USER MANUAL

GROWTHSAATHI

All your social media, customers and sales in one calm place.

Simple steps · Pictures · Sticky-note tips · Every tool covered

GROWTHSAATHI Digital Marketing · RPS United Holdings, Mapusa, Goa · WhatsApp +91 70285 55363

Start here

Read slides 2 to 5 first. Then jump to any tool you need.

START HERE

What GROWTHSAATHI does for you

One app for your whole online business. Plan posts, talk to customers, take bookings, send offers and see your results, all in one place.

Social

Social Planner · Evergreen · RSS & Curate · Inbox

Create

AI Studio · Media Library · Links & QR

Customers

Contacts · Pipeline · Influencers · Calendar & Bookings

Marketing

Campaigns · Automations · Funnels & Pages · Reviews

Sales

Invoices & Payments · Products · Tasks

Insights

Analytics · Content Insights · Competitors · Listening

Admin

Clients & Workspaces · Team & Roles · Settings

₹199 / month

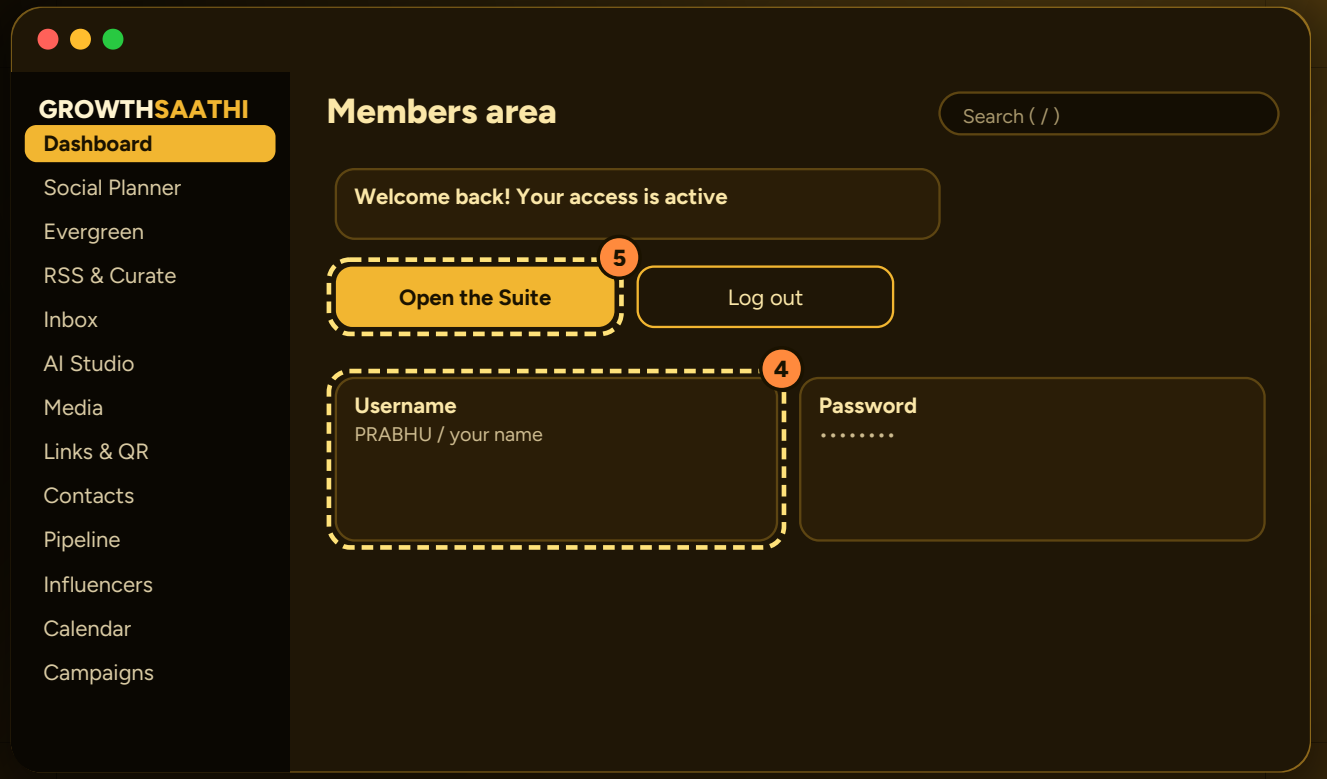
Every tool included. Pay cash, get your login on WhatsApp.

Think of it like this

Social media + WhatsApp + customer diary + bill book, in one app.

Get your login and open the app

1. Pay ₹199 in cash to GROWTH10X / RPS United Holdings.
2. Your **username and password** come to you on WhatsApp.
3. Open the GROWTHSAATHI website, or double-click the **GROWTHSAATHI.html** file.
4. Type your username and password, then press **Log in**.
5. Your dashboard opens straight away. Use the same login next time.



Gold dashed boxes match the step numbers.

Keep it safe
Never share your password in a group chat.

Try first
Add ?demo to the app link to look around without logging in.

A quick tour of the screen

1. **Left menu**: every tool, grouped. Click one to open it.
2. **Client switcher** at the top of the menu: pick which business you are working on.
3. **Search** (top right): find any post, contact or invoice. Press **/** to jump there.
4. **Big gold buttons** do the main job on each page (New post, Add contact…).
5. Small **pop-up messages** at the bottom tell you when something is saved or sent.



Gold dashed boxes match the step numbers.

Shortcuts

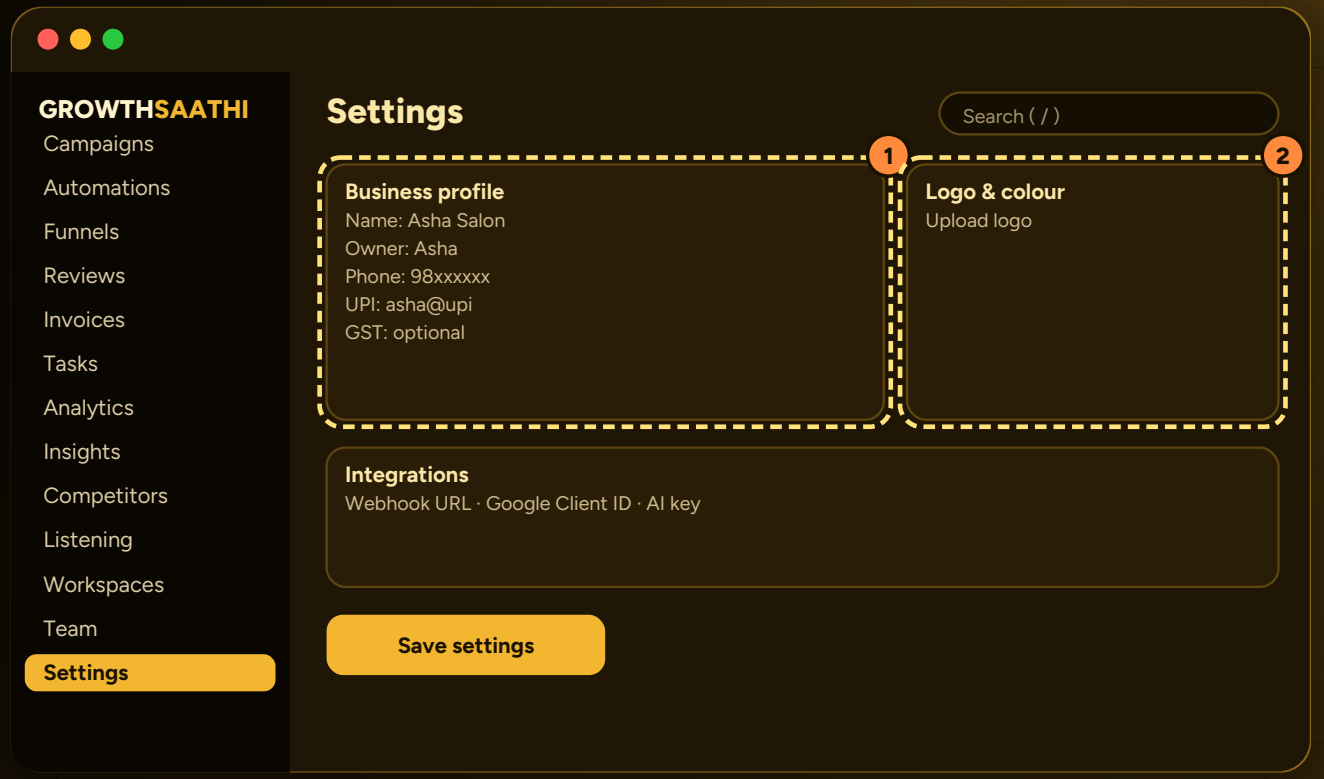
Alt+N new post · Alt+C new contact · Alt+B new booking

Phone friendly

Works on mobile too. The menu folds into a button.

Do this on day one (10 minutes)

1. Open **Settings** → fill your **Business profile**: name, owner, phone, city, UPI ID, GST number.
2. Upload your **logo** and pick your brand colour.
3. Open **Social Planner** → **Posting schedule**: check the best times for each network.
4. Add your first 5 customers in **Contacts**.
5. Click **Clear sample data** on the Dashboard when you are ready to start fresh.



Gold dashed boxes match the step numbers.

Why it matters

Your name, phone and UPI fill in posts, invoices and messages automatically.

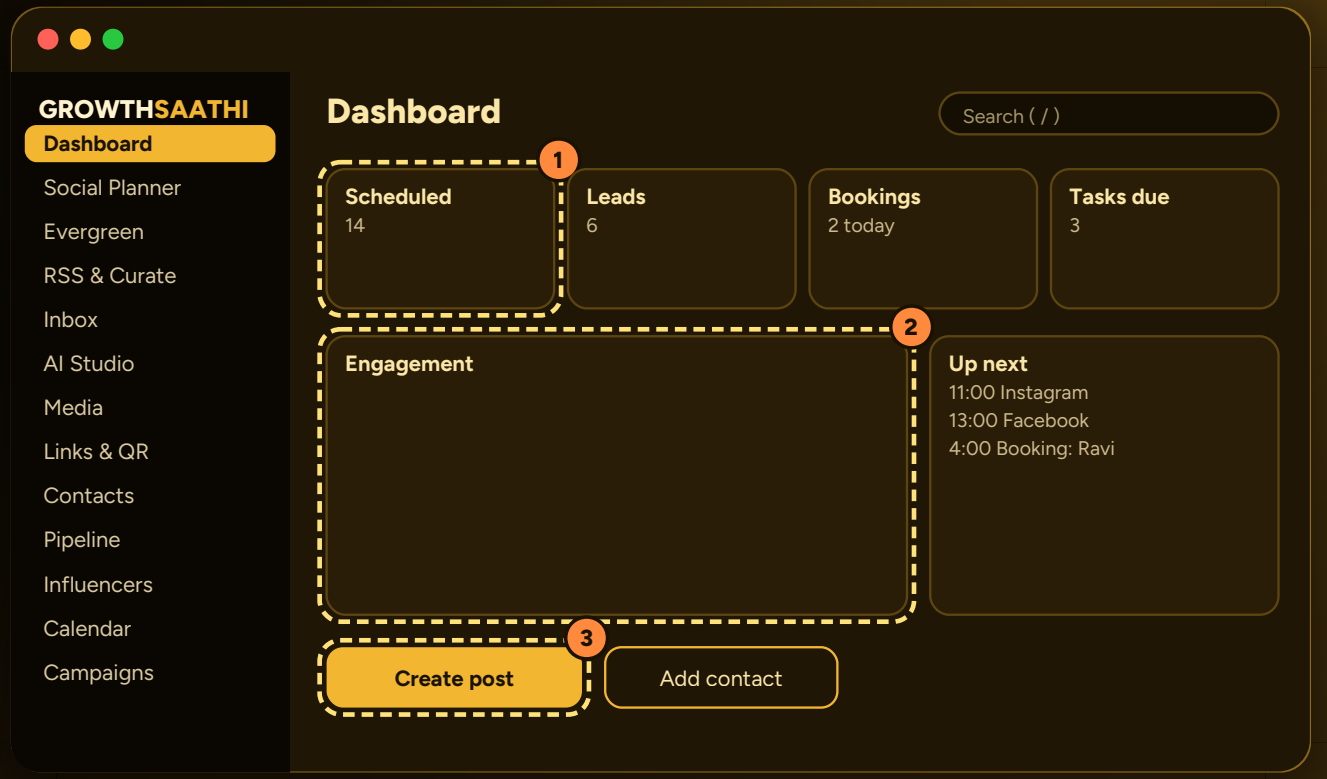
Sample data

The app starts with example posts so you can practise safely.

OVERVIEW

Dashboard shows your day at a glance

1. See **posts going out**, **new leads**, **today's bookings** and **tasks due**.
2. The chart shows your engagement for the last weeks.
3. Use the **quick buttons** to create a post, add a contact or book an appointment.
4. Click any item to open it straight away.



Gold dashed boxes match the step numbers.

Morning habit

Open the Dashboard with your morning chai. Two minutes, and you know your day.

SOCIAL

Create and schedule a post

1. Click **Create post** (or press Alt+N).
2. Tick the **networks**: Instagram, Facebook, LinkedIn, X, YouTube...
3. Write your **caption**. Stuck? Click **AI caption** or **# Hashtags**.
4. Add a photo or video: paste a link or click **Add from media library**.
5. Pick a date and time (or **Best time**), then click **Schedule**.



Gold dashed boxes match the step numbers.

Character limit

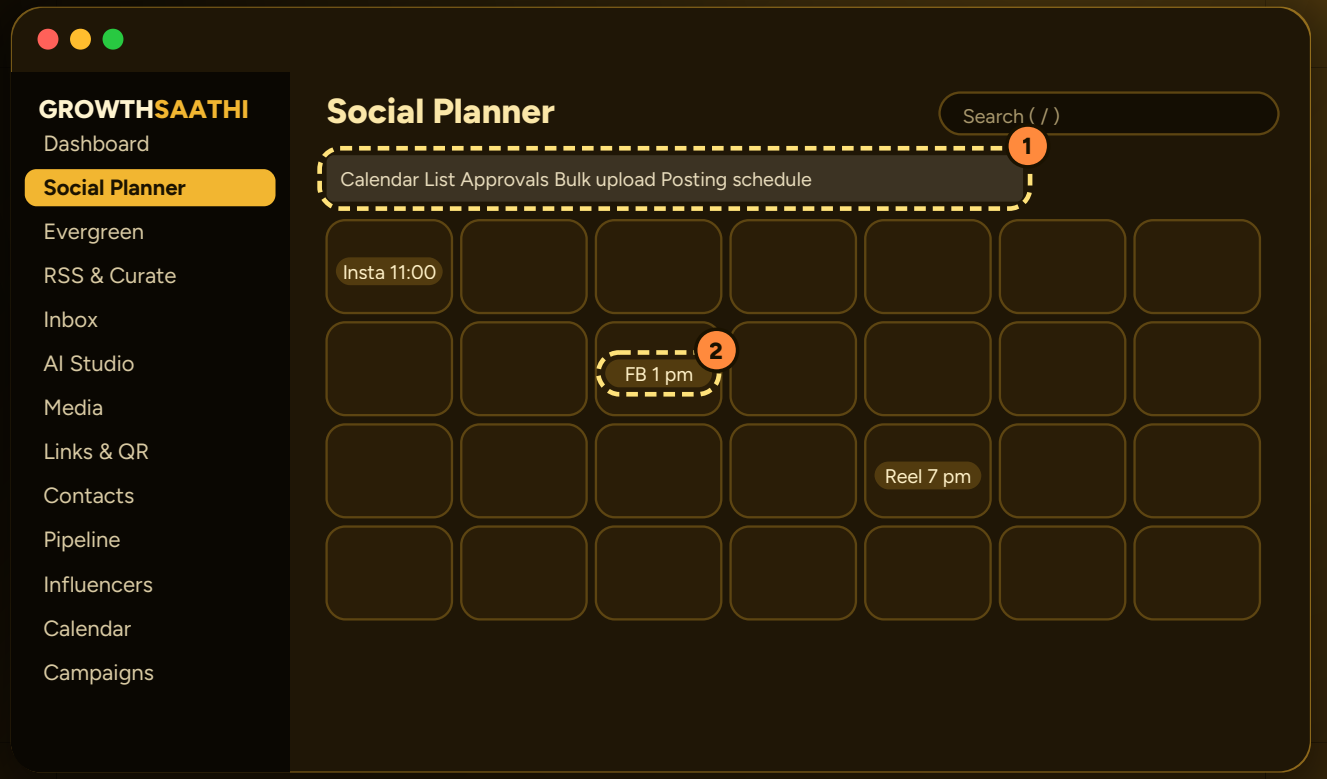
The counter turns red if your caption is too long for a network.

Not ready?

Click Save draft. Nothing gets posted.

Use the calendar to move posts around

1. **Calendar** tab: see the whole month. Each coloured chip is a post.
2. **Drag** a post to another day to reschedule it.
3. Click **+** on any day to add a post for that date.
4. **List** tab: edit, duplicate, publish now or add **Results** after it goes out.
5. **Export to calendar (.ics)** puts your posts in Google or phone calendar.



Gold dashed boxes match the step numbers.

Colours mean

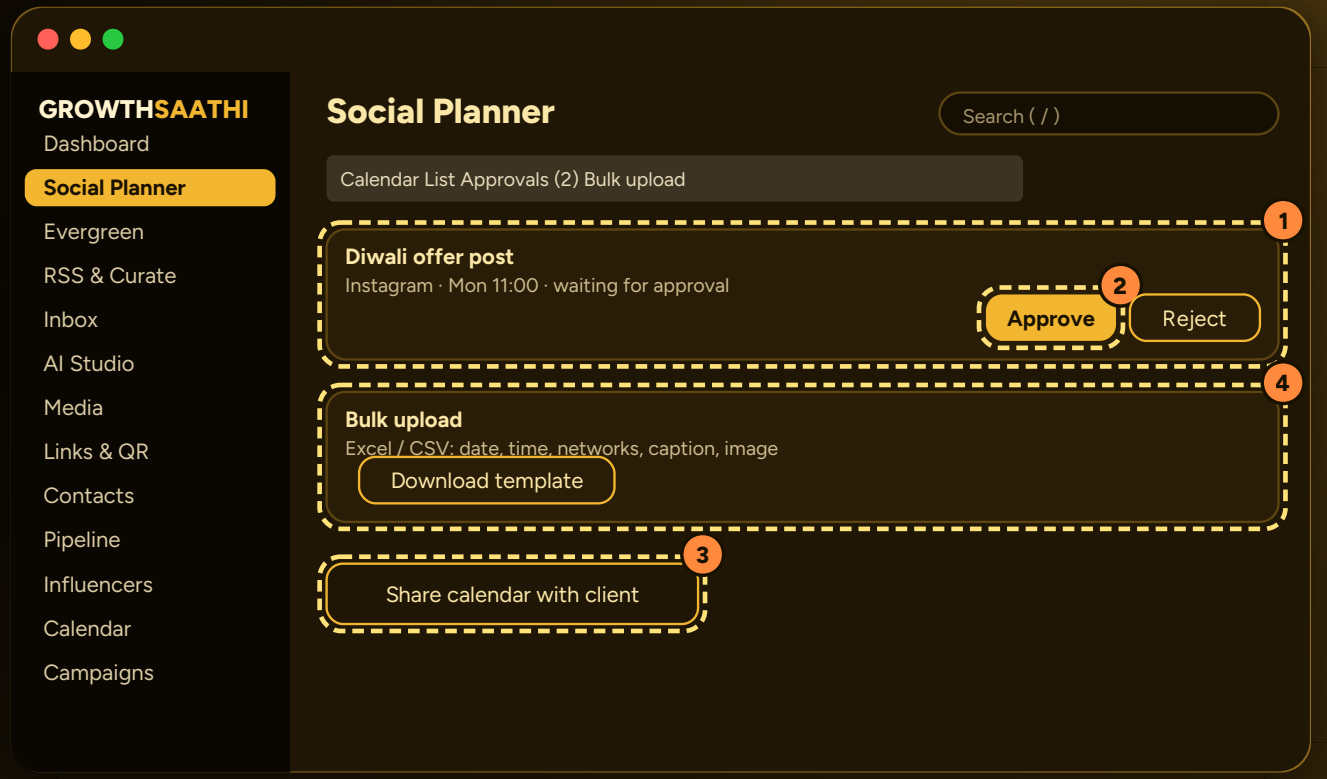
Gold = scheduled · Blue = waiting approval · Green = published · Red = failed

Oops?

A failed post shows the reason. Fix it and press Publish now.

Get approvals and upload many posts at once

1. When a post **needs approval**, it waits in the **Approvals** tab.
2. Your client or manager clicks **Approve** or **Reject**.
3. Send the client a clean list: **Share calendar with client**.
4. **Bulk upload**: click **Download template**, fill it in Excel, upload it back.
5. Dozens of posts get scheduled in one go.



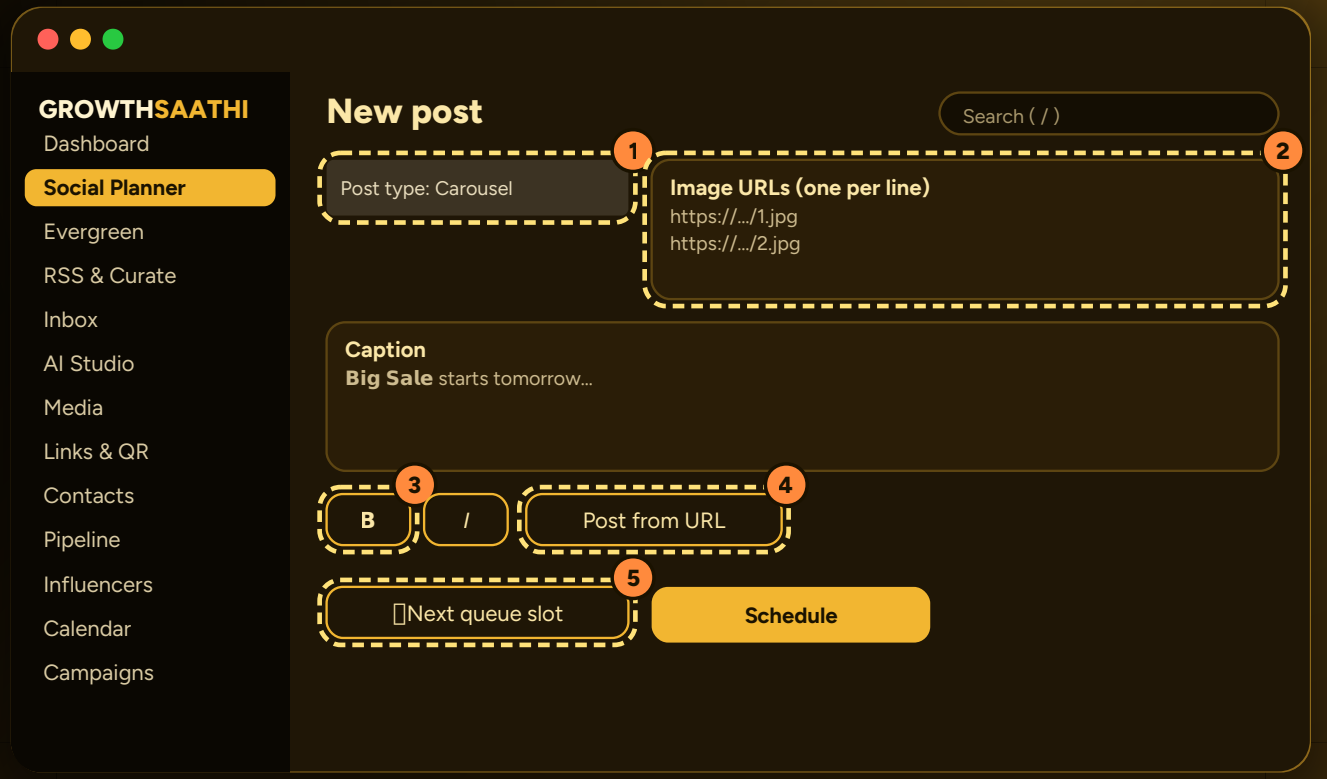
Gold dashed boxes match the step numbers.

Agency tip

Send the shared calendar on WhatsApp every Friday. Clients love it.

Carousels, Reels, Stories and fancy text

1. Choose **Post type**: Post, Carousel (up to 10), Reel, Story, YouTube Short or Video.
2. For a carousel, put **one image link per line**.
3. Select some words and click **B** or *I* for bold or italic text that works on Instagram.
4. **Post from URL**: paste a blog or product link. A ready post is written for you.
5. **Next queue slot** picks the next free posting time.



Gold dashed boxes match the step numbers.

Reels
Use a vertical video (9:16), under 90 seconds.

Note for team
The Internal note box is never posted.

Evergreen Collections keep your page alive

1. Open **Evergreen Collections** → **+ New collection**.
2. Give it a name, like **Weekly tips** or **Happy customers**.
3. Pick the networks, the **days** and the **time**.
4. Paste your posts. Put a line with only **---** between each post.
5. Switch it **On**. The app keeps scheduling the next one by itself.



Gold dashed boxes match the step numbers.

Best for

Tips, FAQs, reviews, product highlights, festival wishes.

Add a photo

Write [media] and the image link on its own line.

SOCIAL

RSS & Curate posts your new articles for you

1. Open **RSS & Curate** → **+ Add RSS / blog feed**.
2. Paste your blog feed (WordPress: **yoursite.com/feed**) or a YouTube channel feed.
3. Choose what happens: post at once, add to queue, save as draft, or just collect.
4. New articles become posts automatically, checked every hour.
5. **Curated content** tab: pick good articles and click **Make post**.



Gold dashed boxes match the step numbers.

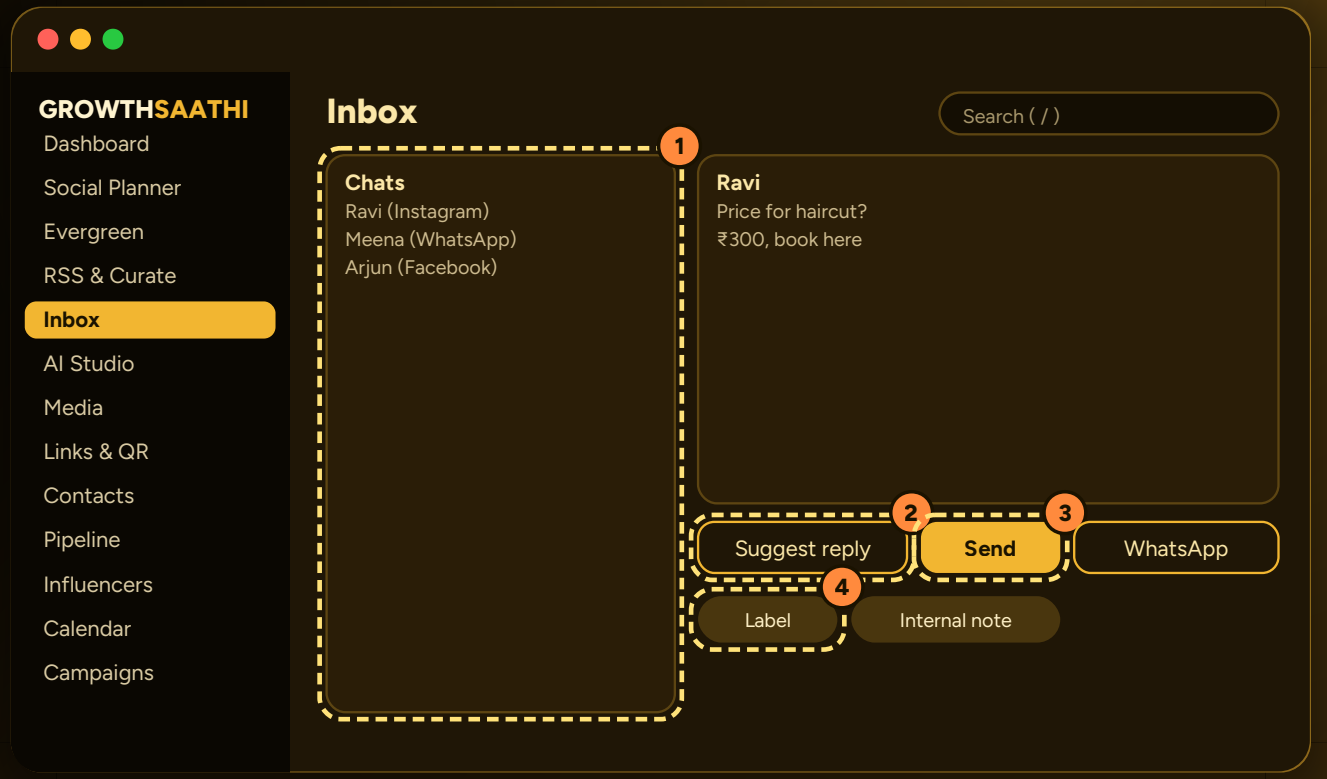
No flooding
The first check only collects old articles. Only new ones get posted.

Ideas
Google News feed for your keyword gives you fresh things to share.

SOCIAL

Inbox keeps every chat in one place

1. All messages and comments sit in one list. **Open** one to read it.
2. Click **Suggest reply** for a ready answer, or use a saved reply.
3. Press **Send**, or **WhatsApp** to reply on WhatsApp.
4. Add a **Label** (Lead, Complaint…) or an **Internal note** for your team.
5. Click **Close** when it is done. Use **+ Log message** for chats from your phone.



Gold dashed boxes match the step numbers.

Fast replies win

Reply within 1 hour and far more people book.

Mood

Angry messages are flagged so you see them first.

CREATE

AI Studio writes for you

1. Open **AI Studio** and pick a tab: Captions, Post ideas, 30-day plan, Hashtags, Repurpose, Bio, Ad copy.
2. Type your topic in simple words, like **“diwali offer for my bakery”**.
3. Click **Generate**.
4. Click **Copy** or **Use as post**.
5. **30-day content plan** → **Create 30 draft posts** fills your month.



Gold dashed boxes match the step numbers.

Hinglish works

Ask for Hinglish or Marathi-style captions.

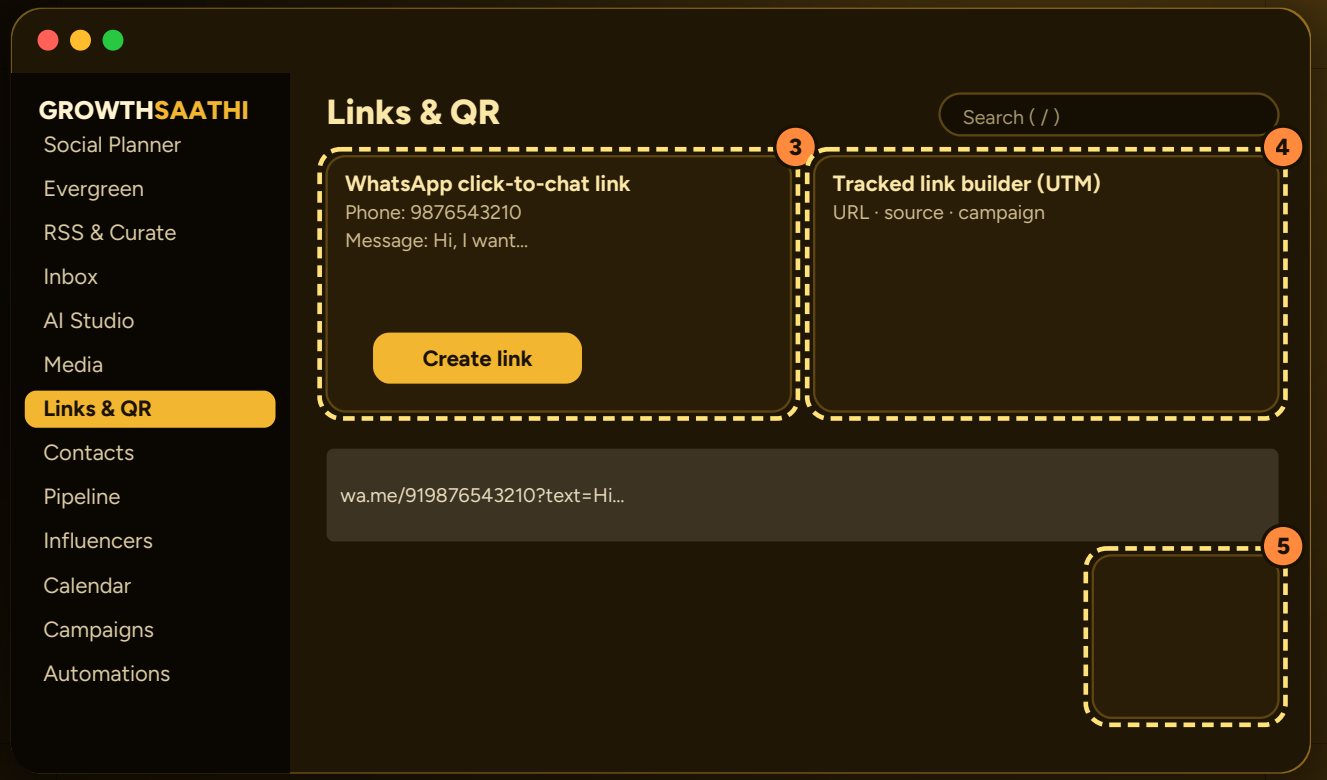
Thumbnail maker

Make a YouTube thumbnail in the Thumbnail maker tab.

CREATE

Media Library and Links & QR

1. **Media Library**: upload photos and videos once, use them in any post.
2. Click **Post** on a photo to start a post with it.
3. **Links & QR**: build a WhatsApp click-to-chat link for your bio.
4. Make a **tracked link (UTM)** to see which post brought visitors.
5. Every link gets a **QR code** to print on your shop counter or bills.



Gold dashed boxes match the step numbers.

Big photos
Images are shrunk automatically so posts load fast.

Print it
Put the QR code on visiting cards and the shop door.

CUSTOMERS

Contacts is your customer diary

1. Click **+ Add contact**: name, phone, email, tags (like **VIP**, **Diwali lead**).
2. Click **Open** to see their whole history: chats, bookings, bills.
3. Lead score goes up as they engage, so you know who is hot.
4. Tick many contacts and click **WhatsApp selected**.
5. **Export CSV** to save them in Excel. You can import too.



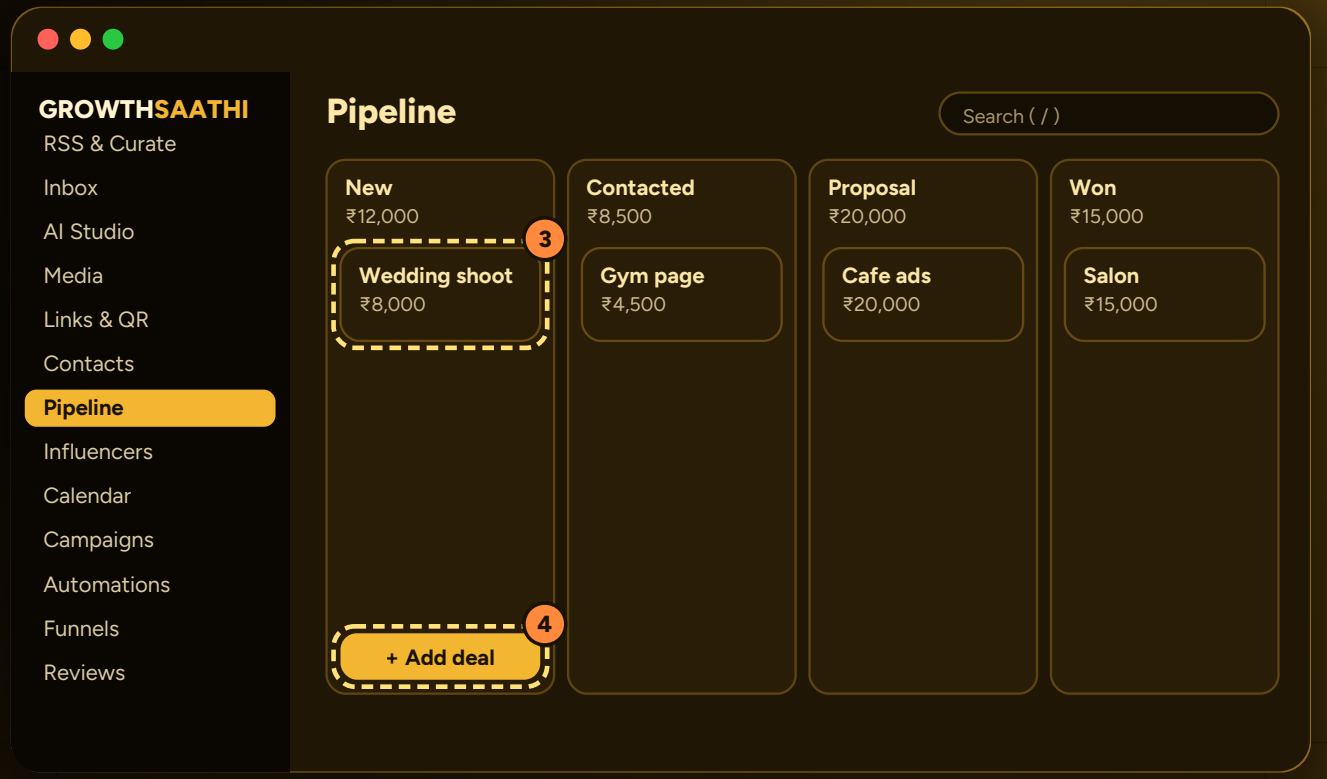
Gold dashed boxes match the step numbers.

Tags = groups
Use tags to send offers only to the right people.

Privacy
Only message people who agreed to hear from you.

Pipeline shows money on the way

1. Each card is a **deal** (a possible sale) with its value in ₹.
2. Columns are stages: New → Contacted → Proposal → Won / Lost.
3. **Drag** a card to the next column as the deal moves.
4. Click **+ Add deal** to add one. **Edit stages** to rename columns.
5. The total at the top of each column shows how much is coming.



Gold dashed boxes match the step numbers.

Won a deal?
Moving to Won can start a welcome message automatically (see Automations).

Influencers: find and track creators

1. Click **Find influencers**, type niche and city (**food blogger Goa**).
2. Open the searches, then **+ Add influencer** with followers and engagement rate.
3. See the **₹ per engagement** to judge if the fee is fair.
4. Change status as you go: found → contacted → agreed → posted → paid.
5. Click **WA** to message them on WhatsApp with a ready hello.



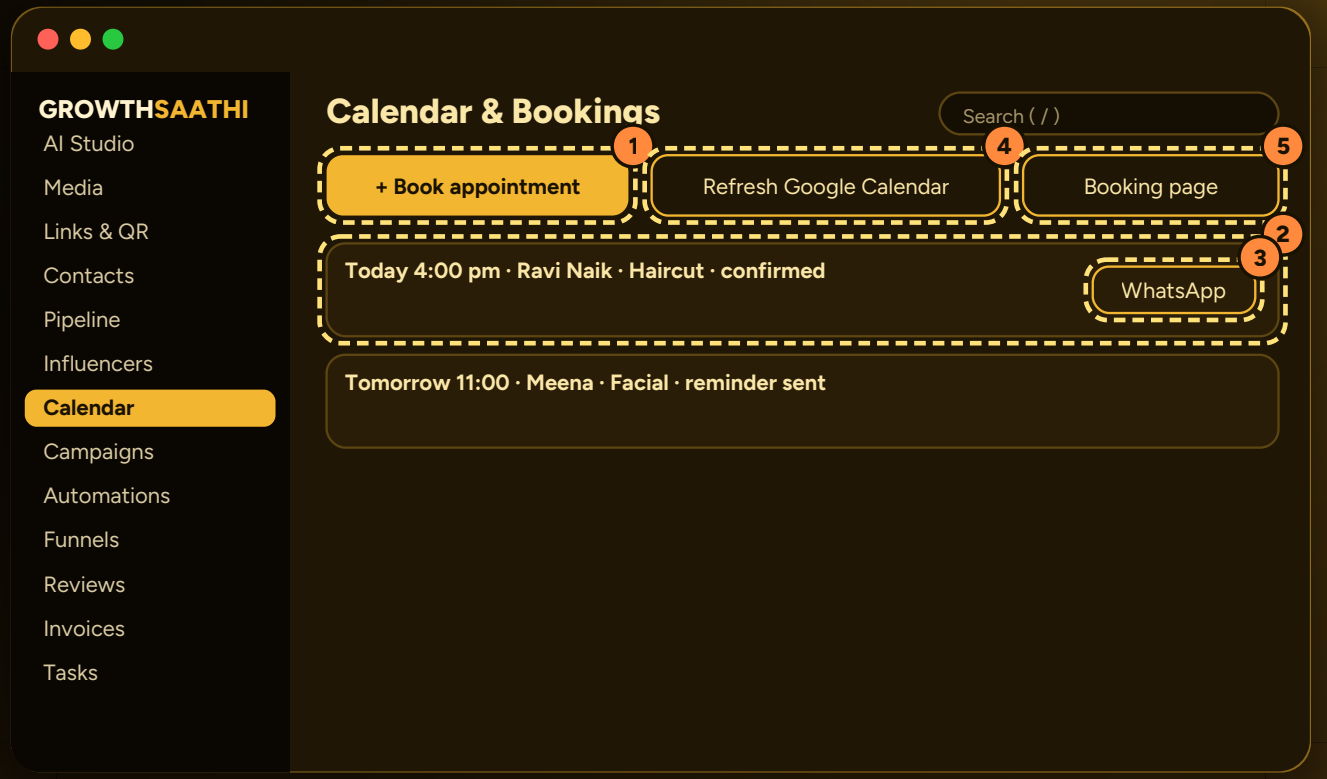
Gold dashed boxes match the step numbers.

Fake followers?
Huge followers but tiny likes (under 1%) is a warning sign.

CUSTOMERS

Calendar & Bookings with Google Calendar

1. Click **+ Book appointment**: customer, service, date and time.
2. Reminders go out **24 hours** and **1 hour** before.
3. Send a **WhatsApp confirmation** in one tap.
4. Click **Connect Google Calendar** (Settings) once. Bookings then appear on your phone calendar with a Meet link.
5. Share your **Booking page** so customers book themselves.



Gold dashed boxes match the step numbers.

One-time setup

Google needs a Client ID in Settings. The setup guide shows how (15 min).

No Google?

Use Export .ics to add bookings to any calendar.

MARKETING

Campaigns send offers to many people

1. Click **+ New campaign** and choose **WhatsApp**, **Email** or **SMS**.
2. Pick who gets it: a **tag** (VIP) or everyone.
3. Write the message, or click **Write with AI**. Use **{{name}}** to add each person's name.
4. Click **Send now** or set a date to send later.
5. Without the backend: click **Continue manual send** and send one by one in WhatsApp.



Gold dashed boxes match the step numbers.

WhatsApp rule

Bulk WhatsApp needs approved templates and people who agreed to get messages.

Best time

Send offers at 11 am or 7 pm.

Automations do the follow-up for you

1. Click **Start from a recipe**, like **Missed-lead follow-up**, and press **Use**.
2. Or **+ New workflow**: pick a **trigger** (new lead, booking, payment…).
3. Add steps with **+ Add step**: wait, WhatsApp, email, tag, task, move deal.
4. Click **Test on a contact** to see it work.
5. Switch it **On**. It runs by itself from now on.



Gold dashed boxes match the step numbers.

Start simple
Turn on 2 recipes first: Missed-lead follow-up and Payment thank-you.

Funnels & Pages build a web page without coding

1. Open **Funnels & Pages** and pick a template (lead, sales, webinar, link in bio, booking, festive offer).
2. Click **Use template**, then **Edit**. Change the text and photos.
3. Use **Add** to drop in blocks: form, countdown, UPI pay, WhatsApp button, reviews.
4. **SEO & tracking**: add the page title and your Google/Meta tracking ID.
5. Click **Download HTML** and upload it to your website. Form leads land in Contacts.



Gold dashed boxes match the step numbers.

Fast win
Make a Festive offer page and put the link in your Instagram bio.

Reviews bring more customers

1. After a happy visit, click **Ask a customer for a review**.
2. Pick the customer and click **Open WhatsApp**. Your Google review link is already in the message.
3. Click **Log a review** when one comes in.
4. Click **Reply**. AI suggests a polite answer, then **Copy & mark replied**.
5. Bad review (1 to 3 stars)? You get an alert to fix it fast.



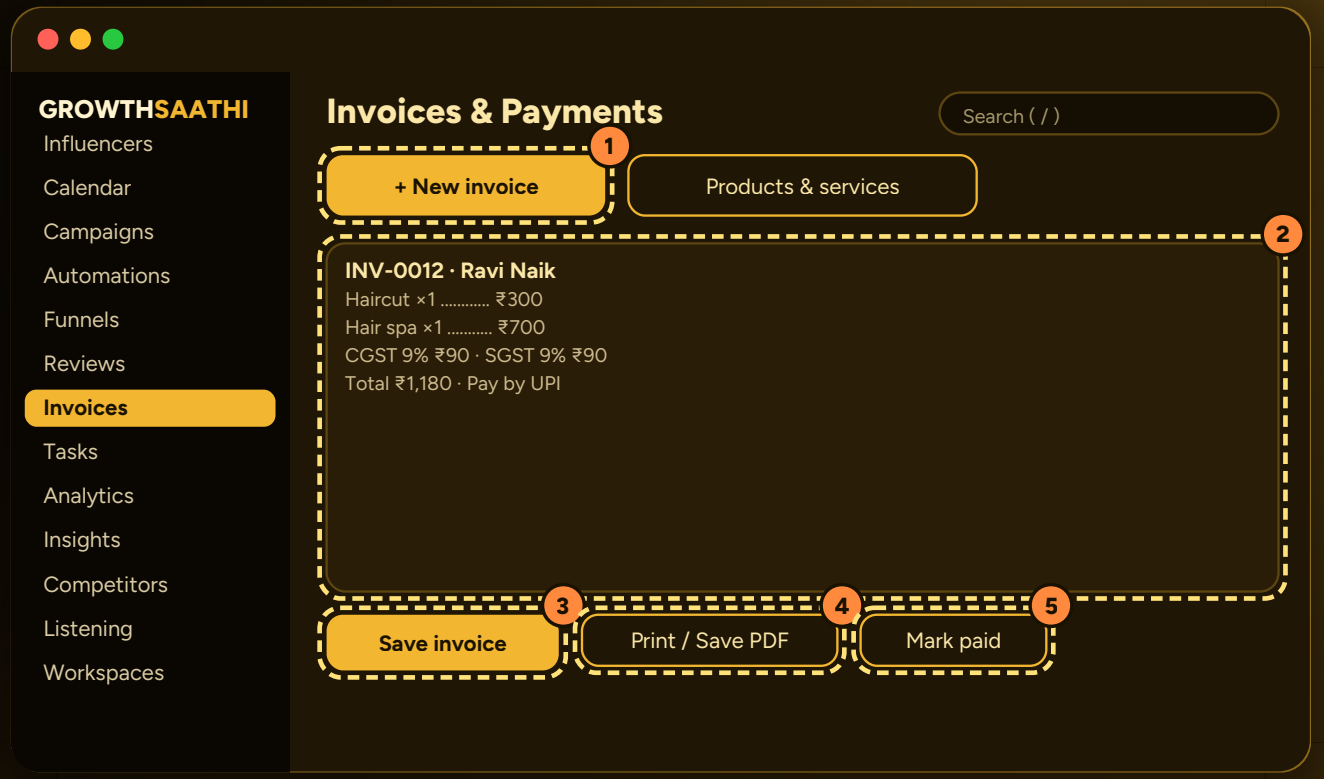
Gold dashed boxes match the step numbers.

Ask every customer

More 5★ reviews push you up on Google Maps.

Invoices & Payments get you paid on UPI

1. Click **+ New invoice**. Pick the customer.
2. Add items with **+ Line**. GST (CGST + SGST) is worked out for you.
3. Click **Save invoice**. A **UPI pay link** is added automatically.
4. Send it on WhatsApp, or **Print / Save PDF**.
5. When the money comes, click **Mark paid**. A thank-you can go out by itself.



Gold dashed boxes match the step numbers.

Products list

Save your services once in Products & services and pick them fast.

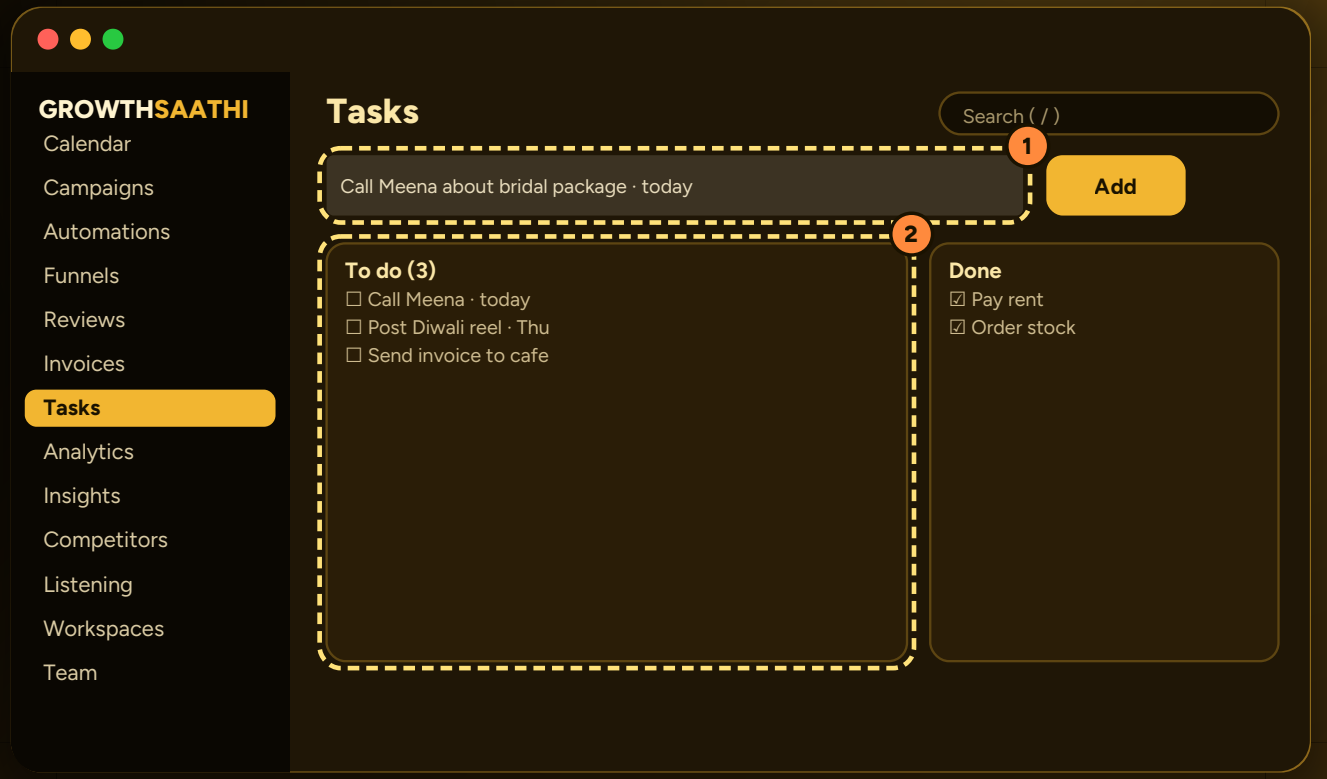
Ask your CA

Have your CA check the GST wording once.

SALES

Tasks so nothing is forgotten

1. Type a task, pick a **due date**, click **Add**.
2. Tick it when done. It moves to **Done**.
3. Automations can add tasks for you, like “call this lead tomorrow”.
4. Tasks due today show on the Dashboard and as a reminder.



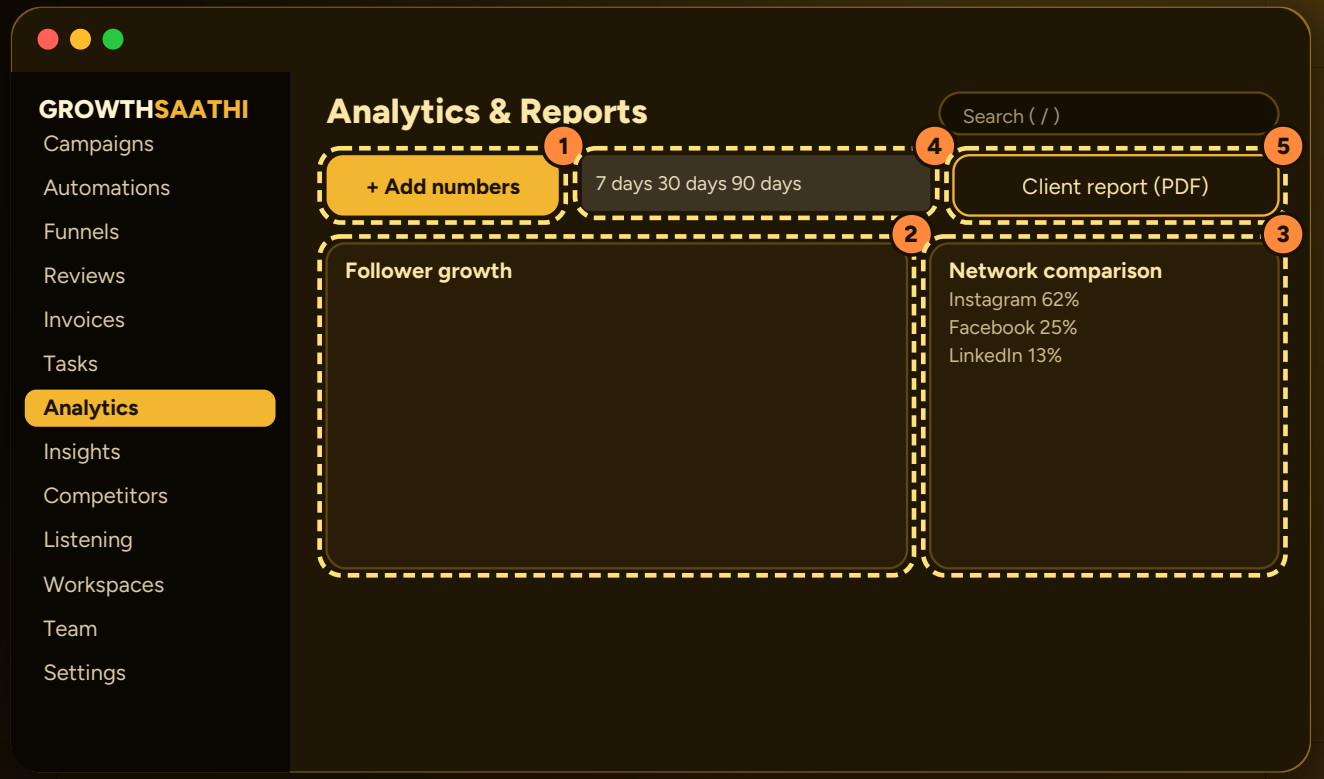
Gold dashed boxes match the step numbers.

Enable alerts

In Settings, click Enable browser notifications so reminders pop up.

Analytics shows what is working

1. Click **+ Add numbers** each week: followers, reach, likes for each network (or upload CSV).
2. Charts show **follower growth** and **engagement**.
3. Compare networks to see where your customers really are.
4. Pick **7 / 30 / 90 days** at the top.
5. Click **Client report (PDF)** to share a neat report.



Gold dashed boxes match the step numbers.

Automatic later
With the backend connected, the numbers fill in by themselves.

Content Insights shows your best posts

1. After a post goes out, open **Social Planner** → **List** → **Results**.
2. Type likes, comments, shares, saves and reach.
3. Open **Content Insights**: see your **top 10 posts**.
4. The **heatmap** shows the best day and time. Darker gold = better.
5. See which post types, caption lengths and hashtags win. Do more of those.



Gold dashed boxes match the step numbers.

Then
Copy your best times into Social Planner → Posting schedule.

INSIGHTS

Competitor Benchmark shows where you stand

1. Click **+ Add competitor**: name, network, followers now and 30 days ago.
2. Add their average engagement rate and posts per week.
3. See everyone ranked with a **Performance Score** (0 to 100).
4. Your own row is highlighted in gold.
5. Update competitors once a month. Learn from whoever is growing fastest.

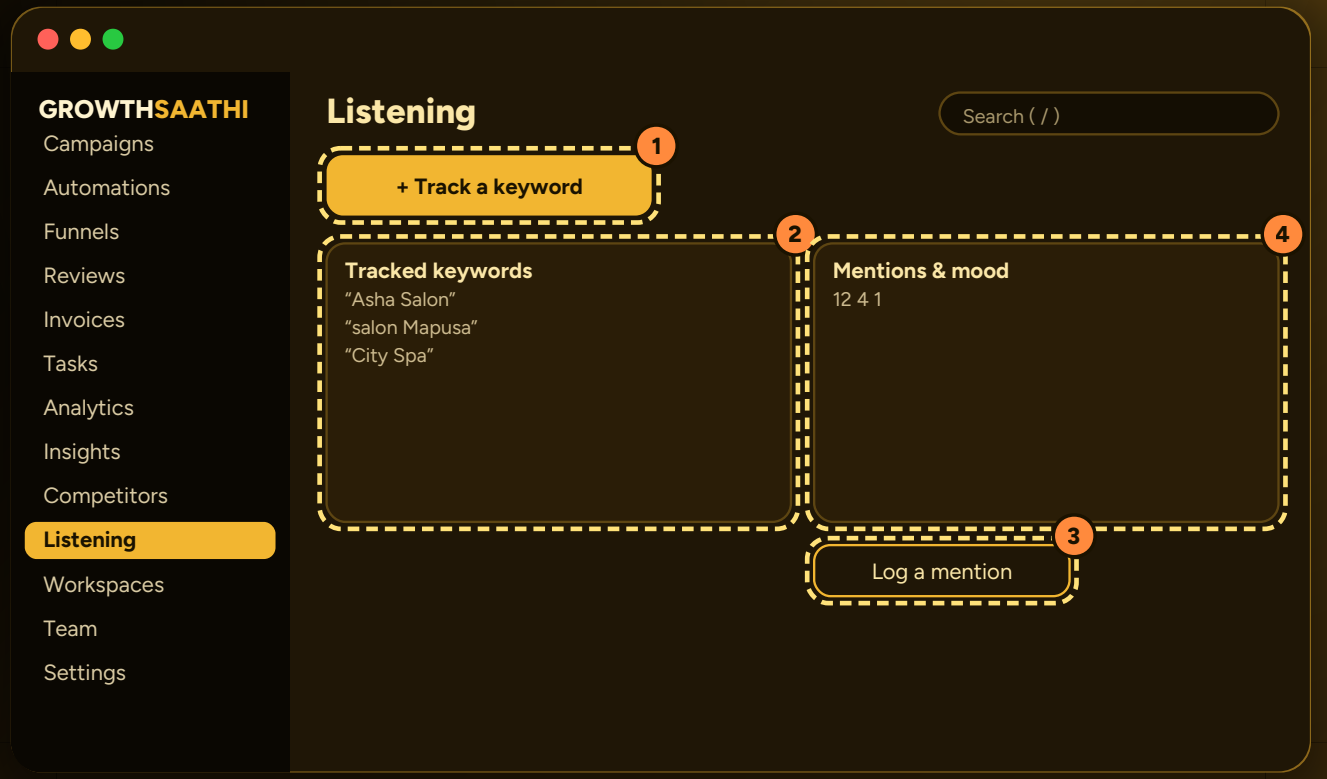


Gold dashed boxes match the step numbers.

Score meaning
60+ great · 30 to 60 okay · under 30 needs work

Listening hears what people say about you

1. Click **+ Track a keyword**: your brand name, your area, your competitor.
2. Click a keyword to open live searches on Google, X, Instagram and YouTube.
3. Found something? Click **Log a mention** and mark the mood (happy / angry).
4. The mood chart shows how people feel about your brand.



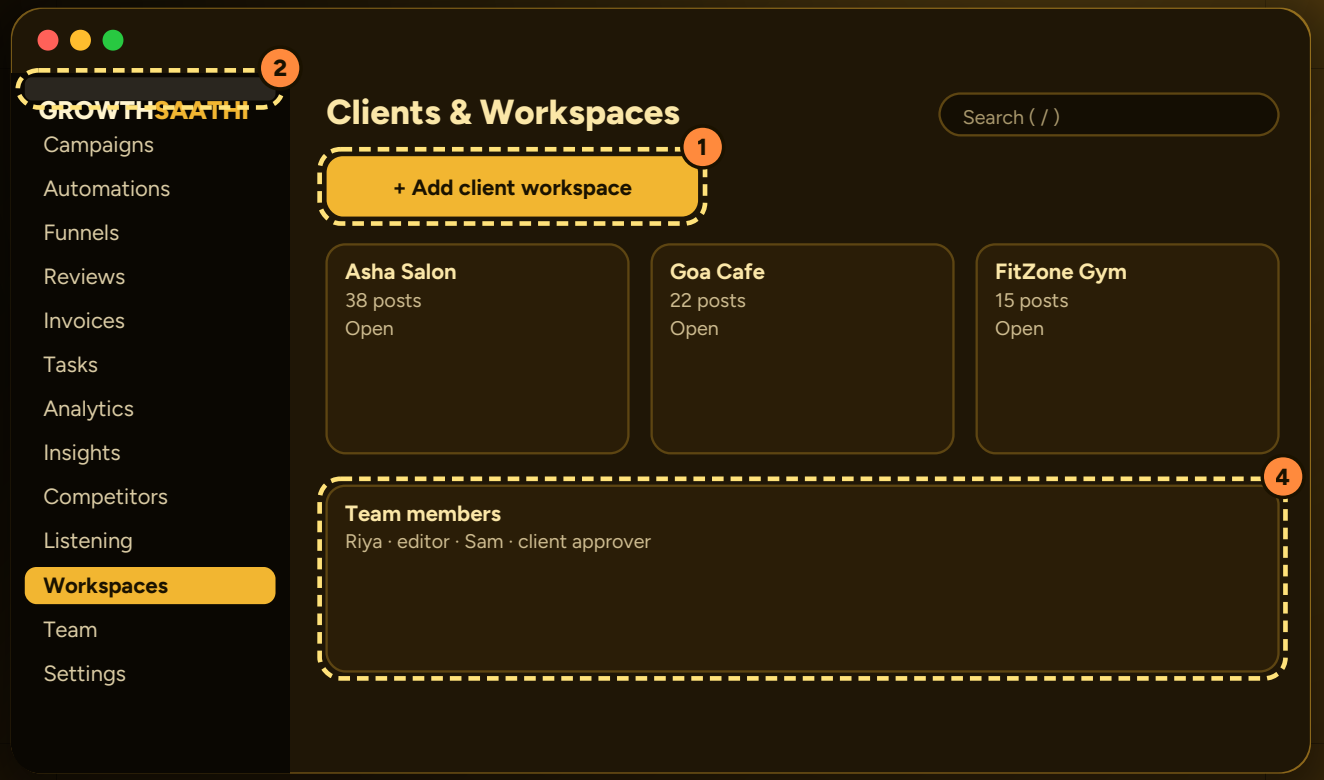
Gold dashed boxes match the step numbers.

Act fast
Reply to an angry mention within the day.

ADMIN

Agencies: manage many clients

1. **Clients & Workspaces → + Add client workspace** for each business.
2. Switch clients from the top of the left menu, or click **Open**.
3. Each client keeps its own posts, contacts, bills and reports.
4. **Team & Roles → Add member**: give staff the role they need (admin, editor, viewer, client approver).
5. Settings → white label: show your agency name to clients.



Gold dashed boxes match the step numbers.

Sell more

Charge clients monthly. Send the client report at month end.

ADMIN

Settings: backup, restore and connections

1. **Download backup (.json)** every week. Keep it in Google Drive.
2. New laptop or phone? Use **Restore** with your backup file.
3. **Integrations**: paste the webhook (worker) link, Google Client ID and AI key here.
4. Click **Send test webhook** to check the connection.
5. **Erase all data** wipes everything. Only use it if you are sure.



Gold dashed boxes match the step numbers.

Very important

Your data lives in this browser. No backup = data lost if you clear the browser.

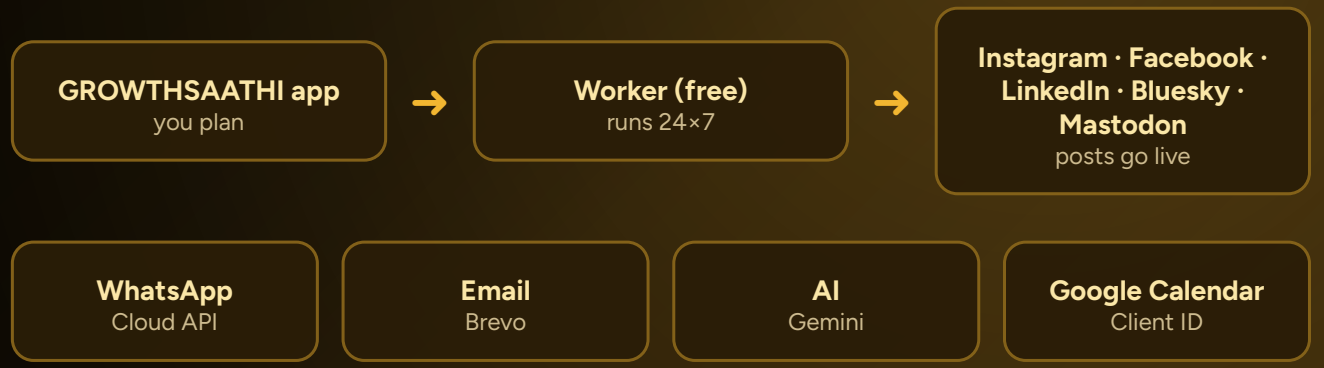
Weekly habit

Backup every Sunday.

POWER UP

Turn on real auto-posting (one-time setup)

1. Ask your developer (or follow **BACKEND-SETUP.html**) to put the free **Cloudflare worker** live.
2. Add your keys: Meta (Facebook & Instagram), LinkedIn, WhatsApp Cloud API, Brevo email, Gemini AI.
3. Paste the worker link in **Settings → Integrations**.
4. Tick **schedule on server**. Posts now go out **24×7**, even when your laptop is off.
5. Without this, the app reminds you and opens the app with your post ready to paste.



Manual for now

X, YouTube, Pinterest, Google Business, Threads, TikTok and Reddit open ready-to-paste.

HELP

Common problems and quick fixes

Problem	Fix
My post did not go out	Check it is **Scheduled** (not Draft) and approved. Without the worker, keep the app open or click **Publish now**.
I see a red "failed" post	Read the reason under it. Usually a missing image or an expired key. Fix and click **Publish now**.
My data is gone	You opened a new browser or cleared history. Use Settings → **Restore** with your backup.
Google Calendar will not connect	Add the Client ID in Settings, and add your website address in Google Cloud.
AI gives simple answers	Without an AI key it uses built-in templates. Add a Gemini key for smarter writing.
Feed shows an error	Check the feed link opens in your browser. Deploying the worker helps with blocked feeds.
Forgot password	WhatsApp us on +91 70285 55363. We send a new login.

Still stuck?
WhatsApp +91 70285 55363 or +91 84849 23466.

CHEAT SHEET

Your weekly routine in 30 minutes

Monday
AI Studio → plan the week.
Schedule 5 to 7 posts.

Every day
Dashboard + Inbox. Reply to every message.

Wednesday
Send one Campaign to a tag.

Friday
Share calendar with clients.
Ask 3 customers for reviews.

Sunday
Add Analytics numbers.
Download a backup.

Month end
Client report PDF. Update Competitors. Send invoices.

`/` search `Alt` + `N` new post `Alt` + `C` new contact `Alt` + `B` new booking

Remember
Small daily steps beat one big push.

Support
WhatsApp +91 70285 55363