Abkus MKT

Manual - tasks and reference

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Index by subject

Setup - Sign-up, onboarding tour, connecting your WhatsApp number.
Sales - Selling across the Abkus ecosystem from one pipeline.
Advertising - Social accounts, posts per network and Google/Meta ad creatives.
Automation - Sequences, triggers, delays and templates.
Billing - Plans, the trial terms, past-due and read-only lifecycle.
Integration - REST API, webhooks + signatures, and the AI agent manifest.
Markets - The three live markets: en-US, en-GY and pt-BR.
Case study - Chácara Suites - MKT in production (dogfooding).
FAQ - Short answers to the most common questions.

Step by step (by task)

1. Create your account

1.1 Sign up via Abkus Hub SSO at /signup - the same login works across every Abkus app.

1.2 The first time you open the dashboard, the guided onboarding tour explains each section.

2. Connect your WhatsApp number

2.1 In the Meta WhatsApp Business dashboard, copy the receiving number's phone_number_id (it is not the phone number itself).

2.2 Open Settings -> WhatsApp numbers and paste the ID (optionally add a label).

2.3 That number's inbound is now routed to your workspace, and your replies go out from it. Register every receiving number - an unregistered number is dropped.

3. Capture and import leads

3.1 Use the public capture form at /comecar, or upload a CSV in Leads -> Import.

3.2 Tag each lead by product interest (Travel, SBM, Academic, Studio, ...).

3.3 Every lead keeps its country + timezone, so you can segment by market.

4. Automate follow-up with sequences

4.1 Create a sequence: choose the trigger status (e.g. "Contacted"), the steps and the delays.

4.2 Write WhatsApp templates with personalization variables.

4.3 Move leads through the pipeline - Inquiry -> Qualified -> Proposal -> Won.

5. Track and export

5.1 Watch conversion rates, time-in-stage and source attribution in Analytics.

5.2 Export leads, sequences and analytics at any time (CSV), even in read-only mode.

6. Publish a post and an ad creative

6.1 Create the destination first: a landing page for the product at /lp/<slug>, so the post and the ad

carry a tracked link.

6.2 Open /social, pick the product and the network (X, LinkedIn, Instagram, Facebook), set the tone and the goal, and generate a draft - review it before scheduling.

6.3 Generate the ad creative from the same live landing page (Google Ads or Meta Ads) and run it in the ad manager.

6.4 Connect the company accounts at /social/accounts so publishing belongs to the workspace, not to a personal login.

7. Integrate (API, webhooks, agents)

7.1 Read the OpenAPI 3.1 spec at /api/v1/schema and use per-tenant API keys.

7.2 Create a webhook endpoint in Settings -> Webhooks; store the signing secret (shown once).

7.3 Verify every delivery: HMAC-SHA256 of the raw body with your secret (see Webhooks below).

Reference

Getting Started

Abkus MKT is a WhatsApp-first marketing CRM. After signing up, connect your WhatsApp Business account, import leads, and start your first sequence.

- Sign up via Hub SSO at /signup .
- Onboarding tour - the first time you open the dashboard, a guided tour explains each section.
- Import leads - use the public capture form at /comecar or upload a CSV.
- Create a sequence - define trigger status, timing, and message templates.
- Monitor - use the Analytics dashboard to track conversion rates and pipeline health.

Full tutorial: Interactive tutorial (requires login).

Connect WhatsApp

Register the WhatsApp number this workspace owns so incoming messages are attributed to you - and your replies go out from that number:

- In the Meta WhatsApp Business dashboard, copy the receiving number's phone_number_id (it is not the phone number itself).
- Open Settings -> WhatsApp numbers and paste the ID.
- That number's inbound is routed to this workspace, and replies are sent from it.

A message to a number not registered here has no tenant to belong to and is dropped, so register every receiving number.

Sales tour (all 5 steps)

The real in-app sales tour, captured step by step - silent, as narration depends on the media credential.

Ecosystem Sales - Sell All Abkus Apps

Abkus MKT is your cross-app sales hub. One account, one CRM - sell every Abkus product from a single pipeline. This is Plano §17 - Conta da ABKUS .

Products you can sell through MKT

- Abkus Travel - vacation rentals, property management, stays, cars, flys
- Abkus SBM - business management: inventory, billing, fiscal docs, team collaboration
- Abkus Academic - academic research, systematic reviews, PRISMA, statistics
- Abkus Studio - AI software factory: generate code, design, media from briefs
- Abkus Chat - AI chat with multi-model routing and team knowledge bases
- Abkus Friend - personal AI companion for daily support and coaching

How it works

- Capture a lead for any product via the MKT public form or WhatsApp.
- Tag the lead by product interest (Travel, SBM, Academic, etc.).
- Move the lead through your pipeline - Inquiry -> Qualified -> Proposal -> Won.
- Use automated sequences for follow-up - WhatsApp templates with product-specific messaging.
- Close and track revenue per product.

The cross-app catalog appears on the landpage . Each product has its own pricing plan .

Publish Posts and Ad Creatives

The sale does not end at the message. From the same workspace you take a product to the networks and to the ad manager - landing page, post, ad creative and the conversation, with the tracked link running through all of it.

Social accounts

Open Social -> Accounts to link the workspace's own accounts (X, LinkedIn, Instagram, Facebook). Publishing then belongs to the company, not to an employee's personal login. Access tokens are stored encrypted.

Posts for each network

- Open Social , pick the product and the network.
- Choose the tone and the goal (left blank, the AI picks a sensible default) and generate a draft.
- The draft respects the network's limit - X 280, LinkedIn 3,000, Instagram and Facebook 2,200 characters - and never cuts the tracked link in half.
- Edit if you want, then schedule it, or paste your own and mark it published.

Ad creatives

Every product destination is a landing page at /lp/<slug> . From a live page you generate a Google Ads search ad or a Meta Ads (Facebook/Instagram) creative, review the copy and run it in the ad manager - the same tracked link keeps the attribution of the clicks it brings.

Billing & Plans

Abkus MKT runs on the Abkus Hub centralized billing system. Plans: Starter, Growth and Agency - current prices are always the ones shown on the pricing page , served from the Hub catalog. Each app has its own subscription under one account.

- Free during development: before the first subscriber, all features are accessible.
- 14-day trial: card at signup, charged only at the end - cancel before and you don't pay.
- Past due: full access with warnings for 14 days. Data is never locked.
- Suspended: read-only mode. Export still works. Re-activate on payment.
- Canceled: read-only for 390 days. Export available throughout.

Compare plans: /pricing .

Sequences & Automation

Sequences define automated message flows triggered by lead status changes.

- Trigger status - the lead status that starts the sequence (e.g. "Contacted").
- Steps - individual messages or delays. Each step can be sent after a configurable delay.
- Templates - WhatsApp message templates with personalization variables.
- Cross-app: create sequences for each product you sell - Travel inquiry follow-up, SBM demo, Academic onboarding.

API & Autonomous Agents

The entire platform is API-accessible. Use the REST API to integrate MKT with your website, chatbot, or AI agents.

- OpenAPI 3.1 spec: /api/v1/schema - machine-readable discovery.
- AI agent manifest: /.well-known/ai-plugin.json - agents discover MKT automatically.
- Webhooks: receive lead.created , lead.status_changed and pipeline.moved - see Webhooks & signatures below for how to verify them.
- API keys: per-tenant keys with scoped permissions.
- AI lead insights: POST /api/v1/leads/:id/insights - AI-generated lead analysis.

Webhooks & signatures

Create an endpoint in Settings -> Webhooks . The signing secret is shown once , when the endpoint is created - store it; every delivery is signed with it.

Events

- lead.created - a lead was created (public form, API or import).
- lead.status_changed - a lead moved between statuses.
- pipeline.moved - a pipeline entry moved to another status.

Delivery

We POST the event as JSON with a 10-second timeout, and only to URLs that pass our outbound-URL check (no loopback or private addresses).

- X-Abkus-Event - the event name.
- X-Abkus-Signature - sha256=<hex> .
- X-Abkus-Timestamp - ISO-8601 delivery time.

Verifying a delivery

Compute an HMAC-SHA256 of the raw request body using your endpoint secret, and compare it to the hex after sha256= in constant time. Verify before parsing the payload, and reject a delivery whose timestamp is far from now (replay protection).

```
import crypto from 'node:crypto';

const expected = crypto
.createHmac('sha256', process.env.ABKUS_WEBHOOK_SECRET)
.update(rawBody)                    // the RAW body string, before JSON.parse
.digest('hex');

const received = (req.headers['x-abkus-signature'] || '').replace('sha256=', '');
const ok = expected.length === received.length &&
crypto.timingSafeEqual(Buffer.from(expected), Buffer.from(received));
```

Real Use Case - Chácara Suites

We use Abkus MKT ourselves to manage reservations for our ranch suites. This is dogfooding - the same tools your business needs, proven in production.

The pipeline

- Lead capture: Guests submit interest via the public form at /comecar . Data flows straight into the CRM.
- WhatsApp follow-up: Automated sequences send availability, pricing, and confirmations via WhatsApp templates.
- Pipeline management: Inquiry -> Quote -> Confirmed -> Check-In -> Completed. Every stage tracked.

- Analytics: Conversion rates, time-in-stage, source attribution - all visible in the dashboard.

This case study proves MKT works for service businesses - vacation rentals, inns, clinics, event spaces - anywhere leads need nurturing through WhatsApp.

See the Chácara Suites section on the landpage ->

Three live markets - US - Guyana - Brazil

Abkus MKT speaks the visitor's market: every public page exists in en-US , en-GY (Guyana) and pt-BR (Brazil), with the right currency (USD / GYD G$ / BRL R$), phone format and language - and every lead keeps its country + timezone.

- WhatsApp-native: the dominant messaging platform in all three markets.
- Localized public pages: /en , /en-GY and /pt-BR ; pricing shows the local-currency equivalent.
- Segmentation: filter and segment leads by country, and see the market breakdown on the dashboard.

FAQ

Does MKT support multiple WhatsApp numbers?

- Yes. Each tenant can connect multiple WhatsApp Business accounts. Configure in Settings -> WhatsApp.

Can I import leads from other CRMs?

- Yes. Import via CSV (Leads -> Import) or use the REST API.

How is billing handled?

- Billing is centralized in the Abkus Hub at abkus.com/billing .

Is my data exportable?

- Always. Leads, sequences, and analytics can be exported via UI or API, even in read-only mode.

Can I sell multiple Abkus products from one account?

- Yes. One MKT account - one pipeline - sell Travel, SBM, Academic, Studio, and more.

What markets is MKT optimized for?

- Three markets, live and fully adapted: United States (en-US), Guyana (en-GY - prices in GYD G$) and Brazil (pt-BR - prices in BRL R$). Each has its own public URLs, currency and phone format; every lead carries its country + timezone for segmentation.