

Installation Guide

Windows x64 installer and SQL Server database setup



A straightforward setup that keeps your credentials private.

EmailMarketingAutomation for Windows x64 and SQL Server.
Product and project names are unchanged.

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Welcome and Installer Overview

Welcome to the EmailMarketingAutomation installation guide. It explains the Windows installer, SQL Server database setup, and first launch. The installer includes the application, database schema, setup scripts, product manual, and the required .NET runtime.

Quick Checklist

- Windows 10 or 11, 64-bit
- An existing SQL Server or Express instance
- A SQL login permitted to create a database



Prepare SQL Server

Start SQL Server Express, Developer, or Standard on your computer or server. Confirm the instance name and TCP connectivity. The installer includes the database script; no separate .NET runtime installation is needed to create the database.

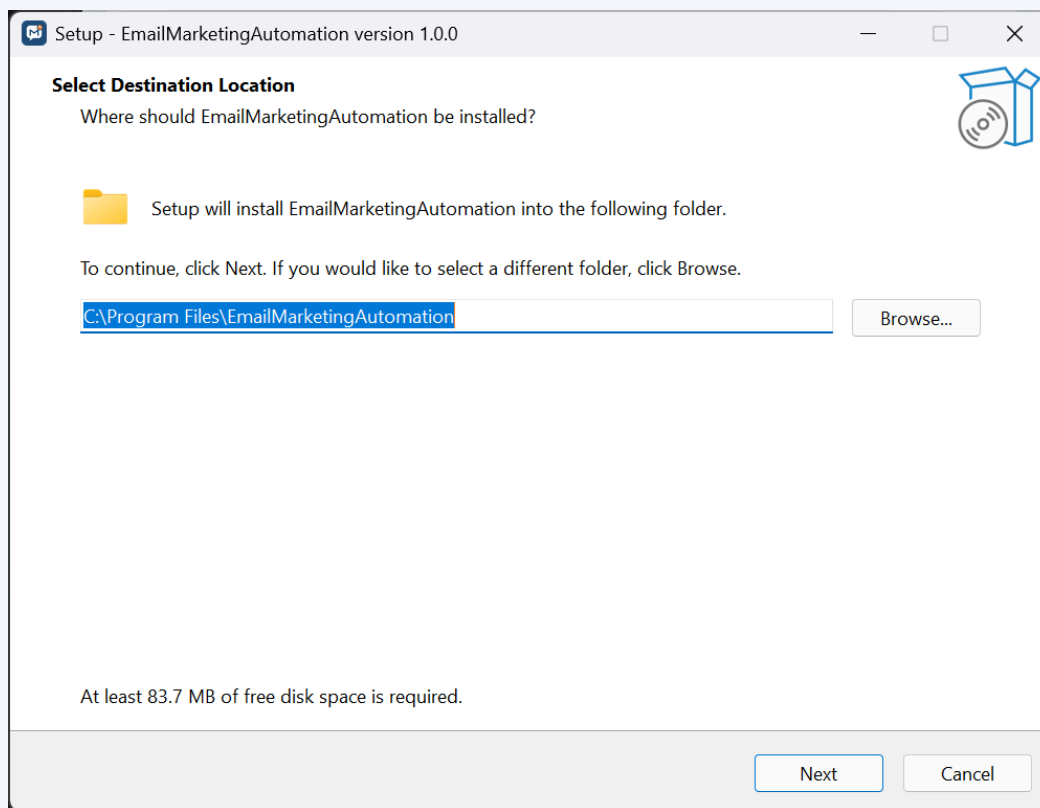
Quick Checklist

- Example instance: localhost\SQLEXPRESS
- Choose Windows Authentication or SQL Authentication
- Permission to create a database is required



Run the Setup File

Double-click EmailMarketingAutomation Setup x64. Choose an installation folder and approve the Windows permission prompt. Setup creates Start Menu shortcuts for database setup, starting and stopping the application, and opening both guides.



The installer wizard with the default application folder selected.

Quick Checklist

- Default folder: Program Files\EmailMarketingAutomation
- A desktop shortcut is optional
- The installer does not delete database data



Create the EMADB Database

Run Initialize EmailMarketingAutomation Database from the Start Menu and enter your SQL Server instance. Choose Windows or SQL Server authentication when prompted. If requested, enter the SQL administrator credentials in the secure credential dialog. The script creates EMADB and the required tables.

Installer Database Setup — 01-Create-Database.sql

Excerpt from the actual SQL Server script supplied with the installer

```
01 IF DB_ID('EMADB') IS NULL
02 BEGIN
03     CREATE DATABASE [EMADB];
04 END;
05 GO
06
07 USE [EMADB];
08 GO
09
10 IF OBJECT_ID('dbo.ContactGroups', 'U') IS NULL
11 BEGIN
12     CREATE TABLE [dbo].[ContactGroups] (
13         [Id] int IDENTITY(1,1) NOT NULL CONSTRAINT [PK_ContactGroups] PRIMARY KEY,
14         [Name] nvarchar(100) NOT NULL
15     );
16 END;
17 GO
18
19 IF OBJECT_ID('dbo.EmailTemplates', 'U') IS NULL
20 BEGIN
21     CREATE TABLE [dbo].[EmailTemplates] (
22         [Id] int IDENTITY(1,1) NOT NULL CONSTRAINT [PK_EmailTemplates] PRIMARY KEY,
23         [Name] nvarchar(160) NOT NULL,
24         [Subject] nvarchar(240) NOT NULL,
25         [HtmlContent] nvarchar(max) NOT NULL
26     );
```

SQL Server database creation script included in the installer.

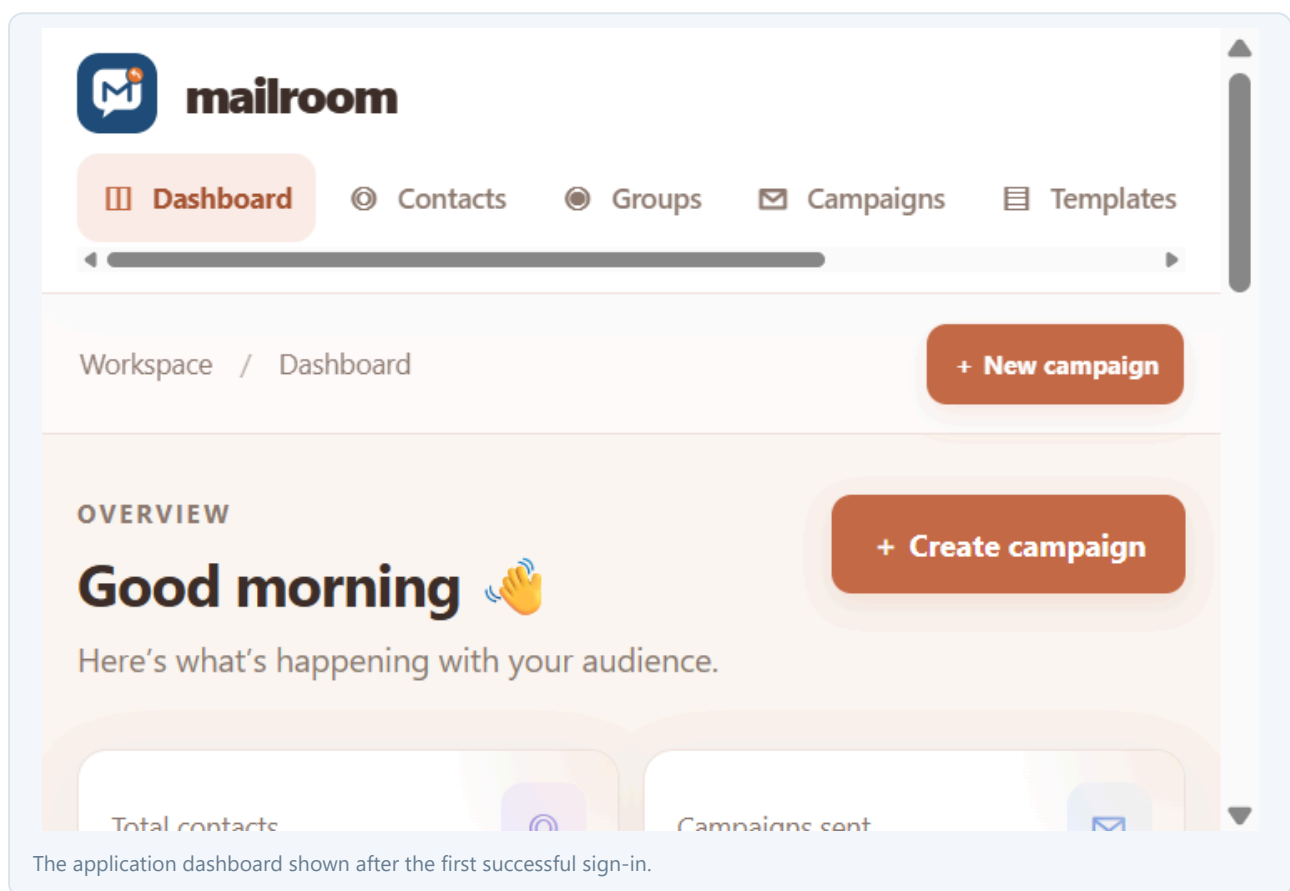
Quick Checklist

- 01-Create-Database.sql can be run again safely
- Existing data and databases are not deleted
- Test first-time installation with an empty database



Start the App and Sign In

Choose Start EmailMarketingAutomation. Enter a SQL account with read and write permission for EMADB, then create an administrator username and a password of at least twelve characters. The setup script does not save these passwords to disk.



Quick Checklist

- The application opens at <http://localhost:5080>
- Keep the PowerShell window open while the server runs
- Choose Stop EmailMarketingAutomation to stop the app



Email Delivery and Public Links

To send email, provide the SMTP host, port, login, app password, and verified sender address. Gmail generally requires two-step verification and an app password. If recipients need to open unsubscribe links, provide the public HTTPS address instead of a local address.

Quick Checklist

- SMTP setup can be skipped and completed later
- Use HTTPS in production
- Failed email attempts are recorded in reports



Backups, Updates, and Troubleshooting

Back up EMADB in SQL Server before updating or removing the application. If an error occurs, check the log files and SQL Server connection. Database backups are the responsibility of your SQL Server administrator. Do not run untrusted scripts on a production installation.

Quick Checklist

- Application logs: LocalAppData\EmailMarketingAutomation\logs
- Use SQL Server Management Studio to back up the database
- Never share SMTP or SQL passwords in PDFs or email