

## rasa + 4 smithDigital

## **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

**BENEFITS** 

 Getting to know the rasa.io platform was quick and easy for the SmithDigital team, who had never used an Al 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.

created a brand-new revenue stream for the agency.

• 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.

HubSpot CRM INTEGRATION

**WEEKLY EMAIL** 

**NEWSLETTERS** 

750

**HOURS** 

**SAVED PER** 

MONTH

SmithDigital

10 Examples of Inbound
Marketing That Drive Sales

A strong inbound marketing strategy can help you do the sales and strate they customers, here are 10 committee of inbounc marketing that will office sales.

Bood mare

SmithDigital

6 Things to Keep In Mind When Hiring a Lead Generation
Specialist

Are you thinking about triving a lead generation
specialist? Here were a few things you adoudd looks in mind when hiring a lead generation specialist.

Read more

Moz

9 Years of the Google

Algorithm

thanks to our MozCast research project, we have daily algorithm flux data poing back to 2014. What can we learn from nine years of Google rankings data, and how can it help us prepare for the future?

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