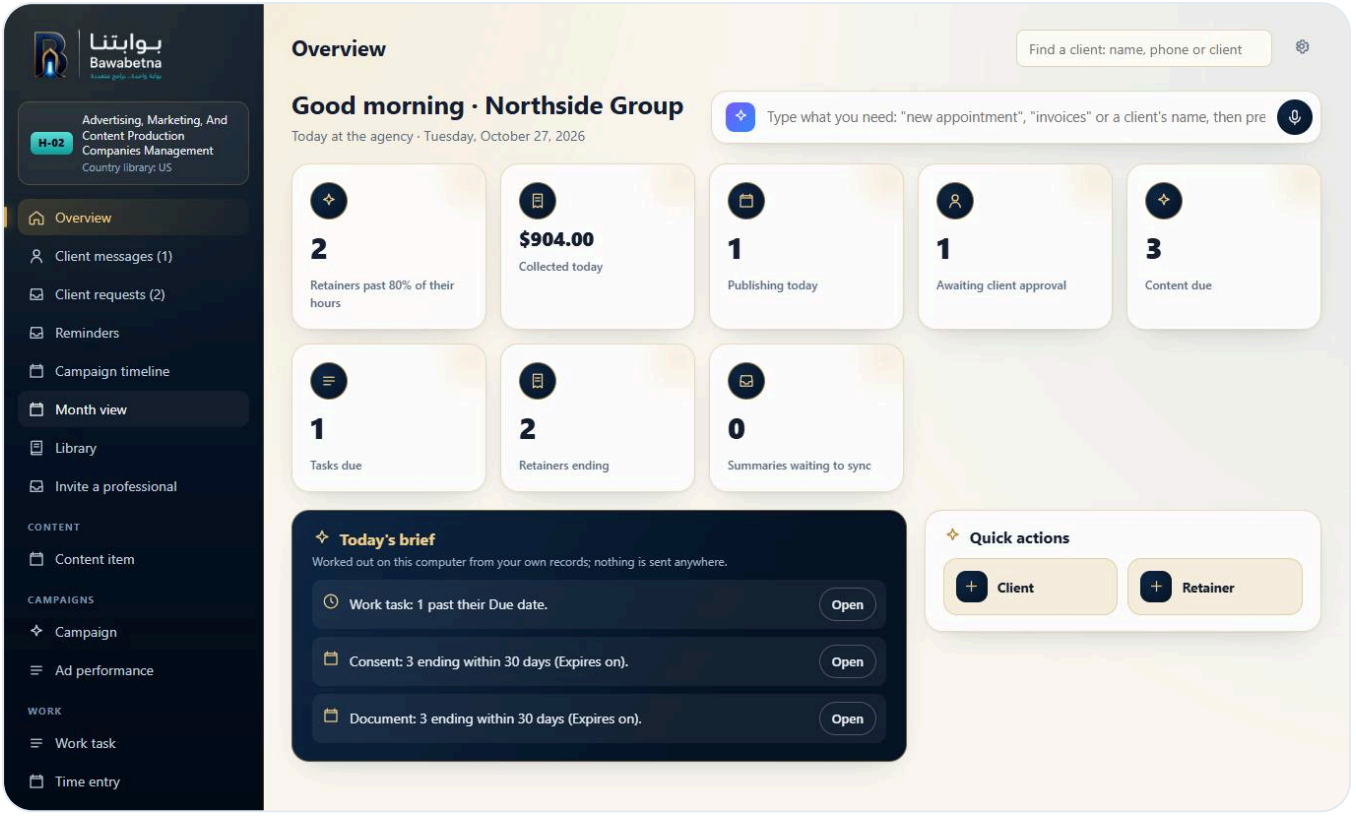
Bawabetna · User guide

Advertising, Marketing, And Content Production Companies Management

Every screen and every button, with real screens from the program.

Guide version 2026-10-27



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Getting started

Download the program from bawabetna.com or the Microsoft Store and install it. On first opening, sign in with your Bawabetna account. The first month is free with every feature.

The first-run assistant asks for a few details, then the program is ready:

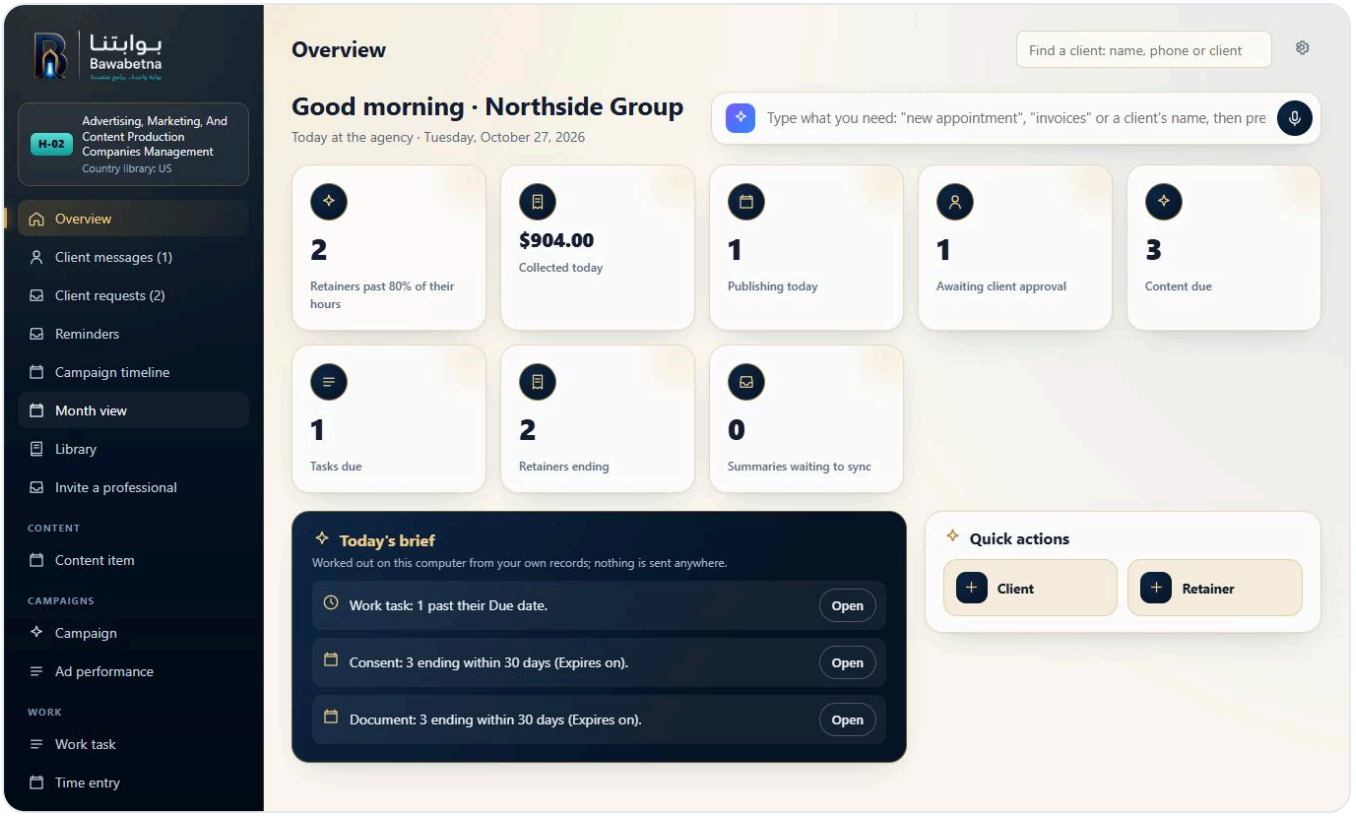
1. **Agency**: Name, License number, Country, Default currency
2. **Branch**: Name, Phone
3. **Account staff**: Full name, Team, Hourly rate

Each person signs in with their own role and sees only the screens of that role:

- Account manager
- Accountant
- Agency owner
- Creative
- Manager
- Media buyer

The home screen

The home screen shows today's work at a glance: counts, today's schedule, what is waiting and requests from clients. The command bar at the top opens any screen from a short sentence, such as a client's name or "new appointment".

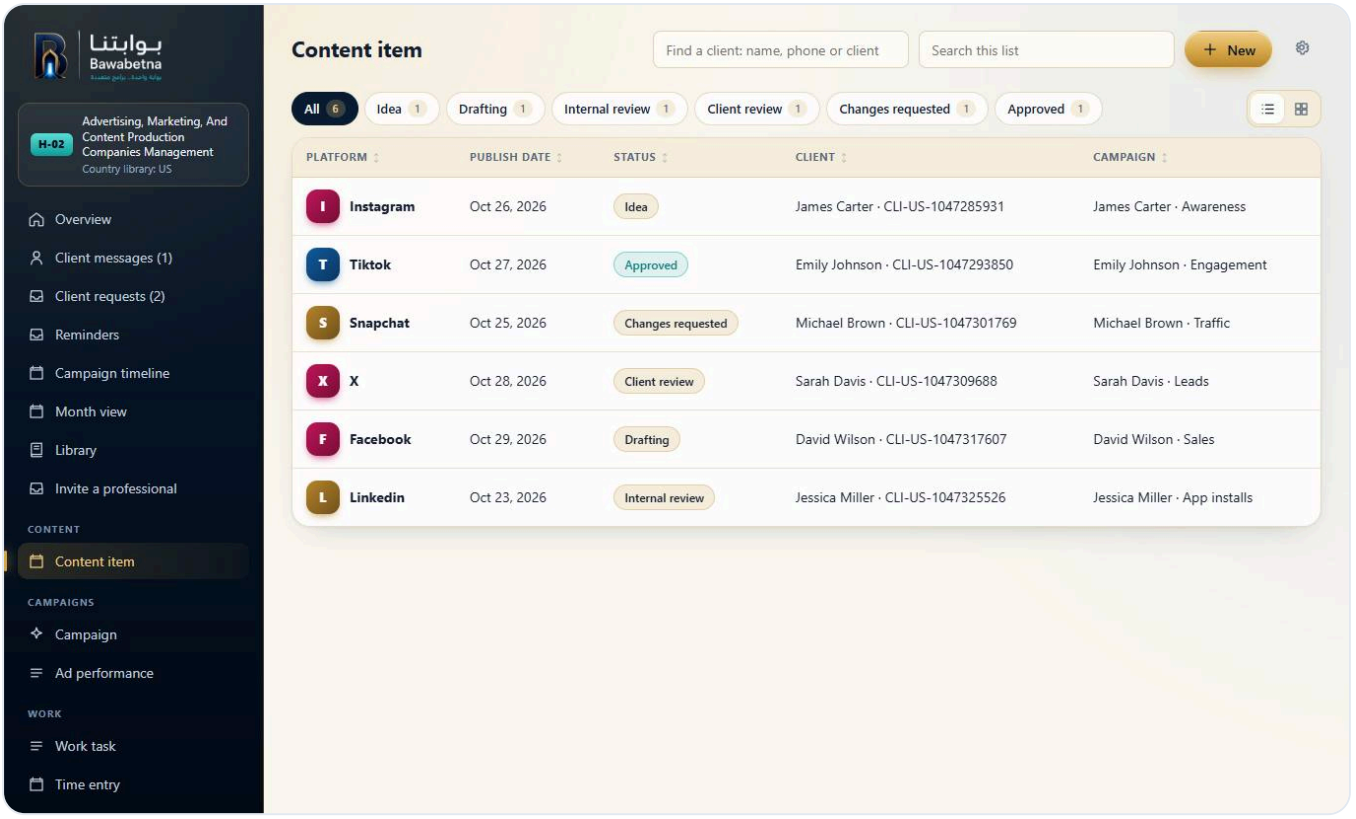


The home screen

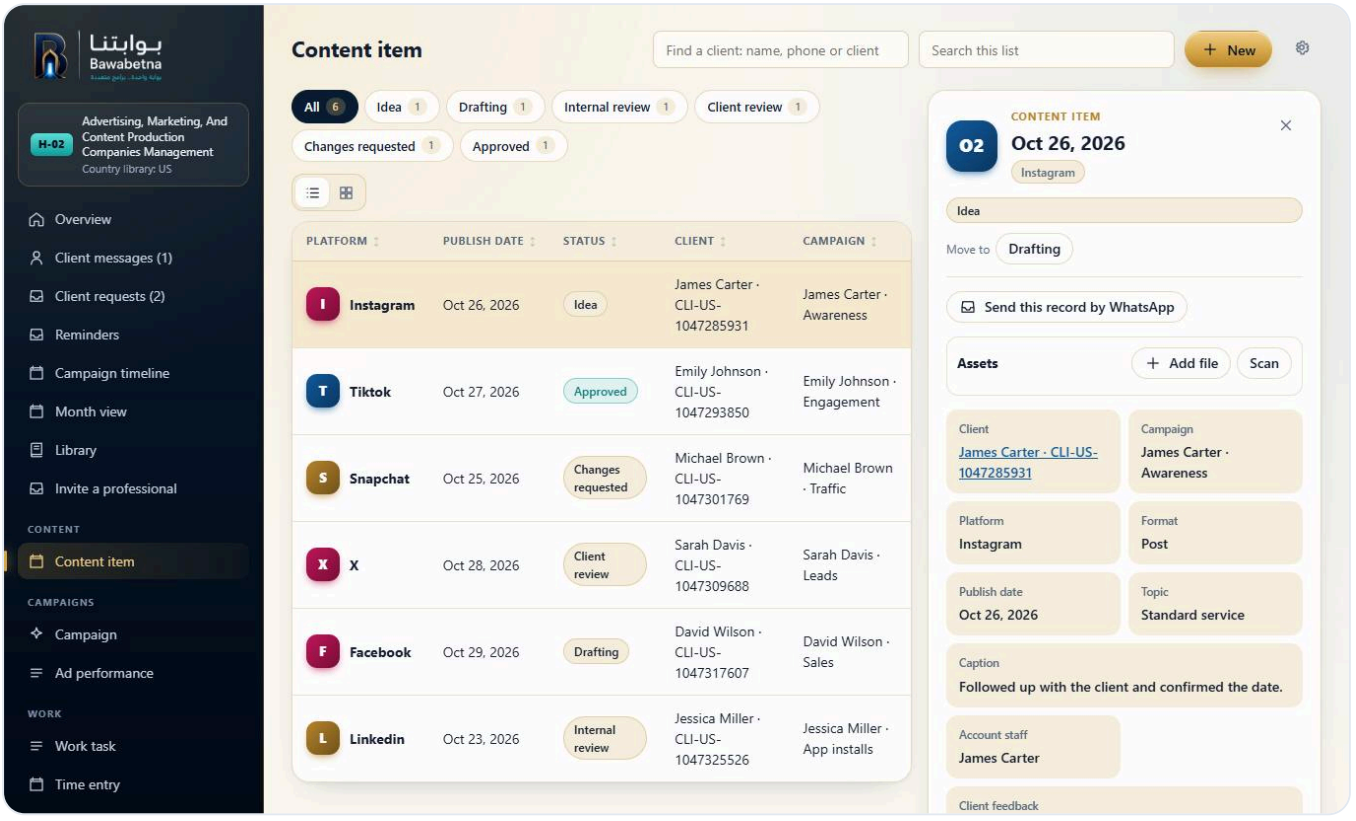
Screens and what you record in them

The side menu groups the screens by kind of work. Each screen lists its records: New adds one, a click opens it, and the buttons at the bottom of a record move it to its next stage.

Content



Content item



A record open for editing

Content item

What you record: Client (required), Campaign, Platform (required), Format (required), Publish date (required), Topic (required), Caption, Hashtags, Assets, Account staff, Client feedback, Post link, Retainer, Status (required)

Stages: A new record starts as "Idea".

Approved → Scheduled | Approved → Published | Changes requested → Drafting | Client review → Changes requested | Client review → Approved | Drafting → Internal review | Idea → Drafting | Internal review → Drafting | Internal review → Client review | Scheduled → Published

Campaigns



Campaign

Campaign

What you record: Campaign code (worked out by the program), Client (required), Name (required), Objective (required), Target audience, Key message, Media budget, Start date (required), End date (required), Account staff, Retainer, Status (required), Completed at (worked out by the program)

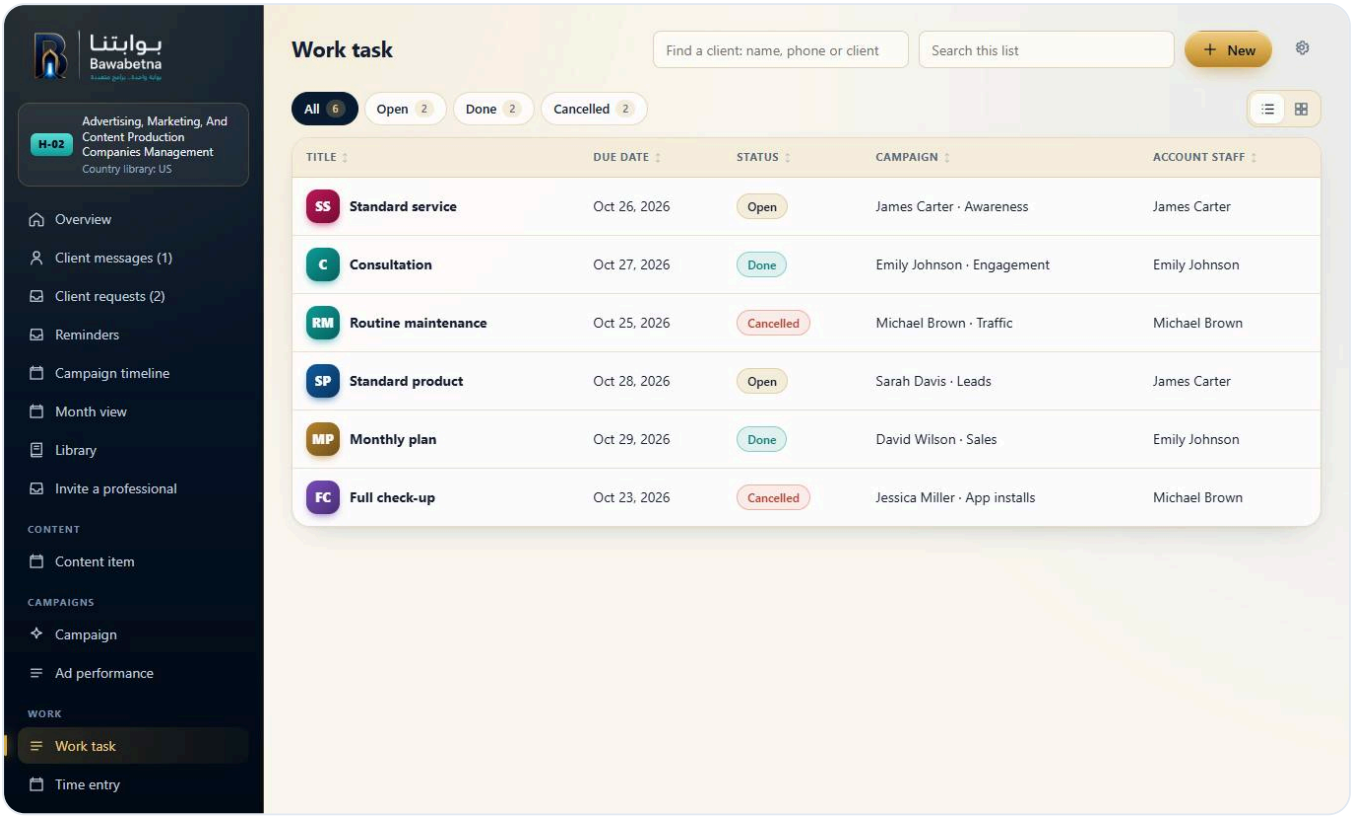
Stages: A new record starts as "Brief".

Awaiting approval → Planning | Awaiting approval → Live | Brief → Planning | Brief → Cancelled | Live → Completed | Planning → Awaiting approval

Ad performance

What you record: Campaign (required), Platform (required), Period start (required), Period end (required), Spend (required), Impressions, Clicks, Leads, Conversions, Ctr percent (worked out by the program), Cost per click (worked out by the program), Cost per lead (worked out by the program)

Work



Work task

Work task

What you record: Campaign (required), Title (required), Account staff, Due date (required), Priority, Status (required)

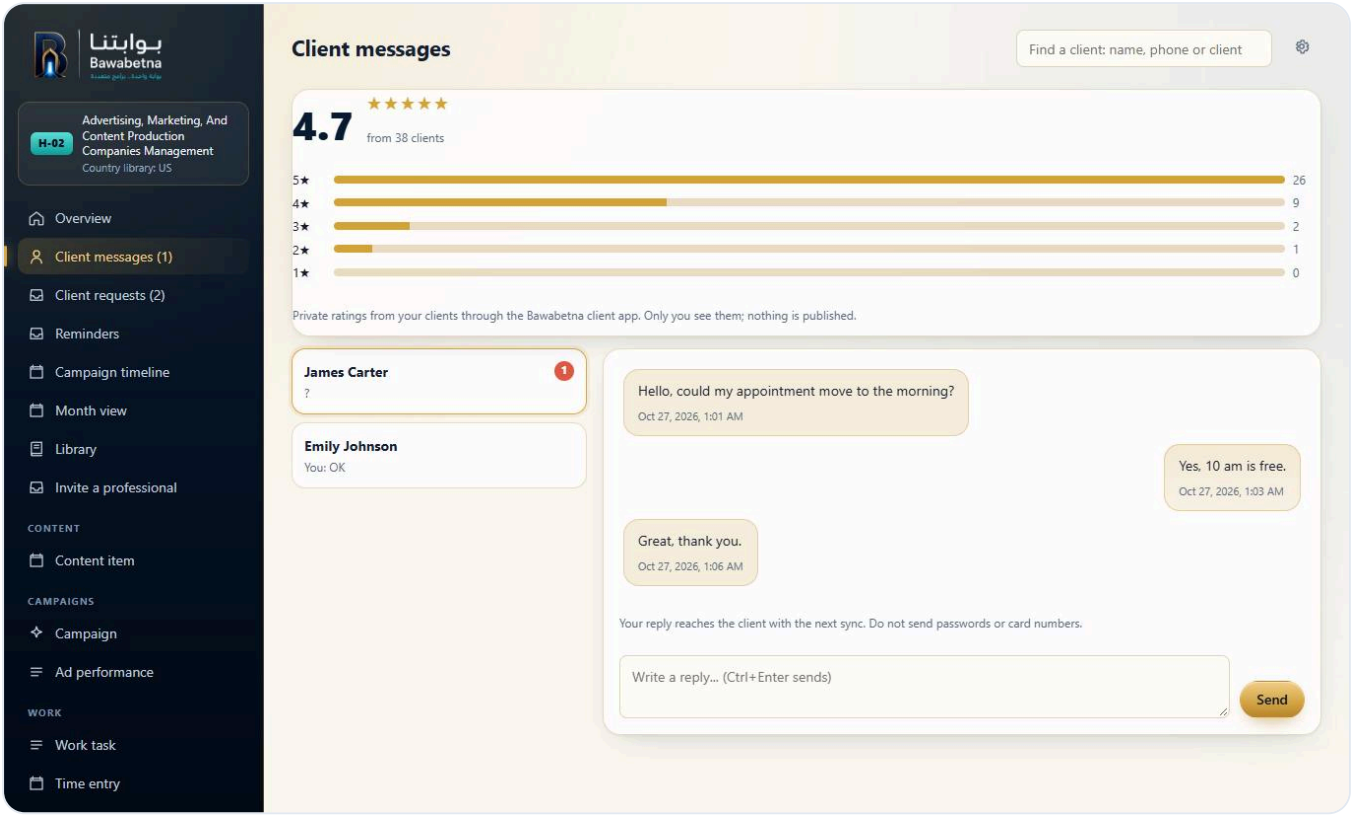
Stages: A new record starts as "Open".

Open → Done | Open → Cancelled

Time entry

What you record: Campaign (required), Account staff (required), Work date (required), Hours (required), Rate (required), Description (required), Billable, Retainer (worked out by the program), Invoiced lines (worked out by the program), Unbilled hours (worked out by the program)

Clients



Client

Client

What you record: Full name (required), Company name, Industry, Email, Brand guidelines, Phone, Client code, Ecosystem registration, Identity country, Official identity number (required), Notes

Retainer

What you record: Client (required), Scope (required), Monthly fee (required), Hours included, Posts per month, Start date (required), End date (required), Status (required), Contract months (worked out by the program), Hours budget (worked out by the program), Hours used (worked out by the program), Hours remaining (worked out by the program), Hours used percent (worked out by the program), Hours flag (worked out by the program), Posts budget (worked out by the program), Posts published (worked out by the program)

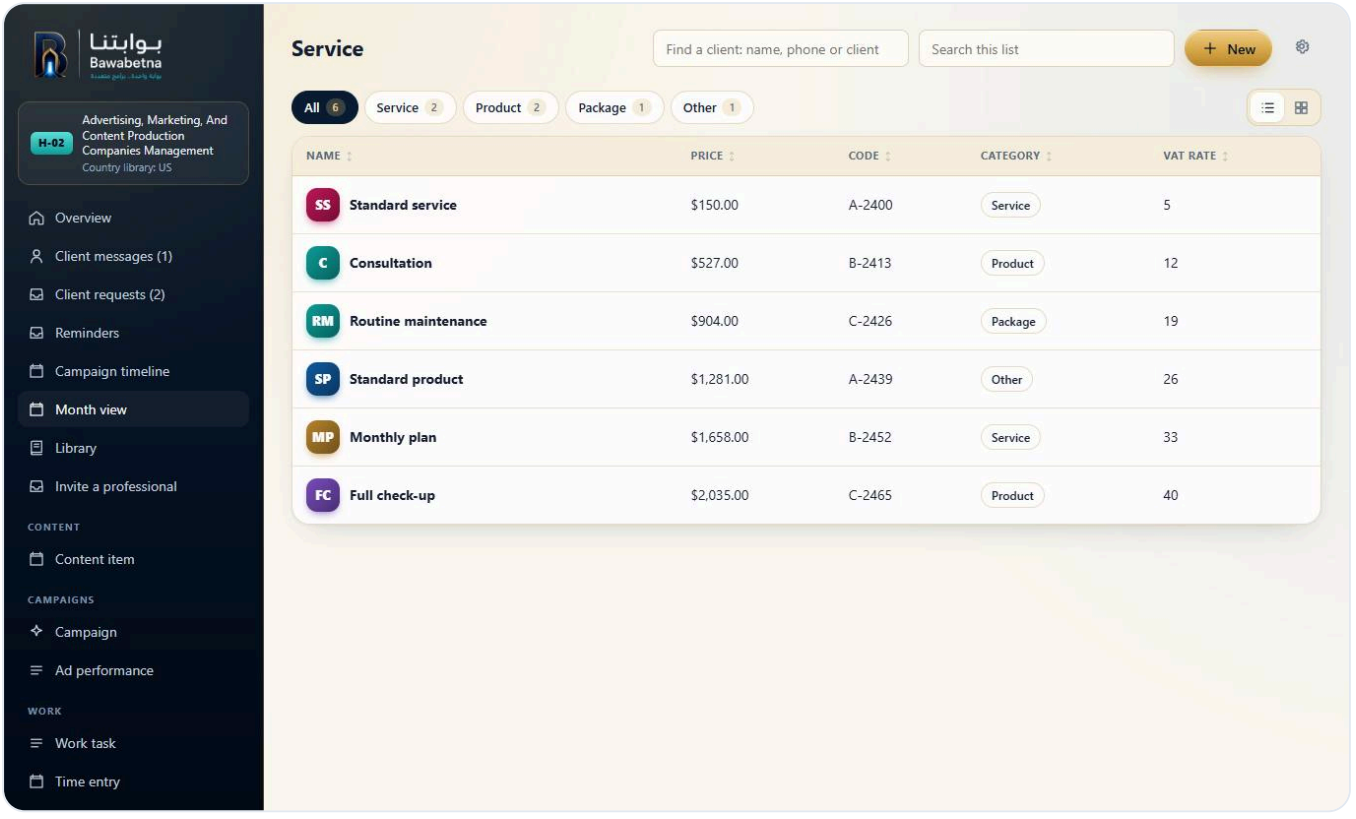
Stages: A new record starts as "Draft".

Active → Paused | Active → Ended | Draft → Active | Paused → Active | Paused → Ended

Document

What you record: Client (required), Campaign, Category (required), Title (required), Reference number, Issued on, Expires on, Files

Billing



Service

Service

What you record: Code, Name (required), Category, Price (required), Vat rate (required), Active

Invoice

What you record: Invoice number (worked out by the program), Client (required), Campaign, Currency (required), Issued at (worked out by the program), Subtotal (worked out by the program), Tax total (worked out by the program), Total (worked out by the program), Paid (worked out by the program), Refunded (worked out by the program), Net paid (worked out by the program), Balance (worked out by the program), Status (required), E invoice reference, Notes

Stages: A new record starts as "Draft".

Draft → Issued | Draft → Voided | Issued → Voided | Refunded → Reconciled | Settled → Reconciled

Invoice line

What you record: Invoice (required), Time entry, Service, Description (required), Quantity (required), Unit price (required), Discount, Vat rate (required), Line net (worked out by the program), Line tax (worked out by the program), Line total (worked out by the program)

Payment

What you record: Receipt number (worked out by the program), Invoice (required), Amount (required), Method (required), Transaction reference, Paid at (worked out by the program)

Refund

What you record: Refund number (worked out by the program), Payment (required), Invoice (worked out by the program), Amount (required), Reason (required), Refunded at (worked out by the program)

Setup

Agency

What you record: Name (required), License number, Country (required), Tax number, Default currency, Whatsapp enabled, Online meeting link, Payment link, Review link, Ai assistant enabled, Ai model, Ai endpoint

Branch

What you record: Agency (required), Name (required), Address, Phone

Account staff

What you record: Branch (required), Full name (required), License number, Hourly rate, Team, Active

Reports

Reports are worked out on your computer from your records. Choose a period, see the chart and the table, then print or export them. The reports of this program:

- Content by status
- Published by platform
- Spend and leads by platform
- Hours by staff
- Hours by campaign
- Revenue by month
- Revenue by service
- Collections by payment method
- Outstanding balances by client
- Receivables aging (days since issue)
- Unbilled work in progress by age (days)
- Unbilled hours by campaign

Working with your clients

A client with a Bawabetna Client Code can, from the free client app: book an appointment, write to you, send requests and documents, sign documents, see what they owe and pay you directly, tell you they have arrived, ask for an earlier time and see their points. Everything reaches this program with its next sync.

Your data

Your records are kept encrypted on your own computer; only a short summary of each transaction is sent to Bawabetna. Make a backup from Settings; it is encrypted with your recovery key.

Help

Write to info@bawabetna.com or use the contact page at bawabetna.com/contact.