

K. M. Wade

Research | Content | Copy | Strategy

BRAND **Topic research** **Milestone 3** **URL**

Version control

1. First draft — submitted hidden — reviewed by hidden
2. Second draft — submitted hidden — reviewed by hidden
3. Third draft — submitted hidden — reviewed by hidden
4. Final version — submitted hidden — approved by hidden

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Contents

Here's what's included in this document:

1. Introduction

This contains information that may be useful if this document is given to someone else to review

2. Using this document

This provides important information about how to work with this document to review your deliverable.

3. Revisions

This contains helpful guidance on how to get the most out of the revisions process.

4. Project details

This summarises the information you provided about what you want this project to deliver. It also includes details that I have volunteered and an '**Important Information**' section.

5. Deliverables

This contains your actual deliverables.

Introduction

This deliverables deck contains topic research for one blog post. Only a sample is included in this pdf — real research sets contain more information

Author details:

This content was written by Kelly Wade, a content writer, copywriter and digital marketing strategist based near Canberra, Australia. Kelly specialises in helping businesses tell their unique stories, connect with their target audiences and prove their authority and leadership in their industries. In short, she produces awesome information, sales content and marketing copy aimed at helping businesses grow.



If you would like to get in touch with Kelly, her contact details are as follows:

Email: kelly@kmwade.com
Phone: [+61 439 367 421](tel:+61439367421)
Website: kmwade.com

She can also be contacted via an online call (using Zoom, Skype, Google Hangouts etc.)

Using this document

This document includes:

1. A summary of key sources of information on your specified topic
2. The headings used within each source of information (so you can quickly see what's been prioritised)
3. Any key facts and quotes that you may wish to refer to in your piece of content

Remember to reference the source of information if you include any of the key facts or quotes in your work.

Revisions

Your input helps guide my work. I might not get everything right on the first try but that's all part of the creative process. Our work together can (and will) be iterative so I really value your feedback.

How can you give me effective feedback? The magic happens when your insights and expertise unite with mine. You and I are well-versed in our own worlds, so here's how we can get the best out of both and get the results we're both after.

Feedback Methods

To make this process as smooth as possible, there are a few ways you can provide feedback:

- + If you would like to request changes to specific sections of this deliverable, adding 'comments' to the document using the comments tool is the best way to do this. If you're not sure how to use the comments feature, there's a great tutorial here: (Word) <https://youtu.be/ag-jZot8pRc> (Google Docs) <https://youtu.be/xhC46d9lzBo>.
- + If you would like to request general changes you can make a note in the relevant Plutio task or send me an email with a few dot points about the amendments. Alternatively, you can record an audio file of you describing your feedback and email that if you prefer to talk rather than write.

Please avoid sending amendments in a PDF document, as a scanned handwritten image or by making changes in the document without tracked changes switched on.

Helpful feedback - tips

- + **Be honest.** If you don't like something, please let me know. You won't hurt my feelings. Handling feedback is part of my job.

- + **Be specific.** Point out exactly what isn't working for you and why. Be as detailed as possible.
- + **Ask why.** If you aren't sure why I've made a certain choice, please ask. I'm happy to explain. Everything I do for your project has a purpose.
- + **Refer to your goals.** Always relate your comments to your end objective.
- + **Relate to your audience.** Ultimately, your project needs to be tailored to your target audience. So when providing feedback, it'd be great if you could include how your comment will help better serve that audience.

Examples

- + Good — "This is something we want to focus on in our blog post, please expand on what the reference showed here."
- + Good — "We don't make any reference to this term in our copy. Is there another quote from this reference that would be a better fit?"
- + Less helpful — "Bad quote. Pick another." (This doesn't tell me why I need to make the change so it makes it hard for me to make an effective amendment.) A good alternative might be — "We have data indicating that this topic doesn't resonate with our audience. Choose an alternative."

Other things to know

- + Sometimes I'm going to ask why. This will help us get on the same page and find the best outcome.
- + The final deadline will be influenced by the timeframe within which you provide feedback. In our Agreement I specified a timeframe for providing feedback that is likely to fit well with your deliverables timeframe. I do this so we can both be certain about when a deliverable is complete. If you need longer, *that's absolutely fine* just please let me know. This will enable me to set aside enough time in my schedule to give your amendments the attention they deserve.
- + Remember, we're in this together. Feedback can be challenging, but when we work collaboratively, we can produce something truly valuable for your business.

If you have any questions or concerns, please let me know.

Project details

Project brief

This project is to research appropriate and valuable keywords for a blog post about ‘how to choose a meal kit delivery service’.

The idea is to develop a short piece of cornerstone content (around 1000 words) that can be linked to from many other blog posts and which then links out to the service providers in our directory.

Background

Hidden for privacy reasons

Objective

The aim of this piece of content is to help pain-aware prospects (who have decided to use meal kit delivery services) choose which specific service or services they’re going to rely on.

By doing this, we hope to provide lots of value to our existing website users and attract more search traffic to our website which we can then funnel to landing pages of each individual service provider. This will bring us more advertiser revenue.

We know we’ve got stiff competition in this space so we want to target long-tail keywords rather than going for the really popular big-ticket keywords.

Target audiences

The following groups in the US and Australia are the target audiences for this blog post

1. Families that have a lot going on and just don't have time to cook meals from scratch when they've got so many after school commitments etc. But they don't want to switch to buying takeaway meals all the time because they're expensive and unhealthy.
2. Busy young professionals who are sick of shopping in supermarkets where they can never buy just the quantity of ingredients they need for just themselves.
3. Vegetarians from both of the above groups

Deliverable — Topic research

Reference 1

Choice guide to popular meal delivery services titled:

Food box services compared: Dinnerly, HelloFresh, Marley Spoon and Pepper Leaf

Quotes:

“Meal delivery services are predominantly marketed to time-poor families, and subscribing to them goes some way towards alleviating the perennial stress of having to decide what to cook for dinner. But if you have limited cooking skills and want to eat home cooked food they can also be a great way to learn how to cook.” — Fiona Mari, Choice home economist and tester

“After a month of preparing a few meals from a meal delivery service you'll have a repertoire of recipes under your belt that will give you confidence to shop and cook for yourself. You will also become familiar with flavours and cuisines that you may not have tried before.” — Fiona Mari, Choice home economist and tester

Facts, figures and other data:

- +87% of subscription food box users rated food quality, freshness and taste as good, very good or excellent.
- +Choice reviewed four popular meal delivery services and gave them a ranking out of 100. This could be a useful piece of information to provide your readers as Choice is a trusted service reviewer:
 - >HelloFresh overall score = 87%
 - >Marley Spoon overall score = 86%

- >Dinnerly overall score = 85%
- >Pepper Leaf overall score = 83%

Key points:

- +Meal kit benefits:
 - >minimal food waste
 - >recipes are easy to follow
 - >ingredients are sourced from local suppliers
 - >ingredients are pre-measured — exactly the right amount for each recipe is included in the kit
- +Meal kit cons or traps:
 - >not all the necessary ingredients are included in the kit — users still need pantry staples like milk, eggs, sugar, soy sauce
 - >some providers don't give many opportunities to choose the menus of kits users receive each week
 - >meal kits come with lots of packaging
- +Ready-made meal benefits:
 - >minimal preparation required
 - >meals can be frozen for later use
- +Ready-made meal cons or traps:
 - >some services focus on the protein part of the meal and don't include many vegetables, instead suggesting you add a salad or vegetable side dish which is an added cost
 - >some services offer several freshly prepared meals that are delivered cold, ready to heat — others offer frozen meals that you need to defrost before cooking
- +Purchasing the same ingredients at a supermarket isn't actually much cheaper than purchasing meal kits, sometimes it's even more expensive, but if you can buy larger packs of ingredients from the supermarket and use everything in the pack, and/or if you can buy ingredients when they're on special, that's when meal kits become more expensive
- +Ready-made meals are cheaper at the supermarket even before factoring in the cost of delivery for ready-made meal delivery services
- +Families interviewed were disappointed by the lack of meal options for toddlers

**End of sample — pages 12
to 20 not included in this
sample**