

Reputation Marketing Agency Expands

ARKtech, an award winning reputation marketing and online business training agency has opened a new location and added new specialty reputation services to help businesses across the USA.

July 7, 2014 (FPRC) -- Big Bear Lake CA -- ARKtech.Co has expanded from California to North & South Carolina. The expansion coincided with additional features to their proprietary reputation marketing systems, the newest addition being reputation videos designed to showcase business clients.

The innovative agency has partnered with a number of other professionals and organizations such as the Big Bear Chamber of Commerce and the Business Training Team with the goal of helping get more businesses online and help those businesses generate more leads and conversions from their online marketing.

Diana Guerrero, CEO and cyber-jungle trailblazer at ARKtech said, "The new reputation video service highlights 5 star reviews and showcases the business in an engaging way that combines a variety of marketing objectives while also helping to convert consumers into customers. Today online marketing is changing at an accelerated pace and consumers are forming opinions faster than they were 12 to 24 months ago--reading only a few reviews before making a decision about buying or hiring. That means that creating, monitoring, managing and marketing an online business reputation is more important than ever. "

Known as the ARKlady, Guerrero began her cyber-jungle adventures in 1995. Curious by nature and an early adopter, the Internet marketer has been featured in a number of books such as "The Web Savvy Writer" and "The Solopreneur."

Guerrero said, "In 2012 I revamped and began to form strategic partnerships and alliances with other agencies and specialists. More businesses need to get online and benefit from the accelerated changes happening today so they remain visible--and convert viewers into customers from that exposure."

ARKtech began working with the Big Bear Chamber of Commerce to educate local Big Bear business owners about online marketing with "Webucation Wednesdays" a live series of training focused on teaching about new marketing trends and online strategies necessary to reach the 97% of consumers who are seeking products and services online.

Big Bear Chamber of Commerce Executive Director, Pam Scannell said, "ARKtech has been conducting webucation sessions to help businesses and recently developed a special training website for the BBCOC members so busy business owners and their staff who are unable to make live events can learn and benefit."

The strategic alliance between ARKtech and the Big Bear Chamber of Commerce helps empower local businesses to harness the potential of the Internet. ARKtech was recently recognized by the California State Assembly after receiving the Business of the Year award for 2013.

For more information about the new reputation video service, online business training, or marketing strategies, contact Guerrero at ARKtech.Co in California at (909) 833-1275 or in the Carolinas at (864) 990-0302.

Contact Information

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