

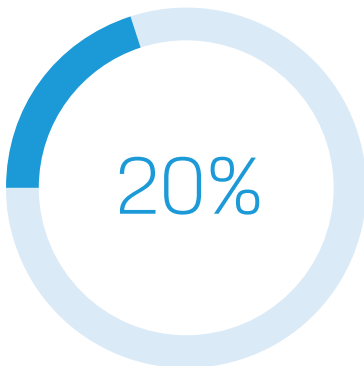


QUESTLINE

POWER YOUR BUSINESS

Industry-specific

content drives up to



performance improvement

in Questline's segmented

SMB newsletters.

DIFFERENT INDUSTRIES, DIFFERENT NEEDS

When it comes to energy efficiency, each industry is unique. Our Power Your Business segmentation tool helps your energy utility effortlessly deliver the right information to the right SMB customers – making it easy to follow-up with targeted communications.

Power Your Business landing page features 10 industry subpages:



Grocery and convenience stores



Office



Healthcare



Restaurants



Lodging/hospitality



Retail stores



Manufacturing



Schools K-12



Multifamily



Warehouses

Choose which industries apply to your SMB customer base and display any selection up to all 10 pages.



15%

of the SMB market are always looking for ways to save energy.*

17%

are interested in energy efficiency, but haven't taken action.*

\$60B

Small businesses spend more than \$60 billion a year on energy.**

TARGETED CONTENT FOR EACH INDUSTRY

- Industry-specific content focused on energy efficiency and cost savings
- "5 Ways to Save" educational video
- Business case study – can be customized to feature a local business
- Custom sidebars to promote business programs or resources
- Landing page branding with your energy utility logo

OMNI-CHANNEL PROMOTIONAL CAMPAIGN

Power Your Business features launch campaign deliverables to drive SMB customer awareness and traffic to the landing page:

- Website banner ads and bill inserts
- Social media posts for each industry
- Email campaign with three templates and defined schedule

SET IN MOTION YOUR SMB SOLUTION

Get started today! Contact Questline to learn how Power Your Business can help you connect with SMB customers.

Questline is a team of strategists, creators and problem-solvers for over 480 energy utilities across all 50 states. We provide content-rich communication and marketing solutions in the form of videos, articles, infographics, social posts, interactive and creative campaigns. Our approach is based on driving customer engagement, growing customer satisfaction, and delivering measurable program results for our utility partners with content that engages, educates and inspires action.

* SECC, Understanding Your SMB Customers: A Segmentation Approach

** energystar.gov

WE MAKE ENERGY ENGAGING



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