



## PROGRAM PROMOTION

# Electric Equipment Promotions Help Southeast Utility Garner 200+ Leads

“This campaign was a creative way to encourage and incentivize customers to upgrade their equipment. Typically a rather technical program promotion, it can be easy to undersell or overcomplicate it for customers. The campaign approach made sure what customers cared about most — cost savings — was at the forefront. The results speak for themselves.”

**Joshua Platt**

Account Director, Questline Digital



Creative campaign encourages business customers to **take advantage of the utility's rebate program** to help them **electrify their warehouses and save money.**

## Challenge:

This Southeast energy utility wanted to promote its rebate program for electric vehicle and energy efficient warehouse transportation equipment, such as forklifts, scissor lifts, pallet jacks and more, to commercial and industrial (C&I) customers.

## Solution:

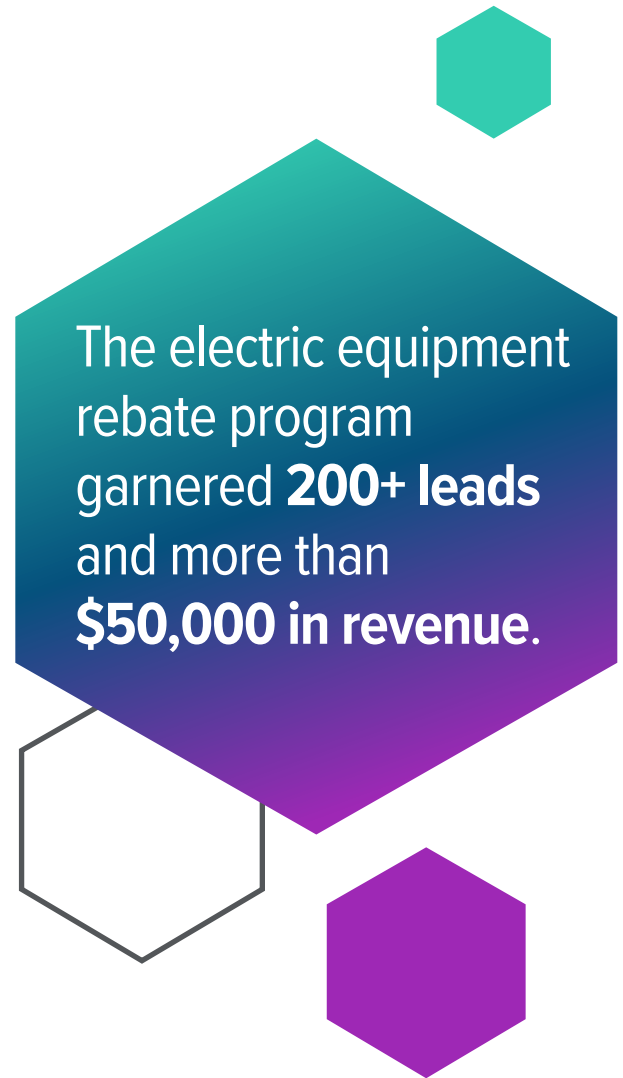
Questline Digital developed a creative email campaign highlighting the cost savings and benefits of electric equipment upgrades for customers, including reduced maintenance and fuel costs and improved operations. In addition, the emails showed clear snapshots of available incentives for EV chargers, electric forklifts, electric golf carts, and other equipment, making it easy for customers to understand their rebate savings.

The email provided a call-to-action (CTA) to a no-cost consultation so customers could quickly and easily get their infrastructure and technical questions about going electric answered, allowing customers to feel more confident in their decision to make the switch.

Another CTA drove customers to apply for the rebates directly from the email promotion. Electric equipment incentives were communicated across the utility's other digital channels, including its website and social media platforms.

## Results:

The clear and concise email campaign allowed customers to immediately understand the available rebates from equipment upgrades. It proved highly successful, garnering over 200 customer leads that resulted in over \$50,000 in revenue.



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To learn more about how Questline Digital can help your energy utility achieve program goals and greater customer engagement, email [info@questline.com](mailto:info@questline.com) or visit [questline.com](http://questline.com).