



QUESTLINE

NEW PRODUCTS COMING SOON

From the evolution of electrification to skyrocketing solar power, energy utilities are experiencing rapid change. Questline is focused on creating targeted packaged solutions to help energy utilities solve industry challenges – and drive customer awareness and participation. With the right resources, energy utilities can serve as a proactive, trusted resource and achieve greater customer satisfaction.

ON THE RIGHT PATH

Now, we're excited to announce the upcoming launch of two new solutions. **Power Your Business** and **Electric Vehicles** will equip energy utilities with valuable information to deliver to the small business segment and customers interested in electrification and EVs.

ELECTRIC VEHICLES

As electric vehicle demand continues to grow, energy utilities benefit from serving as a trusted customer resource and EV adoption influencer. This package empowers energy utilities to help businesses and residential customers reach their EV destination.

- Landing page will feature "Is an Electric Vehicle Right for You?" quiz.
- Energy utilities will have the opportunity to send targeted, relevant information based on customer responses.





POWER YOUR BUSINESS

From the segmentation of the small businesses to the content utilities serve them, SMB has proven to be one of the hardest customer segments to reach for utilities. Questline has developed a program to deliver engaging and targeted content to your SMB audience.

Power Your Business will feature a small business microsite with 10 industry-specific subpages:

- Healthcare
- Lodging/hospitality
- Manufacturing
- Multi-family
- Office
- Restaurants
- Retail Stores
- Schools K-12
- Warehouses
- Grocery and convenience stores

Each Power Your Business subpage will include:

- Dedicated industry content
- "5 Ways to Save" educational video for each industry
- Space for an energy utility customized case study

BUILD A COMPREHENSIVE CAMPAIGN

In addition to our educational resources, you'll receive the tools necessary to increase customer awareness and traffic. The **Power Your Business** and **Electric Vehicles** packages will include launch campaign deliverables:

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

Educate and empower your customers

Be among the first to utilize our new packaged solutions! For more information, contact us at sales@questline.com or ask your account manager for details.

Questline is the innovative digital communications agency dedicated solely to the energy utility industry. We are strategists, creators and problem-solvers for over 480 energy utilities across all 50 states.

Our mission is to provide unparalleled customer experience through communications that engage, educate and inspire action.

DO YOU QUESTLINE?

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