"Content Curation 101: How to elevate your brand and connect with your audience while saving time," as originally aired on Oct. 26

Heather Nolan: Hey y'all, Heather here from Sidecar. Thanks for joining us today for "Content Curation 101: How to elevate your brand and connect with your audience while saving time." I'll be joined today by Erica Salm Rench, the Director of Customer Success at our sister company rasa.io.

I know a lot of you are joining us for Comm(s) Fest which kicks off today and runs all week. Just wanted to say hi, and thanks for joining us.

Okay, first a little bit about me for those wondering who I am and why I'm qualified to talk to you about content curation. I've been the marketing specialist at Sidecar for a little over seven months. I previously worked as a local news journalist and social media content manager for news organizations and a tourism company in New Orleans. So content curation has always been a big part of my day job.

In this workshop, we're going to talk about what exactly content curation is and why it should be part of your content strategy. We're also going to get into how to curate content, tools you can use to make this easier on you and more.

So first, what is content curation? Content curation is the process of sifting through content and information, identifying what is useful to your audience and sharing it with them. It can include links to articles, videos and other online content, and it can be shared through multiple channels, including email newsletters, social media or your company blog.

Some things to remember: curating content is more than just reposting someone else's work. It should be presented in your voice in a way that your audience finds useful. You also want them to know why you're sharing it. And you want them to recognize that it's coming from you.

I've got some examples here that you might find helpful. First, the 15 actionable steps for association success headline you see here is a blog post from Sidecar is a simple roundup of the five most popular articles from our weekly newsletter. Every week, we put the top five articles into a blog post. This serves two purposes: It gives our readers news and information that they'll likely find interesting and might have missed, and it gives us a recurring blog post to fill in on our editorial calendar every week.

This type of content is an aggregation, a list of related items of content put in one place for your audience to read. It's a little different from a curated piece that would include your own analysis or input, but it's still a time saving way to diversify your content strategy.

The second blog post about Arnie Malham, also from Sidecar is an example of content curated from a video. Arnie was gracious enough to do a video interview with our members recently and we turned the most interesting parts of his discussion into an article.

Here are a few more examples of curated content that any organization can adapt to their audience:

HubSpot took a study from video conference service BlueJeans and turned it into an infographic. By turning the information into an eye-catching graphic, they presented it in a way that's more easily digestible for their audience. Also, did you notice what they did with the headline? "Seven revealing trends you should know." That's much more exciting and thought provoking than the name of the study.

Keep keywords and SEO in mind when writing your headlines for curated posts, you can get creative as long as the headline still reflects what's in your post. The next example is similar, from Hootsuite. They compiled the best times to post on social media from various sources and rounded it up into an easy to digest post. They went a step further and used the data to create graphics, which can serve another purpose: a social media post. The Hustle is a great example of a newsletter that curates content well. The newsletter includes a short curated main story, and also a section of snippets, which I've highlighted here. The Hustle finds headlines their audience will find interesting and important and summarizes them in an easy to read list. These sentences you see here are not the headlines on the articles they're linked to. The Hustle found a way to tailor each story to their audience.

Okay, so why should content curation be part of your content strategy? By sharing information your audience will find useful, you position yourself as an expert on topics that matter to them. If you take it a step further and provide analysis on those topics, your audience will start to view you as a thought leader in your industry. Curated content can add variety to your editorial calendar, you can present curated content in creative ways like infographics, videos, or quizzes just to name a few. Here's an example of that, again from Sidecar, where we created a quiz based on a study from the Center for Exhibition Industry Research on how COVID-19 impacted Association events.

The survey came out in June, and we wrote a short blurb with the highlights on our blog. Then we used the data from the study to come up with a relevant quiz for our audience.

And finally, curating content can help with the consistent posting schedule, which will only make your content calendar stronger, and it can help with building brand habits with your audience. Another reason to curate content is by curating content, you can help your audience cut through the noise and combat information overload. Earlier this summer Spark Consulting and Content Company Inc, released a paper called "Cut through the clutter." It was a follow up to a 2012 paper they published called "Attention doesn't scale," in which they called information overload an emerging issue and said content curation was a potential solution. According to one of the report's authors, the volume of information coming at your members and other audiences is only increased as the information cycle has sped up. They're overwhelmed with information — much of it false or untrustworthy — and are increasingly unable to discern what's reliable and what is not. The authors also said that it's important for organizations to focus on content curation, because then they're not adding to their audiences abundance of information. One more thing — and it's important to note — curating content saves time. Yes, it takes time to find content, and to be thoughtful in how you go about sharing it. But once you get in a good rhythm of finding good content to curate, the rest should come easy.

When deciding what content to curate, there are a few things you should consider. First, the content you curate should be relevant and important to your audience. You want to make sure the content will help your audience solve their most important problems, help them achieve their most important goals. Make sure it's something that matters in your industry right now, and show them how they can use it. You also should be able to put the information into a larger context of what's going on in your industry, and clearly be able to explain why it matters. You can't assume your audience knows why you're sharing something and why they should care. Now we'll turn it over to Erica who's going to talk to you about tools you can use to curate content.

Erica Salm Rench: Hi, everyone, my name is Erica Salm Rench. Thank you all so much for the opportunity. I'm gonna pick it up where Heather left off. I'm gonna start by sharing my screen here. I'm going ahead and start presenting. Great. So like I said, my name is Erica Salm Rench. I'm the director of customer success at rasa.io and I'll share more in a little bit about what rasa.io does. But just a little bit of information on me. I'll spare you all the long and boring bio.

I started my career in higher ed marketing, I did recruitment and saw that, like many of you, digital's the future, right? Like, we need to stay on top of these digital trends, because the digital ad world is something that's moving very fast and is very important. So after, after I did marketing

at Tulane, I moved on to manage a team in a digital marketing agency. We did everything online, we did paid online ads, on all the most, you know, used platforms, Facebook, Google, etc. We did SEO, we were one of the leading companies in SEO at the time, when SEO was just like a brand new thing. We did social media marketing, front end, back end, pretty much everything online. But the one thing that we didn't touch with email, because email is so hard to do in a really quality way and at scale. So that's what really intrigued me about rasa.io is the fact that not only are we using AI to personalize the email experience, personalize the content and every single email, but we're using the power of automation inherent in AI to to automate this end process. Most of you probably have the experience of putting together a tedious newsletter. And so at rasa.io, we take the tedium out of newsletter production. And it goes without saying I love digital tools. I love doing talks like these, I talk a lot about awesome AI tools that can be taken on into your processes with little or no, you know, major process overhaul and little or no major time commitment on the front end. But this time, I'm going to talk a lot about curation.

And as Heather talked about we've talked a little bit about why curation is so important, right? Because if you do a good job curating you're an expert to those in your audience, you, you present yourself as an authority and you have content to send, it's not your own, because let's be honest, it takes a very long time to write content, getting into the content game, if you're not writing it can be very expensive. So curation is an awesome and handy tool to have in your pocket. So today, we're going to talk about content curation, ideas and tools.

We've been doing this for a long time at rasa.io, we know a lot of the awesome tips and tricks out there when it comes to using automation to curate, and just some awesome platforms and sites out there that can help you with your curation endeavors. So starting with fetch RSS, so this is a super cool one. Because for those of you who don't know what an RSS feed is, it's basically just like the structured data page that comes along with a blog in WordPress or a blog in Squarespace. It's a way that you can kind of bring data in in a structured way, like title, description, date, published image, meta description, all that stuff, you can, you can see that a page, it's usually pretty ugly page, it's just you know, tight against a white screen. But it's a way that a lot of automated tools consume content.

Now, a lot of times on a site, like a WordPress site, for example, there's going to be an RSS feed, it's automatically populated, when you publish a blog. It goes straight to a feed that's discoverable by people like you and I on the internet, but sometimes we can't discover that feed. And sometimes it's a little bit trickier to find it or or it might not exist. So there's an awesome tool called Fetch RSS, which can take any sort of structured data. So if you navigate to like a front end HTML page, and you see like title, description, and source of a blog, or newsletter, or, or news

article page, you can take that you can take that content, and then turn it into an RSS that you might need. So that's a really handy tool.

There's also a tool out there called get RSS Feed URL, this is a Chrome extension. So without having to do a lot of extra, you know, funky things with the URL structure to try and discover the feed yourself. If you download this extension and apply it to Chrome, then you can just click that little orange button that'll get put up at the top of your browser, and it will do the discovery for you and give you the RSS Feed URL so that you can take that and plug it into another one of your curation tools. And we'll talk about the places that finding these RSS feeds is going to be super convenient and useful and these other tools that I'm going to talk about So, so we kind of just dove right into it.

And now I'll talk about other other kinds of tools that provide you with RSS feeds of popular and useful content sources. So starting with a site called Feedback. Feedback has an awesome, awesome treasure trove of RSS feeds. So this is an example of when I did a search for real estate, just as an example industry. And it came up with I think, 100 plus different RSS feeds that would be useful for someone who was in the real estate space. And let's say you're a real estate agent, and you want to send out useful real estate related information to your clients, so that your presence in their lives in between homebuys, for example. So this is, the spot is a really awesome place to do that, you can pretty much search any topic, and they have an awesome treasure trove of RSS feeds on whatever topic you're interested in. So if you're curating for your clients, that's a great spot to hit up. Another awesome platform to hit up is called RSS Search HAB. This one is not quite as pretty, doesn't have the super, super compelling and pretty descriptions of what the sources are. And it looks more like the Google SERPs, the search engine result pages. But this is also another way to just search for RSS feeds that might be relevant to your particular topic or industry. So again, if you're putting together a newsletter for a client or customer, you can collect RSS feeds, using these tools and plug them into one of your reader tools in order to consume content super fast.

So this is the rasa.io content library. So like I said, we've been in the curation game for a while now over here at rasa.io. And so we have a pretty robust content library built out. So you can see there are a lot of industries represented on these pages. These represent the industries of a lot of our newsletter users. And we're always looking to expand the library. So this, this particular library happens to be within our guide/our Help Center that our customer success team often refers folks to. But then we also have an in-app discovery tool. So once you're logged into the platform, once you're putting sources in that you want to feed into your newsletter, or feed articles into your newsletter, you can do that right from within our platform looks a little something like this. So

essentially, this is a shot within the rasa.io platform. And like I said, I'm going to talk a little bit more aboutrasa.io in general later. For right now, I kind of wanted to focus on specifically the content library aspect of our tool. So let's say you just signed up for a rasa.io account, you're trying to find good articles for your newsletter and what we do is we pull in every new article that those sources produced. But let's say you just don't know where to start with sources, right, you just want to figure out some sources to plug in. So you can use some of the tools that I mentioned already to find sources, you can come right to the rasa.io of the library and look for sources by topic, again, similar to some of those other tools where you're searching by category, industry, vertical, etc. So this is a place, you can just copy the URL, and you go to add a source and bada bing bada boom, you're automatically pulling in the content that that source produces into your newsletter.

And then this is another cool tool. So if you're interested in the rasa.io newsletter idea, you can download our own rasa.io extension so that when you're searching the web, you can kind of bypass the RSS feed idea and you don't have to find blog URLs or access URLs. But instead, if you come across an interesting article, or blog you just search the internet maybe during your morning coffee, you just boop click the little bar at the top of your browser after you've downloaded the extension. And it sends that article directly into rasa.io, directly into your content pool. So now I kind of wanted to just show you an example niche to give you an idea what it might look like for someone in the marketing space to go about looking for content. And the other reason I want to do marketing is because I know you guys are people in the communication space. So this might be these might be some other, you know, more specific, useful resources for you in curating.

So Content Marketing Institute put out an awesome piece, that's the top 42 content marketing blogs. They did an awesome job curating these sources, I scanned through the list of 42a and these are oftentimes the sources that we see our marketing senders put in their newsletters. So these are sources that have been validated time and time again, because they're super, they're super relevant. They're super timely, and they produce a lot of content, obviously, all the folks from Content Marketing Institute, and all of these other various organizations know how important it is to produce timely, relevant content, because they're in the marketing space. So all these blogs are really great, really top notch. And then I'm just going to give a shout out to one of my favorites, um, the Moz blog. My past job was at a digital marketing company. So we so anyone who's been in digital and been in the SEO space knows that with SEO, in particular, you need to stay very on top of the trends and Moz does an incredible job, they get really down and dirty with the nitty gritty of the stuff you need to keep on top of when it comes to SEO.

Then this detailed thing is really great I, I have it says the top 50 best business blogs, if you look right to the right, of the business navigation that is highlighted in this case, it says marketing and they do a great job of aggregating the most popular marketing block. So you don't want to take it from the Content Marketing Institute. This detailed site does an awesome job of just saying, "hey, by pure traffic alone, what's the most popular? What are people reading?" and it's updated every 24 hours. So it's a really cool resource, not a lot of people know about it. And so and then, and then if you're looking for a place to plug all those feeds in, to plug all those sources in just so that you can have your own sort of content reader to kind of review the content, scan it and look for what might be relevant to your people, to your audience. You can use a tool like Feeder, there are a lot of different content RSS feed aggregation tools. Obviously, Google has an awesome tool like that, where you can kind of combine everything that you're interested in reading about and get it into one space, so that you haven't one place to check when you're curating content and looking for articles and blogs to send your people. And then this is just another Feedspot example we already talked about Feedspot but it also does a really great job of curating the marketing specific stuff. HubSpot. Shout out to HubSpot. They have an awesome blog too, I'm sure most of you know about HubSpot blog. So how content curation can boost your social presence. I'm going to turn it over to Heather for this one.

Heather Nolan: Hey y'all, Heather again. I'm back to talk about how content curation can help boost your social presence. Much like with sharing curated content on your blog or in your newsletter.

Sharing curated content on social media will help you maintain a consistent posting schedule and allows you to share topical, timely reports on news in your industry. These types of posts can provide value to your readers who are seeking relevant content to consume and to share with their networks.

Sharing content from other sources on social media also lets you get away from the constant promotion or selling of your products, which in turn could help with engagement. I've got some examples here of curated content we shared on Sidecar's social media pages, including links to articles we thought our audience would find interesting and statistics we found in various reports.

Be sure when sharing this information that you have proper credit to the source. Sharing curated content on your social media pages can help your audience cut through the noise. Every day, they're seeing a never ending feed packed with a ton of information and all that information can be overstimulating and exhausting. It can leave them too drained to absorb any information at all.

The key here is to add context. So rather than presenting your readers with just a simple link, you can position your organization as a thought leader by adding smart commentary. If, for example, there were any controversies associated with this link that you're sharing. You can explain what happened and why it matters. And if there's major breaking news, you can take that as an opportunity to add a unique analysis.

When you're looking for content to curate, it's important to look beyond national media outlets and help your readers discover new voices. You can use your content creation to forge relationships with exciting new bloggers, emerging experts or first time authors. If you happen to stumble across someone that's pretty fascinating online, don't be afraid to send them a cold invitation inviting them to submit content for your blog, even if they haven't been published much previously. If you focus on their ideas, instead of the prestige of where they've been published, you're presenting your audience with a more diverse array of content.

Now I'm going to talk a little bit about user generated content, which is a great way to use content curation to fill your social media calendar. User generated content is exactly what it sounds like: content created by other users. When incorporating this into your social strategy, remember, this doesn't mean that you can just take someone else's work and post it on your pages. The same rules apply in terms of giving credit and complying with copyright rules. Also, remember that whatever you curate should still be relevant to your brand and provide value to your audience.

So sounds great and easy, right? But now you're wondering how to find this content. I've got a few examples. The first start a hashtag, or start following popular ones that are relevant to your brand. You've probably noticed this in your feeds for major brands already. For example, Wholefoods uses the branded hashtag "#MakesMeWhole, and searching that tag pulls up thousands of photos taken by users. The Later Blog has some great tips for coming up with a branded hashtag, including making sure your hashtag isn't too complicated or too generic. You could also run a contest asking your followers to post something specific and to either tag your account or use a specific hashtag.

We've covered a lot and I want to make sure you're clear on how to properly curate content. The Content Marketing Institute has some great tips, which I'll curate here for you. First, add value. You want to be seen as a thought leader and a credible resource in your industry. Always add context to your curated content so your audience understands why you're sharing it. Always credit your sources as links when applicable, tag sources on social media and mention them by name. Comply with copyright laws. When curating licensed images, audio or other copyrighted material, make sure you get the artists permission and comply with the terms they've established under their

licensing agreements. And finally, add depth to your curation efforts. Think about the best way to present curated content to your audience. Just because you're curating a blog post doesn't mean you need to write another blog post. Maybe the information would better serve your readers if it were presented as a quiz or a chart. Or maybe the audio track from a video interview would work well on a podcast. The main message here is don't limit yourself in what you can do.

Okay, now I'm going to turn it back over to Erica, who's going to talk a little bit more about rasa.io, and why staying in touch with your audience matters.

Erica Salm Rench: All right, thanks, Heather. So why staying in touch matters? So a lot of people often ask us, you know, what business problem is rasa.io trying to solve. And we really see ourselves as very different than other email service providers, because we're solving the problem of the fact that businesses don't have a relevant reason to stay in touch with their audience, with their subscribers, with their members, aside from "Hey, buy my stuff. Hey, here's another thing that I want to sell you. Hey, can you come to my website in order to make a transaction?" Whereas we believe that when you're sending people relevant content, especially if you're personalizing it, you're using AI, if you're using a smart tool, people have a reason to trust you. You're building authority, you're present in their life without having to be someone who they just see is coming to them when they want something from them. So that's why staying in touch is so important. Especially because, depending on what industry you're in, purchase frequency is such that it's easy to forget you in between purchases. So not everyone's Amazon, right. And this is probably a pretty conservative estimate of how many of us use Amazon Prime, especially during a global pandemic. I know that I use Amazon Prime maybe even more frequently than weekly at this point because it's so convenient, but not everyone's Amazon, right. So a lot of us don't necessarily have a reason to interact with our audience, as regularly as Amazon does, because the purchase frequency is much more spread out. So b2b marketing, if someone's looking for a new marketing firm, that doesn't happen very often real estate agents, consulting variables.

So how do you stay in touch with folks in between these purchases and transactions? By sending them relevant curated content, right? Also why personalization matters. So if you just send them, you know, a few articles that you think are relevant, that might not be what they think is relevant. So something to keep in mind is that with traditional email platforms, you're sending the same thing to everyone, right? In this day and age we need, we need a personalized way to be in touch with people, people feel that people know that personalization is possible. And they want to feel like you're talking to them in a different way than you talk to everyone else. So what we do at rasa.io is we allow you to send a personalized email to everyone. And we do so in such a way that not only saves time, but it really does, you know, take the tedious nature of putting together a

newsletter out of the question. So personalization has been consistently shown to generate higher open rates. People report that if a brand does a good job personalizing, they're much more likely to interact with that brand and transact. And this is what personalization is not, it's not just using variable tags, right to say "hi, first name," people know what's going on with that.

So how do you stay in touch and personalize content with less time. So this is the part of the presentation, I'm going to talk a little bit about what we do at rasa.io, and how it is so meaningful and such an easy way to get started being in touch with your audience in a relevant frequent way, without spending a lot of time and in a way that you can really start to build a relationship.

So how do we do that? Well, we're looking at sources, all different types of sources. So I showed you a little bit, I gave you a little teaser into our content library. So that was essentially showing you examples of blogs, and RSS feeds, and how you can bring those into rasa.io. But we bring content in lots of different ways. Actually, we did talk about the Chrome extension a little bit. But you can also, you can also take in content from Facebook, from Twitter. So if anyone puts an article on their Facebook page, or tweets out an article, we bring that in as yet another article into your content pool. So we'll look to all of these sources that you've told us are the pre approved sources that are relevant to your audience. And we'll bring in all the new articles and blogs that those sources produce. This is what it looks like. This is that content pool, so to speak, that I was talking about. This content pool is a representation of all of the articles and blogs that your pre-approved sources have produced, since the last newsletter send. We really believe in, in up to date information. So you can designate an article as evergreen, meaning that it is relevant to folks forevermore if the AI chooses it as relevant to a specific subscriber. But in general, we're going to bring in the articles that have been produced by your sources since the last send, and this will form what we call the content pool.

So instead of logging into your email service provider and painstakingly finding the articles, placing them in the newsletter, all of a sudden, we're taking the top five articles per diem, five articles for Lisa and automatically sending them out and you don't have to do any content placement. All of a sudden, your job has transformed into just reviewing the list of articles and blogs, and maybe just toggling off anything that you don't want that you don't want qualified for a send. And we also have great, great filtering capabilities. So that content that one source produces, not everything from that source has to come in and there are a lot of ways that you can manage your sources such that this review process is super, super speedy. So how does that look? Well, this is an example of a real estate space newsletter. Um, and then I think the next slide has a marketing space newsletter. But the idea is that you know, here's Dan's list of top articles, as we know, because we know what Dan's prior behavior is, we know what Dan likes to open and click on and

we know what Lisa likes to open and click on. So we're going to send them information that we know they're interested in. And so that obviously you know is going to result Much higher engagement rates. And we'll talk about that in a moment.

This is an example of our American Marketing Association newsletter, we send out a daily newsletter for the AMA to over 100,000 different subscribers. So they came to us because they used to send out only weekly newsletter, because that's all the capacity they had to do. They produced all the content in the newsletter. So all, you know, five to 10 articles they wrote, then they had to put together the newsletter. But now what they do is the top article, as you can see, is an internal source. And that's specific to guests, something they have written that they want their entire audience to see. But then the second article, that's what we generate the subject line off of. So all of a sudden, the emails personalized based on the top recommendation, the top recommended story for each reader. So everyone gets the AMA story. But then story number two, in the subject line is based off of the top recommended article for every single subscriber. And then you can also see they have ad space in their newsletters. So they work with other folks who want to advertise on their newsletter, too. So what are the benefits of Brasil, we talked about brand elevation, right, because all of a sudden, you're a relevant presence in your subscribers inboxes, you've solved the business problem of "what's my reason to even be in touch with my audience today?"

And on top of that, we see incredible increases in open and click rates once we've started to collect data on the audience, and once we know what they're interested in opening and clicking on. Automation skills, so we talked about this, all of you communications professionals, maybe not all of you, but probably a lot of you had the newsletter duty in one or more of your jobs. And it takes a while. So wouldn't it be awesome, if all of a sudden, your work GOT GOT narrowed down to just a scan of content that's coming from your trusted sources, and you just had to design the newsletter once. So this is this is a page in our in our schedule in the scheduling area of our platform, you can see that you can set the schedule, once we have content, once we have subscribers, the newsletter just goes and it's on an automated frequency of your choosing, you can toggle off future days. So there are a lot of ways in which automation is working in your favor in the system.

What else can be done at scale? Well, not only are we choosing recommended articles for each of your people, we're placing the content in a smart way. So you know that the top recommended stories are gonna be at the top of the newsletter. And as you go down, the stories will be you know, not quite the top recommendations, but still relevant. And then there will also be some real estate left for what we know the groups interested in. And other relevant information where you

don't find yourself in, in sort of an echo chamber of your own preferences, we're going to leave some of that newsletter real estate such that it's randomized, or we know it's what the group is interested in. Subject lines, we talked about personalizing subject lines. And we also have space to personalize jobs, events, etc. And that's more of our enterprise plan. But you can personalize you know all different kinds of content topics. Then data and insights. Well, another awesome bonus of the rasa.io platform is you're not just putting stuff in, but you're getting stuff out. So you can see on the whole what your audience is interested in. And then from that information, you can say, "Well, I know what my next webinar is going to be about, because I know what people are clicking on," or "I know what my next conference session proposal is going to be about, because I know people are interested in learning about these days." So really, the AI is working in two ways. We're recommending content for each individual. But you can see these turquoise tags that are underneath every article in our content full page. And those represent our natural language processing conceptualization of each of these stories. So what we're doing is as people engage with each of these stories, it's sort of a vote for each of these concepts. And then all of a sudden, you can get a topical report to really understand what your audience is interested in reading about learning about, etc. When I mentioned the venue, and your content topics for days, in terms of your own inspiration for your own internal content.

Heather Nolan: Thanks, Erica. That was great. We're about to get wrapped up shortly. But I just wanted to take a minute because I've been talking a lot about Sidecar. and those of you who are joining us from Comm(s) Fest might be a little bit unclear about who we are. So I just wanted to take a moment to let you all know what it is we do.

We publish educational content from forward thinking minds in the association industry and beyond. Our core purpose is to build Badass Leaders. While we've got lots of great free content on our website, we offer even more to our members. Members get exclusive access to our online learning courses, a ton of leadership resources and interactive educational experiences. We've also got a members-only Facebook group, you'll be invited to join once you sign up and it's a great place to bounce ideas off other Association professionals. Keep an eye on your inbox later today, we're going to send you a special membership offer just for attending today's workshop. And now I'll turn it back over to Erica.

Erica Salm Rench: So um, so now I'll give my rasa.io plug. And it is easy and free to get started. We do have enterprise plans as well for those of you who have a more advanced newsletter needs. But if you're interested, you might as well start the process today. Because you can, you can put in your email, get into the platform, start plugging in sources and start sending out to your audience members. All for free, depending on how many subscribers of course that you have in

the frequency. We also have some really, really awesome testimonials on G2. And we've gotten a ton of badges because anyone who starts with rasa.io never goes back because of the quality and the scale that we offer the newsletter process. So thank you all so very much.

This is my information. If anyone wants to talk, I'd be happy to meet to interact. Feel free to shoot me an email Erica.rench@rasa.io and you can also follow us at rasa.io on all of the major social channels. And then I'll do a quick plug for all of these great resources that I mentioned throughout my presentation. Obviously, you know, we talked about rasa.io, but there were a lot of other cool tools that I'm sure you could all benefit as well from a content curation perspective.

So thanks to my co-host, Heather, and we hope you learned something today and we hope you enjoyed the presentation. Thanks so much.