

# CASE STUDY

Content Management  
System Implementation,  
Custom Application  
Development, Creative  
Services for **The State of  
New Hampshire.**



NH.gov

# 1 DRIVING NEW HAMPSHIRE'S DIGITAL EXPERIENCE

Over the course of its more than twenty-year history, SilverTech has partnered with the State of New Hampshire and its many departments as the state's premier digital partner – providing digital consultation, creating engaging websites, developing custom applications and driving creative strategies.

This long-term relationship has been about so much more than the outcomes of individual projects. It's about collaborating successfully with multiple state departments, staff, NH business owners and other state partners to optimize and modernize the way it communicates with constituents, attracts new visitors, engages business and economic growth, and presents its brand digitally to the world.



## THESE ARE JUST A FEW OF THE NH STATE GROUPS WE'VE WORKED WITH OVER THE YEARS

- › Visit NH, the official State Tourism Website
- › NH Lottery
- › NH Economy
- › NH Works
- › NH Job Training Fund
- › NH Parks
- › Forest & Lands
- › Arts & Culture

# 2 SERVICES

- › Website Strategy and Redesign
- › Content Management System Implementation
- › Custom Application Development
- › Mobile App
- › Creative Services
- › User Experience
- › Social Media

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*New Hampshire is all about its mountains and lakes, and some of those are on display in a compelling video that plays when travelers first enter the site. Travelers can also take a three-question survey that curates recommendations based on what kind of vacation they want to have. There's also a nice carousel of travelers' Instagram photos that helps travelers imagine themselves visiting these places.*

RECOGNIZED AS ONE OF THE 25 BEST TOURISM BOARD WEBSITES IN THE WORLD 2017  
**Skift.com**

Over the years, we've seen great results. For example, the [www.visitnh.gov](http://www.visitnh.gov) website was recognized globally as a Top 25 tourism board website. Also, our work in delivering NH Lottery an online presence, no doubt, played a role in the NH Lottery's growth in sales from \$5M to almost \$332M.

# 3 RESULTS

4.5<sup>K</sup>

Downloads.

25

Won top 25 tourism board  
websites in the world.

# Change the game

