



We've all heard the statistics – consumers' attention spans are no more than that of a goldfish, which can make engaging with them difficult.

However, Karen Hesse, CEO of 256 and speaker at Content Marketing World 2021 disagrees, saying, **"People's attention spans are directly proportionate to their interest levels. We don't have an attention problem; we have an entertainment problem."**

At Questline, we specialize in creating relevant and entertaining content that meets your customers' interests and needs. Our copywriters and creative designers develop emails, infographics, videos, quizzes, games and more that inspire action and drive participation.

We don't just make content; we make engaging content that consumers come to love. Don't just take our word for it, though. Our client partners agree:

"My contact at Questline is a **great sounding board for new ideas**, helping me to develop creative options and impactful solutions that **drive digital engagement**. Year after year, the initiatives we partner on have received attention and delivered results."

Michelle Somers | Marketing Manager , PSEG Long Island

Check out some of our team's work below:

- [PSEG Long Island Exceeds Enrollment Goal for EV Rewards Program](#)
- [SECC Generates Thousands of YouTube Views with Animated Video Series](#)
- [5 Award-Winning Energy Education Infographics](#)
- [AEP Ohio State Stories: Energy in the Classroom](#)

Let's Start Brainstorming

We're ready to develop custom content and creative campaigns that take your customer engagement to new heights. We look forward to partnering with your utility to not just capture customers' attentions but entertain them as well.

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