



FOR IMMEDIATE RELEASE

Contact: Ashley Ikeler
Phone: (330) 493-6141
Email: aikeler@tkg.com

The Karcher Group Acquires NetTrack Marketing
Local digital marketing agency starts the year off with new acquisition

NORTH CANTON, Ohio, (January 14, 2020) — The Karcher Group (TKG) announced today the acquisition of NetTrack Marketing, a leading digital marketing group with a keen focus on providing internet marketing for manufacturing companies and providers of B2B services.

Based out of Cleveland, Ohio, NetTrack Marketing was recognized as a leading provider of website marketing and search engine optimization services. This acquisition enhances TKG's manufacturing client portfolio and continues to strengthen the agency's presence in Northeastern Ohio through both organic growth and acquisitions.

"Over the years, NetTrack has developed a reputation for providing high quality digital services to those in the manufacturing space. By combining our strengths, we can serve our customers better and with more complete solutions compared to what each of us could do on our own," said Geoff Karcher, President of The Karcher Group.

Following the acquisition, NetTrack's Owner and President, Rick Brown, has been named Vice President of Digital Marketing at TKG.

"Having worked together at Thomas Register, a large industrial buying guide, I can say first-hand that Geoff's passion and commitment for providing customized digital strategies for clients is unparalleled. Sharing in his commitment to provide personalized experiences to clients, I'm excited to bring an investment in knowledge, resources and technical support to the TKG team," Brown said.

Joining Brown in transitioning from NetTrack is long-time team member Brian Kall. Kall has more than 10 years of experience in industry-based business-to-business digital marketing and will continue executing client

--more--

People first. ***Digital always.***



5590 Lauby Road, Suite 8
North Canton, OH 44720
330.493.6141



721B Lady St.
Columbia, SC 29201
803.832.4071

tkg.com



strategy as Digital Marketing Director at TKG.

“I’m eager to start working with the TKG team to help continue to grow and build long-term partnerships with clients.” said Kall.

###

About The Karcher Group

The Karcher Group (TKG) is a full-service marketing and web design agency with a digital-first approach. Located in North Canton, Ohio and Columbia, South Carolina, TKG combines strategy, talent and technology with obsessive integrity to help clients exceed their goals online. For more information, please call (330) 493-6141 or visit: <https://www.tkg.com>.