



Testimonial

"Our website was completely reworked by RT and since the day it launched we have not stopped receiving compliments on it and especially compliments from people who used our old website regularly. They say people don't like change, but this change people liked very much."

- Vanessa Keck
Co-Foundress

Services provided

- ▶ Content Development
- ▶ Web Design
- ▶ Web Development
- ▶ Content Management
- ▶ SEM Campaign Development
- ▶ SEM Campaign Management
- ▶ Video Tutorials

Our Sorrowful Mother's Ministry

Web2Creative implemented a turnkey solution that included custom strategy development, planning, custom web design, banner ad and SEM ad designs, newsletter design, web development, newsletter and SEM campaign development.

COMPANY PROFILE

Our Sorrowful Mother's Ministry offers a diversity of spiritual help that cannot be easily found in one place: the Sacraments of the Eucharist and Reconciliation, Spiritual Direction, Catholic teaching, powerful personal resources and one-on-one help.



CHALLENGES

Our Sorrowful Mother's Ministry required an entire face lift of their online presence in order to make the organization appear more credible and up-to-date. They approached to Web2Creative with concern that the new site would have to maintain their soft look and approachability while needing to be more contemporary and fresh. They had no experience with website development and asked to be guided through the entire process, leaving all decisions to us with faith we would do what is best for them.

SOLUTIONS

Web2Creative presented various graphic solutions to ensure the visual requirements were met. From there, we took the lead. We researched their operations, old website, the competition, and came up with a strategy, a site map and functionality. The content was produced with joined effort and modified to meet the web standards. The website was built on the Adobe Business Catalyst platform and utilize web apps, eCommerce, announcements, literature, web forms, blog, forums, secure zones, RSS, gallery, newsletters and HTML campaigns.

RESULTS

The positive response was overwhelming. Both the organization and the users loved the new look and functionality. Later we developed video tutorials to allow the staff to maintain the entire site by themselves. We jump in only from here and there for minor tech support.