

Case Study

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



 **East Boston
Savings Bank**



SILVERTECH

1 Big picture thinking.

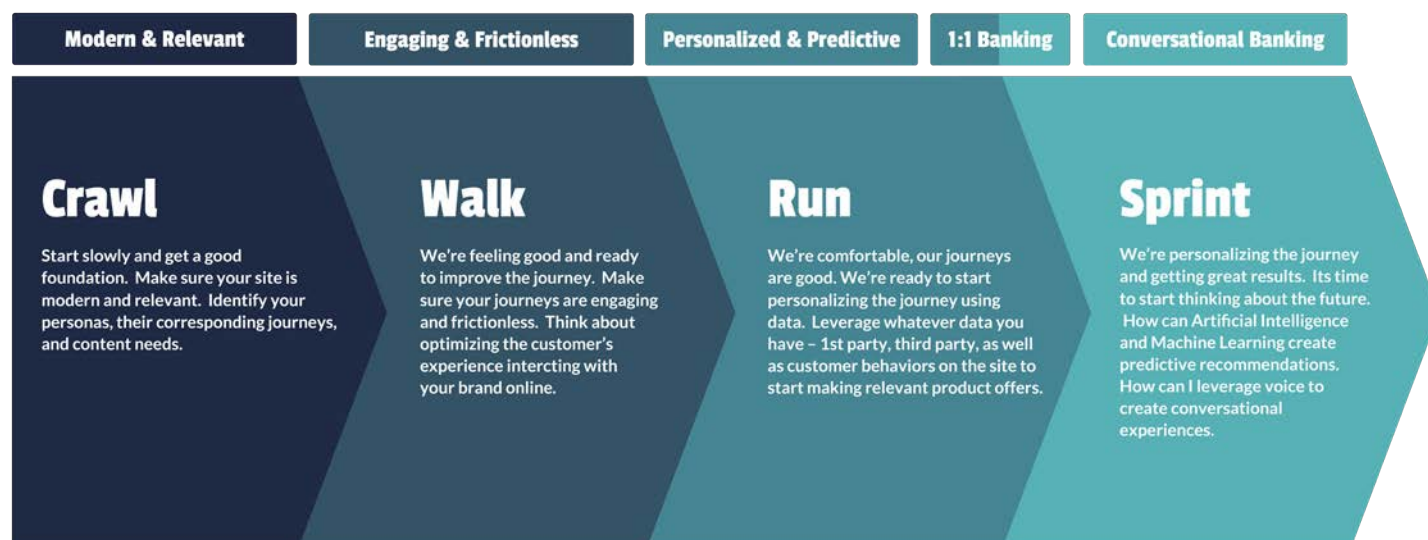
In today's competitive markets, having a holistic digital presence goes beyond just having a functioning website and single campaign efforts. It requires working with a digital marketing partner that focuses on the bigger picture and integrates multiple digital efforts.

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.



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

3 Cohesive alignment of digital roadmap.

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.

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.

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Years as a client.

48%

Increase in website visitors
since 2017.

39%

Increase in Online Account
Opens.

SilverTech changes the game.

