# 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.



Digital Marketing

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.





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

Page 3 of 5

Cpydigitalm ■ • 2 days ago • 4 min read

.

#### Genetically modified crops: Understanding the Science and Impacts.

Welcome back to another installment of the organic blog! In today's post we explore the world of genetically modified crops, breaking the topic down into a simple explanation and discussing the implications. GMO (genetically modified organisms) are currently classified as non-organic, and pose an interesting topic for the future of agriculture.

As agriculture adapts to meet the needs of the growing population, the crops grown to help feed the masses are also adapting. Technology has stepped in to help improve farming methods and genetically modified crops are one of the ways science is advancing agriculture to help increase harvests. But what are genetically modified crops, and are they safe?

What are genetically modified crops?

Genetically modified crops may seem complex, and while the underlying science behind them certainly is complex, the fundamental idea is relatively simple. Genetically modified organisms (or GMOs for short), are plants that have genes from another species inserted into their genetic make up, giving them specific characteristics associated with the introduced gene. For instance, let's say you wanted an orange cauliflower. By taking a gene from a carrott that containing 'orange' DNA and inserting it into the cauliflower, you can achieve a vibrant orange-coloured cauliflower.

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.



Organic soil: the foundation of environmental health

One of the most significant benefits of organic farming is its positive impact on soil. Unlike artificial fertilizers that deplete soil nutrients and contribute to environmental degradation, organic practices improve soil quality. Organic farming enhances soil stability and nutrient cycling through the use of natural fertilizers such as composting and manure, meaning the soil won't lose nutrients as crops grow in it. This ensures that the soil retains its nutrients over time, enabling it to support healthy crops for much longer than non-organic soil. Furthermore, organic farming helps prevent soil erosion as the soil is less exposed to eroding conditions like harsh winds and heavy rains.

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 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.

Page 4 of 5

# 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.co m/cpy-digital

#### Social Media

@cpydigital

#### Full portfolio

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

**Full Porfolio** 

<u>Blog post 1: What is Organic Farming -</u> <u>and Why Should You Care</u>

Blog post 2: The Benefits of Organic

<u>Blog post 3: Exploring Organic Farming's</u> <u>Effect on The Environment</u>

Blog post 4: Genetically Modified Crops: Understanding the Science and Impacts

