with a second matter	10%	15%
Subscriptions	Haqqi Plus subscribers; Business accounts	40; 5	600; 40
Satisfaction	Client NPS after milestone 1; dispute rate	≥40; <5%	≥50; <3%
Efficiency	Cost per first paid matter	≤ AED 1,550	≤ AED 600

Partner KPIs

Active partners

60 → 120 → 300

Launch · W12 · M12 (≥1 offer in 30 days)

Median response

≤4 h

Business hours, request → offer

Acceptance within timer

≥70%

Requests answered (offer or decline)

Partner NPS

≥30

Quarterly survey

CAC and LTV

Customer	12-month contribution (assumption)	CAC (plan)	LTV : CAC	Implication
Consumer, Free plan	1.15 matters × AED 3,000 × 5% = AED 172.5, + 8% take Plus for 5 months × AED 149 = AED 59.6 → **≈ AED 232**	≈ AED 597	≈ 0.4	Not self-funding in year 1; grow organic, referral and Plus; client fee level is an open decision
Haqqi Plus subscriber	AED 149 × average 8 months = AED 1,192 (assumption) + matters at 0% fee	Mostly converted from Free users	Favourable if churn < 10%/month	Push Plus in onboarding and WhatsApp; benchmark Rocket Lawyer's question-based tiers [37]
Business account	AED 2,500 × average 8 months = AED 20,000 (assumption)	≈ AED 5,000 (assumption: LinkedIn, events, sales time)	≈ 4	Business plan is the strongest lever; shift budget toward B2B if early deals confirm

Customer	12-month contribution (assumption)	CAC (plan)	LTV : CAC	Implication
Partner (subscription)	Draft AED 399–1,499/month after waiver (price open)	≈ AED 1,000 per active partner (112,000 + 128,000 LinkedIn) ÷ 240 new	Depends on final pricing	Never framed as lead purchase (Art. 101)

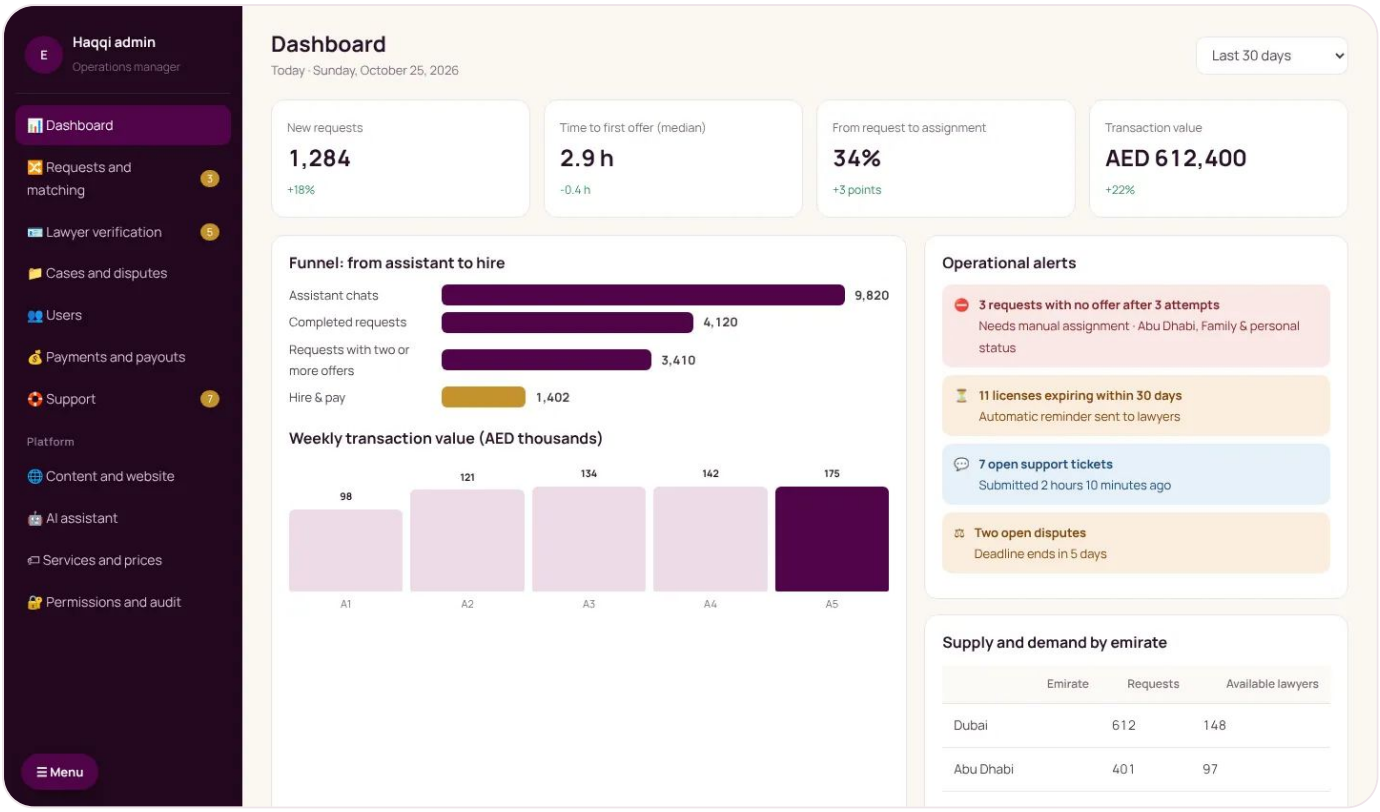
Tracking stack

- **GA4 + BigQuery export** for web and app (Firebase), joined in BigQuery with product events (brief completed, offer sent, matter paid, milestone released) from the backend.
- **Consent Mode v2** with a consent platform; tags fire only after consent; consent logs kept as PDPL evidence [17].
- **Server-side tagging** (on Cloud Run) and Conversions APIs for Meta and TikTok, sending only non-sensitive events: chat_started, brief_completed, matter_paid, with value bands, never practice area or case text.
- Ad-platform transfers documented as cross-border processing (PDPL Arts. 22–23; full compliance expected by 1 Jan 2027) [18].

UTM rules

- Lowercase, hyphens, no spaces or Arabic characters in parameters.
- `utm_source` = platform (google, meta, tiktok, snap, youtube, linkedin, x, whatsapp, creator-name, event-code).
- `utm_medium` = cpc, paid-social, creator, email, whatsapp, qr, pr.
- `utm_campaign` = `hq_ae_{channel}_{area}_{lang}_{yyyymm}`, e.g. `hq_ae_google_family_ar_202612`.
- `utm_content` = creative ID from the asset log.

Attribution: GA4 data-driven attribution for day-to-day optimisation; a BigQuery last-non-direct model, by first touch on the brief, as the source of truth for CAC; quarterly geo holdouts by emirate (e.g. pause Meta in Sharjah for 3 weeks) to test incrementality; marketing-mix modelling from month 9 once data is sufficient.



The admin console's KPI and funnel view is the operational dashboard; marketing dashboards in Looker Studio read the same BigQuery tables.

Dashboards and review cadence

Cadence	Forum	Dashboard	Decisions
Daily	Performance stand-up (PM)	Spend pacing, CPC, chats by channel and language	Bids, negatives, pausing creatives
Weekly	Growth meeting (HG, PM, CL, PS, CRM)	Full funnel; supply coverage per area×emirate; time to first offer	Budget shifts within channels; content priorities; where to recruit
Monthly	Business review (founders, LC)	CAC by channel, LTV inputs, NPS, compliance log	Channel reallocation; contingency release; risk review
Quarterly	Partner Council + board update	Partner KPIs, pricing ranges, incrementality results	Plan reset; Phase 2 readiness

11 Risks and mitigations

What could break the plan, and what we do about it.

Risk	Likelihood / impact	Mitigation
Regulator reads marketing or fees as client enticement (Arts. 45, 101) [13]	Medium / High	Written opinion and MoJ/DLAD engagement before launch; platform-only ads; no commission language; asset log. UpCounsel drew California Bar fee-sharing letters (2016) [36] while charging attorneys 3.5–15% [35]: Haqqi charges no per-matter fee to partners
Thin supply in criminal and family (Emirati advocates only)	High / High	Recruit Emirati-led firms first; coverage rule before any paid media in an area×emirate; pause ads automatically when time to first offer exceeds 24 h
HAQQ name collision [32][33]	High / Medium	Trademark search and filing; always "Haqqi · حقّي" with logo; brand-term bidding; never bid on "HAQQ"
CPCs above plan (AED 15–40 range [38])	Medium / Medium	Two-week test before fixing CAC; long-tail Arabic and Arabizi terms; shift to SEO, WhatsApp and partnerships; contingency
Organic growth slower than assumed	Medium / High	40 cornerstone articles at launch; monthly SEO review; hold contingency; re-forecast at week 12
Free government services absorb low-end demand [20]	Medium / Medium	Position as complement; focus messaging on ongoing representation, comparison and payment protection
Legaline outspends Haqqi [34]	Medium / Medium	Compete on the AI brief, role routing and Arabic-first content; avoid bidding wars on generic terms
PDPL breach through pixels or remarketing [17]	Medium / High	Consent Mode; server-side tagging with an event allow-list; sensitive pages excluded; DPO and DPIA
AI or content error goes viral	Low / High	Cited answers only; legal reviewer on all content; correction policy and "last reviewed" dates
Creator misstep (advice, outcome claims) [28]	Medium / Medium	Scripted briefs, pre-approval, takedown clause, disclosure; no lawyers as creators

Risk	Likelihood / impact	Mitigation
Disputes and negative reviews early on	Medium / Medium	Milestone release and 14-day dispute window; fast support chat; partner quality bar

Open questions for the client

- Hero CTA wording «احصل على عروض مجانية» ("Get free offers").
- Whether step 4 «تابع قضيتك» ("Follow your case") stays in the how-it-works strip.
- Partner subscription prices (AED 399 / 1,499) and therefore the post-waiver offer.
- Whether the consultant's written-answer price (AED 99) is shown in ads and on the pricing page.
- The client service fee level (5% draft), given the LTV:CAC reading in §10.

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Figures marked "assumption" or "estimate" are planning inputs, not facts; replace them with beta and week-1 to week-4 data. This plan is not legal advice; all compliance points must be confirmed by UAE counsel.

