NexOTO

MARKETING PLAN · DUBAI MARKET ENTRY

Entering Dubai: the first 30 days

by Jyoti Vashisth

SUMMARY

The plan on one page

TARGET · 30 DAYS

7–9 paying garages

- 18–22 active trials
- 10+ garage websites live
- First UAE testimonial

WHO

Small independent garages, already in motion

- Searching for software right now
- Running on paper, Excel and WhatsApp
- Unhappy with what they use today

HOW

Four channels, one offer

- Google Search ads + SEO / AEO
- Google Maps list → free-website outreach
- Switcher hunting on review sites
- Referral loop: every trial recruits the next garage
- Two creator partnerships (secondary)

Rule for month one: no cold accounts. We meet garages where they are already looking.

PRODUCT

What NexOTO is, in Dubai terms

Simple and low-cost, built for the small independent garage, which is where we enter first. We sell what is live today; the B2C app is a month-three story.

LIVE TODAY

Garage Management System

- Digital job cards, intake to delivery
- Invoicing and expense tracking
- Customers, vehicles and staff
- Inventory and parts
- Revenue reports for the owner
- WhatsApp updates to customers
- Excel import for existing records

AI Business Assistant

- Damage detection from photos
- Warning-light analysis
- Repair-cost estimates
- Predictive maintenance prompts
- Smart recommendations

COMING LATER

NexOTO B2C app

Car owners book services, keep service history and use the marketplace. Not part of the month-one pitch.

14-day free trial **Free website with the annual plan** **Runs in the browser, no hardware**

PRICE ANCHOR

A year of NexOTO costs what a month of autoGMS costs

NexOTO (India price)

≈ AED 660 / year

₹15,000 a year, website included. Monthly ₹2,499 ≈ AED 110.

autoGMS

≈ AED 660 / month

USD 179.99 a month. No free trial. 500+ UAE workshops.

GRX

AED 2,500–7,500 / year

Per branch. 7-day trial on WhatsApp. 24+ UAE workshops.

SAFO AutoSuite

AED 400–1,500 / month

Arabic-first, WhatsApp built in.

Recommendation: launch at AED 149–199 a month, still 3–4× cheaper than the market. A straight rupee conversion reads as "too cheap to trust" in Dubai. This is a decision for NexOTO before day one.

MARKET

Dubai in the numbers that matter

~4,500
independent workshops in the UAE
Industry estimate, verified with our own Maps scrape in week one

92%
of garages are single-owner, single-site
Competitor-published (autoGMS)

34%
have a website or any digital system
Competitor-published (autoGMS)

3.5M
vehicles on Dubai roads every day
RTA, 2025

541
cars per 1,000 residents in Dubai
More than London or New York

86–90%
of UAE residents use WhatsApp
Our sales channel, not email

Where they cluster: Al Quoz · Ras Al Khor / Al Aweer · Umm Ramool · Dubai Investment Park · Sharjah Industrial Areas 1–6 (10–20% cheaper than Al Quoz; Dubai drivers go there).

LANDSCAPE

What Dubai garages run on today

Four rungs. NexOTO enters at the bottom two, plus anyone on rung three who is unhappy.

RUNG 1

Paper, WhatsApp and Excel

Most single-owner garages. Job cards on paper, customer updates on WhatsApp, invoices typed in Excel or Word.

NexOTO entry point

RUNG 2

Generic tools

Tally, Zoho, Odoo. Built for accounts, not for the bay. autoGMS's own case study is a Sharjah garage that dropped a six-month Odoo project.

NexOTO entry point

RUNG 3

Local garage software

autoGMS (500+), GRX (24+), SAFO, Odex, GaragePro, MASS, AutoFixia. AED 400–1,500 a month, sold through demos.

Not a month-one target

RUNG 4

Global tools

Shopmonkey, Tekmetric. Rare in the UAE; USD pricing, no local support.

Not a month-one target

COMPETITORS

Who a Dubai garage compares us with

Vendor	Price	Free trial	Website included	WhatsApp	Arabic	Customers
NexOTO (proposed)	AED 149–199 / month*	14 days	Yes, on annual plan	Yes	Not yet	0 in UAE
autoGMS	≈ AED 660 / month	None	Booking page only	Yes	Yes	500+ UAE
GRX	AED 2,500–7,500 / year	7 days	No	Yes	Yes + Hindi	24+ UAE
SAFO AutoSuite	AED 400–1,500 / month	Not stated	No	Yes	Yes	Not stated
Odex · GaragePro · MASS	Quote-based	Not stated	No	Varies	Yes	Not stated

*Recommended Dubai price. Current India price is about AED 110 a month or AED 660 a year.

WHERE WE WIN

Price · 14-day trial · free website · Excel import in a weekend · AI assistant nobody else bundles

WHERE WE LOSE TODAY

No Arabic UI · no local presence · no e-invoicing claim · zero UAE proof. The first testimonial by day 30 fixes the last one.

WARM LEADS

Who we go after first, and how we spot them

Searching right now

THE SIGNAL

Typing “garage software Dubai”, “workshop management UAE”, “autoGMS pricing” or “autoGMS alternative”.

HOW WE FIND THEM

Google Search ads plus our own ranking pages.

Running on paper or Excel

THE SIGNAL

Google Maps listing with no website, under 30 reviews, not on ServiceMyCar. New garages under 12 months old.

HOW WE FIND THEM

Maps scrape → filters → one qualifying question on WhatsApp.

Unhappy with current software

THE SIGNAL

1–2 star reviews of competitors on Google, Play Store and G2. Recommendation requests in UAE garage groups. Odoo and Zoho users.

HOW WE FIND THEM

Weekly review mining plus competitor-brand keywords.

Not in month one: fleets, insurance body shops, dealer service centres, multi-branch ERP buyers. Long cycles.

THE OFFER

A free website and a 14-day trial

The website is the door. The job card is what they stay for.

WHAT A WEBSITE COSTS IN DUBAI

AED 3,000–8,000

to build, plus AED 600–1,500 a year to host and maintain.

WITH NEXOTO

Included in an annual plan that costs less than one month of autoGMS.

WHY IT LANDS

- Car owners find garages on Google Maps and Search, check Instagram, then WhatsApp the garage before booking.
- Google reviews are the number-one local trust signal in the UAE.
- Two in three garages have no website, so they rent customers from aggregators advertising "15–75% off". That is their margin.

"We already drafted a website for your garage. Here is the preview. It is yours, free, when you run your job cards on NexOTO."

THE OFFER, PART TWO

Every trial recruits the next garage

Garages sit on the same streets and in the same WhatsApp groups. We pay for introductions with free months, not cash.

How it works

- Refer one garage during your trial → your first month is free
- Every further referral → one more month free
- Counts when the referred garage runs its first job card
- No cap in month one

Why it fits Dubai

- 92% single-owner garages packed into Al Quoz, Ras Al Khor and Sharjah Industrial. Owners know their neighbours.
- They already trade parts, tools and customers on WhatsApp
- A free month costs NexOTO about AED 150–200; a Search lead costs AED 300–900

What we expect

1 in 4

trials refers one garage → **4–5 referred trials** in month one, arriving with a friend's word instead of a cold message.

CHANNEL 1 · DEMAND

What Dubai garages actually type into Google

Keyword	Intent	Searches a month	Difficulty (KD %)	CPC (USD)
garage management software	Informational	480	8, very easy	6.44
garage software	Informational	210	7, very easy	5.37
auto repair shop software	Informational	170	26, easy	0, no bidders
best auto repair shop software	Informational	30	22, easy	0, no bidders
auto garage software dubai	Commercial	30	4, very easy	0, no bidders

Semrush, UAE database, monthly averages, September 2026.

~920
searches a month across these five terms. Warm, but small.

KD 4–26
difficulty on every term. Ranking in weeks is realistic.

USD 5.4–6.4
per click on the head terms, zero bidders on the rest.

CHANNEL 1 · PLAN

Catch the garages already searching

Google Search ads

- **Generic:** garage management software Dubai / UAE, workshop software Dubai, Arabic variants
- **Competitor:** autoGMS alternative, autoGMS pricing, GaragePro vs, GRX review
- **Problem:** job card software UAE, VAT invoice for garage, garage software with website
- **Negatives:** jobs, salary, course, consumer repair
- **Geo:** Dubai and Sharjah, English and Arabic

Unit math: every AED 1,500 in Search buys ~70 clicks at ~AED 22 each → ~7 leads at 10%. Head terms cost USD 5.4–6.4 a click, so we stay narrow and rank organically fast.

SEO and AEO: six pages in week one

- A public pricing page (no UAE competitor has one)
- "autoGMS vs NexOTO" and "GRX vs NexOTO" comparison pages
- "Best garage management software in the UAE, 2026"
- "Garage software with a free website"
- "Switch from Excel to job cards in a weekend"
- FAQ schema on every page so AI answers cite us

Proof: the same SEO and AEO playbook I ran for my own brand, Rangat: 8 keywords ranking and 2,800 Google impressions in 14 days. nexoto.ai has no indexable content today, so we start from zero, and fast.

CHANNEL 2

Google Maps list → free-website outreach

The biggest pool. Every number below is a working assumption.

1

Scrape

Every “car repair”, “garage” and “workshop” listing in Dubai and Sharjah zones

~2,500 listings

2

Filter

No website · under 30 reviews · not on an aggregator

~800 garages

3

Enrich

Phone → WhatsApp number, owner or manager name

~600 reachable

4

Reach

3-touch WhatsApp: their Maps screenshot plus a draft website preview

~180 replies

5

Qualify

One call: “What do you use for job cards and invoices today?”

~45 demos

6

Trial

Activate on the call; website live within a week

~18 trials

40 new garages a day = 600 in 15 working days

WhatsApp Business account, opt-out in the first message

Tools: Apify or Places API, a sheet, WhatsApp and Claude

CHANNEL 3

Find the ones ready to switch

Smaller pool, faster close: they already believe in software, they just dislike theirs.

Review mining, weekly

Read 1–2 star reviews on competitors' Google, Play Store and G2 pages. Reply where allowed, then message the garage directly.

Competitor keywords

Bid on "autoGMS alternative", "GRX pricing", "Odoo garage". Land on a comparison page, not the homepage.

Community listening

UAE garage-owner Facebook and WhatsApp groups, LinkedIn posts asking for recommendations, GRX users facing the AED 250 → 600 price step.

The migration offer

"Switch in a weekend." Excel import keeps their customer and job history. Pay a quarter of what they pay now.

CHANNEL 4 · SECONDARY

Borrow trust from creators garage owners already follow

Technical educators with owner-heavy audiences, not supercar lifestyle accounts.

WHO

- **Salemt.uae** (Khaled Al Harthi), first Emirati creator on the technical side of cars
- **AbuBandr**, service breakdowns and market analysis
- Hindi / Urdu-speaking UAE mechanic YouTubers
- Garage-tour and workshop-vlog channels

THE DEAL

- Free lifetime account for their own or a partner garage
- Affiliate code: a cut of every annual plan they bring
- One “a day in a workshop on NexOTO” video
- We write the brief; they keep their voice

RULES

- Cap at two creators in month one
- Unique landing URL per creator
- Judge by trials started, not views
- Shortlist by day 10, first post by day 25

SALES MOTION

Five steps from first reply to paid garage

1

WhatsApp reply

Answer within 10 minutes during Gulf hours. Confirm role: owner or manager.

2

20-minute demo

Google Meet. Walk through their own Maps listing, then one job card and a sample AED / VAT invoice.

3

Trial on the call

Create the account live. Import their Excel or type in three real jobs together. Explain the referral offer.

4

Day 2 · 4 · 7

WhatsApp check-in, short call if no live job card, then proposal with the website preview.

5

Close annual

Payment link, VAT invoice, website goes live. Ask for the review and the testimonial.

Cover 9am to 7pm Gulf time, reply within 10 minutes

Hindi or Urdu on calls where it helps; GRX ships a Hindi UI for a reason

One owner per lead, one next action, logged same day

30 DAYS

Week by week

DAYS 1–5

Get ready

- AED price and VAT invoice template agreed
- +971 WhatsApp Business number live
- Landing page and website template
- Maps scrape of Dubai and Sharjah done
- Keyword list and ad copy in two languages

DAYS 6–14

Launch

- Search ads live
- Six SEO / AEO pages published
- Outreach: 40 garages a day
- First demos and trials
- Referral offer in every trial welcome message
- First three websites built

DAYS 15–23

Convert

- Trials → paid conversations
- Weekly review mining starts
- Creator shortlist and outreach
- Ask early trials for a testimonial
- Reset funnel with real rates (day 10 onward)

DAYS 24–30

Close and reset

- Close annual plans
- First UAE case study drafted
- Double down on the winning channel
- Month-two plan with actual CAC

TARGETS

What good looks like by day 30

Every conversion rate is an assumption. We reset them with real numbers on day 10.

MAPS PIPELINE

2,500 scraped → 800 no website → 600 reachable → 180 replies · 30% → 45 demos · 25% → 18 trials · 40% → 5–6 paid · 30%

SEARCH

70 clicks → 7 leads · 10% → 3 demos · 40% → 1 paid · 35%

REFERRALS FROM TRIALS

18 trials → 4–5 referred trials · 1 in 4 → 1–2 paid · 35%

Day-30 targets: 7–9 paying garages · 18–22 active trials · 10+ websites live · 1 UAE testimonial

BEFORE DAY ONE

What I need from NexOTO

These unblock the plan; none of them are marketing tasks.

Must-have

- A Dubai price in AED (recommended AED 149–199 a month)
- Invoice template with 5% VAT, TRN and AED
- A way to collect payment from the UAE (Stripe or Razorpay international)
- Website template and build capacity: how many a week
- A +971 WhatsApp Business number
- Demo account with UAE sample data (AED, local plates)

Nice-to-have by month two

- Arabic invoice PDF
- A one-line e-invoicing position: SMEs go mandatory 1 July 2027, and buyers will ask
- One India customer willing to take a reference call
- Hindi UI toggle (GRX already has one)

WHY ME

I have run this motion before

100+
targeted outbound campaigns at Mool.ai

30%
month-on-month qualified-lead growth through SaaS webinars

18%
lift in proposal win rate through sales assets

₹29L
revenue from 200+ lifecycle email campaigns at DotPe

8
keywords where Rangat, my own brand, started ranking within 15 days

2,800
Google Search impressions in 14 days

51
Google Search clicks in the same 14 days

488
AI Search impressions in 14 days, across AI Overviews and Gemini

The second row is my own brand, Rangat: I know how to make a site rank on Google and in AI search. What I would own here: the message, the lists, the campaigns, the demos, the tracking and the weekly learning loop.

SOURCES

Everything cited, accessed 17 September 2026

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- Rangat search and AI-search results: own Google Search Console data, last 14 days
- Keyword volumes, difficulty and CPC: Semrush, UAE database, September 2026

Competitor figures reflect public websites, not hands-on testing. Two market percentages are competitor-published and are treated as hypotheses until replaced by our own data.