

ASSOCIATION-TECH

Chelsea Brasted

General Manager at [Sidecar](#)

“We really use rasa.io to build trust with our audience and frankly, to also increase the pages and eyeballs on the content we’re producing, too.”



Sidecar is a company that creates professional development tools that help association professionals grow themselves and their organizations. In her video review, Chelsea Brasted, General Manager at Sidecar, notes that the company has been using rasa.io since before she came on board two years ago.

Chelsea says that although Sidecar produces in-house content for its members, it cannot create enough to fill an entire newsletter three days a week. That’s where rasa.io comes in.

The company has come to rely on rasa.io to help it provide its members with helpful and valuable content from trusted sources. That has allowed Sidecar to **get in front of its members more often than it could on its own**. What matters most, Chelsea says, is that Sidecar’s relationship with rasa.io has allowed the company to **build trust with its audience** and **increase website page views**.

With rasa.io, Sidecar has been able to:

- offer its members relevant content from trusted sources
- increase engagement with its members
- build trust with its audience
- drive more traffic to its website

