Silverthorne, CO
builds connections in its community with govDelivery

45%–52%	72%	Greater Flexibility	Improved consistency
newsletter open rate	engagement rate	in creating newsletters	in messages to the community

OVERVIEW
Silverthorne, CO is a community located in the Rocky Mountains, about 70 miles west of Denver. Situated in the mountains and surrounded by wilderness areas and plentiful places to ski, Silverthorne has become a popular destination for visitors. The town's marketing team has made it a priority to communicate with every segment of the community — permanent residents, visitors, and businesses — with targeted messages and has found success using govDelivery to accomplish this

SITUATION | UPGRADING TECHNOLOGY TO IMPROVE ENGAGEMENT
During the pandemic, Silverthorne's marketing plan shifted to focus more on messaging and how the town was speaking to the community. The marketing team's top priority was to create a transparent, authentic community through communication. Prior to implementing govDelivery, the Silverthorne marketing team used third-party email marketing software to create and distribute one quarterly newsletter. Silverthorne sought a more flexible solution which would allow staff to send targeted newsletters to different audiences more frequently.

SOLUTION | BUILDING CONSISTENT MESSAGING
Silverthorne's marketing team sought a solution which would help them deliver timely, consistent messaging to the community. Silverthorne implemented govDelivery and since the team was already using govAccess, the Granicus website and CMS solution for government, the town attained compatibility and alignment across the platforms. After implementing govDelivery, Silverthorne created and issued several additional newsletters and translated all its newsletters into Spanish.

RESULTS | CREATING MORE CONSISTENT CONNECTION
Silverthorne has made great strides in creating an authentic, transparent communications strategy with govDelivery and newsletter recipients are connecting and engaging with the messages. Monthly newsletters have seen high open rates anywhere between 45% and 52%, well above the average 21% email open rate. Silverthorne's newsletters also have an engagement rate of 72%, which measures the number of recipients who click on a link within a newsletter.

MUST HAVE SOLUTION
govDelivery

> " govDelivery has been really important to us. I can honestly say without that tool during the pandemic, I don't know what we would have done to communicate with everyone."

Kristina Nayden,
Marketing Manager

GRANICUS