Expanding hyperlocal coverage

Growing our local newsletter portfolio with automation

Lea Nowack, March 2024
A little bit about Tamedia

- Swiss media house with 18 daily and weekly titles
- Covers both German- and French-speaking part of Switzerland
- National and regional news titles as well as magazines
Newsletters allow flexible and personalized distribution of local content

First proof-of-concept with very promising results
But we have a problem..

- Not always enough content to fill weekly newsletter
- Production of the newsletter requires a lot of manual effort
- Time to produce one newsletter: approx. two hours

The setup used for the POC was not scalable with the resources available.
What we set out to achieve

By **automating content sourcing and newsletter production**, we can expand our newsletter portfolio

- with reasonable resource input and
- without compromising on above average engagement rates achieved in the POC.
Cross-functional team

Product Development
Newsroom Automation
Editorial teams
How can we create additional content?

- Successful proof-of-concept of sourcing content directly from municipality websites → expanded to almost 200 municipalities
- Articles can now be produced with a few clicks
How can we optimize production?

**Before:**
- Manual article selection
- Official publications inserted manually
- Real estate listings inserted manually

**Now:**
- Automatically pulled via tag
- Automatically pulled via API
- Automatically pulled via API
Can we reuse content and functionalities?

- Official publications: reused logic to implement automated feed for every municipality onsite
- Newsletter-as-article: publishing content onsite generates additional traffic and functions as an entry-point
What did we achieve?

- Reduced time for production by 80%
- Grown portfolio from POC to 25 weekly newsletters
- Growth of audience to 90’000 subscribers
What did we achieve?

- Engagement rates comparable to POC

Also …

- Reaching up to 40% of inhabitants of serviced communities
- 130 subscriptions sold via local newsletters
Learnings & Key Takeaways

- Having a successful POC was crucial
- Aim for cross-functional team to combine skills and knowledge
- Allow customization of concept where possible
- Always ask: Can this be reused or applied somewhere else?
Next Steps

- Continuously expanding portfolio and improving workflows
- Testings on monetization & converting readers to subscribers

Automated email updates for 1000+ municipalities
Feel free to reach out to me!

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