

BLOG POST COPYWRITING PORTFOLIO

Blog content copywriting project

This project aimed to create a series of blog posts for a B2C business selling organic produce direct to customers, using the blogs as a means of educating potential customers on the benefits of organic. The project involved creating multiple blog posts which were educational but with a slight bias towards organic produce as a means of promoting the business' products. This document details the writing process used to produce these blog posts with links to the final content on the last slide. Alternatively, if you would like to just view the blog content, please follow the links in the blog titles in the bottom right corner.



[Blog post 1: What is Organic Farming - and Why Should You Care](#)

[Blog post 2: The Benefits of Organic](#)

[Blog post 3: Exploring Organic Farming's Effect on The Environment](#)

[Blog post 4: Genetically Modified Crops: Understanding the Science and Impacts](#)



Skills used:

- Topic research
- SEO keyword research
- Blog writing
- B2C marketing

BACKGROUND

Project Scope & Introduction

This project's objective was to produce a blog series that would take the reader from little to no knowledge of organic, to being well-educated and ready to make informed purchasing decisions. An educational blog format was chosen due to the complexities and fine details of organic farming and its benefits, so the series intended to first educate and then form a bias in the consumer. Each blog post features approximately 1000 words, and 3 images, and then ends with a CTA. Due to this being an example project, there are no branding or actual live websites used in this project.

Writing process →

Initial Research

Organic Farming was a topic I had some basic previous knowledge on. However, this was treated like any other topic and therefore began with thorough research from credible sources to establish key facts and points to include in the blog content. Keyword research was also conducted to find words commonly searched in this business' niche, to ensure this blog would rank highly in search engine results

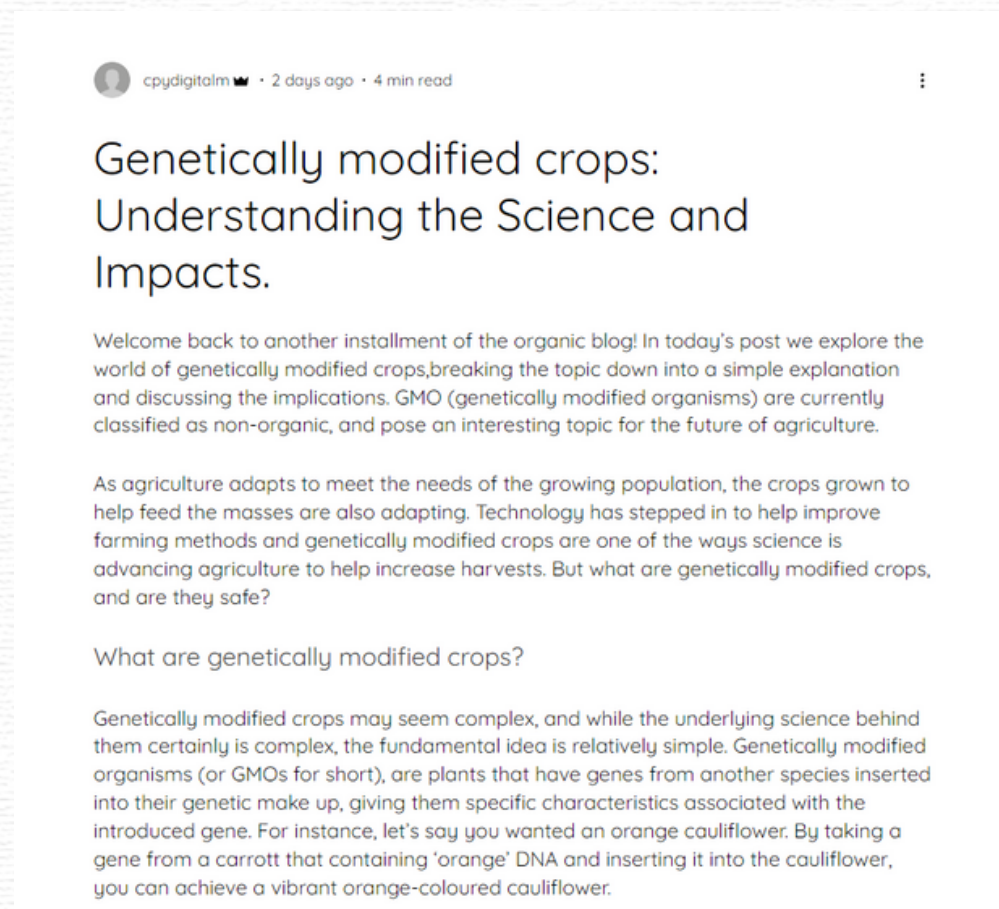
Producing Blog Copy

Crafting the correct tone for the blog was essential due to the target audience. The target audience of an organic produce brand would typically be more affluent and perhaps an older clientele, such as millennials and Gen X. It was important to make the content start from basics but not appear overly simple, while still remaining engaging for this target audience. Therefore, a semi-formal tone was used with a mid-level vocabulary.

Work breakdown →



Copyright free images were generated online and used to break up text into smaller more readable chunks.



The content was written with a slight bias towards organic produce to promote the business' products, however, this was kept minimal to remain predominately educational. The content was written to flow toward the CTA of purchasing organic goods based on their new found knowledge or organic farming.



Bright, eye-catching images were used to break up large chunks of text. Subheadings were also used to make information easy to find and scannable, as well as short paragraphs to ensure the text was easily readable. It was important to make the content informative without feeling like a textbook

While scientific studies present differing perspectives on the nutritional benefits, there is evidence that suggests that organic food can indeed be deemed healthier and more flavorful compared to its non-organic counterparts. The environment in which the produce is raised plays a crucial role and should be a significant consideration when selecting your food.

We hope this blog has provided you with the knowledge to make informed decisions about which produce you'd prefer and how the origin of your foods can affect it. If you would like to pursue a switch to organic, we have the perfect place for you to start! Visit our website to find an incredible array of the freshest organic certified produce, all available delivered fresh to your door. All our produce is free from any non-natural pesticides and fertilizers and can bring all the benefits discussed in this newsletter directly to you with just the click of a button.

Thanks for reading this week's post and we hope to see you next week!

The CTA was kept brief and simple. The main focus of the blog posts was to provide information that would form a bias in the reader toward organic, so the blogs needed not to appear as just a sales tool. Hence, short and subtle CTA's were added at the end of each blog post.

CONTENT

To view the blog content copy, please click on the titles of the blog posts on the right.

E-mail Address

cpy.digitalm@gmail.com
pat.page.99@gmail.com

Official Website

<https://cpydigitalm.wixsite.com/cpy-digital>

Social Media

@cpydigital

Full portfolio

To view a full portfolio of my work, click the button below

Full Portfolio

[Blog_post 1: What is Organic Farming_- and Why Should You Care](#)

[Blog_post 2: The Benefits of Organic](#)

[Blog_post 3: Exploring Organic Farming's Effect on The Environment](#)

[Blog_post 4: Genetically Modified Crops: Understanding the Science and Impacts](#)

