

Marketing Minute

January 2023



Company Feature

CEO Interview

Telecom Ramblings published their Industry Spotlight series featuring Jim Morozzi on January 9.

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Content

Published A TechTalk

A new TechTalk, Four Important Reasons Your Business Needs Dedicated Internet Access, was published.

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Research

Customer Survey

A survey will be sent to customers at the end of January to understand their satisfaction with DQE and its services.



Email

Fiber Times Newsletter

A 2022 in Review email will be sent to customers on January 25.

Event Sponsorship

Regional Broadband Summit

DQE is the platinum sponsor for the Southwestern Pennsylvania Commission (SPC) Regional Broadband Summit on February 16.

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Billboards

Drive By DQE

DQE has three billboards in Harrisburg.



Online Ads

Click on DQE

DQE is advertising on Google, Microsoft, Telecom Ramblings, and LinkedIn.



Television

Pittsburgh Pens Games

During the 2022-2023 Pittsburgh Penguins season, DQE is advertising on the digitally-enhanced dashboards around the ice rink and the in-arena concourse digital signage.

Safety Message

National Radon Month

What is tasteless, colorless, and odorless and the number one cause of lung cancer in non-smokers in the United States? Radon. January is National Radon Action Month, designated by the Environmental Protection Agency (EPA) to take action against radon.

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