




# THANK YOU

FOR JOINING US.

### Thank you for joining our August webinar, "Using Interactive Content to Engage Customers."

As our speakers discussed, interactive content is a valuable tool to educate and engage customers. Why? Interactive content is...

- **More rewarding and entertaining** – Customers want to have fun
- **A part of human nature** – We love to interact
- **Good for social** – Encourages people to share with friends
- **A competitive advantage** – Helps break through noise in the content space



81% of marketers agree that interactive content grabs attention more effectively than static content.<sup>1</sup>

Despite the success we hear about interactive content from marketers, our guest speaker, Robert Abbott of Context Digital, made an important note.

"It's not all about what the marketers think – it's about what the customers think. **Always consider what your audience needs or wants.**"

Watch or [re-watch](#) the webinar now to see examples of successful interactive content, like our new [3D Smarter Home](#). You'll gain inspiration on utilizing interactive content in your utility's communications.

**SAVE THE DATE**  
Thursday, September 16 1:00 p.m. EST

#### Register for the next webinar in our series, "Energy Efficiency Adoption Solutions."

We will discuss:

- Why energy efficiency adoption can be difficult to promote
- How to encourage EE adoption by listening to customers
- Using segmentation to showcase benefits to residential and business customers
- Examples of effective EE program promotions

JOIN US

There is no charge to participate. This event requires registration and space is limited. If you have problems with registration or need additional assistance, please contact us at [webinars@questline.com](mailto:webinars@questline.com).

<sup>1</sup> Content Marketing Institute

