

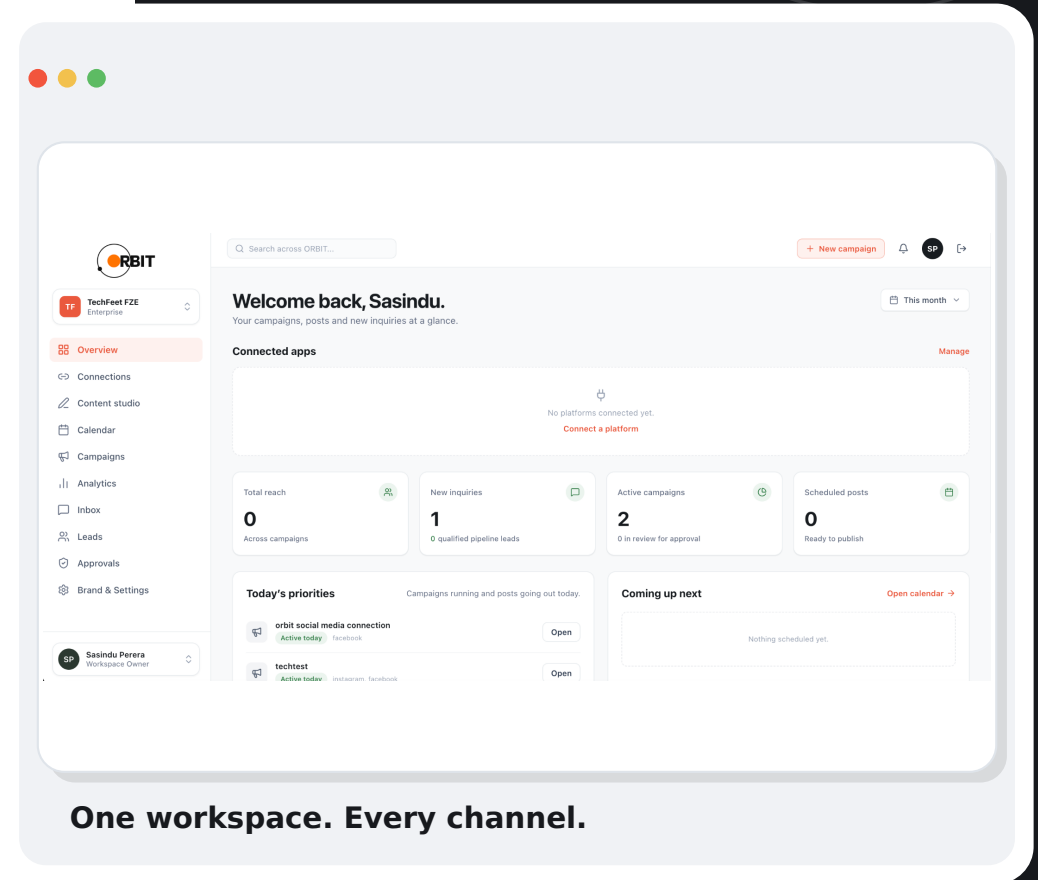


PRODUCT TUTORIAL • 2026

# HOW TO USE ORBIT

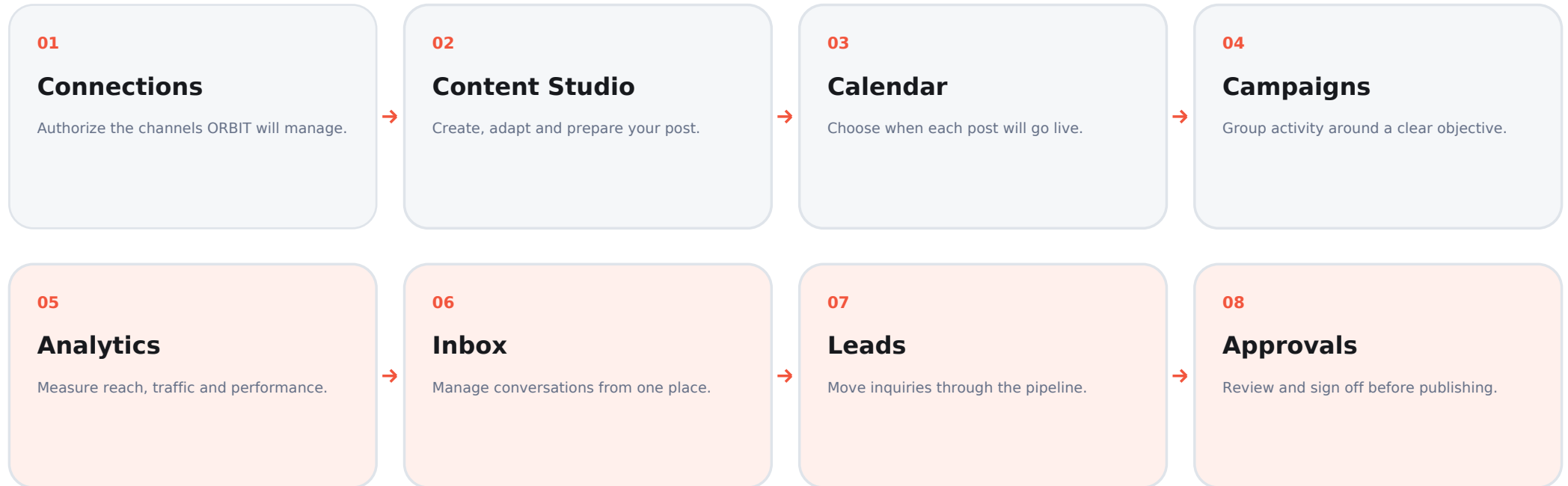
Connect, plan, publish and manage your digital marketing from one workspace.

CONNECT • CREATE • SCHEDULE • GROW



# Eight steps. One connected system.

Follow the sequence below for a clean setup and a consistent daily workflow.

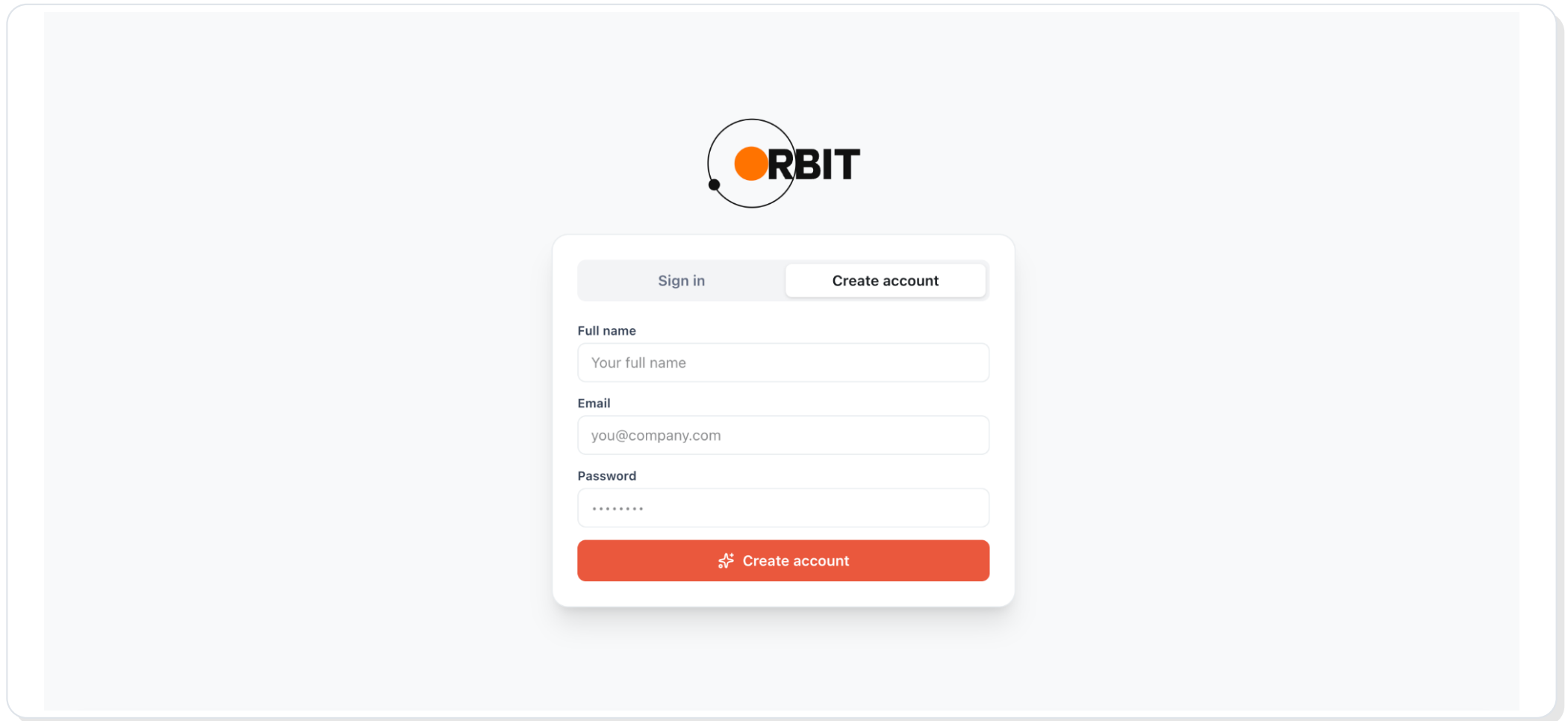


## Important

Overview becomes more useful as channels are connected and content, campaigns, conversations and leads begin to generate activity.

# Create your ORBIT account

Start with a secure user account. After registration, sign in and open the workspace assigned to your organization.



Sign in Create account

Full name  
Your full name

Email  
you@company.com

Password  
.....

Create account

Your available screens and actions may depend on your assigned role.

1

Enter your full name and work email.

2

Create a strong password for your account.

3

Select Create account, then sign in.

# Connections

Connect the social, advertising and analytics accounts ORBIT will publish to and report on.

[HOW TO USE](#)



TF TechFeet FZE Enterprise

Overview

Connections

Content studio

Calendar

Campaigns

Analytics

Inbox

Leads

Approvals

Brand & Settings

SP Sasindu Perera Workspace Owner

Search across ORBIT...

+ New campaign

SP

## Connections

The social and ad accounts ORBIT publishes to and reports on.

You sign in on each platform's own page — ORBIT never sees your password.

Social accounts Advertising Analytics

 **Instagram**  
Not connected  
Connect to publish scheduled content and sync analytics.  
Connect account

 **Facebook**  
Not connected  
Connect to publish scheduled content and sync analytics.  
Connect account

 **LinkedIn**  
Not connected  
Pending provider app review before this platform can be enabled.  
Coming soon

 **TikTok**  
Not connected  
Pending provider app review before this platform can be enabled.  
Coming soon

 **YouTube**  
Not connected  
Pending provider app review before this platform can be enabled.  
Coming soon

 **Pinterest**  
Not connected  
Pending provider app review before this platform can be enabled.  
Coming soon

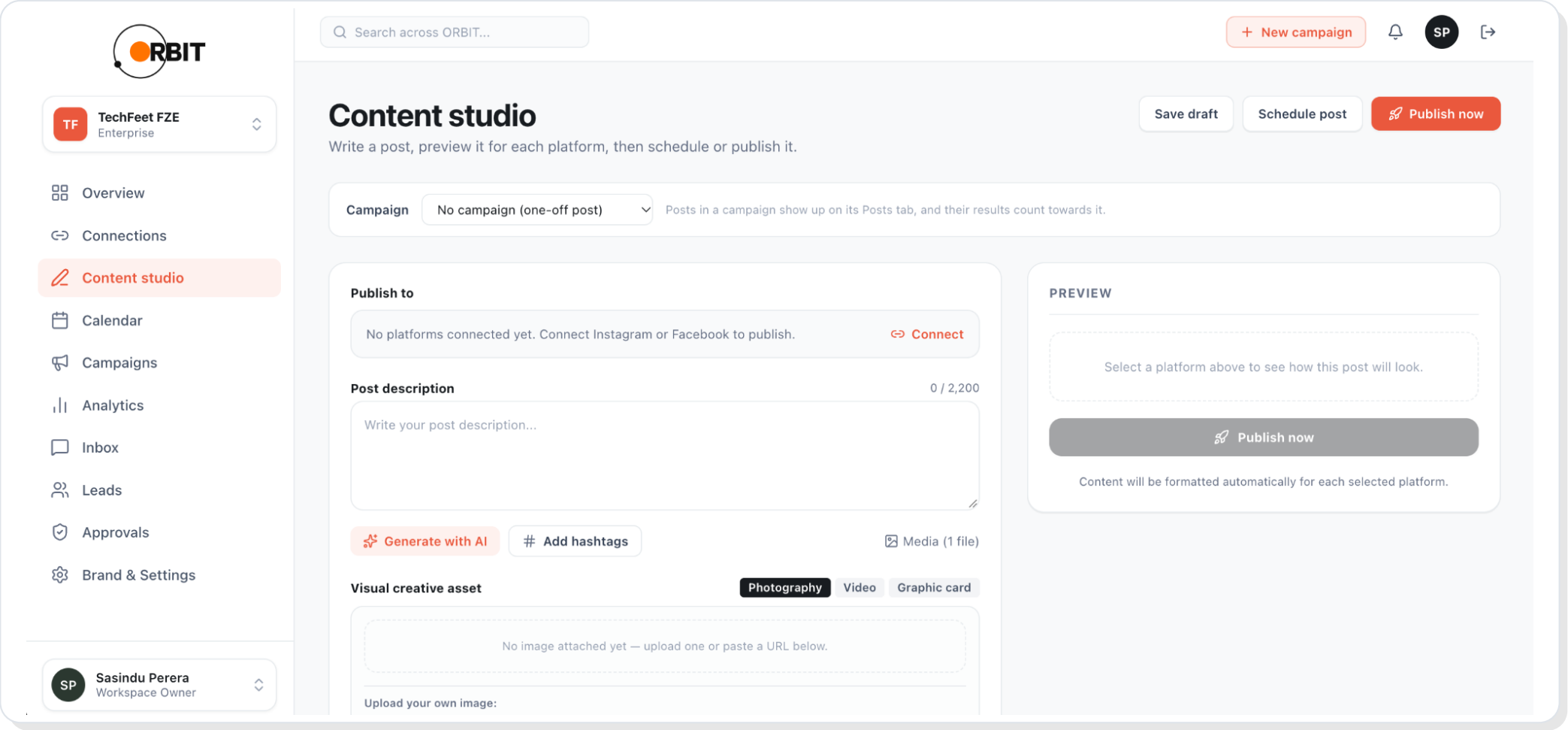
Result: Connected channels become available across publishing, inbox and reporting.

1 Open Connections and choose a supported platform.

2 Sign in on the platform's official authorization page.

3 Grant the requested access and confirm the connection.

Create content, choose its destination and prepare it for publishing or approval.



1 Select a campaign or keep the post as a one-off item.

2 Choose channels, write the caption and add media or hashtags.

3 Save a draft, schedule the post or submit/publish as permitted.

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| MON<br>05             | TUE<br>06             | WED<br>07             | THU<br>08             | FRI<br>09             | SAT<br>10             | SUN<br>11             |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <div>+ Add post</div> | <div>+ Add post</div> | <div>+ Add post</div> | <div>+ Add post</div> | <div>+ Add post</div> | <div>+ Add post</div> | <div>+ Add post</div> |

Scheduled

In review

Draft

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1

Open Calendar and move to the required week or date.

2

Select a day or Add post to plan content.

3

Use the status colours to identify drafts, reviews and scheduled items.

Result: The team gains a shared view of what is planned and when it will publish.

The screenshot displays the ORBIT Campaigns dashboard. On the left is a sidebar with navigation links: Overview, Connections, Content studio, Calendar, Campaigns (highlighted), Analytics, Inbox, Leads, Approvals, and Brand & Settings. The top header includes the ORBIT logo, a search bar, a '+ New campaign' button, and user profile information (SP). The main area shows a summary of campaign status: 2 Active Campaigns, 0 Posts Scheduled, 0 Ads Running, and 0 Needs Attention. Below this are filters for 'All campaigns' (selected), Active, In review, Draft, and Closed, along with another search bar. Two campaign cards are visible: 'orbit social media connection' (blue header) and 'techtest' (orange header). Both are marked as 'Active'. Each card shows metrics for Posts (0 published), Paid ads (0 running), and Ad spend (\$0.00 of \$100). A 'Open campaign' button with a right arrow is at the bottom of each card. The footer includes 'Orbit Digital Marketing by Techfeet' and '© 2026 - All rights reserved'.

1

Select New campaign and define the campaign objective.

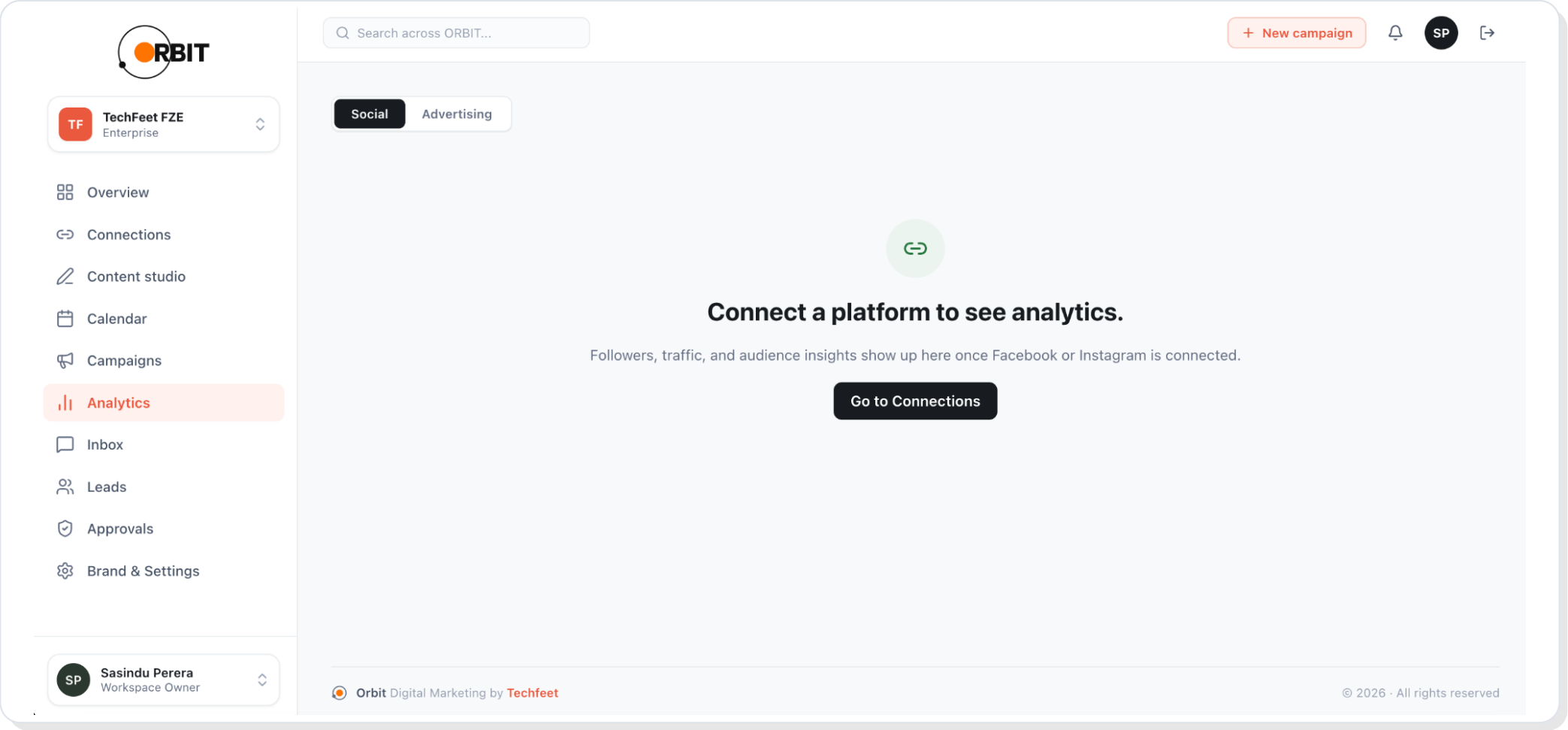
2

Choose the relevant platforms, duration and working budget.

3

Open a campaign to review its posts, ads, spend and status.

● Result: Campaign activity and results stay grouped around one business objective.



1

Connect Facebook, Instagram or the relevant analytics source.

2

Switch between social and advertising views when available.

3

Use reach, traffic, engagement and audience insights to improve plans.

● Result: Performance data becomes visible only after a supported source is connected.

The screenshot displays the ORBIT Inbox interface. On the left, a sidebar contains the ORBIT logo and a list of navigation items: Overview, Connections, Content studio, Calendar, Campaigns, Analytics, Inbox (highlighted in orange), Leads, Approvals, and Brand & Settings. Below the sidebar, a user profile for 'Sasindu Perera' (Workspace Owner) is visible. The main content area is titled 'Inbox' and includes a search bar 'Search across ORBIT...'. Below this, it says 'Customer messages from your connected channels.' The interface is divided into three sections: 'All conversations (1)' with a search bar 'Search conversations', a list of conversations (showing 'Dinali' via WhatsApp), and a 'CONTACT DETAILS' panel on the right which currently displays 'No conversation selected.' The top right of the interface features a '+ New campaign' button, a notification bell, and a user profile icon 'SP'.

● Result: The team can respond faster without switching between channel apps.

1

Filter conversations by channel or conversation type.

2

Select a conversation to read the full thread and reply.

3

Review contact details and keep follow-up activity organized.

Track inquiries from first contact through qualification, proposal and completion.

The screenshot displays the ORBIT Leads management interface. On the left is a sidebar with the ORBIT logo and a list of navigation items: Overview, Connections, Content studio, Calendar, Campaigns, Analytics, Inbox, Leads (highlighted), Approvals, and Brand & Settings. Below the sidebar is a user profile for Sasindu Perera, Workspace Owner. The main content area is titled 'Leads' and includes a search bar and buttons for '+ New campaign', 'Filter', and '+ Add lead'. Below the title is a sub-header 'Track each inquiry from first contact to a closed deal.' and three summary cards: 'Total pipeline AED 1,000,000', 'Open opportunities 1', and 'Won this month AED 0' (with a '1 lead' indicator). The central part of the interface is a Kanban-style pipeline with four stages: 'New inquiry 1', 'Qualified 0', 'Proposal sent 0', and 'Won 0'. The 'New inquiry' stage contains a lead card for 'WhatsApp inquiry' with a value of 'AED 1,000,000' and a 'DI' tag. The other three stages are empty, each with a message 'No inquiries in this stage'.

● Result: Every inquiry has a clear stage, owner and next action.

1 Create a lead manually or convert a relevant inquiry.

2 Add ownership, value and the information needed for follow-up.

3 Move the lead through New, Qualified, Proposal Sent and Won.

Review content and campaigns submitted for sign-off before they are published.

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Enterprise

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Sasindu Perera  
Workspace Owner

Search across ORBIT...

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## Approvals

Approve, request changes, or reject content and campaigns submitted for sign-off.

### Nothing awaiting approval

When a team member submits content or a campaign for sign-off, it will appear here.

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1

A permitted team member submits content for approval.

2

The reviewer approves it, requests changes or rejects it.

3

Approved content can proceed to scheduling or publishing.

Result: Approval rules create quality control and protect brand consistency.

# Overview: your operating snapshot

Overview brings together connected apps, reach, inquiries, campaigns, scheduled posts and immediate priorities.

The screenshot displays the ORBIT Overview dashboard. On the left is a sidebar with the ORBIT logo and a user profile for Sasindu Perera. The main area features a search bar, a 'New campaign' button, and a 'This month' filter. A 'Welcome back, Sasindu.' message is followed by a 'Connected apps' section showing no platforms are connected. Below this are four metric cards: Total reach (0), New inquiries (1), Active campaigns (2), and Scheduled posts (0). The 'Today's priorities' section lists 'orbit social media connection' and 'techtest'. The 'Coming up next' section shows no scheduled items.

**Overview**

Search across ORBIT...

+ New campaign

SP

This month

**Welcome back, Sasindu.**

Your campaigns, posts and new inquiries at a glance.

**Connected apps** Manage

No platforms connected yet.

[Connect a platform](#)

**Total reach** 0  
Across campaigns

**New inquiries** 1  
0 qualified pipeline leads

**Active campaigns** 2  
0 in review for approval

**Scheduled posts** 0  
Ready to publish

**Today's priorities** Campaigns running and posts going out today.

**orbit social media connection** Active today facebook Open

**techtest** Active today instagram, facebook Open

**Coming up next** Open calendar →

Nothing scheduled yet.

Figures and widgets update as connected channels and ORBIT workflows produce data.

- 1 **Connect channels so ORBIT can begin collecting activity.**
- 2 **Create campaigns and schedule or publish content.**
- 3 **Return to Overview to monitor priorities and the latest totals.**

# Brand & Settings

Workspace leaders can maintain organization details, invite team members and assign role-based access.

**Workspace settings**  
Your workspace details and the people who can use it.

**Workspace details** [Edit](#)

| Name         | Type       | Currency | Time zone   |
|--------------|------------|----------|-------------|
| TechFeet FZE | Enterprise | AED      | UTC (GMT+0) |

**Team (1)**

teammate@company.com Administrator [+ Invite](#)

**Sasindu Perera** (you)  
sasindu@techfeet.ai Workspace Owner

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The exact screens and actions visible to each person depend on their assigned permissions.

1

Review workspace details, currency and time zone.

2

Enter a teammate's email and select the appropriate role.

3

Use permissions to control publishing and require approval where needed.