

# CASE STUDY

Website Design and Development on the Kentico CMS Platform, Advanced Tracking and Analytics, and Social Media Promotion for **East Boston Savings Bank**.



# 1 BIG PICTURE THINKING

In today's competitive markets, having a holistic digital presence goes beyond just having a functioning website and single campaign efforts. It requires working with a digital marketing partner that focuses on the bigger picture and integrates multiple digital efforts.

East Boston Savings Bank (EBSB) has worked with SilverTech on user experience strategy, website design and development and digital marketing for over six years. Together, client and agency have collaborated on two website redesigns, a re-platforming, digital marketing campaigns and recently personalization content strategies. SilverTech also continuously helps EBSB evolve with ongoing search engine optimization (SEO), website enhancements, conversion optimizations, and performance reporting.

The Boston area financial services competition is fierce with so many banks and credit unions readily available to consumers. To remain competitive, EBSB, differentiates themselves by taking advantage of the strategic collaboration with SilverTech, as well as maximizing the potential of all the digital tools available to them.

## A FULL TOOLBOX FOR GROWTH OPPORTUNITIES

As EBSB's needs have become more sophisticated, SilverTech has continued to provide the marketing tools to help them grow.



Modern & Relevant

Engaging & Frictionless

Personalized & Predictive

1:1 Banking

Conversational Banking

### Crawl

Start slowly and get a good foundation. Make sure your site is modern and relevant. Identify your personas, their corresponding journeys, and content needs.

### Walk

We're feeling good and ready to improve the journey. Make sure your journeys are engaging and frictionless. Think about optimizing the customer's experience interacting with your brand online.

### Run

We're comfortable, our journeys are good. We're ready to start personalizing the journey using data. Leverage whatever data you have - 1st party, third party, as well as customer behaviors on the site to start making relevant product offers.

### Sprint

We're personalizing the journey and getting great results. Its time to start thinking about the future. How can Artificial Intelligence and Machine Learning create predictive recommendations. How can I leverage voice to create conversational experiences.

# 2 SERVICES

- › Keyword and online display advertising
- › Social media promotion
- › Landing page development
- › Website personalization
- › Advanced tracking and analytics
- › Kentico CMS web enhancements
- › Conversion optimization
- › Web personalization via Kentico EMS
- › Website hosting

All of EBSB's digital strategies are managed under a SilverTech Senior Digital Strategist who works with the team to ensure all web, digital marketing and technology activities align and show progress toward EBSB's annual digital roadmap. Rather than performing ad hoc campaigns and tasks, a roadmap is utilized and maps to overall bank business objectives. This approach makes it easy for bank executives to measure overall digital success and to internally justify web and marketing investments.

## COHESIVE ALIGNMENT OF DIGITAL ROADMAP

# 4 RESULTS

Because of our collaborative work with EBSB over the past six years, the bank has seen overall YOY growth ranging from 15-25% for several multiple years in a row.

6

Years as a client.

48%

Increase in website visitors since 2017.

39%

Increase in Online Account Opens.

# 5 THE CREATIVE

**East Boston Savings Bank**

## QUICK START Home Equity Line of Credit

**East Boston Savings Bank**

## QUICK START Home Equity Line of Credit

**East Boston Savings Bank**

CAREERS LOGIN OPEN AN ACCOUNT

PERSONAL BUSINESS BANK ONLINE INSURANCE LOCATIONS

**Your Adventure Is Waiting**

Our wide variety of credit cards can help you with everyday expenses or once in a lifetime experiences.

SELECT A CARD NOW

PERSONAL BUSINESS

Online Banking

Username

Username

LOG IN or SIGN UP

**JANUARY 6**

**NEW BRANCH HOURS COMING IN 2020**

Effective Monday, January 6, 2020 our branches will have new hours of operation.

**PERSONAL CHECKING ACCOUNT**

Does your big bank make you feel small? Switch to EBSB, it's a No Brainer! Open any new personal checking account & earn up to \$100\* Click to learn more.

**EBSB Gives Back**

Being a good neighbor and giving back to the community is important to us. Each year the bank makes contributions and/or donates a variety of items supporting community and civic groups throughout greater Boston. For a list of 2018 recipients click here.

**EBSB Newsletter**

Check out our new monthly E-news!

**East Boston Savings Bank**

67 Prospect Street  
Peabody, MA 01960

**CUSTOMER SERVICE CENTER**

1-800-657-3272

Monday - Wednesday 8:00 am - 5:00 pm  
Thursday & Friday 8:00 am - 6:00 pm  
Saturday 9:00 am - 1:00 pm

**ABOUT US CONTACT US INVESTOR RELATIONS SECURITY FREQUENTLY ASKED QUESTIONS**

Member FDIC Member EFC Equal Opportunity Lender  
NMLS # 457291 Routing # 210570120

© 2019 East Boston Savings Bank SITEMAP PRIVACY POLICY TERMS OF USE

**East Boston Savings Bank**

## SHRED DAY Get Your Shred On

**East Boston Savings Bank**

## BIG DAY Simply Free Checking

**East Boston Savings Bank**

## LIMITED TIME OFFER \$250 OFF Residential Mortgage Closing Costs

LEARN MORE

**East Boston Savings Bank**

Member FDIC Member EFC Equal Opportunity Lender  
NMLS # 457291 Routing # 210570120

**East Boston Savings Bank**

## LIMITED TIME OFFER \$250 OFF Residential Mortgage Closing Costs

LEARN MORE

**East Boston Savings Bank**

Member FDIC Member EFC Equal Opportunity Lender  
NMLS # 457291 Routing # 210570120

**East Boston Savings Bank**

## LIMITED TIME OFFER \$250 OFF Residential Mortgage Closing Costs

LEARN MORE

**East Boston Savings Bank**

Member FDIC Member EFC Equal Opportunity Lender  
NMLS # 457291 Routing # 210570120

