

# The Future of Higher Ed Starts Now.

Digital technology is more important than ever as colleges and universities respond to current market changes and look to identify new opportunities. As you seek to optimize the online experience, offer more online programs and tools, or find new ways to reach your audiences, you need a digital partner who understands the unique challenges faced by higher education. And one that has the proven capabilities to conquer them.

SilverTech is a full-service digital agency with over twenty years of experience. We help educational institutions take a strategic approach to meet (and ideally exceed) enrollment and revenue goals.

## Why Choose SilverTech?

For more than twenty years, SilverTech has worked with higher education institutions and corporate partners to design, develop and integrate digital solutions that drive student recruitment and engagement through a multi-channel journey. We can help your higher education company take a smart, step-by-step approach to digital transformation.

# 1

### **We Understand the Student Journey.**

From consideration and enrollment to graduation and beyond, we understand the student journey and the long-term relationship you strive to form with students and parents every step of the way.

Our user experience experts can develop personas in order to understand the needs of your various audiences, map out user journey paths to identify gaps and opportunities for improvement, conduct content and search engine optimization strategies, and provide user research. Our forte is helping educational institutions to integrate or combine a multitude of web properties and experiences into one seamless end-to-end online experience for your users.

# 2

### **We Know How to Drive Conversion Optimization.**

Once we know your audiences' needs, we can create a frictionless path to conversion. SilverTech's team can dissect, analyze, and design improvements that increase lead capture and conversion. By reorganizing sitemaps to be user-centric and creating wireframes that define content, forms, help indicators and other needed features, we can nudge your users along their journey.

3

We have the tools and experience to develop prototypes and run split or multivariate tests to prove that the optimizations work. You would be surprised at how the smallest changes can have the biggest impacts.

**We Have Advanced Tech and Integration Chops.**

For really driving transformational change that extends user experiences and drives internal efficiencies, SilverTech's team of certified solution architects and developers can implement and integrate data and systems such as web content management, marketing automation and customer relationship platforms as well as intranets, portal platforms, online course catalogs, online learning platforms and more. This allows you to provide seamless, end-to-end personalized experiences for your users.

4

**We Develop Proactive & Passionate Partnerships.**

Although we have the capabilities to be a one-stop-shop for all things digital, we work collaboratively with clients to focus our time and expertise where clients need it most. In some client partnerships we handle soup-to-nuts strategy, design, development, technology implementation and on-going digital marketing. In other relationships, we augment gaps in a client's internal resources or skillset.

But in every relationship, we strive to be a strategic partner rather than just another vendor, and we work hard by listening, being responsive and presenting ideas and recommendations proactively.

5

**We Can Do Much More Than Build Websites.**

From digital marketing and advertising to data security, compliance and more, our team's twenty years of digital expertise spans broad and deep. If you're looking for digital consulting, an ADA compliance audit, or even want help crafting an RFP for a new website, our team has the expertise to make it happen.

## Our Core Services Include:

- User Experience Strategy & Design
- User Research
- Website Development & Integration
- Data Strategy & Compliance
- Digital Transformation
- Digital Marketing
- User Testing
- Marketing Automation
- Branding & Creative
- Hosting & Managed IT Services

## Leading Educational Institutions We've Worked With:



## Technology Partners & Platforms:



## About SilverTech.

SilverTech is a digital marketing and technology company redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems.

SilverTech has worked with many higher education clients such as University of New Hampshire, Southern New Hampshire University, Central Michigan University and more.

To learn more about SilverTech, visit [www.silvertech.com](http://www.silvertech.com) or to see work we've done, go to [www.silvertech.com/work](http://www.silvertech.com/work). To request a quote, contact us at [info@silvertech.com](mailto:info@silvertech.com) or 603.669.6600.



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