Expanding hyperlocal coverage

Growing our local newsletter portfolio with automation

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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

SonntagsZeitung
Tages-Anzeiger
Basler Zeitung
BZ Berner Oberländer
BZ Berner Zeitung
BZ Langenthaler Tagblatt
BZ Thuner Tagblatt
Zürichsee-Zeitung
Der Bund
Der Landbote
ZürcherUnterländer
Finanz und Wirtschaft
Schweizer Familie
Tribune de Genève
Le Matin Dimanche
24 heures
Bilan
Femina

Why local newsletters?

- 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

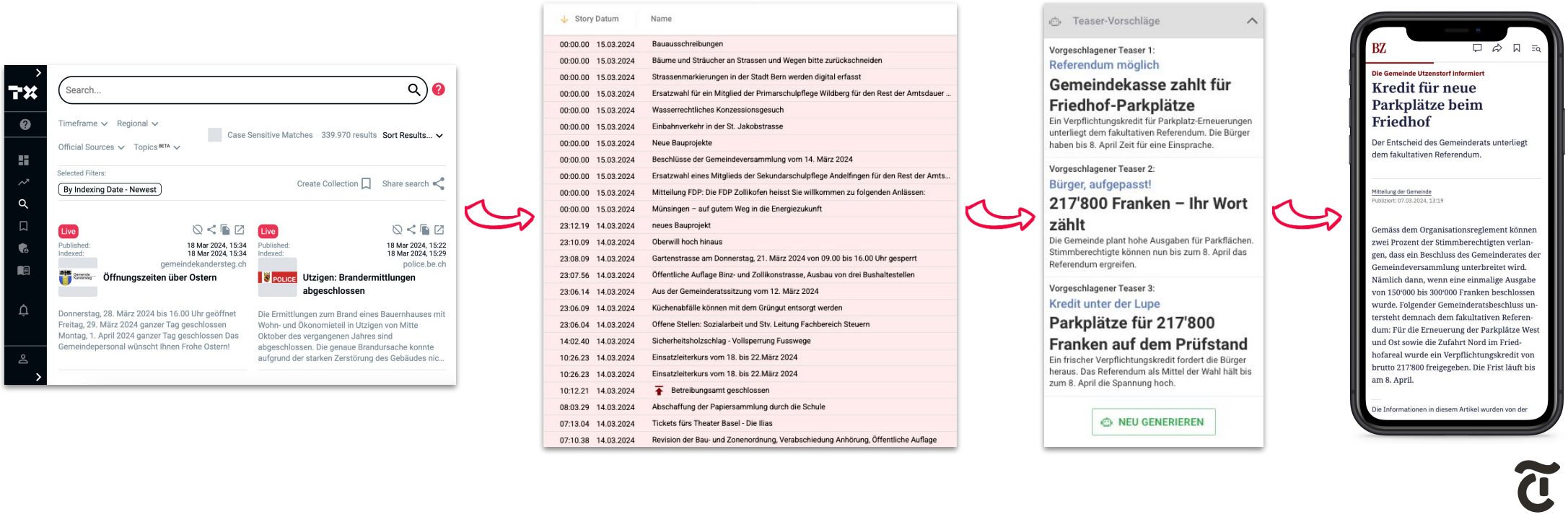
- with reasonable resource input and
- without compromising on above average engagement rates achieved in the POC.

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:		Now:
Manual article selection		Automatically pulled via tag
Official publications inserted manually		Automatically pulled via API
Real estate listings inserted manually		Automatically pulled via API

Can we reuse content and functionionalities?

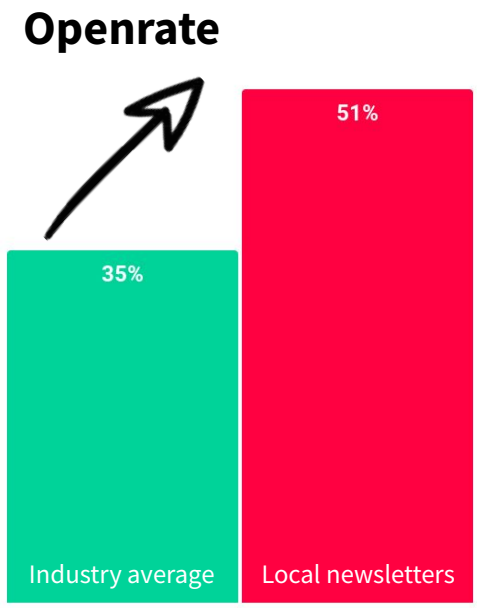
- Official publications: reused logic to implement automated feed for every municipality onsite
- Newsletter-as-article: publishing content onsite generates additional traffic and functions as an entry-point

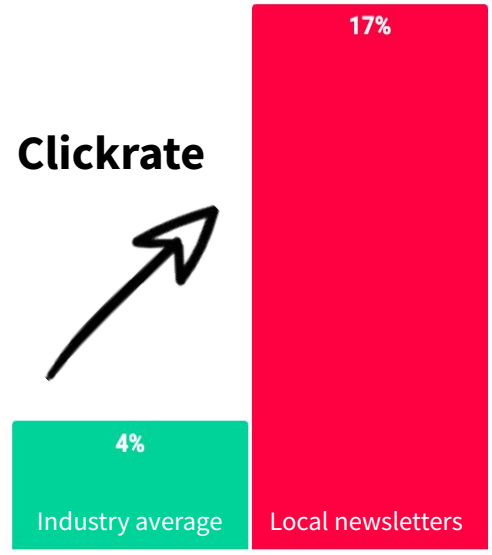
What did we achieve?

- 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

Questions?

Feel free to reach out to me!

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