

The Washington Informer Case Study

Client Profile

The Washington Informer is a weekly newspaper serving the African American community in Washington, D.C. Founded in 1964, it has a rich history of providing news, analysis, and community information relevant to its readership. The newspaper covers local politics, education, health, arts, and culture, with a focus on issues affecting the African American community. In recent years, The Washington Informer has been working to expand its digital presence while maintaining its commitment to community-focused journalism.

Challenge

The Washington Informer faced several challenges as it sought to modernize its operations and expand its digital footprint:

- 1. Digital Transition:** Moving from a primarily print-focused model to a more robust digital presence.
- 2. Resource Constraints:** As a small, community-focused publication, the team had limited resources to dedicate to digital optimization.
- 3. Audience Retention:** Keeping their loyal print readers while attracting a younger, more digitally-savvy audience.
- 4. Content Optimization:** Ensuring their unique, community-focused content was discoverable online and shareable on social media.
- 5. Workflow Efficiency:** Streamlining content creation and distribution processes to maximize the impact of their small team.
- 6. Processes & Monetization:** The team lacked knowledge of newsletter development best practices, including scheduling, preference management, and content optimization. Additionally, selling ad spots within newsletter content was a relatively new process.

The Washington Informer needed a solution that could help them leverage their strengths in community journalism while improving their digital capabilities, all without straining their limited resources.

Solution

The Washington Informer implemented several of Nota's AI-powered tools:



Nota SUM

Used to generate SEO-optimized headlines and meta descriptions, improving the discoverability of their content online.



Nota SOCIAL

Employed to create social media posts tailored for different platforms, enhancing their content distribution and engagement.



Nota BRIEF

Utilized to produce concise article summaries, making content more shareable and engaging for digital readers.



Nota LETTER

Implemented to streamline the creation of their community newsletter, improving subscriber engagement.

These tools were integrated into The Washington Informer's existing workflow, allowing for easy adoption by their growing team.

Outcomes

The implementation of Nota's AI-powered tools led to several positive outcomes for The Washington Informer:

1. Driving Engagement

The Washington Informer saw a **26% increase in newsletter open rates** after leveraging Nota's LETTER tool to create engaging headlines and personalized copy.

- a. Their open rate improved from 18.1% pre-Nota to 27.32%, surpassing the industry average of 21% (per Mailchimp).

2. Driving Efficiency

The Washington Informer experienced an **85% decrease in time spent** producing newsletter products for their audiences by leveraging Nota's LETTER tool.

3. Driving Traffic

The Washington Informer achieved a **~60% increase in page views** through the use of Nota's SEO tools.

Summary

By adopting Nota's AI-powered tools, The Washington Informer effectively tackled its digital transition challenges while preserving its core mission of community-focused journalism. Nota empowered the small team to significantly improve their digital performance and efficiency while maintaining the quality and relevance of their content.

Even though the team is still on an educational journey, the increased productivity in content optimization and distribution allowed them to reach a broader audience, including younger readers, while still serving their traditional readership. The significant improvements in newsletter engagement and production efficiency illustrate how Nota empowers small, community-focused publications to expand their digital presence and maintain relevance in the evolving media landscape. All this is achieved while remaining true to their unique voice and mission.