




**Your small business customers are unlike any other.**

They have different needs, timelines and hurdles than your C&I or Key Account customers and deserve communications as unique as they are.

**Connect with small business customers by sharing content that addresses their specific energy needs. Speak directly to each industry with Questline's segmented eNewsletter and Power Your Business solutions.**

Developing and sharing content that focuses on their specific industry will help increase engagement and develop stronger relationships.

 See how eNewsletter segmentation helped AEP Ohio drive an 84% increase in customer engagement!  
[Read the case study.](#)

Questline's eNewsletter and Power Your Business solutions deliver the right information to the right SMB customers. We accomplish this by utilizing segmentation and developing personalized content for industries such as:

- Grocery and convenience stores
- Healthcare
- Lodging/hospitality
- Manufacturing
- Restaurants
- Retail stores
- Education
- And more!

**Celebrate your SMB customers by providing them with helpful content as unique as they are.**

[LEARN MORE ABOUT POWER YOUR BUSINESS](#)

[LEARN MORE ABOUT BUSINESS eNEWSLETTERS](#)

