TECHARK

Your Innovative *Digital* Partner



Who We Are

A marketing & technology partner you can trust

In 2012, TechArk Solutions was founded on three core values:

Integrity, **Innovation**, and **Quality**.

Today, we're a global team of 130+ experienced developers, designers and digital marketers who consistently deliver for our clients.

As digital innovation leaders, we've won awards, changed businesses, and gained the trust of clients big and small.

14+
Years in Business

500+
Happy Clients

24/7
Support

130+
Team Members



★★★★★
100+
REVIEWS

Partner

Inc. 5000
Fastest Growing
Private Companies
'21 - '22 - '23 - '24 - '25

Our Professionals
















Our Core Services

Digital innovation for your organization



Digital Marketing

Branding · SEO · Social Media · Paid Ads · Video Production

Websites

Design · Development · Hosting & Maintenance

AI & Automation

Chatbots · AI Agents · Workflow Automation · Strategic Leadership

Software & Apps

Development · Maintenance · Mobile Apps · Integrations

We craft human centered, AI enabled digital solutions

Who we've worked with

HII

SENTARA®

NORFOLK ACADEMY 1728

OLD DOMINION UNIVERSITY

W.M. Jordan COMPANY

HAMPTON ROADS CHAMBER

newport news | VIRGINIA

United Way

THE CITY OF NORFOLK

KAUFMAN & CANOLES attorneys at law

REGENT UNIVERSITY

OneGI®

RETAIL ALLIANCE®

Map Communications

US EYE BETTER TOGETHER

VIRGINIA MUSEUM OF CONTEMPORARY ART

We have also supported over 60 nonprofits in the Hampton Roads.

Integrated Digital Marketing Services

By TechArk Solutions

SEO + AEO & GEO



SEO helps your website rank higher, while AEO/ GEO help it get cited in AI summaries.

Content Marketing



Social media boosts brand awareness, sparks engagement, and expands reach through shares.

Paid Online Advertising



Search, programmatic, and paid social drive fast, targeted traffic and engagement.

Media Production



Video and photography production services bring your brand to life and captivate audiences.

We Do Digital Marketing Differently

Affordable
No Commissions on Ad Budgets

Data-Driven
Transparent Monthly Reporting

Flexible
No Long-Term Contracts

Client Focused
Dedicated Account Manager

SEO: Higher rankings, higher trust

Be the source AI cites and the answer users see

POSH

Total Users	Sessions
↑ 15.94%	↑ 12.91%
Key Events	**New Users**
↑ 35.4%	↑ 17.03%

Foodbank of Southeastern Virginia and the Eastern Shore

Total Users	Sessions
↑ 23.37%	↑ 28.66%
Key Events	**New Users**
↑ 78.16%	↑ 23.12%

Virginia Foundation Solutions

Total Users	Sessions
↑ 50.53%	↑ 42.71%
Key Events	**New Users**
↑ 48.31%	↑ 51.66%

Paid Ads: Better performance, less waste

Target the right audiences, cut waste, and scale what works

US EYE
BETTER TOGETHER

- Strategic Google Ads optimizations
- Refined targeting
- Improved keyword management
- Ongoing performance adjustments

↑ 126%
Total conversions across all practices

↓ 56%
Cost per conversion

↑ 27%
Conversion rate

KETTLER

- Scaling meta ad spend
- Aggressively test new audiences
- High-velocity creative testing
- Smarter optimizations

↑ 118%
Meta ad spend

↑ 64%
Return on ad spend (ROAS)

↑ 500%
Overall ROAS

GBRS GROUP EST. 2019

- Leveraging rigorous A/B testing
- Search + social campaign restructure
- Maintained strong efficiency
- Data-driven optimization strategy

↑ 150%
Ad spend and conversions

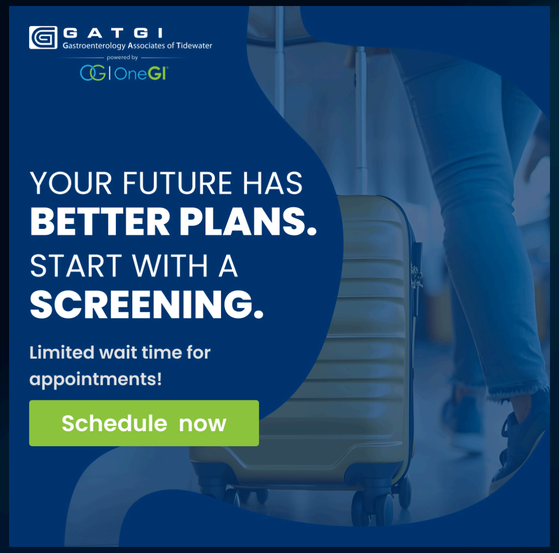
↑ 500%
Google Ads ROAS

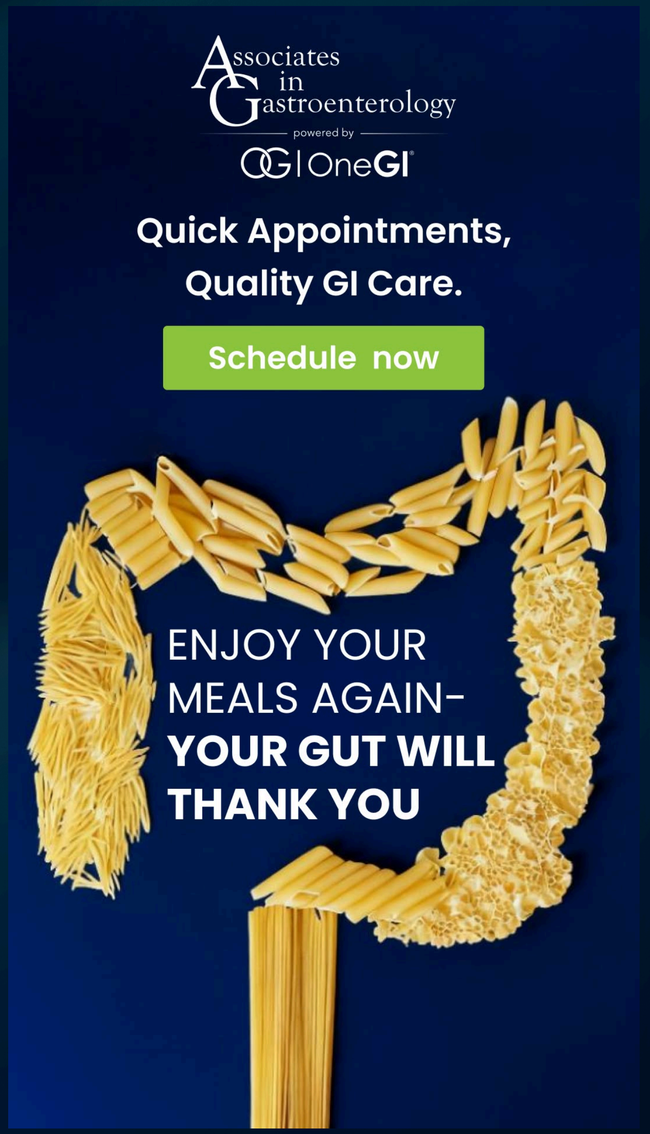
↑ 750%
Meta Ads ROAS

Ad Design Examples













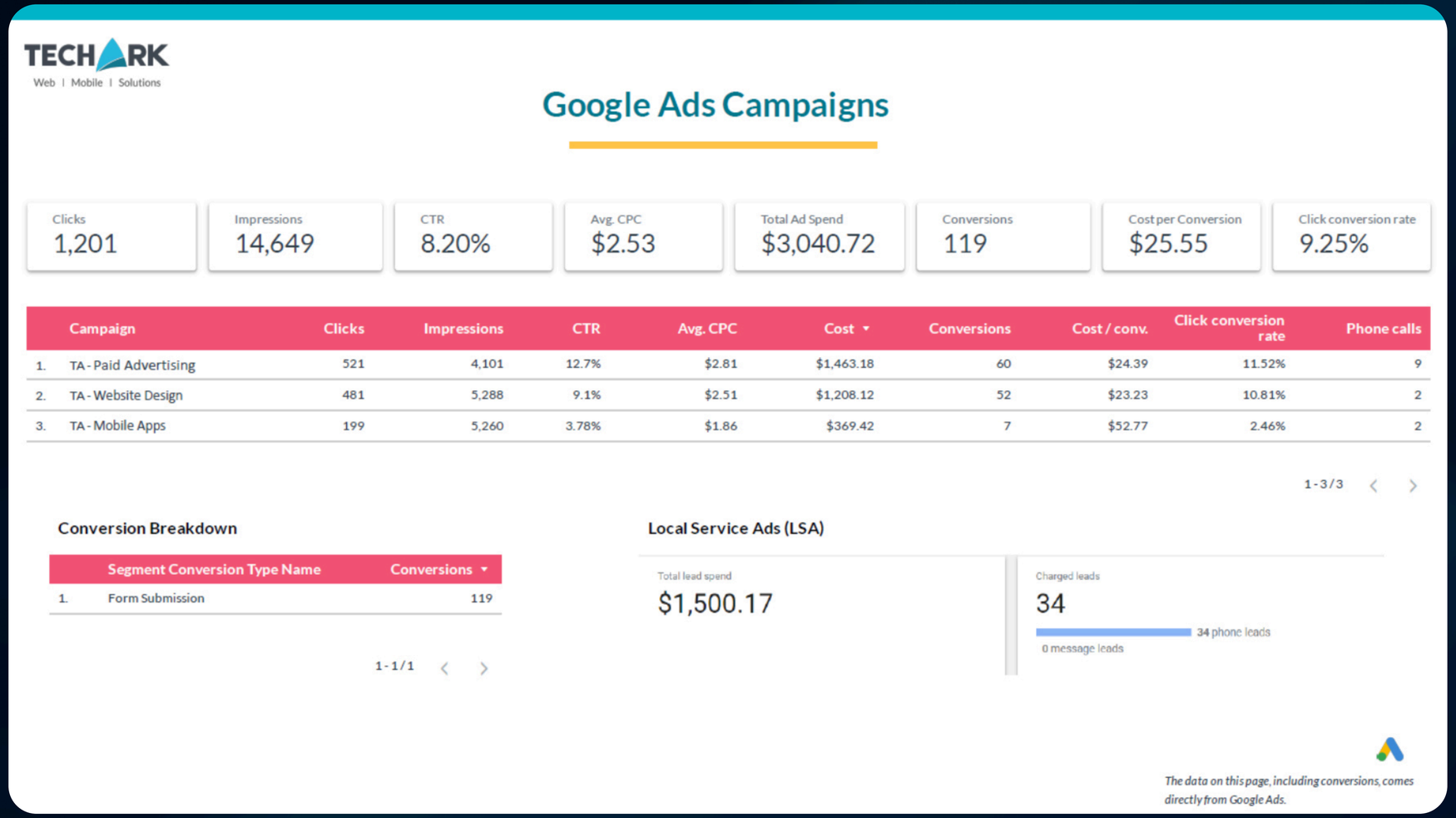
Campaign Insights:

Your Monthly Dashboard

All TechArk clients receive a tailored monthly advertising report with essential metrics powered by GA4, Google Ads and Google LookerStudio.

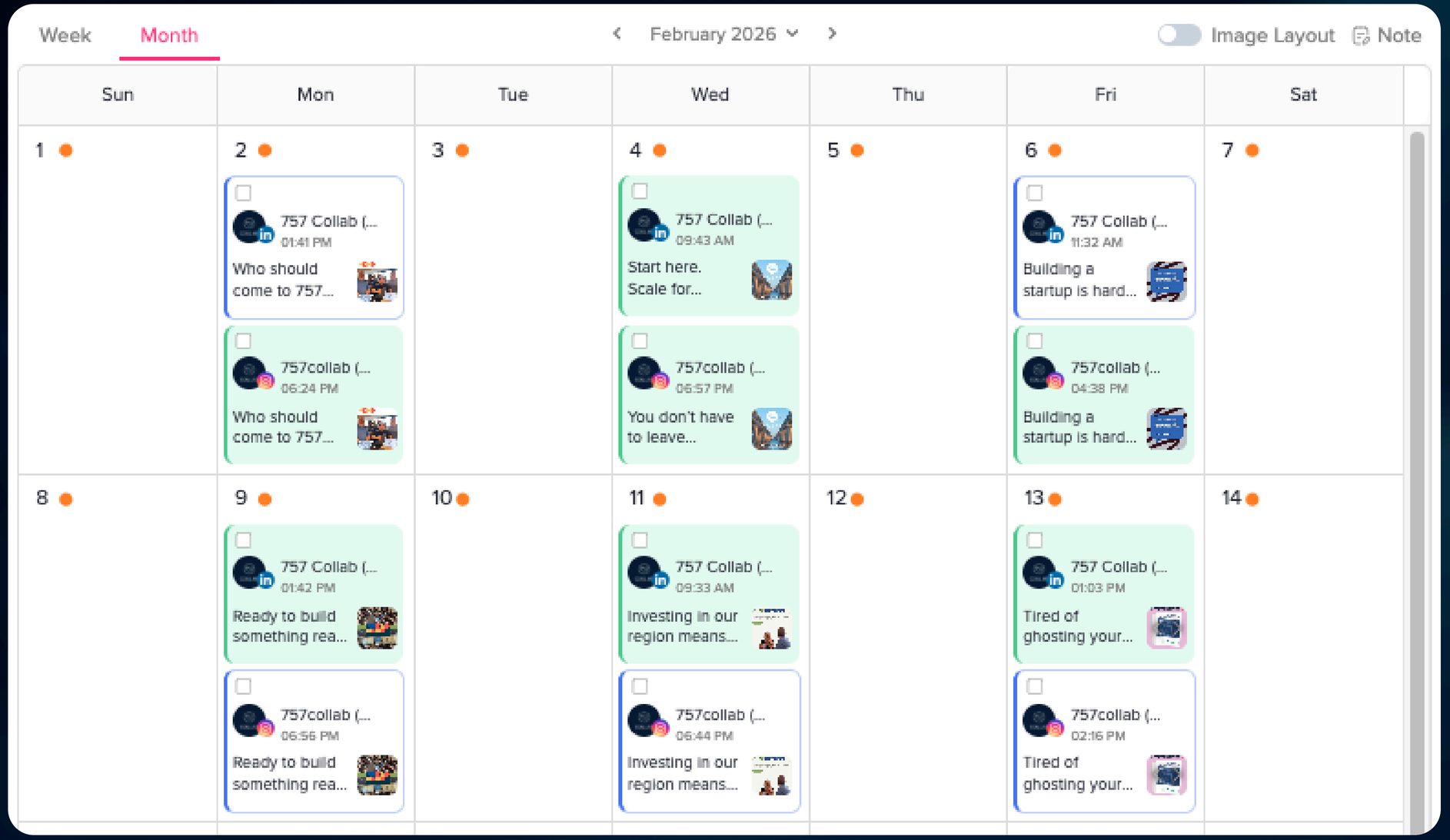
We report back on campaign performance and recommend adjustments to increase conversions and lower cost-per-action (CPA).

Dedicated Account Manager



Monthly Calendar

The formal approval process with deep emphasis on quality and tone.



Media Production Services

Compelling graphic, photo and video content, crafted to claim your space in the digital marketplace.

Our skilled design and video experts create assets that capture the essence of your company and effectively communicate your message. Our dedicated team of project managers keep your creative projects on-track and on-budget with a proven process.



Video Editing/Production

We handle everything from filming to post-production, ensuring your videos are polished and ready for use across various platforms, maximizing your online presence and engagement.



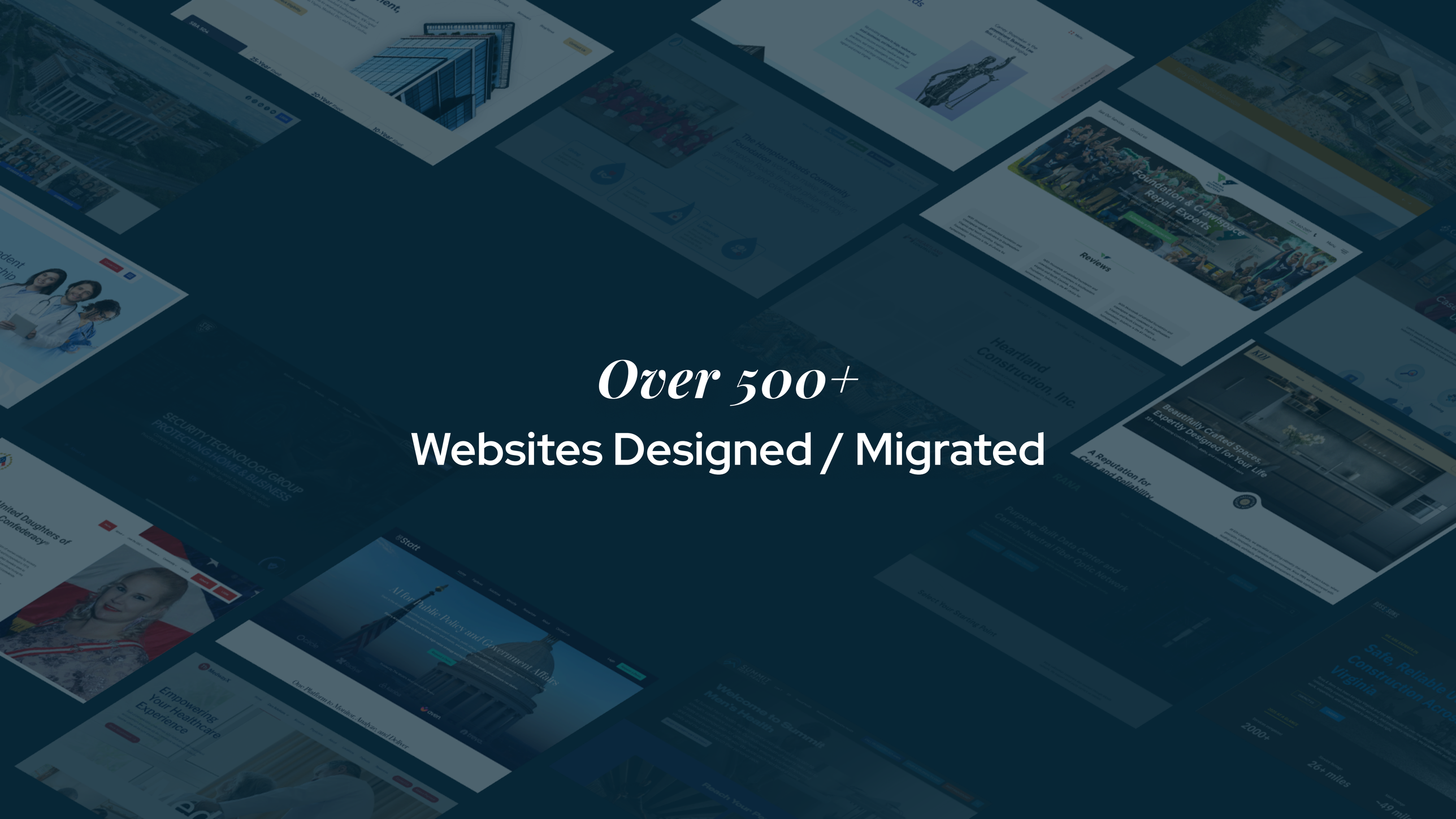
Drone Videography

Trust our award-winning and FAA-certified drone pilot to capture stunning footage for you, responsibly and safely.



Custom Photography

From setting up the shots to final edits, we ensure your images are professionally crafted and optimized for diverse platforms.



Over 500+

Websites Designed / Migrated

Web App

Virginia Foundation Solutions



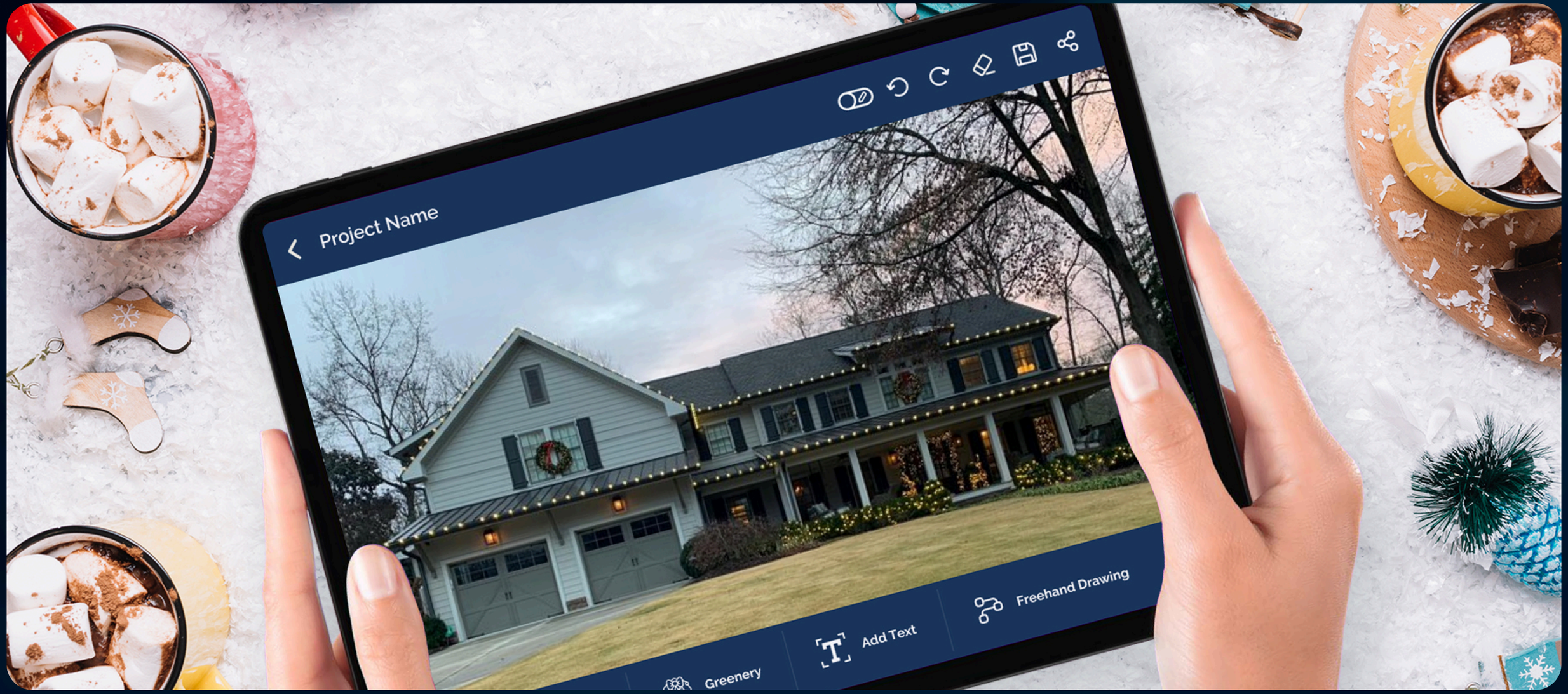
Mobile App

Harbor Towns Cruises



iPad App

Wonderly Lights



READINESS TO RESULTS

AI FORWARD

Lead AI as a system, not a collection of tools

Clarity | *Rulebook* | *Playbook*

4-phase program

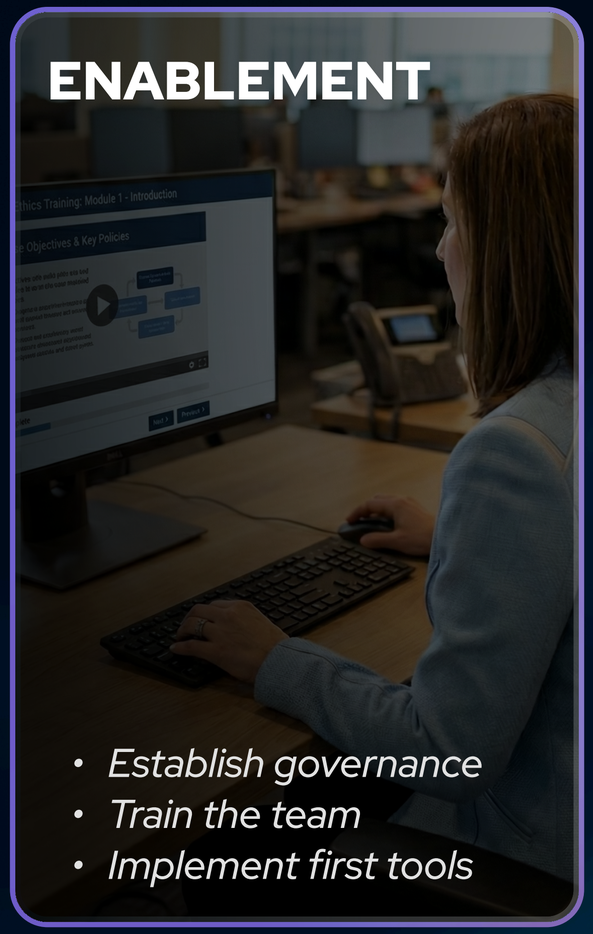
The goal is to move your organization ***forward***

READINESS



- *Leadership alignment*
- *Prioritize opportunities*
- *Develop the AI roadmap*

ENABLEMENT



- *Establish governance*
- *Train the team*
- *Implement first tools*

ACCELERATION



- *Adopt the playbook*
- *Build custom solutions*

PROGRESS



- *Monthly check-ins*
- *Quarterly planning*

TechArk Solutions

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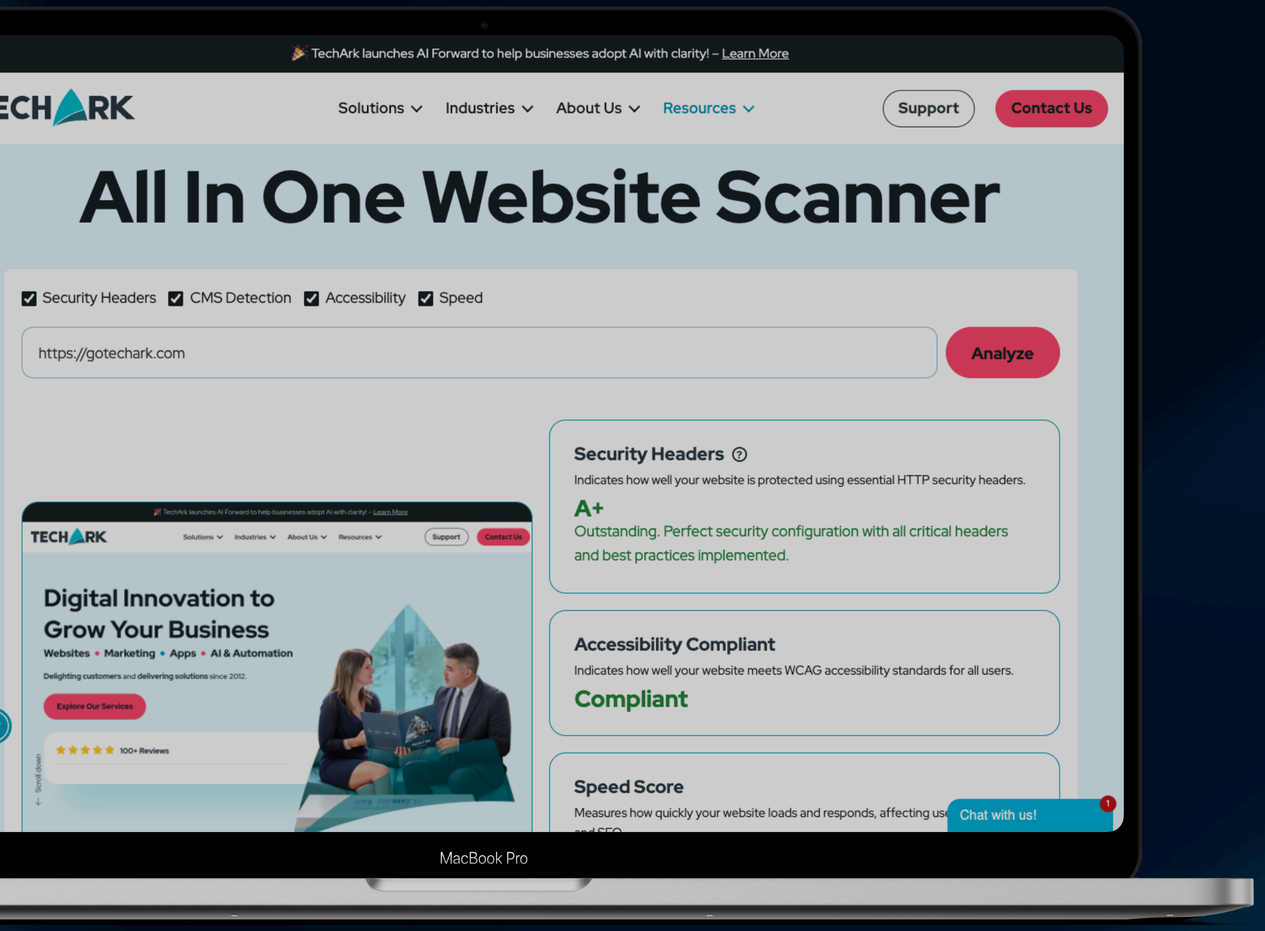
Free Website Audit

A practical snapshot in less than 2 minutes



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GoTechArk.com

Get in touch!

Let us help you align your team & build forward momentum

gotechark.com/contact