

# Zea-Smith Associates

Corporate Communications | Digital Comms | Content

**RELEASE AT 12:00 CET ON SEPT 4, 2020**

## **Bonn Business Gurus Launch Free Marketing Webinar for COVID-Hit Small Businesses**

- Small business experts launch free marketing webinar for firms impacted by COVID
- Event reveals how to build credibility, attract customers, and get product noticed
- Online event aimed at small start-up businesses in Bonn and NRW

**BONN, Germany, 4 September, 2020:** - A pair of Bonn entrepreneurs have teamed up to launch a free online webinar to help small local businesses impacted by the COVID virus.

Leading start-up consultant and entrepreneur Eva Dimitrova and Nick Zea-Smith, an award-winning communications director, will share how small companies can build credibility, attract and keep customers' attention, and get their brand noticed in the current climate.

The free online webinar event, on September 10, at 1800 CET, will reveal how Bonn's thriving creative industry can help small businesses recover from lockdown.

"In today's competitive and even more challenging environment, it's never been more important to break through the noise and differentiate your business," said Eva Dimitrova. "Our marketing deep dive can help start-ups with a great idea attract and keep their customers' attention to their product."

In the event, you'll discover:-

- Some of the ways you can build credibility using PR
- The difference between a PR/marketing agency, a freelancer, or doing the work in-house
- Can you separate the planning from the execution?
- What are the key jobs to be done in a PR / marketing initiative?
- How do you measure the results after a PR / marketing campaign?
- How to manage timeframes and expectations

To register for free, join the live conversation, or look for more information, go to:

<https://www.evadimitrova.com/webinar-pr-startup-marketing>

# Zea-Smith Associates

Corporate Communications | Digital Comms | Content

## **About the Speakers:**

[Eva Dimitrova](#) is a start-up consultant and an entrepreneur committed to helping early stage companies get on an exponential growth path and significantly shorten time-to-profitability

[Nick Zea-Smith](#) is CEO of a communication agency that prides itself on creating meaningful storytelling. He and his team generate authentic social conversations and deliver earned media in the automotive, technology and travel sectors, to lifestyle and consumer audiences

- ENDS -

## **Media Contact**

Nick Zea-Smith

[nick@zeasmithassociates.com](mailto:nick@zeasmithassociates.com)

+49.17624832249