

≡ ADMIRE<sup>8</sup>

# Direct Response Marketing Strategy

QYD

Q3 - 2025





# Client Brief

## QYD

An Arabic platform designed for law firms of all sizes, primarily in Saudi Arabia and more broadly across the Arab region. Its goal is to provide legal, accounting, and office task management services — all in one centralized place.



# Current Situation

**The current situation** is that Qyd is a unified platform that replaces the need for multiple scattered services. It offers law firms across Saudi Arabia and the Arab world a complete solution for managing legal affairs, internal office tasks among staff, and accounting operations — all in one place. And it does so at a very minimal cost, much lower than hiring separate employees or subscribing to different platforms for each service.

One of Qyd's most distinctive features is its secure and fully confidential document library, ensuring complete data privacy — a key differentiator that truly sets it apart from other platforms.

Qyd's clients have expressed their appreciation for the platform's affordable pricing compared to the high quality, variety, and uniqueness of the services provided.

**However, one of the biggest challenges Qayd is currently facing is the lack of clear communication about its services to the target audience. As a result, the number of clients is lower than expected and lower than what it ideally should be.**



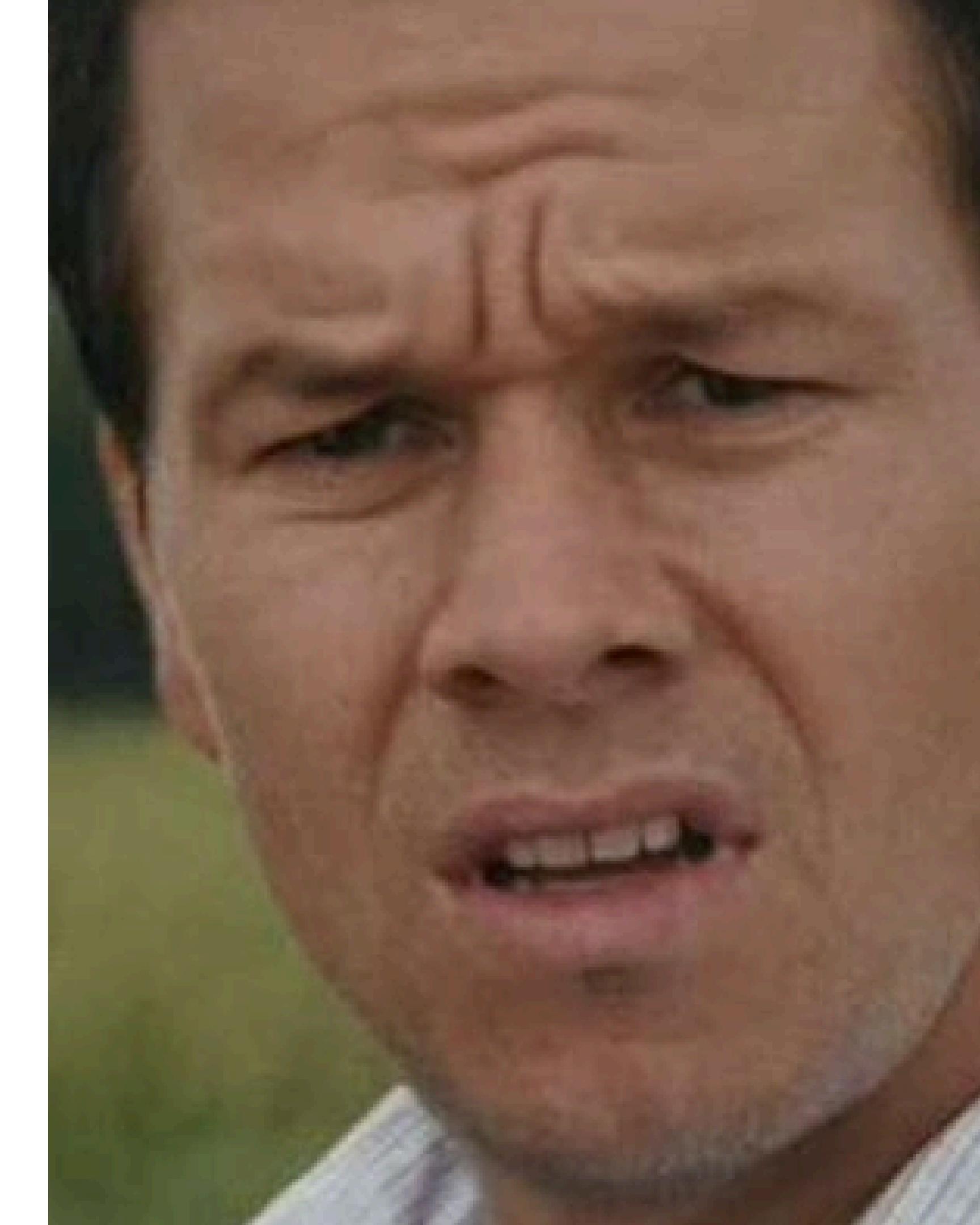


# Challenge

# Biggest Challenge Who We Are!

One of the biggest challenges we'll face is effectively communicating Qayd's true value — a platform that can boost a law firm's efficiency by up to 80% and reduce operational costs by at least 50%.

Demonstrating the full scope of our services — and how they are entirely sufficient for any law firm seeking success and higher efficiency — is key. Qayd offers everything a law office needs to operate smoothly, grow effectively, and focus on what matters most: delivering legal excellence.



# Biggest Challenge Qyd's Unique Mark

Many platforms offer similar services to law firms, but the real challenge lies in showcasing Qyd's strength in leaving a lasting impact on clients through its dedicated support that helps clients achieve their goals faster and more effectively.

And the support we aim to highlight in our digital marketing efforts will come through Qayd's dedicated team, its accurate data analytics, and the ongoing communication we maintain with our clients.



# Campaign Goals

Communicating the strength and comprehensive nature of Qyd to our target audience — law firms — is essential.

We also aim to highlight the powerful impact Qyd has on client success.

This will be achieved through a well-structured plan focused on raising awareness about the platform and directly promoting its services.



# Objectives

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01

Generate 150–200 qualified leads (trial sign-ups or demo bookings) from Saudi law firms via Arabic paid campaigns.

02

Build a retargetable audience of 5,000+ visitors (tracked via Meta/LinkedIn pixels) for remarketing and future upsells.

03

Lift trial-to-paid conversion rate to 15%+, supported by stronger pre-trial education and follow-up content.

\*These goals are based on a fixed monthly ad spend of SAR 10,000.



# Environmental Scanning

# Number of Law Firms in Saudi Arabia and Their Key Locations

According to the latest official reports from the Saudi Bar Association, the number of registered legal entities (licensed law firms and professional companies) reached 3,835 across the Kingdom by the end of 2023

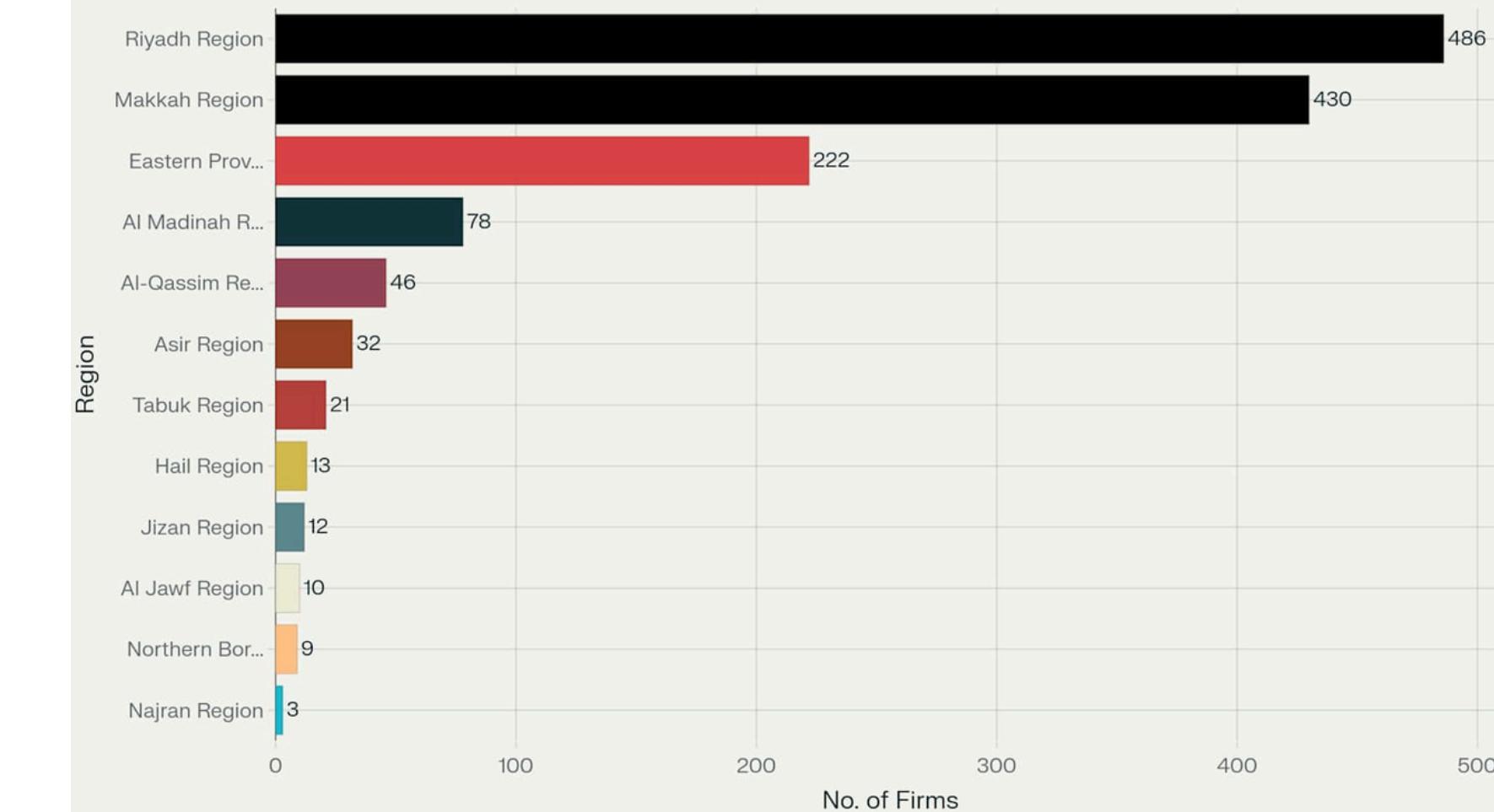
The law firms are concentrated primarily in three major regions, which collectively account for 83.6% of all legal practices in the Kingdom

**Riyadh Region leads with 486 law firms (35.7% of total)**

**Makkah Region follows with 430 law firms (31.6% of total)**

**Eastern Province accounts for 222 law firms (16.3% of total)**

Distribution of Law Firms by Region in Saudi Arabia (2024)



# How much does a law firm spend monthly on legal and accounting management?

The relative cost incurred by law firms when relying on freelancers to manage their legal and accounting affairs ranges between AED 16,000 and AED 36,000.

This means that by using the Qayd platform instead, they can save between 75% to 88% of these total expenses.



# **Biggest challenges law firms in Saudi Arabia face when using online platforms**

## **Data Privacy & Security:**

Managing sensitive data under evolving legal frameworks and ensuring confidentiality

## **Regulatory Compliance:**

Adapting to new laws on digital contracts, e-commerce, data protection, and IP

## **Operational Integration:**

Technical difficulties integrating new platforms with existing systems

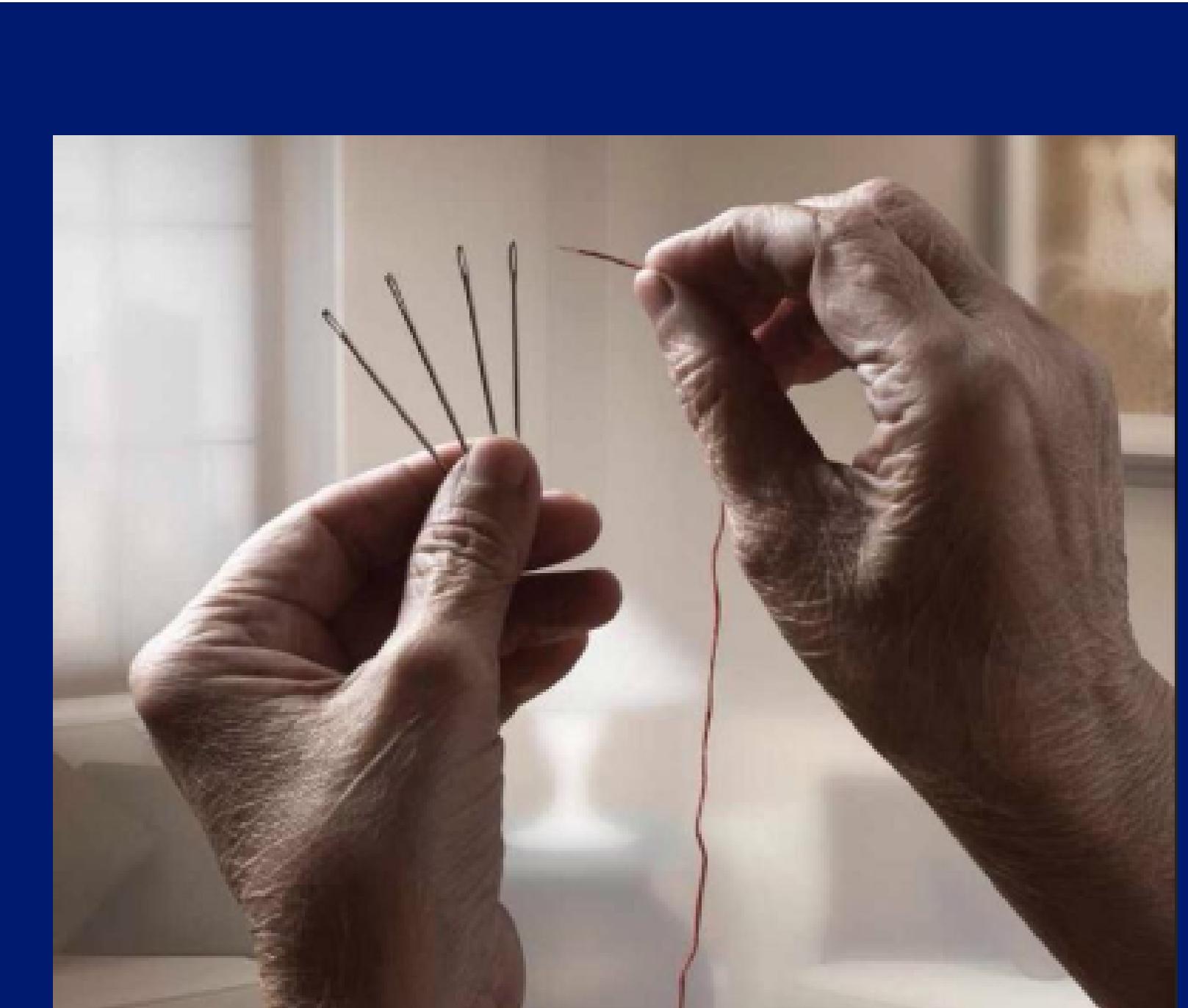
## **Resistance to Change:**

Overcoming staff reluctance and limited AI literacy

## **Rapid Technological Evolution:**

Keeping up with fast innovation cycles and emerging legal tech solutions

## **Cost & Resource Constraints**



# The nationalities of law firm owners in Saudi Arabia.

**With the new regulations, it is now permitted for non-Saudis to own law firms in Saudi Arabia, provided that the employees are of Saudi nationality. However, this presents significant challenges such as:**

## **Compliance with evolving regulations:**

The Saudi legal system and its executive regulations—which have been issued and amended multiple times—require continuous compliance from lawyers and law firms.

## **Digital transformation of judicial services:**

As all courts and arbitration centers have shifted to digital systems and online hearings, law firms must adapt to these changes and effectively use the official government electronic platforms.



# The nationalities of law firm owners in Saudi Arabia.

## Tax and fee compliance:

Foreign law firms are required to pay income tax, withholding tax, and value-added tax (VAT).

## Avoiding penalties:

Law firms and lawyers who fail to meet the legal requirements or who provide legal consultations without the necessary licenses may face penalties such as suspension from practicing, deportation, financial fines, or even penalties related to tax violations and commercial concealment.





# Digital Scanning

# Digital Analysis

**The most widely used social media platform in Saudi arabia**  
WhatsApp with 87.4%, followed by Instagram 78% and TikTok 71%.





# Competitors Analysis

# Competitor #1



## Overview:

A comprehensive web-based system for managing law firms online.

- Allows task delegation to employees with a point-based performance evaluation system.
- Case and document archiving with remote access from anywhere.
- Session management system with alerts to avoid missing appointments.
- Legal library supported by advanced search tools.
- Electronic invoicing compliant with the General Authority of Zakat and Tax (GAZT).
- Instant SMS notifications for employees and clients.
- Data stored on secure servers (Amazon).
- Mobile app for task management and alerts.

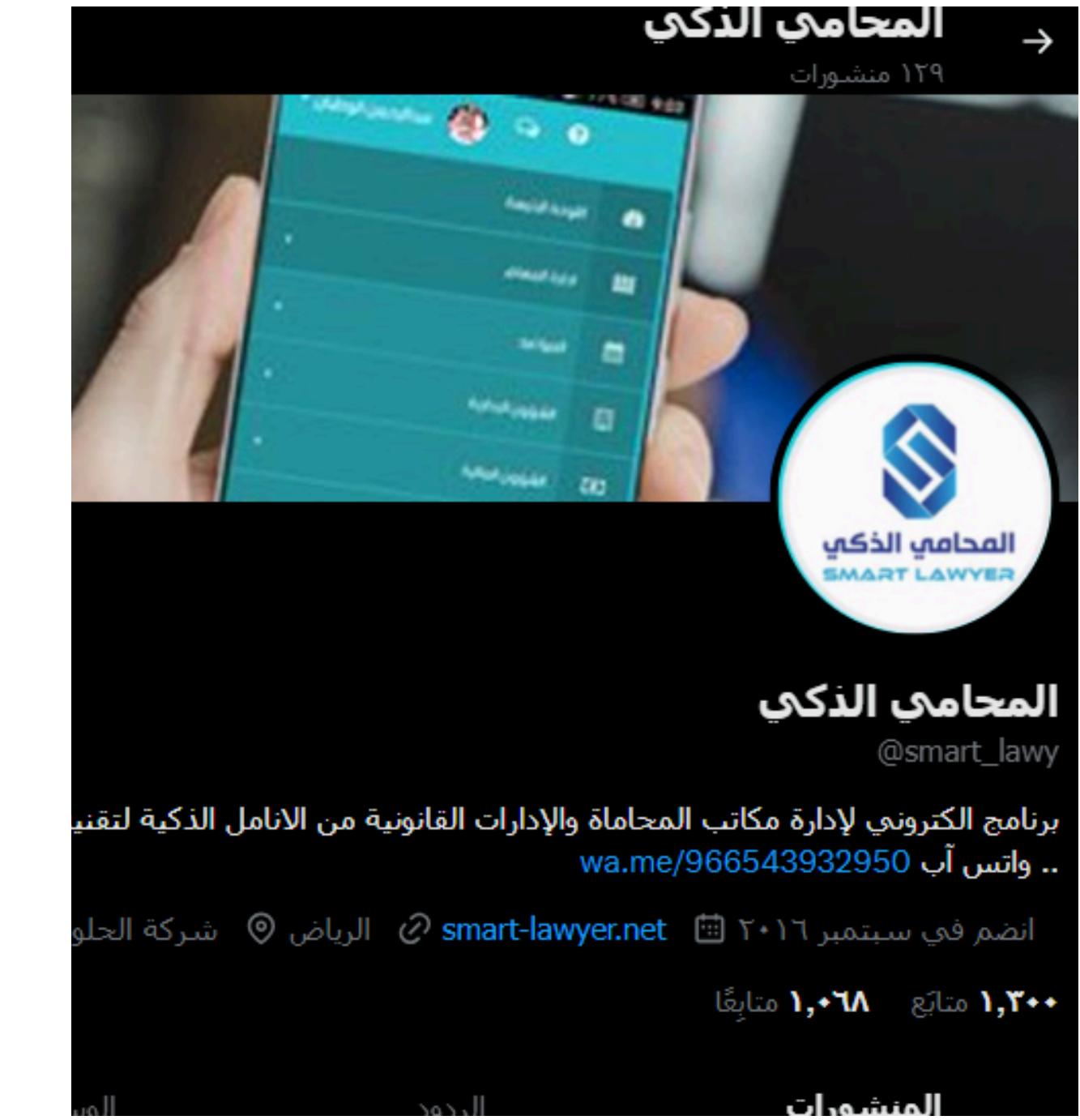
## Their Message:

- They've created an explainer video showcasing their effective role in improving law firm efficiency through the platform's services.

## Weakness Points:

They don't have strong content on their platforms.

The pricing is not clearly stated on the website, but upon further research, it appears to be relatively higher.



# Competitor #2



## Overview:

**A comprehensive Cloud-based system for managing law firms online.**

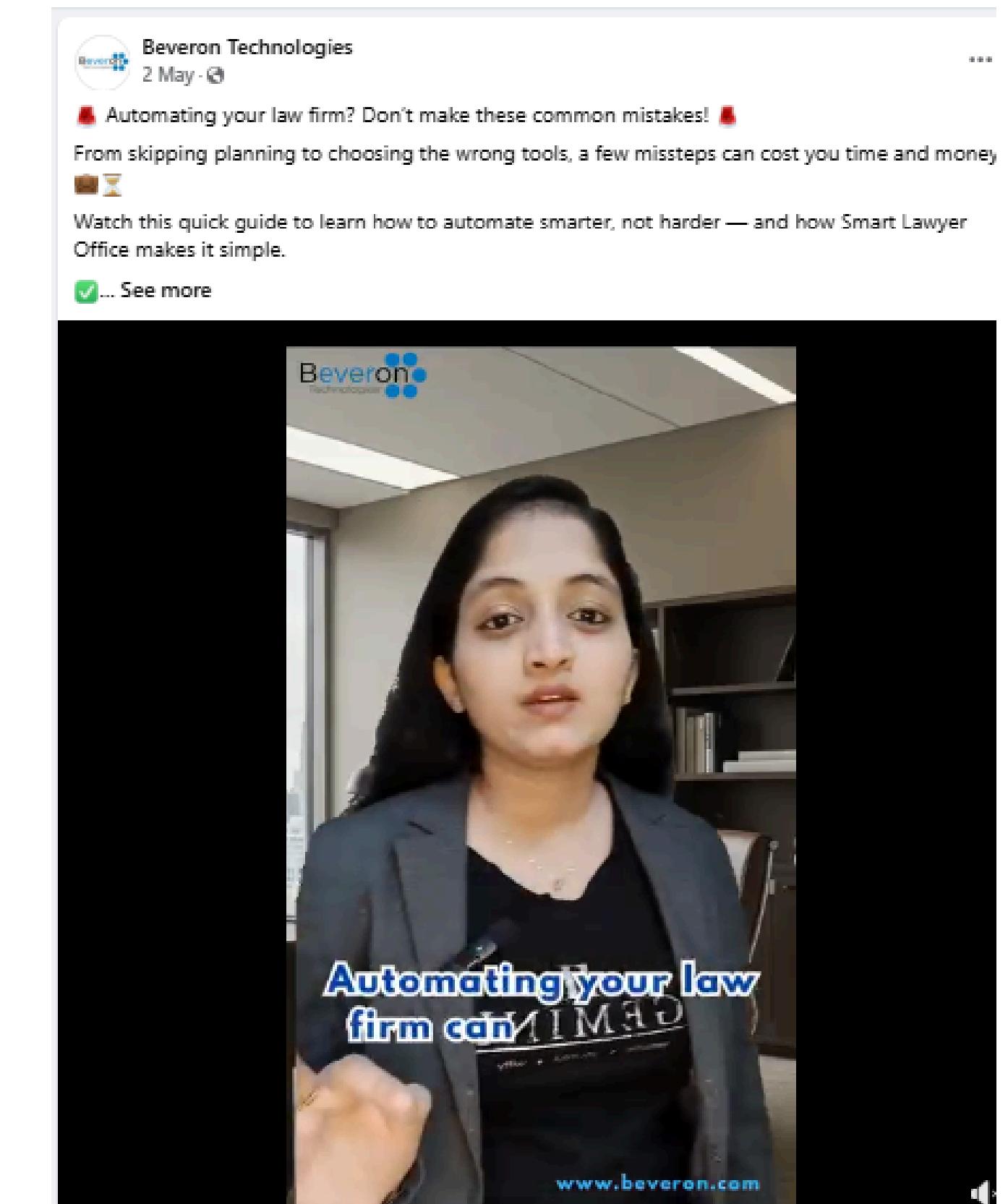
- It offers the same services provided by Al-Mohami Al-Thaki (The Smart Lawyer), but the file library feature is not entirely clear — it's uncertain whether it's available or not. The platform targets the Saudi market and the Gulf region.

## Their Message

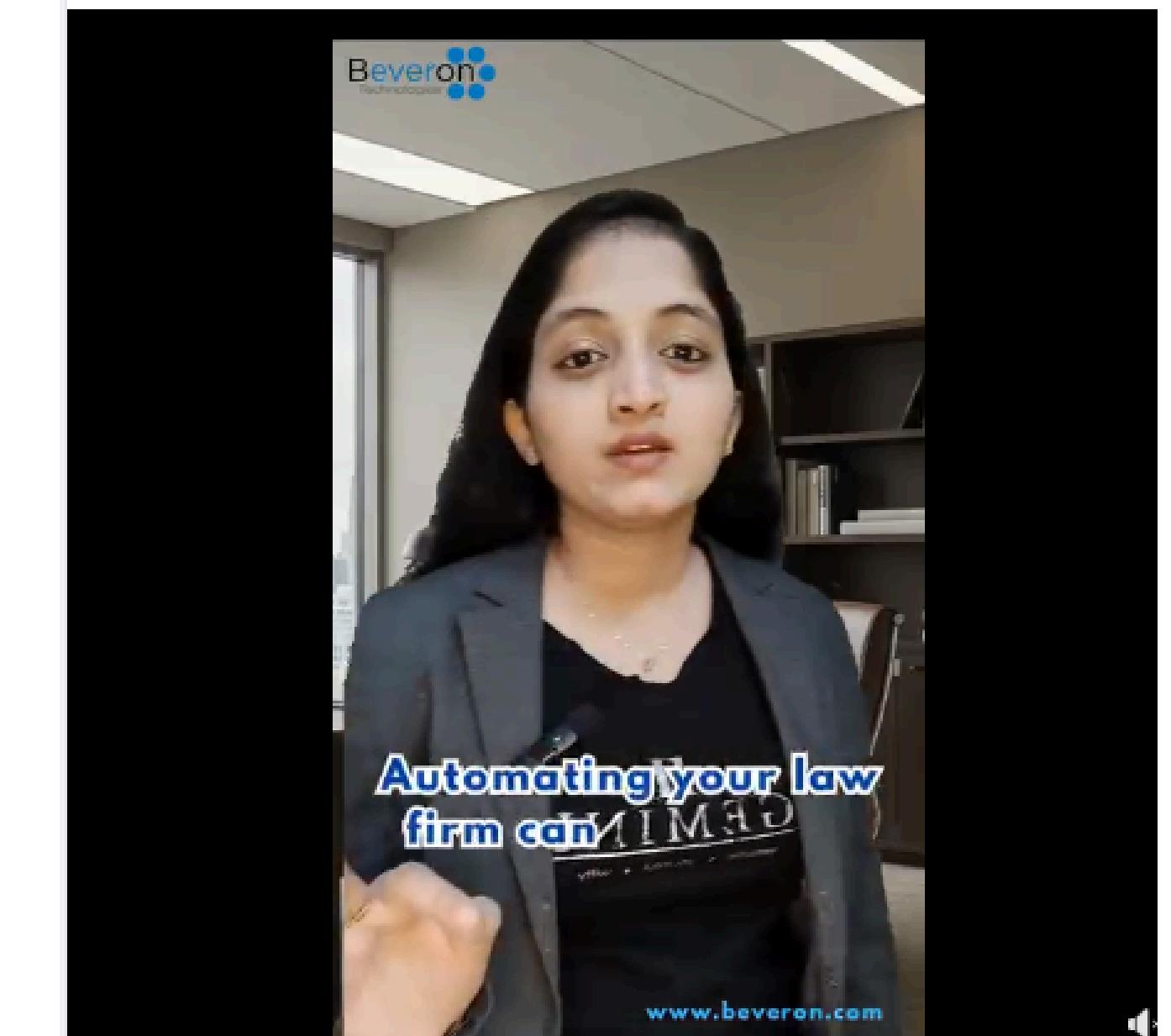
- Through their platforms on Facebook, X, and Instagram, they focus on delivering strong educational content and hosting various webinars.

## Weakness points:

The pricing is not clearly stated on the website, but upon further research, it appears to be relatively higher.



A screenshot of a LinkedIn post from the company page of Beveron Technologies. The post features a video thumbnail showing a woman speaking. The post text reads: "Automating your law firm? Don't make these common mistakes! From skipping planning to choosing the wrong tools, a few missteps can cost you time and money. Watch this quick guide to learn how to automate smarter, not harder — and how Smart Lawyer Office makes it simple." A "See more" link is visible at the bottom of the post. The LinkedIn interface shows the post was made on May 2nd.



A video thumbnail from Beveron Technologies' LinkedIn page. It shows a woman with long dark hair, wearing a black blazer over a black top, speaking directly to the camera. She is in an office setting with bookshelves in the background. The thumbnail has a semi-transparent overlay with the text "Automating your law firm can save you time and money" and the company's logo.

# Competitor #3



## Overview:

A comprehensive web-based system for managing law firms online.

- LawService is a comprehensive, all-in-one platform similar to other legal management systems. It has its own dedicated mobile app and is available in Saudi Arabia and the Gulf region.
- They offer a 14-day free trial.
- Their pricing is transparent, with packages starting from AED 99 up to AED 950.
- They promote the slogan: "Those who truly understand lawyers... are lawyers themselves."

## Their Message:

- In their ads, they highlight the platform's organized and comprehensive interface.
- They also have a clear brand identity and consistently post on their platforms — Facebook, Instagram, and LinkedIn.

## Weakness points:

Artificial Intelligence (AI)

A screenshot of the LawSurface software interface, which is a comprehensive legal management system. The interface is designed with a dark blue header and a light blue sidebar on the left. The main workspace contains various windows and panels, including a calendar view, a list of tasks or cases, and a navigation menu at the top. The overall layout is clean and professional, reflecting the company's branding.

# Competitor #4



## Overview:

A comprehensive cloud-based system for managing law firms online.

- LOM is a comprehensive platform like other systems, but its strongest advantage is that it's powered by artificial intelligence, officially accredited by the Bar Association, and offers a free trial.

## Their Message:

- They place a strong focus on the use of artificial intelligence.

## Weakness points:

The pricing is not clearly stated on the website, but upon further research, it appears to be relatively higher.

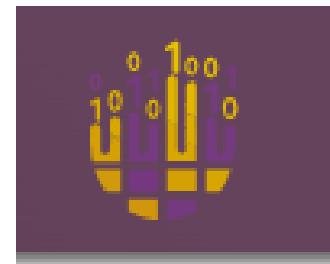
They only have a presence on X (formerly Twitter).

There is no content at all.

## لماذا برنامج لوم المدعوم بالذكاء الاصطناعي حل المثالى؟

تاجية النشأة القانونية عبر حمل عبء الإدارة وتنظيم العمل وتوفير أتمتة متقدمة للمهام والعمليات، مما يوفر الع وموظفيها

# Competitor #5



## Overview:

A comprehensive web-based system for managing law firms online.

- It's a comprehensive system like others, but with added value — it offers HR-like services such as managing leaves, salaries, and entitlements. It also integrates with government payment systems like Mudad, Nafath, and SADAD.
- They offer users the ability to run email marketing campaigns.

## Their Message:

- In their content, they focus on showcasing the platform's power and ease of use, as well as sharing the educational workshops they conduct.

## Weakness points:

The prices are high, ranging from SAR 19,000 to SAR 69,000.

It's not exclusively designed for the legal sector — it also serves the real estate and pharmaceutical industries.

هل لديك فريق دعم عملاء وتحت عن طريقة ذكية لتنظيم التذاكر والردود؟  
في هذا الفيديو، نشرح لك وحدة Help Desk في Odoo التي تساعدك على:  
 تسجيل ومتابعة مشاكل العملاء ✓  
 توزيع التذاكر على الفريق تلقائيا ✓  
 مراقبة الأداء وتحسين الخدمة ✓  
 الربط مع البريد الإلكتروني والرد من داخل Odoo ✓  
 حل مثالى لكل شركة تبحث عن تنظيم خدمة الدعم الفني بطريقة احترافية!  
 شاهد الفيديو الآن وتعلم كيف تستخدم مكتب المساعدة في Odoo لتحسين تجربة عملائك.  
اطلبه الآن [https://www.noptechs.com/contactus]  
[https://www.noptechs.com/contactus]  
#اوedo #تخطيط\_موارد\_الشركات #إدارة\_الأعمال #إدارة\_ذكية  
#نظام\_رسب #قريباً #إدارة\_الأعمال #ريادة\_الرقمي #التحول\_الرقمي #تقنية\_المعلومات #السعودية  
#تطوير\_المهني #الوظائف\_الرقمية #الابتكار #القيادة #الرياض #جدة #الإدارية #الموارد\_البشرية  
#تطوير\_الموظفين #التوظيف #إدارة\_الموارد\_البشرية #تطوير\_الكتفاء #تطوير\_الموارد #إدارة\_الموارد #أنظمة\_الشركات # إدارة\_البيانات  
#تخطيط\_الموارد #التحول\_الرقمي #التكنولوجيا #أنظمة\_الشركات # إدارة\_البيانات

# Qanoony

An explainer video of the platform's services serves as a free introductory session for anyone looking to learn more about the platform.



# Market Gaps



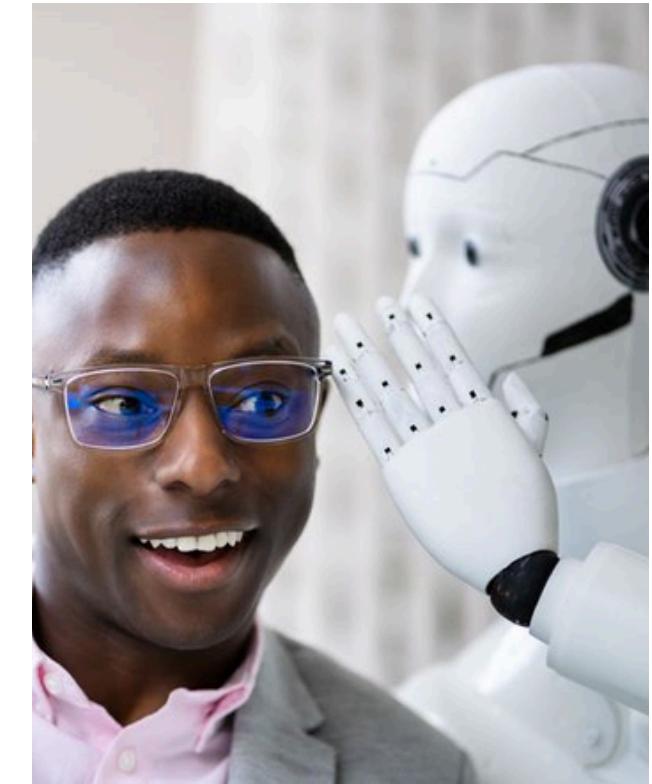
## Artificial Intelligence

AI feature will be a major game-changer and a significant differentiator to help users improve their efficiency.



## Price

prices are competitive and transparent, and we need to emphasize this more.



## Easy to use

Ease of use and clarity of the platform are key points we must focus on more.

# Market Gaps



## Compliance with legal developments.

Tracking legal updates and decisions related to the digitization of legal affairs can be overlooked by some law firms. That's why they need a platform that consistently delivers these updates — whether through in-platform notifications or email alerts.



## Support for non-Saudi lawyers.

Law firm owners who are not of Saudi origin often require ongoing, personalized support — especially when it comes to taxes and compliance with certain regulations.



## Strong legal educational content.

This field lacks strong educational content about operations in general.

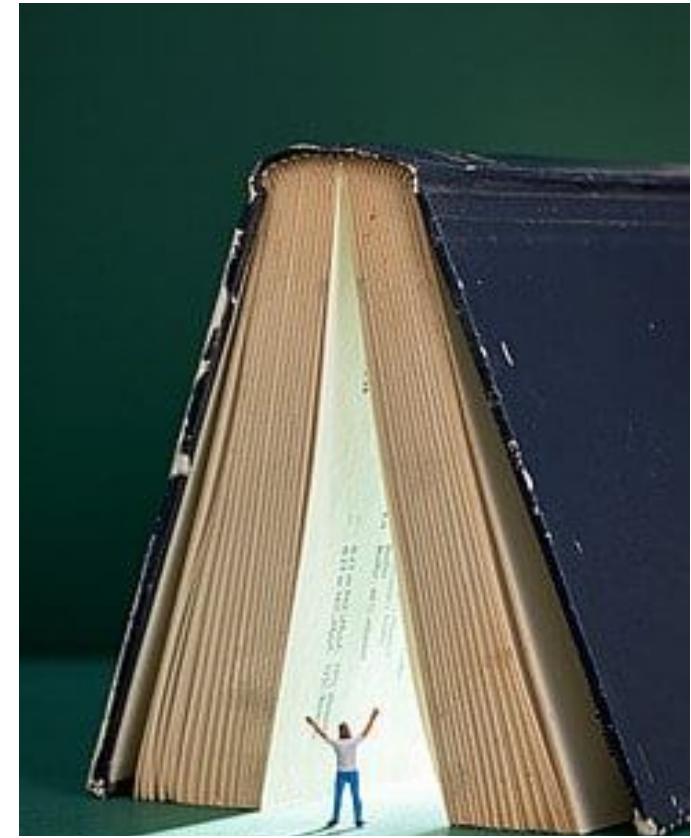
# Market Gaps



## Lack of Saudi-localized onboarding & support

Most platforms are either global (Clio, Lexzur) or generic GCC tools. Few offer:

- Arabic-first setup support
- Local case examples
- Onboarding that maps to Saudi workflows



## No emotional storytelling or trust-building

Competitors focus on features — not results. There's:

- No founder-led videos
- No proof of change (before/after)
- Weak testimonials or case studies

# Market Opportunities



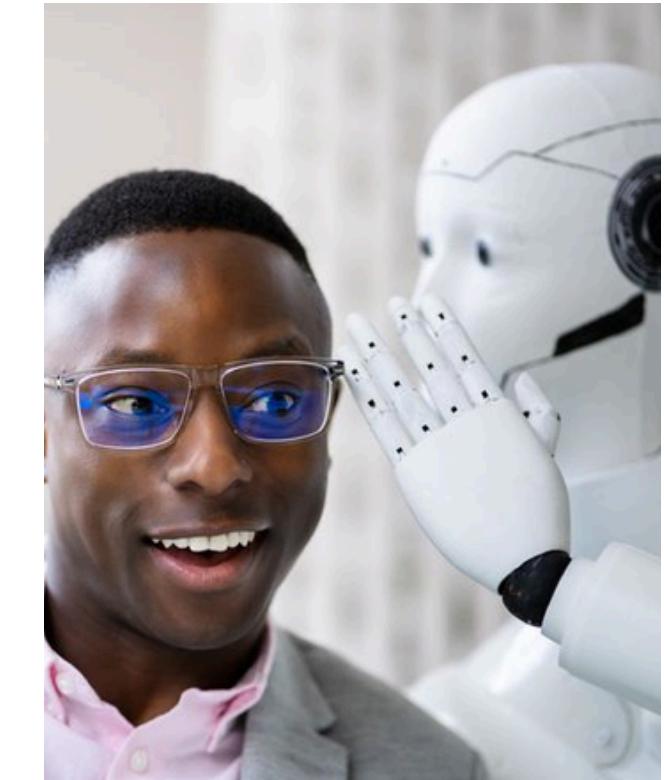
## Artificial Intelligence

Among all the platforms we reviewed, only a very small percentage are focused on AI — and that will be a unique advantage we have over the others.



## Price

Most platforms, compared to Qayd, are very expensive — and according to our clients, our pricing is very low compared to the value we provide.



## Easy to use

Ease of use and clarity of the platform are key points we must focus on more.

# Market Opportunities



## Compliance with legal developments.

Being affiliated with the Lawyers' Association will help us become a trusted source for monitoring any changes in legal affairs.

## Support for non-Saudi lawyers.

There is no platform focused on law firms headed by non-Saudi individuals, even though they have greater regulatory needs.



## Strong legal educational content.

Having an educational podcast that explains more about organizing legal and accounting matters and office tasks will be important and distinctive, providing added value that enhances Qayd's footprint.



# Market Opportunities



**Own the "Built in Saudi,  
for Saudi law firms"  
narrative**

Use national compliance,  
partnerships (e.g. Saudi Bar  
Association), and Arabic-first  
support as powerful trust  
signals.



**Introduce an education-first  
funnel**

Providing real, authentic  
success stories from clients  
who have succeeded with us.



# Persona Based on Needs

# Persona A "The lawyers"

## Demographics

- **Age:** 35\_50
- **Gender:** Male
- **Location:** Saudi Arabia
- **Income Level:** High Class, Middle Class
- **Interests:** Law practice, legal matters, taxes, regulatory affairs, securities, accounting, online management platforms.

## Psychographics

- **Goals:** Their goal is to:

Reduce costs and increase productivity through a single platform that allows her to grow quickly.

Find a platform that provides organization while also helping it comply with all the required regulations.

- **Pain Points:**

Poor Organization Due to Traditional Methods  
Need for an Affordable and Efficient Digital Solution  
Compliance Challenges as a Non-Saudi

**challenges:** Finding a platform that combines professionalism, simplicity, and low cost.



# Persona Sample



Hesham, the owner of a medium-sized law firm, struggles with poor organizational processes in his office.



Sherif, the owner of a small law firm, is seeking rapid and effective growth for his practice.



Mohammed is a non-Saudi owner of a law firm based in Saudi Arabia.

Age :40  
Gender: Male  
Education: Bachelor's Degree  
Income Level: Middle to high class  
Location: Saudi Arabia

Age :25  
Gender: Male  
Education: Bachelor's Degree  
Income Level: Middle to high class  
Location: Saudi Arabia

Age :30  
Gender: Male  
Education: Bachelor's Degree  
Income Level: Middle to high class  
Location: Saudi Arabia

# "Persona B" The managing partner"

## Demographics

- **Age:** 35\_50
- **Gender:** Male
- **Location:** Saudi Arabia
- **Income Level:** High Class, Middle Class
- **Interests:** Law practice, legal matters, taxes, regulatory affairs, securities, accounting, online management platforms.

## Psychographics

**Goals:** Transform the firm into a system-driven, efficient operation. Improve internal organization and client delivery.

- **Pain Points:**

- Chaos in team task assignment
- Missed follow-ups or sessions
- Case files not centralized
- No reporting or firm-wide visibility

- **challenges:**

- Needs a solution that works across departments
- Cares about data security and team buy-in
- Wants measurable results and ROI



# Persona Sample



Tariq is the managing partner at the law firm who is looking for effective organizational solutions.

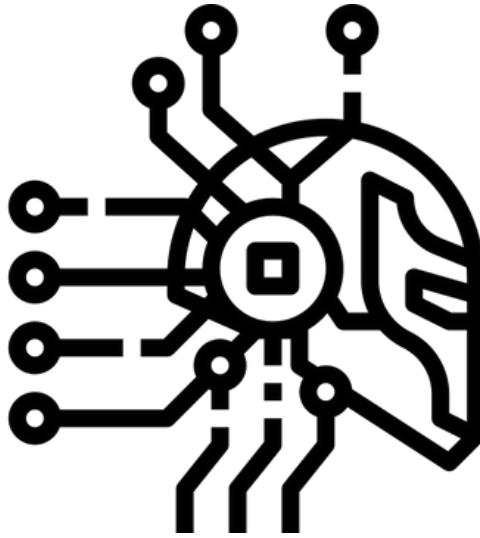
Age :40  
Gender: Male  
Education: Bachelor's Degree  
Income Level: Middle to high class  
Location: Saudi Arabia

# Persona Needs



## Specialization

Experience in the field of law firm management.



## AI

Keeping up with AI developments.  
And guidance for the proper routine.



## Technical support

Providing educational and awareness materials about administrative, regulatory, and accounting matters.



## Offer

Offering a free trial service will be one of our strongest differentiators in the market, and providing gifts of this kind will also make a big difference for us.



# Campaign Strategy

# Analysis & Findings

Based on the Environmental scanning and analysis:

**Price is a very strong point we must focus on more. Research and testimonials from law firm owners confirm that using Qyd's platform can reduce management costs by up to 88%.**

**Focusing on our AI capabilities and how we keep up with the latest developments in this field will be very important.**

**Providing educational materials about organizational matters through Qyd will strengthen the target audience's trust in the platform.**



# How to speak with Law firms?

- Our approach must be that a team of professional lawyers, experts in legal management and organization, communicates with you directly through the heart of the Qyd platform.

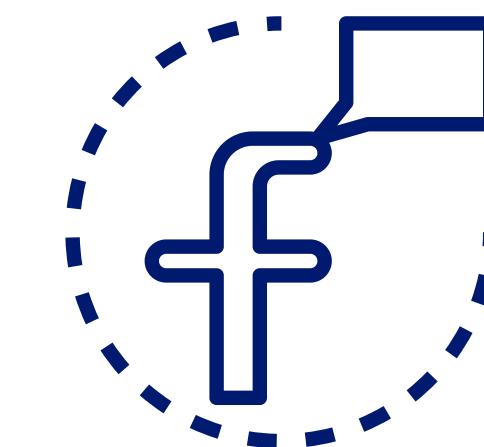
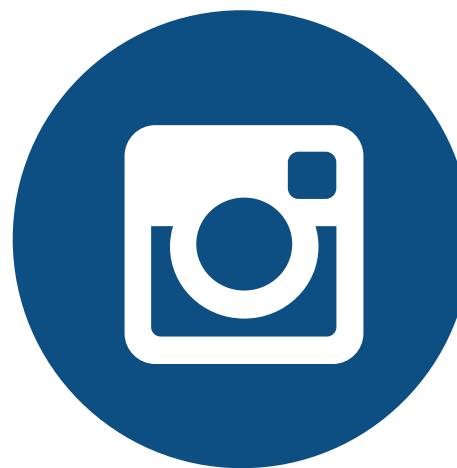


# Channels

Website



Meta Platforms



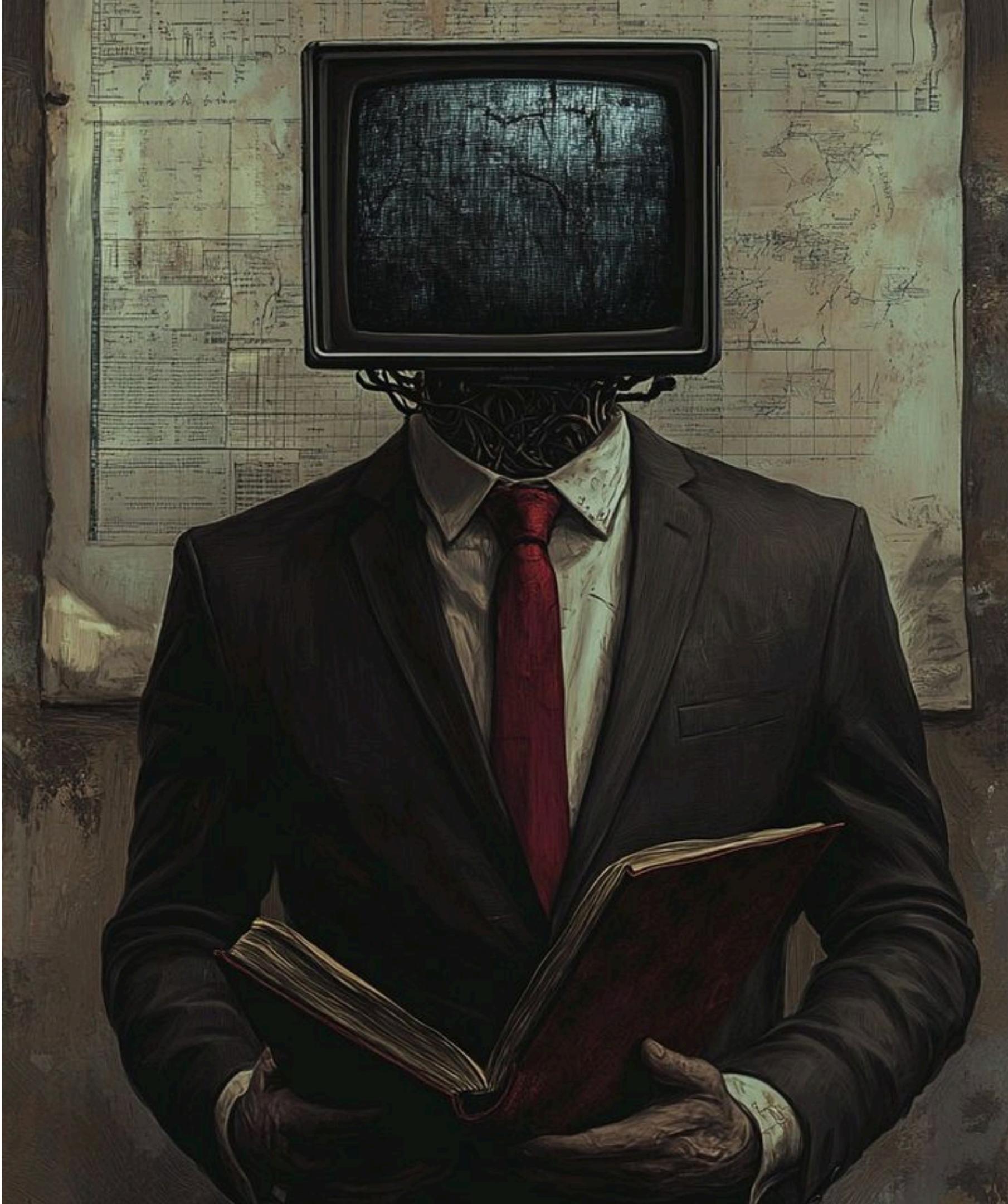


# Direct Response Funnel



# Direct Selling ADS

The strong educational content we'll provide will serve as a solid bridge between us and our audience.





# Static Visuals - Copies





الاتصال مع  
العملاء

صلاحيات  
الموظفين

ملفات  
ويبيانات

مشاريع  
ومهام

قيـد...

لأن إدارة مكتب المحاماة  
تببدأ من النظام.



# Big Ad Copy

## Headline:

خصوصيتك أولويتنا...  
نظام رقمي آمن مصمّم لإدارة مكاتب المحاماة من أي مكان.

## Description:

ارفع مستوى الحماية، وانقل مكتبك لمستوى عالي من الخصوصية الذكية  
ابداً اليوم بإدارة قانونية رقمية، آمنة 100%.

## Hook:

لا تسلم أسرار عملائك لأي منصة!  
ابداً اليوم مع "قيد"... نظام يحفظ ملفاتك في خوادم خاصة داخل السعودية،  
ليحفظ سرية بياناتك.



## واجهة قيد..

عدسة دقة إدارة مكتب القانوني.

# Big Ad Copy.

## Headline:

قيد.. لأن إدارة مكتب المحاماة تبدأ من النظام.

## Description:

حول الفوضى إلى فرص!  
وابدأ بتحسين إدارة مكتب دون هدر للوقت والمال.

## Hook:

ابداً اليوم رحلة التحول إلى مكتب رقمي  
أكثر ذكاءً!  
تقلل خسائرك وترفع أرباحك



# Big Ad Copy

## Headline:

قيد.. لأن إدارة مكتب المحاماة تبدأ من النظام.

## Description:

اكتشف أين يضيع وقتك ومالك... وابدأ في تحسين إدارة مكتبك بخطوات مدروسة.

## Hook:

خسائر مكاتب المحاماة بحاجة إلى قيد، قيد يحكم شئون المكتب الوظيفية

ينظم الشئون القانونية

قيد يدقق بالأمور المالية و المحاسبية !

# Website Edits

## قيد الشريك الرقمي لإدارة أعمالك القانونية

أدر أعمالك بتقنيات مبتكرة لرفع كفاءة الأعمال القانونية والإدارية في منصة واحدة، تختصر الوقت وتتوفر التكاليف وتزفع من ثقة عملائك.

احجز مواعيد



اجمع بين التنظيم الفائق والخصوصية الرقمية مع شريك القانوني الذكي

بياناتك القانونية... في خوادم خاصة داخل السعودية

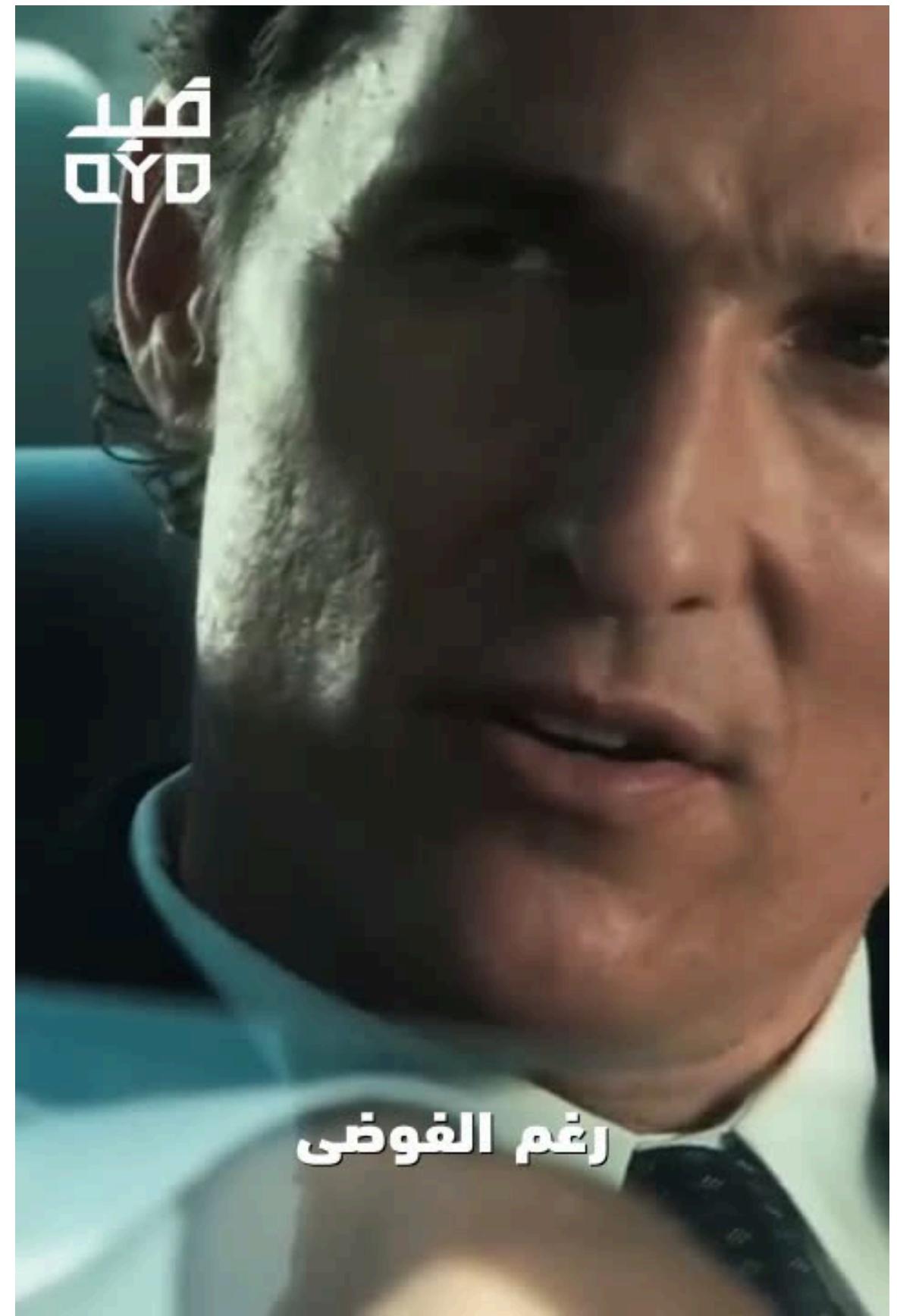
ضمّن نظام "قيد" ليكون أكثر من مجرد أداة تنظيمية.  
بل ليكون درعاً رقمياً يحمي مكتبك وخصوصيتك، من الداخل إلى الخارج.





# Reels - Videos





رغم الغوضى

# For Main Page In website





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دی دی  
DHD

REJECTED

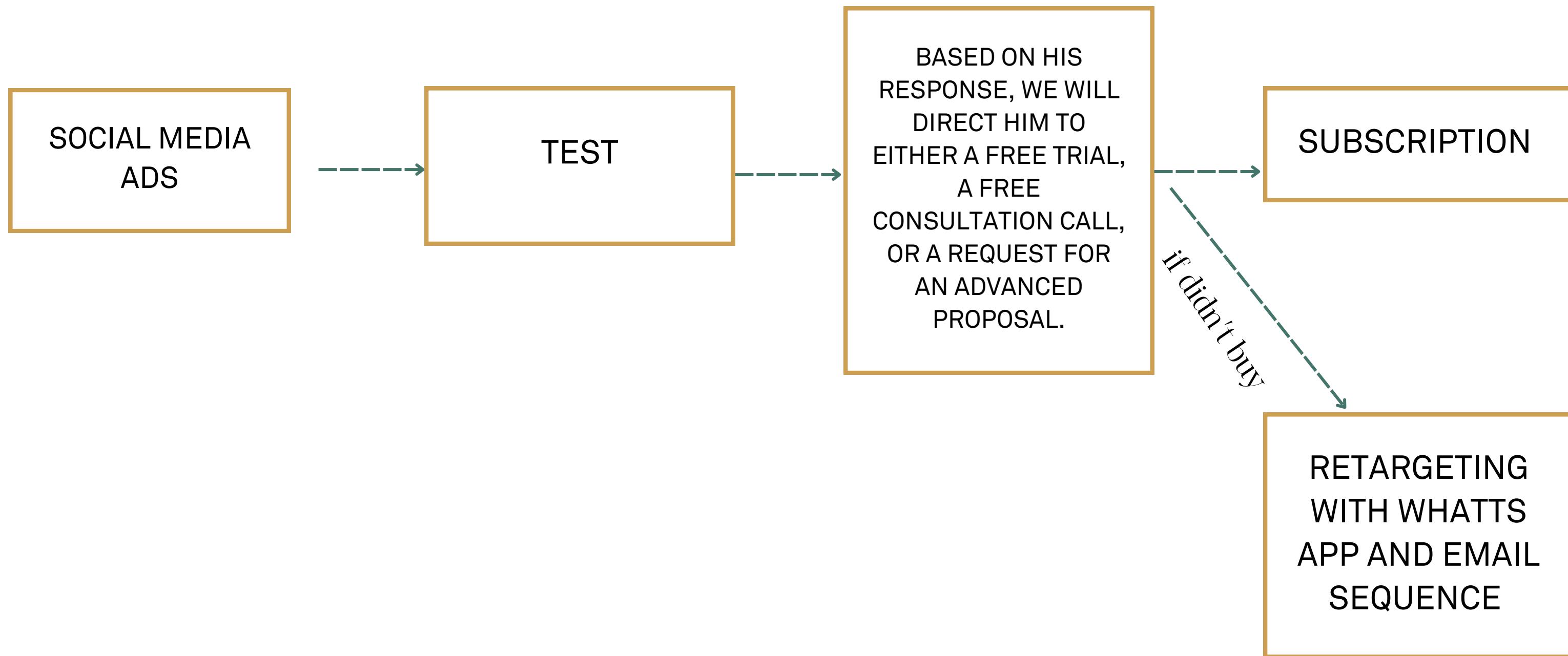
اعتبرت القاعدة

# HVCO 1 (High Value Content Offer)



- AD COPY
- TEST
- BASED ON HIS RESPONSE, WE WILL DIRECT HIM TO EITHER A FREE TRIAL, A FREE CONSULTATION CALL, OR A REQUEST FOR AN ADVANCED PROPOSAL.
- WHATSAPP / EMAIL MOTIVATIONAL AND INFORMATIONAL MSGS

# Marketing Funnel



# Big Ad Copy



## **Headline:**

هل يسير مكتبك القانوني بالكافأة المطلوبة؟ هذا الاختبار  
يكشف لك الحقيقة.

## **Description:**

اكتشف الثغرات التي تُهدر وقتك وتُقلل من أرباحك... وساهم  
في تحسين إدارة مكتبك بخطوات بسيطة ومدروسة.

## **Hook:**

تُدير مكتب محاماة... أم تُديره الفوضى بصمت؟



# Podcast Episodes





# THANK YOU...

For Your Attention



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