

Case Study

rasa.io +

SUMMARY

SmithDigital is a digital marketing agency that helps businesses grow their online presences and increase revenue. They offer SEO, PPC, social media management, and website design services to leading tech, professional services, real estate, and non-profit organizations. With rasa.io, SmithDigital has been able to create high-quality, personalized newsletter campaigns for multiple clients and get individual interest data automatically fed back into clients' integrated HubSpot platforms. Additionally, SmithDigital has saved time by way of automated content curation and created a brand-new revenue stream for the agency.

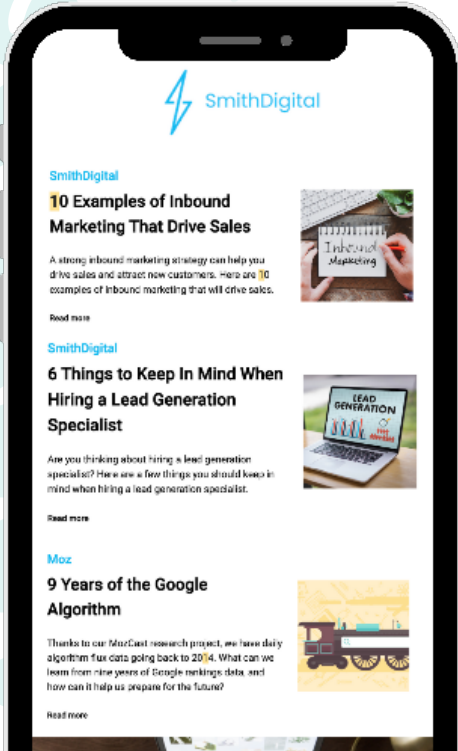
BENEFITS

- Getting to know the rasa.io platform was quick and easy for the SmithDigital team, who had never used an AI newsletter software but felt the product was intuitive for helping them set up newsletters and start sending them easily. The team spends less than an hour per month on half a dozen weekly client newsletter campaigns.
- SmithDigital leverages rasa.io's HubSpot integration in order to optimize revenue and conversions. By feeding rasa.io's customer activity data into HubSpot, they are able to build targeted email workflows, leads scores, and more. Additionally, having the ability to pool all external data into one system makes reporting a breeze.
- SmithDigital uses the rasa.io platform to automatically curate external and internal content into the newsletters it distributes, and the mix of content depends on each client's audience. For example, they may feature an internal blog at the top of a newsletter to drive traffic to support a client's SEO goals or to drive conversions to support revenue goals.

5+
UNIQUE
WEEKLY EMAIL
NEWSLETTERS

75+
HOURS
SAVED PER
MONTH

HubSpot
CRM
INTEGRATION



Being able to pull together a high quality newsletters and send it to our client's audiences and get data automatically fed back into HubSpot with engagement reports in near real time is a huge time saver and big value add for clients.



- ERIC SMITH
DIRECTOR, MARKETING & EXTERNAL AFFAIRS