

Guide and Instructions

BitGuard Marketing App · BitLab Blockchain Binary Spectrum · Support: operation@bbspectrum.com

This Guide names every page, every keyword on the screens, and the setup that gets the most out of the engine. Read section 4 once. Keep this file next to the app while you work.

1. What you bought

BitGuard Marketing App is a lifetime desktop-class outreach commander published by BitLab Blockchain Binary Spectrum. You own this copy. The product name is locked and cannot be changed.

BitLab Outreach — Lifetime License: you pay once. You keep running it on machines you control. There is no monthly fee for the software.

The engine emails through the mailbox you configure in Settings. The sending IP is Gmail, Microsoft 365, or your own host — the mailbox you signed in with. Prospect lists live on the computer (or browser) where you run the app. BitGuard does not blast from a shared server and does not store your prospect list in our cloud.

The desktop copy must stay connected to the internet so Scout can crawl listing boards and so SMTP can send. The web copy uses the published site and needs the same mailbox settings.

Support: operation@bbspectrum.com. Keep your purchase email. That is how we prove the license is yours. We will never ask you to email your mailbox password.

2. Install on Windows (Skip this section if you are using the web version)

Read this before you click anything. The most common mistake is running the program while it is still inside the zip.

1. Download BitGuardMarketingApp-Windows.zip.
2. **Do not** double-click BitGuardMarketingApp.exe while the zip is still open. That is what causes the error “Unable to find Electron app” / “Cannot find module app.asar”.
3. Right-click the zip → **Extract All...** → **Extract**. Wait until a new folder appears.
4. Open that folder. Keep opening folders until you see BitGuardMarketingApp.exe next to a folder named resources.
5. You must see these together in the SAME folder: BitGuardMarketingApp.exe, resources (required), START HERE.txt, Guide and Instructions.pdf, Run BitGuard Marketing App.bat.
6. Double-click Run BitGuard Marketing App.bat. If that file is missing, double-click BitGuardMarketingApp.exe.
7. If Windows says “Windows protected your PC”, click **More info**, then **Run anyway**. If it asks Yes / Allow, choose Yes or Allow.
8. Keep the computer connected to the internet. Scout crawls listing boards and SMTP sends mail only while you are online.
9. A 7-day free trial starts by itself. You do not need a license key. The trial is the full product.

If you see “Unable to find Electron app”: close the error. Go back to the zip. Right-click → Extract All. Open the folder that contains the resources folder. Do not copy only the .exe to the Desktop.

3. How the engine works

The engine's job is to find potential clients listed on a public list page you add on Sources, remember each organization, read their site for email, X (Twitter), Telegram, LinkedIn, or a contact form, choose an approved eMail Template you wrote on Library using intelligent analysis of that organization, and email them on your behalf through your SMTP mailbox.

It records every send on Queue. If nobody replies, follow-ups email on day 3, day 7, and day 14, then stop. A reply, unsubscribe, or suppression ends the sequence immediately.

A human takes action only if sending the email fails. Failures stay on Queue and Contact Status with the error (missing SMTP, rejected login, empty identity, safety hold). Retry send tries again through your mailbox.

Keep the app online. Scout crawls every active source on a short loop (about every 40 seconds) while Discovery is on. You do not click Send now for each organization. Run discovery wave and Send now on Command are optional kicks.

Call them organizations or institutions — never a campaign list you type by hand. Contact Status is the memory of who Scout found. Clients is a separate book of people you already know.

4. How to set the app to get the best out of it

Do this once, in this order. Skipping a step is why the engine looks idle.

1. Fill Sender identity completely: Company, From name, From email, Reply-to, Website, Operations contact. The footer of every email is built from these. Empty identity is a safety hold.
2. Add Email Address and fill SMTP host, port, username, and password / app password. Google Workspace: smtp.gmail.com, port 587, an app password (not the Gmail login). Microsoft 365: smtp.office365.com, port 587, an app password. Your own domain: smtp.yourdomain.com, port 587, or 465 if they require implicit TLS. Purpose: Send and receive on the mailbox you actually send from.
3. Watch the Reply-to inbox every day. That is where a lead's answer lands. The engine does not invent replies. Mark Interested / Meeting / Won / Lost on Leads so Analytics is honest.
4. Write Campaign A first, then Approve. If you only have one offer, Campaign A is enough — the engine falls back to any approved template when a later family is empty. Add Campaign B, C, D, and E when you have a different letter for listed firms, established firms, a general offer, and a custom offer. Two or three variants in a family (A01, A02, A03) with different angles, plus the Weight slider, is how you test which letter wins.
5. Write literal copy. Subject and body exactly as the prospect should see them. Do not type {{placeholders}} on Library — they are stripped. Do not write four follow-up letters unless you want to; Day 3 / 7 / 14 reuse the approved body with a Follow-up prefix.
6. Click Send me this on Library. A proof goes through your SMTP mailbox to your Reply-to. If that fails, fix Settings before you Activate a source. Failures stay on Queue.

7. On Sources, replace the sample example.com row with a real list page — a grid, table, or directory of many organization names, not a marketing homepage and not a login wall. Click Analyze structure, then Test. Test should return names. Then Activate crawl. Add more boards the same way. More good boards beat one bad homepage.
8. Leave Scout, Researcher, Outreach, and Reply analysis On. Leave Follow-up engine On. Stay online. Organizations appear on Contact Status. Approved copy emails automatically. Open Queue only when a row is Blocked.
9. Warm a new sending domain slowly. Settings → Max emails / hour: start at 20 on a brand-new domain, not 200. Raise over weeks as the mailbox stays clean. Max new organizations / day: 30–50 while you learn the board, then up to 100. Weekdays and a daytime window (factory default Mon–Fri 09:00–16:30) match how institutions read mail.
10. Campaign cooldown (days): 0 while you are starting. Set 14 or 30 later if you do not want the same organization emailed again after a finished sequence.
11. Channel policy: leave Email on Auto. Leave X, LinkedIn, website, and Telegram on Auto if Scout finds those contacts — the engine records the paired second channel. Turn a channel Off only if you will never use it. Manual means a human still opens that channel from Queue.
12. Use Clients for people who already bought or already work with you. Do not paste your customer book into Contact Status. Import Excel, group them, send policy / news / general updates through the same mailbox.
13. Honor unsubscribes the same day. They land on Suppression automatically. Add a domain or organization there if legal asks you to freeze that name.
14. Agencies: one workspace per client. Discovery writes into the active workspace. Data does not mix. Copy workspace backup after a good week. Reset workspace wipes this machine — it does not consume a new key.
15. Emergency stop is for incidents (wrong template, compromised mailbox, legal freeze). Pause outreach stops new Day 0 and follow-up sends while Scout can still crawl. Do not leave Emergency stop on by accident.

What “best” looks like after a week: Contact Status has real organizations, Queue shows Sent (not only Blocked), Reply-to has a few answers, Leads has Interested marks, and Analytics is no longer zeros. If that is not happening, use section 20.

5. First hour

1. A 7-day free trial starts the first time you open the app. No key is required. The trial is the full product.
2. After payment is confirmed you receive a claim link. Open it and press Generate your License Key. Save the key — it is shown once and is not emailed.
3. Open License. Paste the key. Click Activate. Starter = 1 computer and 1 mailbox. Agency = 5 of each. Corporate = 25 of each. Use a different key on each computer.
4. Settings — Company, From name, From email, Reply-to, Website, Operations contact. No street address is required.
5. Add Email Address. SMTP host examples: smtp.gmail.com, smtp.office365.com, smtp.yourdomain.com. Port 587 (or 465). Username and password / app password. Google and

Microsoft need an app password. The password stays on this computer and is used only to talk to your SMTP host.

6. Library — Campaigns A–E each have five blank eMail Templates (eMail Template-A01, A02, ...). Write the exact email. Click Approve. Add Template if you need more drafts. Optional: Send me this proofs the letter through your mailbox to your Reply-to.
7. Sources — replace the sample listing board URL with a real list page (names of organizations, not a homepage). Analyze structure, Test, then Activate crawl. Add more boards the same way.
8. Stay online. Scout crawls by itself. Organizations appear on Contact Status. Approved copy is emailed automatically. You can press Run discovery wave or Send now on Command to kick the loop; you do not have to.
9. Leave Follow-up engine On (Day 0, then Day 3 / 7 / 14 if nobody replies, then stop).
10. Open Queue or Contact Status only when a row is blocked — that is a send failure or a safety hold for a human.
11. Clients — import Excel of people you already know. Updates email through the same mailbox.

6. Keywords — every word on the screens

Command and bots

Scout — the discovery bot. It reads active Sources, remembers each organization, and writes them to Contact Status.

Researcher — the enrichment bot. It classifies stage and category and scores the organization so Library can pick a campaign.

Outreach — the sending bot. When it is On and Follow-up engine is On, approved Library copy emails through your SMTP mailbox. Pause outreach in the header turns this off without stopping Scout.

Reply analysis — classifies inbound replies that you record on Leads. This product does not invent sample replies.

Run discovery wave — optional Command button. Forces Scout to read active boards right now (up to eight names). The loop already runs by itself while you are online.

Send now — optional Command and Queue button. Forces the next batch of queued mail through your SMTP mailbox, even outside the send window. Use it after you fix a Blocked row. You do not need it for ordinary sending.

Emergency stop — red header control. Outreach halts immediately. Discovery continues. Resume from Command. Use it if a mailbox is compromised, a template went out wrong, or legal asks you to freeze.

Pause outreach — header control. Stops new Day 0 and follow-up sends. Scout can still crawl.

Needs attention — Command list of safety holds. Treat as company releases an UNKNOWN recipient so mail may go. Dismiss hides the card without releasing.

Activity — Command log of what the engine just did.

Top opportunities — highest scores already in the pipeline unless blocked.

Campaign families — tiles for Campaigns A–E showing how many templates are APPROVED.

Client book (Command) — count of existing customers in the active workspace.

Library

eMail Template — one letter, named eMail Template-A01, A02, ... B01, and so on. Five start in each campaign. Add Template creates A06, A07, ...

Campaign A / B / C / D / E — five families. A is primary (pre-launch). B is for live or listing organizations. C is for established organizations. D is a general / other fit. E is your custom sequence. The engine picks a family from the organization's stage, then a variant by Weight. If that family has no approved copy, it uses any approved template.

DRAFT — not yet allowed to send. **APPROVED** — the engine may select it. **PAUSED** — held without deleting; click Approve again to resume.

Approve — requires a non-empty subject and body. After Approve, Scout may pick this copy and email it.

Send me this — emails the exact outbound, footer included, through your SMTP mailbox to your Reply-to. A proof, not a prospect send.

Weight — slider 0–40. Relative chance this variant is picked versus its sisters in the same campaign.

Priority — built-in rank (not a field you type). **Delivered / Qualified replies** — how many times this variant was sent, and how many came back as a positive or quote reply.

As it goes out — your body plus the legal footer the engine will attach.

Sources

Source / listing board — a public list page Scout reads. Not a single company homepage.

Analyze structure — fetches the URL and reports headings, public emails, X, and Telegram.

Test — pulls a sample of organization names. If Test returns nothing, you pointed at a homepage or a login wall.

Activate crawl — sets the source to Active. Scout keeps reading it while the app is online.

Pause (Sources) — stops Scout on that board only.

Ingested / Last run / Workflow — how many organizations this source contributed, when Scout last touched it, and whether it is crawling.

Contact Status

Organization / institution — a prospect Scout found. Not a Client.

Columns: Organization (name, optional token symbol, chain, stage), Contacts, Fit (why this campaign was chosen), Campaign (which eMail Template), Status, Score (0–100).

Statuses: discovered, identified, enriching, qualified, queued, contacted, replied, positive, suppressed, blocked, cooldown.

Reclassify — runs Researcher again. **Queue** (row button) — enqueues that organization now. **Retry send** — on a blocked row, tries SMTP again.

Export list — writes the current table as a spreadsheet Excel can open (Contact Status = prospect book; Queue = send log; Leads = reply list; Clients = customer book or update log).

Queue, Leads, Clients, Analytics, Suppression

Queue statuses: queued, sent, delivered, bounced, replied, blocked, unsubscribed. Follow-up 0 is Day 0; 1, 2, 3 are Day 3 / 7 / 14.

Gate trace — YES or NO on: Organization recognized, Contact belongs to this organization, Previously contacted / Campaign cooldown, Suppressed, Contact valid, Campaign approved, Template active, Sender operations contact, Unsubscribe available, Personalization verified, Duplicate action, Recipient class permitted, Organization not suppressed. Any NO blocks the send.

Leads: Qualified (positive or quote), All replies, Interested / Meeting / Won / Lost (you mark these), Open in mail, Add to clients.

Clients compose: Individual / Group / Everyone. Policy change / News / General / Custom. Tokens [Name] [Company] [Email] on Clients only. Library still strips {{placeholders}}.

Import Excel accepts .xlsx, .xls, and .csv. Header required. Required column: email. Also: name, first name, last name, company, organization, group, segment, tag, notes, phone. Duplicate emails update the existing row. Sample headers: email,name,company,group,notes.

Analytics tiles: Prospects, Sent, Delivered, Bounced, Replies, Interested, Meetings, Conversions (Won), Clients, Client updates. Program cost (USD) is a number you type; cost per lead / reply / opportunity divide that number.

Suppression kinds: Email, Domain, Organization. Unsubscribes land here automatically.

Settings and license

Sender identity: Company, From name, From email, Reply-to, Website, Product URL, Second product URL, Operations contact, Privacy URL. No street address is required.

Mailbox fields: Email, Display name, Purpose (Send and receive / Send / Receive), SMTP host, SMTP port, SMTP username, SMTP password / app password, IMAP host. Add Email Address up to the license cap.

Seats: Admin (Library and license), Operator (Command), Analyst (Analytics and Queue).

Workspaces keep Client A separate from Client B. Discovery writes into the active workspace.

Follow-up engine On / Off. Automation window: weekday chips, Start, End, Max new organizations / day, Max emails / hour, Campaign cooldown (days). Factory default: Mon–Fri 09:00–16:30, 100 new / day, 40 emails / hour, cooldown 0.

Channel policy Auto / Manual / Off per Email, X, LinkedIn, website, Telegram. Priority: email, then X, then LinkedIn, then website form, then Telegram. Two channels per organization.

Copy workspace backup copies JSON to the clipboard. There is no cloud restore. **Reset workspace** wipes this machine. It does not consume a new key.

License: Free trial, Trial ended, Active — lifetime, Inactive. Keys start with BGMA-. Starter \$349 / 1 computer / 1 mailbox. Agency \$990 / 5 and 5. Corporate \$2,490 / 25 and 25.

Trial — 7 days, full product, no key. When it ends the app locks until you Activate a paid key. Clearing browser data can reset a web trial; a paid key is the durable unlock.

7. Page — Command

The operations desk. The first-hour card is Settings, Library, Sources, then Run it. Each step shows To do or Done. It hides when identity is filled, at least one template is approved, a real source is Active, and Scout has found at least one organization.

Run discovery wave and Send now sit under the card. The Follow-up engine strip shows Day 0 / 3 / 7 / 14. Armed means Follow-up engine is On.

If you are outside the send window, a note appears. Auto Day 0 waits. Send now still runs the gate. If Emergency stop is on, a banner offers Resume.

Eight counters (Discovered, Qualified, Contacted, Waiting, Replies, Positive, Unsub, Bounced) are today's snapshot. Bots: Scout, Researcher, Outreach, Reply analysis — leave them On. Activity, Top opportunities, Needs attention, Campaign families, and Client book sit below.

The header shows the product name, the active workspace, a trial countdown, Pause outreach, and Emergency stop.

8. Page — Library

Five campaigns (A–E). Each starts with five blank eMail Templates. Write the exact email. Approve so the engine may select it by analysis of the organization. Pause holds it. Add Template creates another draft. Send me this emails a proof to your Reply-to through SMTP.

You write every word. There are no BitGuard product pitches hiding in the templates. Write literal copy. Do not use {{placeholders}} — they are stripped. Subject and body must both have text before Approve will take.

The engine picks a family from stage: pre-launch (pre-TGE / presale) → Campaign A; live or listing (TGE / listed) → Campaign B; established → Campaign C; anything else → Campaign D. Campaign E is yours for a custom offer. If the chosen family has no approved copy, any approved template is used. Approve Campaign A first if you only have one offer.

Follow-ups reuse the approved body. The subject is prefixed Follow-up #1, Follow-up #2, or Final follow-up.

Weight is how often this variant is picked versus its sister in the same family. Keep both if you want a test. Leaving a field rewrites queued mail that still uses that variant.

9. Page — Sources

Listing boards Scout reads continuously. A new install includes one sample row. Replace its name and URL with a real board (the list page, not a homepage), Analyze structure, Test, Activate crawl. Add more with Add source.

A source is a public list page of organizations or institutions you want as clients. Scout follows links off that page, remembers each name, and reads the organization's own site for email, X, Telegram, LinkedIn, and contact forms.

Use the list page, not a marketing homepage. The URL should show many names in a grid, table, or directory — not a single company landing page and not a page behind a login.

Examples: a launchpad's upcoming-sales page; an industry directory of member firms; a conference exhibitor list; a chamber of commerce member directory; a university, accelerator, or incubator portfolio page; a trade-association member list; a curated roundup that links out to each organization's website.

Replace the sample example.com row first. Test should return organization names. If Test returns nothing, you pointed at a homepage or a login wall. Then Activate crawl. Scout keeps reading that board while you stay online. Pause stops Scout on that board only. Discovery respects Max new organizations / day.

10. Page — Contact Status

Empty on a new install. That is correct. Rows appear as Scout finds organizations and institutions. Blocked here means a send failed or a safety hold. Retry send tries SMTP again. Export list writes a spreadsheet. You do not type a campaign list here.

Filter by name, chain, variant. Reclassify runs Researcher again. Queue on a row tries to enqueue that organization now. Fit is the one-line reason a campaign was chosen. Score is the opportunity rank (0–100).

11. Page — Clients

People you already know — not prospecting. Import Excel/CSV (header: email, name, company, group, notes). First name + last name are combined if Name is empty. Duplicate emails update the existing row. Send to one client, a group, or everyone through your mailbox. Policy / news / general / custom notes live here. Optional tokens: [Name] [Company] [Email]. Unsubscribed and suppressed addresses are skipped. Export clients and Export updates write spreadsheets. Add to clients on Leads copies a qualified reply into this book under the group Leads.

12. Page — Queue

Every outbound action. Sent means the email left your mailbox. Blocked shows the error a human must fix. Retry send tries SMTP again. Send now forces up to eight waiting rows. Export list writes the send log. Click a row for the exact body and the gate trace. Copy message copies subject and body. Open {channel} opens X, LinkedIn, the form, or Telegram when a paired URL exists. Self preview rows are from Send me this.

13. Page — Leads

Real replies only. Empty until someone answers. Mark Interested, Meeting, Won, or Lost so Analytics can price a lead. Open in mail replies from your own client. Add to clients copies a qualified reply into the client book. Export leads writes this list. Watch the Reply-to inbox — this commander does not scrape Gmail for you.

14. Page — Analytics

Organizations, sent, delivered, bounced, replies, interested, meetings, conversions, clients, client updates, and cost ratios from the program cost you type. Counts are the active workspace only. Delivered is a working number, not a Gmail receipt. Leave program cost blank and costs show as a dash.

15. Page — Suppression

Do-not-contact (email, domain, or organization). Empty at first. Unsubscribes land here automatically. Add a row only if someone asked to be removed or bounced as hostile. Domain blocks everyone at that domain. Organization blocks that name wherever Scout found it.

16. Page — Settings, SMTP, follow-ups, channels

Sender identity and SMTP

Fill Company, From name, From email, Reply-to, Website, Operations contact. No street address is required. These print in every footer.

Add Email Address up to the mailbox count in your plan (Starter 1, Agency 5, Corporate 25). The 7-day trial uses the full product, so you can add mailboxes up to the Corporate cap while you try. After you Activate a paid key, the cap becomes the plan you bought.

Purpose Send = From. Receive = extra inbox. Both = sending plus receiving.

Google Workspace: smtp.gmail.com, port 587, app password. Microsoft 365: smtp.office365.com, port 587, app password. cPanel / your domain: smtp.yourdomain.com, port 587 (or 465). IMAP examples: imap.gmail.com, outlook.office365.com, mail.yourdomain.com.

Google and Microsoft often reject the account password — create an app password. The password stays on this computer and is used only at send time. Mail leaves from that host's IP. Replies land in Reply-to.

Follow-up engine

Day 0 initial email plus second channel. Day 3 follow-up #1 if nobody replied. Day 7 follow-up #2. Day 14 final, then stop. A reply, unsubscribe, or suppression ends the sequence. If you were offline on Day 3, the follow-up sends when the app is next running and online. The weekday window applies to automatic Day 0 mail. Follow-ups still queue when they are due. Send now still runs the gate if you need a kick. Turn Off to freeze new follow-ups.

Automation window and channels

Weekdays, Start, End, Max new organizations / day, Max emails / hour, Campaign cooldown (days). Factory default Mon–Fri 09:00–16:30, 100 / day, 40 / hour, cooldown 0. Warm a new domain at 20 / hour.

Priority: email, then X, then LinkedIn, then website form, then Telegram. Each organization is contacted on the first two that exist. Email is the automated channel through your SMTP mailbox. X, LinkedIn, form, and Telegram are recorded as the paired action. LinkedIn does not allow silent third-party sending. Auto / Manual / Off per channel.

Seats and workspaces

Admin can edit Library and license. Operator can run Command. Analyst can view Analytics and Queue. Workspaces keep Client A separate from Client B. Copy workspace backup copies JSON. Reset workspace wipes this machine and does not consume a new key.

17. Compliance (CAN-SPAM and honest mail)

Every email footer includes your company, operations contact, Reply-to, unsubscribe link, and optional privacy URL plus any product URLs you typed in Settings.

UNKNOWN recipients stay in Needs attention until a human Treat as company. Do not force consumer inboxes. Honor unsubscribes the same day. Keep complaint rates under 0.1%. Warm a new domain slowly. You are the sender of record. BitGuard does not lend you a shared sending IP.

18. 7-day free trial, then lifetime key

1. The first time the app opens, a 7-day trial starts automatically. You get the full product — same pages, bots, follow-ups, mailboxes, seats, and workspaces as a new install.
2. Campaigns A–E start as blank eMail Templates. Sources start with one sample listing board for you to replace. Contact Status starts empty. There are no canned pitches and no publisher lists.
3. When the trial ends, the app locks. Order a lifetime plan at <https://bbspectrum.com/auditpro>.
4. After payment you are sent to **Generate your License Key**. Copy every key shown. They are not emailed. Starter = 1 key. Agency = 5 keys (one per computer). Corporate = 25 keys.
5. Open License, paste the key for this computer, click Activate. A paid key replaces the trial and keeps your work. Do not reuse a Starter key on a second computer.

Plan	Price (once)	Computers	Mailboxes / seats
Starter	\$349	1	1
Agency	\$990	5	5
Corporate	\$2,490	25	25

If you outgrow a plan you pay only the difference on <https://bbspectrum.com/auditpro> (Starter to Agency \$641; Agency to Corporate \$1,500; Starter to Corporate \$2,141).

If you lose the keys, write to support with the payment receipt. Do not guess.

19. Page — License

Paste the key you generated. A new copy does not include a key. Status shows Free trial, Trial ended, Active — lifetime, or Inactive. After Activate, Starter / Agency / Corporate sets the computers and mailboxes you keep.

20. If something does not move

- Discovery does nothing: Scout is paused, the daily cap is hit, there is no active source, the sample URL was not replaced, Test returned nothing (homepage or login wall), the license is inactive, or the desktop is offline.
- No email sent: no approved copy, sender identity is empty, SMTP host/password is empty, the send window is closed, or outreach is emergency-stopped. Open Queue or Contact Status — that is where send failures stay.
- Send failed on Queue: wrong SMTP host or port, account password used instead of an app password, or the mailbox rejected the recipient. Fix Settings, then Retry send. Prove SMTP with Send me this on Library first.
- Follow-ups never appear: Follow-up engine is Off, nobody has a Day 0 sent email, or someone already replied.
- Add Email Address does nothing: you are at the mailbox cap for this plan. Upgrade the key or remove an unused row.

- Analytics looks empty: nobody has been emailed yet, or you have not marked Interested / Meeting / Won on Leads.
- Contact Status is empty: that is normal until a real source is activated and the app is online.
- Treat as company does nothing: the row is not UNKNOWN, or a different gate check is still NO. Open the Queue row and read the gate trace.
- Web trial restarted: you cleared site data. A paid BGMA- key is the durable unlock.

21. Support

operation@bbspectrum.com. Keep your purchase email. We will never ask you to email your mailbox password.