

For a B2B SaaS (team based collaboration application) company in Austria

Sample Copywriting, SEO and Content Creation

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- 1) Online listing and description of a new app feature
- 2) First 300 words of a 2000 word blog post
- 3) Short blurbs focusing on key benefits
- 4) 60 second video script

1) Sample online listing and description of a new app feature based on an article

In no more than 125 words, write a description of the feature and include who it is for, what it does, and how much they cost.

Now there is an easy way to collaborate with users and third parties on certain tasks without sharing the entire operation. We introduce the MeisterTask Guest Role feature.

Project admins can invite external guests to work together with their project by sharing only specific assignments and activities. Campaign managers and team leaders can also set roles and permissions at any time. Guests can only access tasks that they are assigned to or watch as an observer.

This new feature helps administrators work better with external collaborators and is a useful tool for data protection. The MeisterTask Guest Role is an update available only to MeisterTask Business (\$15 average a month) and Enterprise (custom pricing) users. Upgrade now.

2) First 300 words of a 2000 word blog post

Describing why MeisterTask could be beneficial to companies looking for a solution to improve remote work.

I. Introduction

With the Great Resignation occurring in 2021, people now seek to work for companies with better remote-working policies. Even though some firms insist that their staff should go back into the office, remote work is here to stay. Projections foresee that an estimate of 25% of all professional jobs will be remote by the end of 2022. Remote opportunities will also continue to increase through 2023.

However, with the number of benefits that remote work can offer, so do the problems that come with it. Emotional and mental challenges may include loneliness, difficulty in focusing, struggle in staying motivated and the trouble of unplugging. Workflow issues can be unclear communications, vagueness of the scope of work, complexity of multiple time zones, too much manual administrative chores and too many separate apps open to operate.

In this blog post, we tackle how task management software helps solve these real world problems for remote work. Most importantly, MeisterTask is here to address these issues. In the end, the project will have a better organization and framework. You will be able to collaborate smoothly and communicate clearly with your team members and guests.

II. The Cons of Remote Work

III. How Digital Task Management Can Solve These Problems

IV. MeisterTask & Solutions

V. Conclusion & CTA

3) **Short blurbs focusing on key benefits**

What is the key benefit of MindMeister?

MindMeister unleashes the power of mind mapping. This strong technique helps you visualize your thoughts and communicate them to others. This mind map application is an easy-to-use online canvas for brainstorming, note taking and project planning. Ultimately, the key benefit of MindMeister is that it improves creativity, productivity and collaboration.

What is the key benefit of MeisterTask?

MeisterTask is a secure task management application for teams. It provides a customizable dashboard, project management workflow such as a Kanban-style board, task assignments with time tracking, agenda with reporting and checklists with automations.

The software integrates with common communication tools, apps and software. Privacy and security also play a crucial role with Two-Factor Authentication, periodic backups, Secure Socket Layer encryption and GDPR/CCPA compliant guidelines.

Overall, the key benefits of MeisterTask are better organization, smoother collaboration and improved communication for your team.

4) 60 second video script

Key Audience: Olaf the tiny elf from the North Pole.

Traits: very clumsy, not very skilled at everyday tasks, can't read and uncoordinated

Goals:

He ends the instructions having successfully made a cup of coffee.

He does not hurt himself during the process of making the coffee.

He can correct any mistakes that are made during the coffee-making process.

Voiceover	Animated Scenes
Meet Klaus. He is our friendly North Pole neighbor. He likes to tend to his garden but he is very clumsy around the house.	(lively music sound effect) Gnome waking up with a snowy landscape. The North Pole sign is seen. He is attending the lawn & garden. He stumbles around pebbles. He then goes inside his home to prepare for the day.
Klaus would like to start his day with coffee.	(inspiring music sound effect) Klaus is imagining drinking his coffee and appreciating the scent while soothing his

	tummy.
There is only 1 great way to make coffee.	(rock music sound effect) Coffee drink sunburst
1. Don't do this.	Klaus uses his electric coffee maker but accidentally drops the glass container. An exploding carafe with broken glass pieces spread to the floor. He hurts himself and even slips on the floor. He is also electrocuted. (sad music or error sound effect) A big red X marks the whole screen
2. Don't do this.	With the french press, Klaus tried pouring hot water in the glass pot. He accidentally pours it in his hand. He jumps out and breaks everything in his path leaving a kitchen mess. For some reason, it starts a fire and burns his house. (sad music or error sound effect) A big red X marks the whole screen
3. Do this.	Klaus opens an instant coffee sachet and pours it in his mug. He then adds warm or cold water. He mixes it with a spoon. Successfully he sips the coffee that he always wanted. He looks a bit surprised and relieved. He smiles. (bouncing electronic dance music)
Klaus and his instant coffee!!	Klaus continues on jiving to the music and heads out of the house to greet the sun. He puts down his mug on the table outdoors and dances away. (bouncing electronic dance music) Fade out