

# SnowIT Sales Playbook (2026-05-14)

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“ Canonical operational doc for SnowIT SMB BiH sales motion. BookStack canonical: TBD (will be backfilled by separate Skillforge dispatch). Repo source: this file.

## 1. Executive Summary

SnowIT operates a 2-domain brand:

- **snowit.ba** — SMB BiH (frizeri, autoservisi, pekare, kafići), pricing 300–2.500 KM
- **enterprise.snowit.ba** — Enterprise (AI security, transit, anonymized Nordic case study under NDA)

Sales motion driven by:

- **Audit lead magnet** — snowit.ba/audit.html → /api/audit → instructional PDF + email Enis
- **Cold outreach** — `scripts/cold-outreach/` toolkit (Indeks.ba primary, +Poslovni-adresar, +Cybo)
- **Sponsored Maps audit** — `scripts/cold-outreach/sponsored-maps-audit.js` (Maps category targets)
- **Affiliate** — 10% commission for knjigovodja referrals, top 20 list (Tier A 5/5 sent 2026-05-14)
- **Paid ads** — 18 Meta creatives ready at `assets/meta-ads/2026-05-14/`, Google Search ad pack pending launch
- **Organic** — TikTok 12 video scripts, LinkedIn 6 posts (Enis voice)

## 2. Pricing & Affiliate

Paket	Cijena	Isporuca	Marža interno
GMB Starter	300 KM	48h	~80%
LinkedIn Launch	400 KM	3d	~70%
Web + GMB	800 KM	5d	~65%
Full Digital Start	1.200 KM	7d	~60%
SnowIT PRO	2.500 KM	14d	~55%

Affiliate komisija: **10%** po preporučenom konvertovanom klijentu (knjigovodja partner).

## 3. Lead Sources & Workflow

### 3.1 Audit lead magnet (online)

- URL: <https://snowit.ba/audit.html>
- Backend: `/api/audit` (commit f69e804) — pdf-lib MVP, \$0/audit
- Phase 2 pending: Google Places API real GBP scrape + Google Sheets log + WA notification

### 3.2 Cold outreach SMB

- Tool: `cd ~/clients-external/snowit-site && node scripts/cold-outreach/outreach.js --industry=frizer --city=Sarajevo --limit=50`
- Output: CSV at `scripts/cold-outreach/output/leads---.csv`
- Enis: filter `has_gbp=no`, kopira `wa_message` kolonu, šalje s telefona

### 3.3 Sponsored Maps audit

- Tool: `node scripts/cold-outreach/sponsored-maps-audit.js --query "frizer sarajevo" --limit 20 --hot-only --demo`
- DEMO mode bez API key; real data nakon Google Places API setup (Phase 2)
- Strategy: low GBP completeness u kategoriji = wasted ad spend = SnowIT pitch hook

### 3.4 Affiliate knjigovodja

- List: `scripts/cold-outreach/output/knjigovodja-affiliate-top20-2026-05-14.csv`

- Tier A (5) — poslano 2026-05-14, MC #100600, 48h reply window 2026-05-16
- Tier B (6-12) — batch 2 sljedeća sedmica
- Tier C (13-20) — batch 3
- Letter source: `/tmp/proxima-ad-pack-snowit/affiliate-letter-knjigovodja.md`

## 4. WhatsApp Templates (BS)

### 4.1 Cold outreach SMB

“ Pozdrav, vidim da {firma} radi u {grad}. Provjerio sam Google — nemate još poslovni profil. Klijenti vas ne nalaze kad traže "{djelatnost} {grad}". SnowIT to rješava 48h, 300 KM. Detalji? Besplatan audit prvo: <https://snowit.ba/audit.html> — Enis, SnowIT

### 4.2 Sponsored Maps pitch

“ Pozdrav {firma}, vidim da plaćate Google Maps reklamu — odlično. Ali profil ima {GAP}. Ad spend ide u vodu. SnowIT rješava 48h za 300 KM, vaš isti ad spend daje 3-5x više klijenata. Audit prvo: <https://snowit.ba/audit.html> — Enis 062 329 076

### 4.3 Affiliate knjigovodja (kratak)

“ Pozdrav {firma}, SnowIT predlaže partnerstvo: 10% komisija po preporučenom klijentu. Mi rješavamo Google prisustvo SMB klijenata 48h za 300 KM. Vaši klijenti dobijaju vidljivost, vi komisija. Detalji? — Enis, CTO SnowIT

## 5. Ad Channels — Launch Sequence

Sedmica	Kanal	Budget	Status
W1	Setup (Pixel + GA4)	0 KM	Pending CEO 10 min FB Business Manager

Sedmica	Kanal	Budget	Status
W2	Meta FB+IG pilot Sarajevo + region	200-300 KM	Visuals ready (18 PNG), waiting Pixel
W3	Google Search pilot	200 KM	Ad copy ready ( <code>/tmp/proxima-ad-pack-snowit/google-search-ads.md</code> )
W4	TikTok organic + LinkedIn cadence	0 KM	12 video skripti + 6 LI postova ready

Hard ceiling pilot mj1: **1.500 KM** (CEO default).

## 5.1 Meta Ad Creatives (18 PNG)

Path: `assets/meta-ads/2026-05-14/{frizer,autoservis,pekara}-{pain,opp,proof}-{feed,story}.png`

Upload to Meta Ads Manager: geo Sarajevo +25mi, daily 8 EUR, audience SMB owner 28-55.

## 6. Internal Sales Hub

<https://snowit.ba/tim> — auth-gated (middleware.ts), commit 4169c63, 5 sekcija (Cjenovnik / WA Templates / Lead Lists / Ad Creatives / Workflow).

## 7. Operational Tooling Index

Script	Path	Who runs	Output
Cold outreach SMB	<code>scripts/cold-outreach/outreach.js</code>	John on-demand (Enis trigger)	CSV u <code>output/</code>
Sponsored Maps audit	<code>scripts/cold-outreach/sponsored-maps-audit.js</code>	John on-demand	CSV u <code>output/</code>
GBP gap check	<code>scripts/cold-outreach/check-gbp.js</code>	submodule	heuristic boolean
WA template generator	<code>scripts/cold-outreach/generate-wa-templates.js</code>	submodule	CSV wa_message kolona
GCP SA grant	<code>scripts/setup-gcp-sa-grant.sh</code>	CEO one-time	gcloud IAM roles

## 8. Outstanding CEO Decisions

1. Meta Pixel ID (10 min u FB Business Manager → wire u snowit.ba)
2. Google Places API enable (after SA grant succeeds) — unlocks Phase 2 audit real data + Sponsored Maps real mode
3. WhatsApp Cloud API setup (3-5 days Meta approval) for auto-WA — currently manual Enis
4. snowit-enterprise orphan Vercel project deletion (low-pri)
5. Audit delivery SLA after 30d: 24h pivot to 48h ako volume prevelik?

## 9. Discovery — Kako na?i ovo sutra

```
# Repo
cat ~/clients-external/snowit-site/docs/SALES-PLAYBOOK.md

# Memory grep
grep -A2 "SnowIT brand split" ~/.claude/projects/-Users-makinja/memory/MEMORY.md
grep -A2 "Sales Playbook" ~/.claude/projects/-Users-makinja/memory/MEMORY.md

# discover.js
node ~/system/tools/discover.js "snowit sales playbook"

# BookStack (po publish-u)
# URL: TBD – separate Skillforge dispatch publishuje
```

## 10. Status Snapshot (2026-05-14 14:15)

- snowit.ba SMB clean + audit lead magnet
- enterprise.snowit.ba 3 stranice (index + case-study + about)
- tim.html sales hub
- 18 Meta creatives
- Cold outreach + sponsored-maps + affiliate toolkit
- 5 Tier A affiliate emails sent (MC #100600)
- Migadu enis@ activated + welcome email to Enis Gmail
- Meta Pixel / GA4 (CEO action)
- Phase 2 audit backend (Places API setup)
- BookStack publish (separate dispatch)

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Revision #2

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