Firefly
Month-one campaign

16 main posts · 14 Story/reuse days · 30 days

Generate relevant enquiries about scoped website and marketing projects; build a truthful demonstration portfolio.

Business owners and small marketing teams worldwide with an existing business/offer and a website or marketing priority. No verified customer interview sample or buyer-demand ranking is claimed.

16 core posts adapted for LinkedIn company feed and Instagram; 14 Instagram Story/reuse days. Use the same masters on Facebook only if a managed page already exists. No new TikTok/X operation in month one.

Production plan; no campaign media generated, scheduled or published

How to use this pack

Choose the reference first. Follow the composition and shot sequence closely, then replace the subject, text and identity with the Firefly brief. Generate original scene plates where useful; add exact text and logos in an editor.

Use WhatsApp as the profile/link-sticker destination. firefly.bwebo.com is prepared but not provisioned; activate website CTAs only after real launch verification. No comment-to-DM automation is configured.

WhatsApp: discuss a Firefly project

Prepared 9 November 2026. No claim that a creative converts is established by its publication or presence in an ad library. Sources link to their owners; no third-party campaign media is included.

Production setup

Use current abdomen-gradient logo v2. Charcoal #202219; amber #F1C75B → yellow #F5E97B → lime #CBEE79; paper #F9F9F8. Dark text on light yellow/lime. Manrope/Barlow from the existing website. Main identity Firefly; quiet by bwebo only in ownership/footer contexts.

Proposed production canvases: images/carousels 1080×1350, videos/Stories 1080×1920, plus LinkedIn 4:5 video crops with captions reframed. Keep essential text away from interface edges; verify actual upload previews. These are working masters, not a claim to enumerate current platform limits.

LinkedIn: use each supplied caption followed by the WhatsApp URL on a separate line. Instagram: same caption, change final enquiry action to “Message Firefly or use the link in our bio”; bio must first contain the verified WhatsApp URL. Use 0–3 relevant tags such as #WebDesign #DigitalMarketing; no invented location tags. Document carousel on LinkedIn = PDF; Instagram = individual slide images.

Batch 1: P01/P03/P05/P07/P11/P13/P15 typography + real demo screenshots. Batch 2: P02 site reveal. Batch 3: P04/P06/P08/P14/P16 founder recordings. Batch 4: original email concepts P09/P10 and P12 motion. Put all 16 through the release check before Day 1; no placeholder image should be posted.

All scene timings are proposed Firefly edits, not measured source cut maps. Record a scratch narration and adjust each shot before rendering. For Kling/Seedance or another reference-video tool: use the linked reference with the matching R-ID, preserve camera/framing/transition mechanism, then use the P-ID’s exact scene sequence with our own subject/assets. Generate separate short scene plates when needed. Add exact UI, captions and logo in an editor. Model-specific reference support, limits and costs have not been tested. No generation job is authorised by this plan.

Use the linked still as the composition reference: retain headline/browser/annotation positions or three-column email crop. Replace subject, branding and all wording with the P-ID brief. Generate original photographs/backgrounds without text; composite exact copy and logo afterwards. Never render competitor faces as Firefly staff or third-party products as our clients.

Before posting: source visible; own subject/wording; no borrowed client proof; demo labels visible; logo/gradient correct; actual destination works; captions accurate; phone crop legible; audio rights confirmed. Keep previews and final files per P-ID. Record real enquiries, source post where known, and agreed next actions weekly and on Day 30. This is operational reporting, not a proposed market test.

References were inspected on 9 November 2026 through public pages, transcripts and timed samples. A few are older useful creative examples. No watch-through/performance study, conversion guarantee, paid-account access, social scheduling, ad spend, synthetic testimonial or finished campaign video is implied.

Competitors and substitutes

WebFX · Broad agency incumbent

Search, ads, websites and content organised around commercial outcomes. Copy its specific buyer questions; not its scale or results.

SmartSites · Broad agency incumbent

Website, SEO, PPC, email and social. Site-launch demonstrations are the closest fit for our real founder demos.

Disruptive Advertising · Performance agency

Paid media, CRO, creative and lifecycle. Copy the problem/explanation structure and connection between ads and landing pages.

LYFE Marketing · Small-business agency

Websites, social, PPC, email and short video. Copy direct owner-language offers; omit guarantees, lead totals and urgency claims.

OOm · Singapore integrated agency

Websites, SEO/GEO, paid media and content. Copy accessible explanations of how services work together. Our audience remains worldwide.

First Page Digital · Regional incumbent

Search and paid-media offer, with international sibling sites. Useful category vocabulary; no selected finished creative from this source.

NinjaPromo · Integrated subscription agency

Broad marketing/design scope. Reference for solution packaging; reject fake office/team footage and subscription promises we have not established.

Flowium · Email/retention specialist

Email and retention services, email showcases and process demos. Copy showing the deliverable itself.

Superside · Adjacent creative-production incumbent

Official creative examples and public agency ads. Copy visual mechanisms, not enterprise scale, proprietary platform or client results.

Wix / Elementor · DIY substitutes

Buyers can build with a platform. Their visual examples help make our service tangible. Do not imply Firefly owns their software.

30-day calendar

Day 1 = chosen launch day; dates remain relative Planning assumption: approximately four main posts a week. This is a manageable production choice, not a proven optimal cadence.

Day	Format	Creative / action
1	image	**P01 What Firefly does** Publish P01 on LinkedIn and Instagram; follow platform caption adaptation.
2	story/reuse	**P01 Reuse P01** Three cards: “Website”, “Search”, “Campaigns”. Final card: “What needs attention in your business?” Use an Instagram question sticker. Answer actual replies; do not seed fake questions.
3	video	**P02 Show the website** Publish P02 on LinkedIn and Instagram; follow platform caption adaptation.
4	story/reuse	**P02 Reuse P02** Repost the Storefront demo clip. Add “Founder demo — not client work”. Next card: “What must your website help a customer do?”
5	carousel	**P03 Make the next step clear** Publish P03 on LinkedIn and Instagram; follow platform caption adaptation.
6	story/reuse	**P03 Reuse P03** Use carousel slide 2 as a Story. Question sticker: “What is the main action on your homepage?”
7	video	**P04 Ad and landing page alignment** Publish P04 on LinkedIn and Instagram; follow platform caption adaptation.
8	image	**P05 Website detail** Publish P05 on LinkedIn and Instagram; follow platform caption adaptation.
9	story/reuse	**P05 Reuse P05** Reuse the annotated browser. Poll: “Which part needs attention? Offer / Next step”. Follow with the WhatsApp link sticker.
10	video	**P06 A coordinated package** Publish P06 on LinkedIn and Instagram; follow platform caption adaptation.
11	story/reuse	**P06 Reuse P06** Reuse the service-role diagram; show Website → Search → Campaign one card at a time. Text: “Choose the useful parts around your priority.”
12	carousel	**P07 What is included** Publish P07 on LinkedIn and Instagram; follow platform caption adaptation.
13	story/reuse	**P07 Reuse P07** Reuse scope slide. Text: “A project starts with your business, audience and priority.” Link sticker to WhatsApp.
14	video	**P08 Website launch checks** Publish P08 on LinkedIn and Instagram; follow platform caption adaptation.
15	image	**P09 Show email work** Publish P09 on LinkedIn and Instagram; follow platform caption adaptation.

16	story/reuse	**P09 Reuse P09** Crop each of the three original demo emails into a separate Story. Keep “Illustrative concept” visible on all three.
17	video	**P10 Email design assembly** Publish P10 on LinkedIn and Instagram; follow platform caption adaptation.
18	story/reuse	**P10 Reuse P10** Reuse 6 seconds of the email assembly. Text: “Copy, layout and next action—planned together.”
19	carousel	**P11 Useful search content** Publish P11 on LinkedIn and Instagram; follow platform caption adaptation.
20	story/reuse	**P11 Reuse P11** Use the three buying-question cards. Question sticker: “What do customers ask before they contact you?”
21	video	**P12 One question, one answer** Publish P12 on LinkedIn and Instagram; follow platform caption adaptation.
22	image	**P13 Scope without surprises** Publish P13 on LinkedIn and Instagram; follow platform caption adaptation.
23	story/reuse	**P13 Reuse P13** Reuse the separate-charges card: Ad spend / Platform fees / Ongoing support. Add “Ask what is included before work begins.”
24	video	**P14 Content production package** Publish P14 on LinkedIn and Instagram; follow platform caption adaptation.
25	story/reuse	**P14 Reuse P14** Show the illustrative content board. Text: “Start with a customer question. Build the content around it.”
26	carousel	**P15 How a project works** Publish P15 on LinkedIn and Instagram; follow platform caption adaptation.
27	story/reuse	**P15 Reuse P15** Reuse the four process stages as a Story sequence. Link sticker: “Discuss a project”.
28	story/reuse	**P02 Reuse P02** Repeat strongest visually clear 6-second founder-demo cut, selected after watching the finished edit. Same honest label. No invented performance ranking.
29	video	**P16 Direct offer recap** Publish P16 on LinkedIn and Instagram; follow platform caption adaptation.
30	story/reuse	**P16 Reuse P16** Recap three main offers with their own stills. Text: “Website, search or campaign—which is your priority?” Link sticker to WhatsApp. Review real enquiries and record next actions.

R13 · Acceler8 Labs

carousel/PDF · 20/20 editorial score

Open source reference

What was inspected

Complete 13-page agency checklist PDF inspected. Oversized condensed cover, paper texture, black/accent words, numbered explanatory pages, repeated checklist/detail panels, and closing save action. Bottom outlined footer bar and arrow repeat across pages.

Copy closely

Use this actual cover/body/closing sequence for all four carousels. Adapt to 5–6 slides: cover from source 1, setup/checklist from 2–3 where useful, detail layouts from 4–10, close from 13. Keep type hierarchy, numbering, footer and page rhythm. Replace original text with the Firefly slide copy.

Replace or omit

Original agency trust ratings, red identity, logos, handles and wording. This is an older November 2024 reference selected for its complete observed sequence, not current performance.

Primary page / primary embedded media.

R1 · SmartSites

video · 20/20 editorial score

Open source reference · Open reference video

What was inspected

A website moves into a tilted perspective against a dark textured ground. The actual page is the hero.

Copy closely

Keep the floating browser, perspective move and page-section sequence. Substitute a recorded founder demo and Firefly colours.

Replace or omit

Guardian Digital branding, client relationship and launch announcement.

Primary page / primary embedded media.

Source duration: 29.077s. New script timing is proposed separately.

R2 · Disruptive Advertising

video · 19/20 editorial score

Open source reference · Open reference video

What was inspected

Close talking head against black, large white hook card, separate short subtitles with coloured emphasis.

Copy closely

Keep the close crop, immediate problem statement, hook card and short subtitle rhythm. Explain one ad-to-page problem.

Replace or omit

2x-result hook and any borrowed performance promise.

Primary page / primary embedded media.

Source duration: 83.52s. New script timing is proposed separately.

R3 · OOm

video · 19/20 editorial score

Open source reference · Open reference video

What was inspected

Seated presenter at desk, yellow rounded headline at top, white subtitles and small football-player illustrations over lower torso.

Copy closely

Keep the desk composition, persistent top hook and one illustrated role appearing at a time. Explain a coordinated service package.

Replace or omit

World Cup 2026 as an upcoming event, copied presenter identity and an invented Firefly team.

Primary page / primary embedded media.

Source duration: 44.348s. New script timing is proposed separately.

R4 · LYFE Marketing

video · 17/20 editorial score

Open source reference · Open reference video

What was inspected

Direct-to-camera expert; yellow uppercase subtitles. At 5 seconds the presenter becomes an inset below a large lead spreadsheet.

Copy closely

Keep owner-addressed opening and presenter-plus-deliverable layout. Replace spreadsheet with an illustrative scope board.

Replace or omit

Lead counts, client data, accountancy specialism, delivery guarantees and a fake spreadsheet of leads.

Third-party public ad player; advertiser date is 2026-10-03. Original Meta-library delivery could not be independently checked.

Source duration: 119.04s. New script timing is proposed separately.

R5 · Flowium

video · 19/20 editorial score

Open source reference · Open reference video

What was inspected

A tall email composition builds within a centred canvas on a dark blue ground. At 5 seconds pink header, heart, large offer headline and empty lower canvas are visible.

Copy closely

Keep the centred email canvas and staged assembly. Build an original welcome-email demonstration.

Replace or omit

Brew Love art, discount, shipping offer and client relationship. This is an older 2025 reference, selected for format rather than recency.

Primary page / primary embedded media.

Source duration: 58.368s. New script timing is proposed separately.

R6 · Flowium

image · 19/20 editorial score

Open source reference

What was inspected

Three full-height email designs side by side, top/bottom cropped, matching product photography and disciplined type.

Copy closely

Keep three equal-width email columns and crop. Show original welcome, product and follow-up demo emails.

Replace or omit

Nutridome assets, health claims, testimonial photos and watermarks.

Primary page / primary embedded media.

R7 · Wix via Superside

image · 20/20 editorial score

Open source reference · Open reference image

What was inspected

Flat blue field, two-line headline above a browser mockup, circular annotations and fine arrows around relevant UI.

Copy closely

Keep headline-to-browser hierarchy and annotation geometry; replace blue with Firefly charcoal/lime, screenshot with founder demo.

Replace or omit

Wix identity, downloadable-article promise, camera product and any unsubstantiated conversion claim.

Primary page / primary embedded media.

R8 · Elementor via Superside

image · 19/20 editorial score

Open source reference · Open reference image

What was inspected

Dark field, large centred serif headline enclosed in fine browser wireframe, small circular seal overlapping top-right, small arrow-led footer.

Copy closely

Keep the framed editorial cover composition and restrained badge. Use a factual demo or package label, not an award.

Replace or omit

Awards, showcase count, Elementor branding and copied headline.

Primary page / primary embedded media.

R9 · Oyster / Superside

video · 18/20 editorial score

Open source reference · Open reference video

What was inspected

Square yellow textured ground, hand-drawn burst around short question, irregular cream paper text panel with large dark type.

Copy closely

Keep question → paper answer → closing action, type scale and panel changes. Use original business questions in Firefly colours.

Replace or omit

Employment/legal statements, Oyster identity and original wording.

Primary page / primary embedded media.

Source duration: 20.01s. New script timing is proposed separately.

R10 · Superside

video · 15/20 editorial score

Open source reference · Open reference video

What was inspected

Vertical walking presenter outdoors, immediate cut between locations, oversized white text distributed across torso.

Copy closely

Keep moving-presenter opening and short location cuts for an offer explainer. Use the real founder or clearly illustrative footage.

Replace or omit

Superside platform, staffing, enterprise clients and scale claims.

Third-party Motion swipe-file player; not primary evidence of ad performance.

Source duration: 73.557s. New script timing is proposed separately.

R11 · Community via Superside

video · 13/20 editorial score

Open source reference

What was inspected

Light ground, top headline, large phone at left and oversized metric at right.

Copy closely

Not selected: the composition depends on performance proof Firefly does not yet have. A later factual UI demo could reuse the geometry.

Replace or omit

59% CTR and cross-channel comparisons; not Firefly evidence.

Primary page / primary embedded media.

Source duration: 15.3s. New script timing is proposed separately.

R12 · Moo via Superside

video · 12/20 editorial score

Open source reference

What was inspected

Short notebook/product close-up within a captured Instagram interface; paper and binding detail.

Copy closely

Not selected: attractive tactile motion, but weaker connection to a digital-agency buyer than an actual website demo.

Replace or omit

Notebook product, Moo identity and captured Instagram interface.

Primary page / primary embedded media.

Source duration: 4s. New script timing is proposed separately.

P01 · What Firefly does

Day 1 · image

R8 — Elementor via Superside

Websites and marketing, taken care of.

1. Single 4:5 cover: Firefly wordmark top-left; thin browser frame in centre; headline inside; small badge “Worldwide”; footer “Website • Search • Ads • Content • Email”.

Caption

A website, search visibility and campaigns should point people towards the same offer. Firefly brings the useful parts together: websites, SEO, paid ads, content and email. Start with one project or a coordinated plan. Message us with what your business needs.

Assets

Current logo v2 and outlined browser frame. No photos required.

Scripted; original media not produced

P02 · Show the website

Day 3 · video

R1 — SmartSites

A closer look at Storefront.

1. 0–2s: tilted browser enters a charcoal scene. Overlay “Storefront / Founder demo”.
2. 2–7s: controlled scroll from product-led hero to product browsing. VO: “Here is one of our founder’s interface demos.”
3. 7–12s: cut to mobile crop, highlight navigation and a product detail. VO: “See the products, explore the details and find the next step.”
4. 12–16s: browser settles. VO: “Need a website for your business? Talk to Firefly.”

Caption

A closer look at Storefront: a founder-built ecommerce interface demo. This shows interface work, not a client launch or sales result. For your project, we scope the pages, content, integrations and launch checks around what you sell. Message us about your website.

Assets

Record demos.randysee.com/storefront after checking actual interactions. Existing /work/storefront.jpg can be a temporary still; do not invent live checkout behaviour.

Scripted; original media not produced

P03 · Make the next step clear

Day 5 · carousel

R13 — Acceler8 Labs · R7 — Wix via Superside

Can a visitor tell what to do next?

1. Use R13 cover/body/closing layouts and repeated numbered footer/arrow. R7 supplies browser callouts within the body. 1: Oversized cover: “Can a visitor tell what to do next?”
2. 2: Same browser crop; circle the main action. Text “Name the next step.”
3. 3: Crop the supporting offer copy. Text “Explain what happens after the click.”
4. 4: Mobile version; mark form/button. Text “Check it on a phone.”
5. 5: “Need help with the page and the journey? Message Firefly.”

Caption

Open your homepage on your phone. What do you offer, who is it for, and what should someone do next? Those answers should be easy to find. We can help with the page structure, copy and build together. Message Firefly about your website.

Assets

Storefront demo captures; annotate real visible elements. All examples labelled founder demo.

Scripted; original media not produced

P04 · Ad and landing page alignment

Day 7 · video

R2 — Disruptive Advertising

Does your landing page match your ad?

1. 0–3s: tight presenter crop on charcoal; large white hook card. VO: “Does your landing page match your ad?”
2. 3–8s: split-screen illustrative ad and page with matching offer words. VO: “Someone clicks for a specific offer. The page needs to continue that conversation.”
3. 8–15s: highlight headline, terms, contact action in sequence. VO: “Keep the offer clear, explain the important details and make the next step easy to find.”
4. 15–21s: return to presenter. VO: “Firefly can scope the ads, creative and landing page together. Message us about your campaign.”

Caption

The ad and the landing page are one customer journey. Check that the offer, important terms and next action line up. Firefly can plan the campaign and supporting page together. Media spend and service fees are quoted separately.

Assets

Real founder recording required to preserve the reference format. Hold this post until recorded. Build illustrative ad/page with no fabricated analytics.

Scripted; original media not produced

P05 · Website detail

Day 8 · image

R7 — Wix via Superside

Make your offer easy to understand.

1. Single 4:5 Wix composition: large two-line headline, lower-half Storefront browser, three thin callout circles “Offer”, “Details”, “Next step”. Small “Founder demo” label.

Caption

Design choices need a job. The headline explains the offer. The page gives the details. The contact or purchase route shows the next step. Need those parts to work together on your website? Message Firefly.

Assets

Same verified founder demo as P02; exact readable overlays added in editor.

Scripted; original media not produced

P06 · A coordinated package

Day 10 · video

R3 — OOm

Which position does your marketing need covered?

1. 0–3s: seated presenter; warm-yellow hook strip at top. VO: “Which position does your marketing need covered?”
2. 3–9s: simple football-position icons appear one at a time. VO: “The website explains your offer. Search helps people find it.”
3. 9–18s: add ad, article and email icons. VO: “Ads carry the offer. Content answers questions. Email follows up with people who have agreed to hear from you.”
4. 18–25s: icons connect to one plan card. VO: “You may not need every channel. Firefly helps scope the parts around your business.”

Caption

Different marketing channels do different jobs. Start with your offer and the journey customers need to take, then choose the useful work: website, search, ads, content or email. You can bring several parts into one Firefly proposal.

Assets

Original icons; no football footage needed. Real seated founder recording required. Hold this post until recorded. Keep the analogy evergreen, not World Cup news.

Scripted; original media not produced

P07 · What is included

Day 12 · carousel

R13 — Acceler8 Labs

Choose the work around your business.

1. Use R13 oversized cover, numbered detail pages, repeated bottom footer/arrow and closing action. 1: Cover “Choose the work around your business.”
2. 2: “Website” / structure, responsive build, agreed integrations, launch checks.
3. 3: “Search & content” / priority pages, technical improvements, useful content, progress reporting.
4. 4: “Paid campaigns” / channel plan, creative, landing page, tracking checks; media spend separate.
5. 5: “Email” / agreed campaigns or flows, copy/design, setup checks, reporting.
6. 6: “Start with the priority.” / Send business, current website and what needs to improve.

Caption

You do not need to buy every service. Tell us what you sell, what you already have and what needs to improve. We will scope the work, review points and costs in a proposal. Ad spend, platform charges and ongoing support are stated separately.

Assets

Typography-only carousel based on P01 system; no invented package prices or delivery times.

Scripted; original media not produced

P08 · Website launch checks

Day 14 · video

R2 — Disruptive Advertising

Before your website goes live, try this.

1. 0–3s: close-crop presenter and white hook card. VO: “Before your website goes live, try this.”
2. 3–8s: real phone recording of demo. VO: “Open it on your phone. Can you read the offer and use the main navigation?”
3. 8–14s: illustrative contact flow. VO: “Try the contact route and check where it goes. Review the confirmation and notification too.”
4. 14–20s: three checked labels. VO: “Then check the important links and page details. Firefly includes agreed launch checks in the website scope.”

Caption

A launch check should follow the customer journey: phone layout, navigation, important links and the contact route. Our website proposal sets out the checks and handover for your project. Need help with a build or refresh? Message Firefly.

Assets

Own demo phone recording. Only show a successful form submission if the actual destination/notification is verified; otherwise use a labelled illustrative flow.

Scripted; original media not produced

P09 · Show email work

Day 15 · image

R6 — Flowium

One offer. A connected email sequence.

1. Three equal-width email mockups, cropped at top/bottom as in Flowium. Original fictional desk-accessory shop: welcome, product information, follow-up. Small “Illustrative email concepts” label; Firefly sign-off outside the mockups.

Caption

A welcome, a useful product explanation and a follow-up can each have a different job. These are illustrative email concepts showing how copy and design can stay consistent across a sequence. Firefly can scope email campaigns or flows alongside your website and content.

Assets

Create original fictional desk-accessory brand and original unbranded notebook photography. This is not a client project or a functioning automation.

Scripted; original media not produced

P10 · Email design assembly

Day 17 · video

R5 — Flowium

From message to email layout.

1. 0–2s: empty tall email canvas centred on charcoal. Overlay “Illustrative email concept”.
2. 2–6s: add original product photo and headline. VO: “Start with the message.”
3. 6–11s: short product details and one CTA appear. VO: “Give the reader useful detail and one clear action.”
4. 11–20s: mobile preview and final scroll. VO: “Check the layout and destination. Firefly can help with the copy, design and agreed setup.”

Caption

From message to layout: an illustrative email build. The subject, body and next action need to make sense together. We can help with email copy, design and agreed setup, with quantities and review points in the proposal.

Assets

Use P09 original email concept. Animate real design layers in an editor; use generation only for the original product scene, not legible UI.

Scripted; original media not produced

P11 · Useful search content

Day 19 · carousel

R13 — Acceler8 Labs · R7 — Wix via Superside

Answer the questions before the enquiry.

1. Use R13 oversized cover, numbered checklist/detail pages and closing action; R7 supplies browser callouts within slide 5. 1: Cover: “Answer the questions before the enquiry.”
2. 2: Large query card “Is this for a business like mine?” / Explain audience and use cases.
3. 3: Query card “What is included?” / Show deliverables and scope.
4. 4: Query card “What happens next?” / Explain review, launch and support.
5. 5: Browser with annotated service page / “Search work and useful content belong together.”
6. 6: “Have pages that need work? Message Firefly.”

Caption

Useful service pages answer real buying questions: who the work is for, what is included and what happens next. Firefly scopes search improvements and content together, including AI-search visibility reviews where relevant. Rankings and AI citations depend on the platforms; we report what is observed.

Assets

Original query cards and illustrative service-page design. No invented Google rank, AI citation screenshot or traffic chart.

Scripted; original media not produced

P12 · One question, one answer

Day 21 · video

R9 — Oyster / Superside

Do I need every marketing channel?

1. 0–3s: dark type in hand-drawn burst on yellow textured ground. VO: “Do I need every marketing channel?”
2. 3–8s: irregular paper panel slides in. Text “Start with the priority.” VO: “Start with what needs to improve and where your customers are looking.”
3. 8–14s: three original panels: “Website”, “Visibility”, “Campaign”. VO: “That might mean a clearer website, useful search content, or a campaign with a matching landing page.”
4. 14–19s: simple Firefly close. VO: “Tell us where you are now. We will scope the useful work.”

Caption

You can start with one priority. Share your business, current website and what you want to improve. Firefly can scope a single project or bring the useful services together.

Assets

Original paper textures/shapes. Preserve R9 visual sequence closely; exact type and logo composited after generation.

Scripted; original media not produced

P13 · Scope without surprises

Day 22 · image

R8 — Elementor via Superside

What sits outside the project fee?

1. Same fine browser frame and overlap badge as R8; badge “Check the scope”. Headline “What sits outside the project fee?” Footer row “Ad spend / Platform fees / Ongoing support”.

Caption

Ad spend, platform charges and ongoing support can sit outside the initial project fee. Your Firefly proposal explains what is included and what is quoted separately. Share what you need and we will discuss the scope.

Assets

Typographic composition. No fake price, scarcity or countdown.

Scripted; original media not produced

P14 · Content production package

Day 24 · video

R4 — LYFE Marketing

Need useful content, with the writing and design handled?

1. 0–3s: founder full frame; short yellow subtitles. VO: “Need useful content, with the writing and design handled?”
2. 3–9s: presenter inset below a large original content board. VO: “We scope the topics and formats around your offer and customer questions.”
3. 9–15s: show one illustrative brief, article opening and supporting visual. VO: “Then the copy and supporting creative go through the agreed review.”
4. 15–22s: founder full frame. VO: “Firefly can help with pages, articles and campaign content. Message us with what you need.”

Caption

Useful content takes more than a topic list. Firefly can help plan and produce service pages, articles and campaign copy, with supporting creative where included. Formats, quantities, revisions and publishing responsibility are agreed in the proposal.

Assets

Original content board labelled “Example workflow”. No fabricated pipeline, client list or results spreadsheet. Organic social management is separately scoped; do not merge the other agent’s brand offer here.

Scripted; original media not produced

P15 · How a project works

Day 26 · carousel

R13 — Acceler8 Labs

From your brief to a scoped project.

1. Use R13 oversized cover, numbered body pages, repeated footer/arrow and final action. 1: Cover / “From your brief to a scoped project.”
2. 2: “Tell us what you need.” / Business, audience, existing website, priority.
3. 3: “Review the proposal.” / Deliverables, costs, review points and responsibilities.
4. 4: “See it take shape.” / Review the design, content or campaign at agreed checkpoints.
5. 5: “Launch with a plan.” / Checks, handover or agreed ongoing support.
6. 6: “Ready to discuss it?” / Message Firefly with your business and priority.

Caption

You do not need a technical brief. Start with your business, your audience and what needs to improve. We turn that into a proposal with deliverables, costs and review points, then develop the work through the agreed checkpoints. Clients worldwide are welcome.

Assets

Typography-only; actual approved process from current Firefly site data.

Scripted; original media not produced

P16 · Direct offer recap

Day 29 · video

R10 — Superside

What should your next website or campaign do?

1. 0–4s: founder walking, medium crop, oversized white text. VO: “What should your next website or campaign do?”
2. 4–11s: cut to founder seated, same framing. VO: “Tell us what you sell, who you want to reach and what needs to improve.”
3. 11–18s: own demo and illustrative project cards fill frame. VO: “Firefly can scope the website, search, ads, content or email work you need.”
4. 18–24s: founder returns; quiet sign-off. VO: “Message us to discuss your project. We work with businesses worldwide.”

Caption

Planning a website, a refresh or a marketing campaign? Send Firefly your business, current website if you have one, and the priority. We will discuss the useful next step and scope the work. Worldwide enquiries welcome.

Assets

Real founder in two locations required; hold this post until recorded rather than silently changing the reference format. No synthetic “employee”, fake office or unapproved team claim.

Scripted; original media not produced