




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](#)

