firefly.

The work after launch.

Keep the website, content and campaigns useful as your business changes.

A clear plan for the work.

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Give each update a job.

Useful articles and page updates. Campaign improvements. Emails for an opted-in audience. Website care and agreed reports.

One useful step at a time.

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Review the work and the next step.

Know what was delivered, what was observed and what should change next. Agree the scope and cadence.