

Bingo Vibe Marketing Command Center - Vercel Deployment Guide

Complete step-by-step instructions for deploying your Marketing Command Center to Vercel with custom domain support.

Prerequisites

- [Vercel account](https://vercel.com/signup) (<https://vercel.com/signup>) (free tier works)
- [GitHub repository](https://github.com) (<https://github.com>) with your project code
- Custom domain name (optional)
- Access to your domain's DNS settings (if using custom domain)

Part 1: Prepare Your Project

Step 1: Upload Project to GitHub

1. Create a new GitHub repository
2. Upload/push your project files (make sure to exclude node_modules, .next, etc.)
3. Ensure all files from this deployment package are included

Step 2: Clean Project Structure

Your project should have this structure:

```
bingo-vibe-mcc/  
├── src/  
├── prisma/  
├── public/  
├── scripts/  
├── package.json  
├── vercel.json  
├── next.config.production.ts  
├── .env.production.example  
└── DEPLOYMENT_GUIDE.md
```

Part 2: Deploy to Vercel

Step 1: Create Vercel Project

1. Go to [Vercel Dashboard](https://vercel.com/dashboard) (<https://vercel.com/dashboard>)
2. Click “New Project”
3. Import your GitHub repository
4. Vercel will automatically detect it's a Next.js project

Step 2: Configure Build Settings

1. **Framework Preset:** Next.js (auto-detected)
2. **Root Directory:** Leave as `.` (root)
3. **Build Command:** `npx prisma generate && npm run build`

4. **Install Command:** `npm install`

5. Click “Deploy”

Part 3: Set Up Vercel PostgreSQL Database

Important: Vercel PostgreSQL is now powered by Neon

Vercel has transitioned all PostgreSQL databases to use Neon’s native integration, offering better features like database branching, instant restores, and improved scaling.

Step 1: Add PostgreSQL Integration

1. In your Vercel project dashboard, go to **Storage** tab
2. Click **Create Database** or **Connect Database**
3. Under “Create New” tab, select **PostgreSQL** (powered by Neon)
4. Choose region closest to your users (recommended: `us-east-1` for best performance)
5. Name your database and click **Create**

Step 2: Automatic Environment Variable Setup

Vercel automatically injects these environment variables into your project:

- `POSTGRES_URL` - Direct connection (for migrations and admin tasks)
- `POSTGRES_PRISMA_URL` - Connection pooled URL (recommended for app queries)
- `POSTGRES_URL_NON_POOLING` - Direct connection without pooling

Step 3: Access Neon Console (Optional)

1. In your Vercel Storage tab, click **Open in Neon**
2. This gives you access to advanced features like:
 - Database branching for development workflows
 - Instant database restores
 - Advanced monitoring and analytics
 - Read replicas (Pro plans)

Part 4: Configure Environment Variables

Step 1: Add Environment Variables in Vercel

Important: Environment variable changes only apply to NEW deployments. After adding/updating variables, you must redeploy your application.

Go to your project → **Settings** → **Environment Variables** and add:

```
# Database
DATABASE_URL=postgres://default:YOUR_PASSWORD@YOUR_HOST.postgres.vercel-storage.com:5432/verceldb?sslmode=require

# NextAuth
NEXTAUTH_SECRET=your-generated-secret-here
NEXTAUTH_URL=https://your-project.vercel.app

# SMTP (Email)
SMTP_HOST=mail.bingovibe.info
SMTP_PORT=465
SMTP_USER=agents@bingovibe.info
SMTP_PASS=^cx&^c12^b]2

# App Configuration
APP_URL=https://your-project.vercel.app
```

Step 2: Generate NextAuth Secret

Visit <https://generate-secret.vercel.app/32> (<https://generate-secret.vercel.app/32>) to generate a secure secret.

Step 3: Update URLs

Replace `your-project.vercel.app` with your actual Vercel deployment URL.



Part 5: Initialize Database

Step 1: Redeploy with Environment Variables

1. After adding environment variables, trigger a new deployment
2. Go to **Deployments** tab → click **Redeploy** on the latest deployment

Step 2: Set Up Database Schema

Option A - Using Vercel CLI (Recommended):

```
# Install Vercel CLI
npm install -g vercel

# Login to your Vercel account
vercel login

# Link to your project
vercel link

# Run database setup
vercel env pull .env.production
npx prisma generate
npx prisma db push
npm run seed
```

Option B - Using Vercel Function URL:

1. Create a temporary API endpoint for database setup
2. Visit `https://your-project.vercel.app/api/setup-db` to initialize
3. Remove the setup endpoint after use

Part 6: Custom Domain Setup (Optional)

Step 1: Add Domain in Vercel

1. Go to your project → **Settings** → **Domains**
2. Add your custom domain (e.g., `marketing.yourdomain.com`)
3. Vercel will show DNS configuration required

Step 2: Configure DNS

Add these DNS records in your domain provider:

For subdomain (`marketing.yourdomain.com`):

- Type: `CNAME`
- Name: `marketing`
- Value: `cname.vercel-dns.com`

For root/apex domain (`yourdomain.com`):

- Type: `A`
- Name: `@` or leave blank
- Value: `76.76.21.21`

Alternative: Use Vercel Nameservers (Recommended for advanced features)

If you want full DNS control and wildcard domain support:

1. In your domain registrar, change nameservers to:
 - `ns1.vercel-dns.com`
 - `ns2.vercel-dns.com`
2. Manage all DNS records through Vercel dashboard
3. This enables wildcard domains (`*.yourdomain.com`) if needed

Step 3: Update Environment Variables

Update these variables with your custom domain:

```
NEXTAUTH_URL=https://marketing.yourdomain.com
APP_URL=https://marketing.yourdomain.com
```

Redeploy after updating environment variables.

Part 7: Verify Deployment

Step 1: Test Core Functionality

1. **Access Dashboard:** Visit your deployment URL
2. **Login Test:** Use admin credentials:
 - Email: `admin@bingovibe.info`
 - Password: `admin123`
3. **Change Admin Password:** Go to Settings → Update credentials

Step 2: Test API Endpoints

Check these critical endpoints:

- `GET /api/users/me` - User authentication
- `POST /api/content/generate` - Content generation

- GET /api/campaigns - Campaign management
- POST /api/influencers - Influencer management

Step 3: Test Features

- ☒ User login/logout
- ☒ Dashboard loading
- ☒ Content creation
- ☒ Campaign management
- ☒ Influencer database
- ☒ Calendar functionality
- ☒ Email templates
- ☒ Analytics dashboard



Troubleshooting

Database Connection Issues

Error: Can't reach database server

Solution:

- Verify DATABASE_URL is correctly formatted
- Ensure database is created and accessible
- Check Vercel PostgreSQL status

Build Failures

Error: Prisma client not generated

Solution:

- Update build command: `npx prisma generate && npm run build`
- Ensure Prisma is in dependencies, not devDependencies

Authentication Issues

Error: NEXTAUTH_URL mismatch

Solution:

- Ensure NEXTAUTH_URL matches your deployment URL exactly
- Include `https://` protocol
- No trailing slash

SMTP/Email Issues

Error: Email sending fails

Solution:

- Verify SMTP credentials are correct
- Check if Vercel allows outbound SMTP (port 465)
- Consider using Vercel's email service for production



Security Checklist

- ☐ Changed default admin password
- ☐ Generated secure NEXTAUTH_SECRET
- ☐ Updated all placeholder URLs
- ☐ Verified SMTP credentials are secure

- [] Enabled HTTPS (automatic with Vercel)
- [] Set up proper environment variable scoping

Production Recommendations

1. **Monitor Performance:** Use Vercel Analytics
2. **Set up Alerts:** Configure error monitoring
3. **Regular Backups:** Export database periodically
4. **Update Dependencies:** Keep packages current
5. **Scale Planning:** Monitor usage for plan upgrades

Support Information

Default Admin Credentials (Change after first login):

- Email: `admin@bingovibe.info`
- Password: `admin123`

Built-in Features:

- 5 Brand Characters (Zara, Caven, Grandma Rose, Coach Martinez, Founder)
 - 18 API Endpoints
 - Full campaign management
 - Influencer outreach system
 - Content scheduling
 - Analytics dashboard
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Quick Reference Commands

```
# Redeploy
vercel --prod

# Check logs
vercel logs

# Environment variables
vercel env ls

# Database reset (careful!)
npx prisma db push --force-reset
npm run seed
```

Deployment completed successfully! 

Your Bingo Vibe Marketing Command Center is now live and ready for action.