

# SnowIT Decisions Log (rolling)

## 2026-05-17 — SEO Phase 3 shipped

- 3 new city landing pages: Zenica, Banja Luka, Prijedor (cloned from tuzla/ pattern)
- sitemap.xml: 17 `<loc>` entries (Phase 1 + 2 + 3 all cities present)
- index.html: 5-city teaser block (Phase 2 deliverable, verified intact)
- MC #101177 | Commit 7a52cf0 | PR feat/seo-phase3-3cities (pending merge)
- See full doc: <https://docs.alai.no/books/snowit-architecture/page/seo-phase-3-city-landing-pages-2026-05-17>

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APPEND\_TEST

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## 2026-05-17 — Email Infrastructure Reform: info@ Mailbox + Forwarding

**Decision:** Converted `info@snowit.ba` from alias to full mailbox + configured external forwarding to `alem@alai.no` for CEO + John orchestrator visibility on all customer inquiries.

**Trigger:** CEO directive: "John mora moći čitati klijentske inquirije." Previous alias-only setup blocked IMAP access and external forwarding (Migadu basic plan limitation).

- **Mailbox created:** `info@snowit.ba` (BW item `e95614e2-4396-4bcf-82f9-8b26bb97b107`)
- **Forwarding rule:** `info@snowit.ba` → `alem@alai.no` (via Migadu mailbox-level forwarding)
- **Primary customer contact:** Updated website + SALES-PLAYBOOK + WhatsApp templates to use `info@snowit.ba` as primary (WhatsApp +387 62 329 076 secondary)
- **GDPR contact:** `enis@snowit.ba` retained in privacy.html for data subject rights
- **Outbound campaigns:** Still use `From: enis@snowit.ba` (verified Migadu sender) with BCC to `alem@alai.no` + `asmirmc@gmail.com`

### Operational protocol for John:

- Current inquiries (post-2026-05-17): Read through `alem@alai.no` IMAP (BW `3e1b4096`), filter `To: info@snowit.ba`
- Historical inquiries (pre-2026-05-17): Read through `enis@snowit.ba` IMAP (BW `88637df7`), filter `To/Delivered-To: info@snowit.ba`

- Sending as SnowIT: Use `send-tier-b.mjs` pattern (From: enis@snowit.ba, BW 88637df7 for SMTP)

**Full infrastructure map:** [SnowIT Email Infrastructure — Migadu Setup Map \(2026-05-17\)](#) (page 2944)

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## 2026-05-15 — Premium Ad Creatives v2 (CEO directive)

**Decision:** Replaced v1 ad creatives (jeftin look) with production-grade composites for Pilot W1 frizer campaign.

**Method:** Unsplash hero images 1080x1080 + Inter Display 800 + gradient overlay + brand pill + floating UI.

- Pain creative: 2231811530689274
- Opp creative: 1699694801214585 (Maps mockup card)
- Proof creative: 1502996188085096 (stats card)

All 3 ads swapped + PAUSED. Grid: /tmp/snowit-creatives-v1-vs-v2.png. Commit: 92999c4. DALL-E key = PLACEHOLDER in BW.

## v3 Ad Creatives — 2026-05-15 (Lexicon Djevad Jahic)

**Dijakritike fix applied. All 7 Lexicon corrections live.**

- Font: Inter + Latin Extended subset (UTF-8 fix)
- traže/prikazuje/Mapama/A vi?/salonu/48 sati/Saznajte — all correct in render + Meta API
- pain: frizer-pain-feed-v3.jpg (255 KB) | creative 830762162981575
- opp: frizer-opp-feed-v3.jpg (156 KB) | creative 978722618209071
- proof: frizer-proof-feed-v3.jpg (235 KB) | creative 1293825598953376
- Ad 120239820265880395 (Pain) → creative 830762162981575 PAUSED
- Ad 120239820273480395 (Opp) → creative 978722618209071 PAUSED
- Ad 120239820274190395 (Proof) → creative 1293825598953376 PAUSED
- OCR text-extract: all dijakritike strings confirmed present
- Comparison grid: /tmp/snowit-creatives-v2-vs-v3.png

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**2026-05-13 — Pitch positioning email sent (email 2/2 SnowIT outreach):** Demystify Google Maps mehanika (GBP besplatan, 75% SMB ne placa nista) + 3-tier ponuda (500/800/1.500 KM

jednokratno) + 4-step pitch skripta + trust mehanizam (besplatan audit + 30d ROI garancija). TO: enis@snowit.ba CC: alem@alai.no + asmirmc@gmail.com. Message-ID: 5cdbb368fca34ac5ba57d94f886af6b0@snowit.ba. 777 words. Enis prvi dan: 5 WA + 5 poziva. Day 7 review scheduled.

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## 2026-05-15 — Plan A executed: 30 real-data audit PDFs

Plan A executed — 30 real-data audit PDFs generated for top frizer prospects in Sarajevo/Mostar (~\$0.96 cost, 30 x \$0.032 Places Text Search Pro).

- New server key BW item: **50701889-dd49-4410-b0db-68876d243b94** (unrestricted, Places API only, no HTTP referrer restriction)
  - PDFs: `scripts/cold-outreach/output/audits-2026-05-15-v2/` — 30/30 success, 0 errors
  - fix: audit-engine.js sanitizePdfText() for WinAnsi Bosnian diacritics
  - Commit SHA: `99e4234`
  - Enis ready to send batch with `--attach-pdf-from-dir`
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## 2026-05-15 — LATE BLOCK (13:00 nadalje)

### 1. Pivot angle — "stop the leak" positioning

Discovery: BiH GBP saturated (700K EUR/god wasted ad spend — see [page 2931](#)). New pitch angle: NOT "you're invisible" (defensive, many already claim GBP), INSTEAD "stop the leak" (offensive, quantified waste in competitor ads flowing to you-with-bad-listing).

### 2. Sarajevo wasted ad spend report (page 2931)

Evidence: 700K EUR/god TAO (Total Addressable Outflow) — frizerski saloni in Sarajevo missing 18K Google calls/god, competitors waste 560K EUR/god on non-converting ads, 35% flows to unclaimed listings. BookStack canonical location: [page 2931](#).

### 3. Bismillah team plan email (Enis + Alem + Asmir)

Email sent: Enis (execution) + Alem (ALAI Dir) + Asmir (equity partner). Attachments: pitch positioning + Sarajevo report + 3-tier pricing (500/800/1500 KM). Enis first-day result: 5 WhatsApp + 5 poziva. Day 7 review scheduled.

### 4. Pitch positioning email (3-tier, 4-step script)

Demystify Google Maps mehanika (GBP besplatan, 75% SMB ne plaća ništa). 3-tier ponuda: 500/800/1.500 KM jednokratno. 4-step pitch script: pain → opportunity → proof → urgency. Trust mehanizam: free audit + 30d ROI garancija.

### 5. CRITICAL incident — 3 misfire emails (category-match gate added)

**CRITICAL:** Mostar frizer CSV imao non-frizer entry. 3 misfire emails sent, uključujući Konzulat Republike Hrvatske (dobio frizerski salon pitch). CEO furious. Apology emails sent immediately. Category-match gate added: `send-email-batch.js --vertical frizer` now validates recipient djelatnost BEFORE send. Commit: `8a5a0db` (fix: category-match validation gate).

### 6. Plan A executed — Pre-Audit Pipeline (commit a47959d)

Pre-Audit Pipeline shipped: `audit-engine.js` (1308 LOC) refactored business logic, `batch-audit.js` (333 LOC) CLI wrapper, `send-email-batch --attach-pdf` extended. Generates personalized GBP audit PDFs from CSV leads, \$0.032/call Places API cost.

### 7. Plan B1 — State schema + IMAP reply poll (commit 9d0c085 (canonical; 688ca21 orphaned post-rebase))

State management: `cold-outreach-state.json` schema (touch 1/2/3 timestamps, reply detection). IMAP reply poller: `imap-reply-poll.js` (356 LOC) scans inbox for inbound replies, updates state, flags for manual review.

## 8. Plan B2 — Follow-up scheduler + 2 templates + daily 08:30 cron (commit e8d5ed1)

Follow-up automation: `followup-scheduler.js` (touch 2 @ day+3, touch 3 @ day+7). 2 Bosnian templates: `touch-2-followup.md` + `touch-3-final.md`. LaunchAgent `com.alai.snowit-followup-pipeline` daily 08:30.

## 9. Plan A v2 — Unrestricted Places API server key + 30 real PDFs (commit 99e4234, \$0.96)

Unrestricted server key created (BW `50701889-dd49-4410-b0db-68876d243b94`) — no HTTP referrer lock, Places API only. 30/30 real-data audit PDFs generated for Sarajevo/Mostar frizer prospects. Total cost: \$0.96 (30 × \$0.032). Output: `scripts/cold-outreach/output/audits-2026-05-15-v2/`. Fix: `sanitizePdfText()` WinAnsi Bosnian diacritics in PDFs.

## 10. SnowIT repo path moved (MC #100734 obsolete)

CEO moved SnowIT repo: `~/tenants/SnowIT-BA/web/snowit-site/` (was `~/clients-external/snowit-site/`). MC #100734 (Skillforge memory backfill) now obsolete. Memory backfilled manually this session.

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# Operational Scripts — Session Additions

- **batch-audit.js** (333 LOC) — Pre-Audit batch CLI, CSV → personalized PDF audits
  - **audit-engine.js** (1308 LOC) — Refactored GBP audit business logic (was inline in API route)
  - **imap-reply-poll.js** (356 LOC) — IMAP reply detection, state updates
  - **followup-scheduler.js** — Touch 2/3 scheduler (day+3, day+7)
  - **enrich-emails.js** — Firm URL → email harvest (LinkedIn/website scrape)
  - **send-email-batch.js** — Extended: `--attach-pdf-from-dir` + `--vertical` category gate (post-incident)
  - **Templates:** `touch-2-followup.md` + `touch-3-final.md` (Bosnian nurture sequence)
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# Keys & Credentials — Session Additions

- **BW 50701889-dd49-4410-b0db-68876d243b94** — SnowIT Google Places API server key (CLI unrestricted, Places API only, \$0.032/call)
  - **BW f934f97e** — Existing (restricted, Vercel HTTP only) — marked for reference
  - **BW 88637df7** — Migadu `enis@snowit.ba` (SMTP + IMAP) — pre-existing, confirmed active
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## Monitoring — LaunchAgent Additions

- **com.alai.snowit-meta-pilot-w1** — Daily 09:00, Meta ads metrics scrape
  - **com.alai.snowit-followup-pipeline** — Daily 08:30, `followup-scheduler.js` (touch 2/3 automation)
  - *Future:* `com.alai.snowit-imap-reply-poll` not yet loaded (manual poll only for now)
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## 2026-05-16 — Strategic Pivot: CONCENTRATE on Booking × Frizeri (Board Verdict)

**Decision:** STOP 3-vertical expansion (frizer/autoservis/kafići). CONCENTRATE on 1 niche × 1 offer × 1 channel: Booking system for frizeri Sarajevo, 300 KM trial, WhatsApp + in-person channel only.

**Target:** 3 paying clients within 30 days. Kalendar/Web bundle parked until 90-day Booking data proves demand.

**Trigger:** Hallucination incident — 4 FB posts with fabricated industry stats (78% benchmarks, fictional case studies, invented competitor data) shipped to public page. All 4 emergency-deleted. CEO: "A joj ! Opet halucinacije u postovima !!!"

**Board deliberation:** 6-member emergency board convened (CTO/CFO/COO/CMO/Devil's Advocate/Nick Saraev AI Agency Expert). Unanimous 6/6 vote for CONCENTRATE strategy. Median confidence: 8.5/10.

**Rationale:** One happy paying client who sends WhatsApp testimonial > 100 cold leads with invented case studies. Concentration eliminates coordination overhead, enables fast failure/success diagnosis, delivers real testimonials for Phase 2 social proof. Trust = earned via real

client stories, not fabricated stats.

**Tech stack:** SimplyBook.me embed (EUR 8.25/mj) + Infobip SMS (cost passthrough). NO custom development. Enis delivers solo, 24h setup per client.

**Copy discipline (anti-hallucination):** ALL public content (FB/web/email) must pass claims-verification gate. FORBIDDEN: invented benchmarks, fictional case studies, extrapolated stats without source. REQUIRED: [CEO\_APPROVED <date>] or file-path citation for all numbers/percentages.

**Immediate actions:** FB ads PAUSED (Pain/Opp/Proof creatives), 712 cold leads paused, Enis redirected to 3-client sprint (WhatsApp warm intro + in-person visits Sarajevo central zone).

**Full strategic pivot document:** [SnowIT Strategic Pivot — Concentration Sprint \(Board Verdict 2026-05-16\)](#) (page 2941)

**MC #101010:** SnowIT Strategic Pivot Execution (90-day concentration sprint)

**Approved by:** CEO Alem Basic, 2026-05-16 (post board deliberation)

**Effective:** Immediately

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## 2026-06-04 — Cijene podignute +200 KM (CEO odluka)

\*\*Odluka:\*\* Entry GBP cijena dignuta 300->500 KM; cijela ljestvica +200 KM da ostane logična (GBP <= Web <= bundle).

Paket	Staro	Novo
GBP Starter	300 KM	\*\*500 KM\*\*
Web Starter	400 KM	\*\*600 KM\*\*
Web + GMB bundle	800 KM	\*\*1.000 KM\*\*
Full Digital Start	1.200 KM	\*\*1.400 KM\*\*
SnowIT PRO	2.500 KM	\*\*2.700 KM\*\*
SEO schema priceRange	300-2500	\*\*500-2700 KM\*\*

Recurring SnowIT CARE (150 KM/mj) i CARE+ (350 KM/mj) \*\*NEPROMIJENJENI\*\* (nisu dio one-time ljestvice).

\*\*Implementacija:\*\* commit 0330390 -> push main -> Vercel auto-deploy (live ~24s). 240 zamjena kroz 19 fajlova (root + city pages + i18n.js). SEO title/meta/OG/Twitter + JSON-LD priceRange azurirani. Derived: kalkulator ROI base 300->500, tim.html 2.700/24=112 KM/mj. api/lib/audit-engine.js lead-magnet one-time cijene uskladjene (GBP 500, Web 1.000). Cold-outreach email/WA template-i uskladjeni 300->500.

**\*\*Verifikacija:\*\*** webapp-testing (Playwright, live snowit.ba) **\*\*20/20 PASS\*\***. Evidence: /tmp/evidence-snowit-pricebump-DEPLOYED-20260604.md , /tmp/snowit-verify-result.json , screenshots /tmp/snowit-verify-shots/.

> Critical-rules update: cjenovnik u CLAUDE.md (300/400/800/1.200/2.500) je SUPERSEDED ovom odlukom -> 500/600/1.000/1.400/2.700 KM.

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Revision #18

Created 2026-05-14 13:27:01 UTC by John

Updated 2026-06-04 21:12:30 UTC by John