

The Seattle Medium Case Study

Client Profile

The Seattle Medium is one of the Pacific Northwest's largest and most influential African American owned and operated media companies. Founded in 1970, the publication has served as a vital voice for Seattle's Black community for over five decades. The Seattle Medium provides comprehensive coverage of local news, politics, education, business, and cultural events, with a particular focus on issues affecting the African American community in the greater Seattle area.

Challenge

The Seattle Medium faced several critical challenges in its digital transformation efforts:

- 1. Digital Evolution:** Continuing to grow and evolve their digital presence, while maintaining their strong community connections that were developed through a very strong print brand.
- 2. Content Discovery:** Ensuring their unique, community-focused content reached both existing and new readers online.
- 3. Resource Optimization:** Managing digital content creation and distribution with limited staff resources.
- 4. Audience Development:** Growing their digital readership while retaining their core community audience.
- 5. Workflow Integration:** Implementing new digital tools without disrupting established newsroom processes.

The publication needed to expand its digital presence while maintaining its role as a trusted voice in Seattle's African American community. They needed tools to enhance their digital capabilities without straining resources or compromising their editorial mission.

Solution

The Seattle Medium implemented several of Nota's AI-powered tools to support their digital transformation:

Nota SUM

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

Nota SOCIAL

Employed to create tailored social media posts, enhancing content distribution across different platforms.

“NOTA has helped simplify our workflow while improving our organic search traffic and engagement rates such as average engagement time per user.

Outcomes

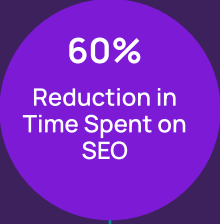
1. Increased Engagement

- Achieved a 12.42% increase in organic website traffic since implementing Nota.
- Experienced a 228.34% improvement in email user acquisition.
- Saw substantial growth in social media engagement across platforms.



2. Improved Efficiency

- Reduced time spent on SEO optimization by 60%.
- Streamlined social media content creation process.



3. Enhanced Digital Growth

- 20% growth in online posts across all platforms.
- Achieved 100% more video views via improved copy.
- Increased reach among younger demographic groups.



4. Better Resource Allocation

- Better allocation of staff time to core reporting duties
- Improved capacity for community-focused journalism



Summary

The Seattle Medium successfully balanced digital innovation with community connection by modernizing its digital operations with Nota's AI-powered tools. Nota's assistive tool suite improved digital performance and efficiency without compromising their commitment to community-focused journalism, which allowed them to maintain their vital role as a voice for Seattle's African American community.

The measurable improvements in website traffic, newsletter engagement, and operational efficiency demonstrate how assistive AI tools can empower community-focused publications to enhance their digital presence while preserving their essential mission and authentic voice.