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**FOR IMMEDIATE RELEASE**

***Marketorum, LLC Launches New Website and Social Media Platforms for Lambertville, N.J. Catholic Church***

LAMBERTVILLE, N.J. – Dec. 13, 2010 – Marketorum, LLC, a Lambertville, N.J.-based marketing, business strategy and technology agency, recently launched a website for St. John the Evangelist Roman Catholic Church, also based in Lambertville.

The site, which can be accessed at [www.stjohnslambertville.org](http://www.stjohnslambertville.org), was completed last month by Marketorum's design and Web team. The site combines simple yet effective design elements and allows for easy navigation, helping visitors to the site find what they are looking for, such as information about wedding and baptism planning, the church's renowned music program and an interactive calendar of events, including its mass schedule.

The site is divided into easy-to-use sections, including historical information about the church, parish staff, religious education and The Jesus School (the church's preschool and kindergarten program). Additionally, users can find the latest church bulletin, church-related news and contact information.

"Marketorum has helped us build a technological platform for communicating with our parishioners," said the Rev. Robert B. Kolakowski, pastor of St. John's. "We are able to use the new website to interact with our parishioners and the surrounding communities in everyday ways as more and more people become more tech-savvy."

After reviewing other church websites, Marketorum identified an overall need for churches to improve Web-based communication with the communities and people they serve. Delivering a valuable resource for churches using effective messages with attractive design, clear, concise writing and easy-to-navigate Web pages allow for a user-friendly experience. In collaboration with St. John's staff members, Marketorum was able to successfully implement a design that makes finding information about the church easy and enjoyable. Along with actual [www.stjohnslambertville.org](http://www.stjohnslambertville.org) site implementation, Marketorum also set up multiple social media outlets such as Facebook and Twitter to improve communication with the community.

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“We were happy to help St. John the Evangelist Roman Catholic Church, which is more than 150 years old, utilize the latest technology to better connect with the community, members and non-members interested in the church,” said Patricia Stewart, Marketorum President & CEO. “In the digital age, it’s important that organizations of all types make the best use of technology to communicate with people and allow easy interaction with the organization.”

Marketorum offers Web-based solutions, including website design and site redesign, at reduced fees compared to market values. Its vast clientele represent many different industries, including religious and nonprofit organizations.

### **About St. John the Evangelist Roman Catholic Church**

St. John the Evangelist Roman Catholic Church has been a fixture in the Lambertville community since the 1840s. The original church was dedicated in 1843 with the current facility being dedicated in 1893. Today, St. John’s offers traditional worship services as well as religious education, church-related events, The Jesus School (preschool and kindergarten program in the Catholic Tradition) and the Catholic Sacraments, including baptism, Eucharist, reconciliation, confirmation, marriage and anointing of the sick. Its mission is to enhance the worship experience of its congregation while presenting in a loving and gentle manner the teachings and traditions of the Catholic Church.

### **About Marketorum, LLC**

Marketorum, LLC is a group of highly skilled, professional problem solvers with an unparalleled passion for excellence that average 20-plus years of professional expertise in marketing, business strategy, technology and related disciplines. Marketorum leverages the team's collective experience working with leading global corporations in various industries, including nonprofits, consumer brands, hospitality, pharmaceuticals and telecommunications, providing the latest, most relevant and thought-provoking business knowhow to take clients far beyond their expectations.

For more information, please contact Patricia Stewart, Marketorum president & CEO, at (609) 651-8518, [pstewart@marketorum.com](mailto:pstewart@marketorum.com) or visit [www.marketorum.com](http://www.marketorum.com).

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