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## **Free, Two-Part Digital Marketing Webinar for Businesses, Sponsored by Chamber of Commerce**

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**Categories :** [Business](#)

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Promoting a local business through digital marketing is the subject of a free two-part webinar on Sept. 29 and Oct. 6, sponsored by the [Darien Chamber of Commerce](#) and open to both members and non-members of the chamber.

Darien Library is hosting the webinars, which are presented by Darien-based [Noble House Media Group](#). Here's the chamber's announcement, combined with information from the library's website:

***SIGN UP TODAY!***

***FREE WEBINAR FOR MEMBERS AND NON-MEMBERS***

The COVID-19 pandemic has dramatically changed the business frontier.

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Retail businesses, restaurants, caterers, and other service providers need to promote their businesses so consumers buy more of their products and/or services.

Digital marketing is one way Darien business owners can connect with local residents who are spending less time at local restaurants and shops and more time at home.

Join the Darien Chamber of Commerce and [Noble House Media](#) for a free, two-part digital marketing webinar on Tuesday, Sept. 29 and Tuesday, Oct. 6 from 9 to 10 a.m.

The webinars will present digital marketing strategies that might work for your business, review shopping patterns and discuss Google Analytics.

### **Part 1, DIGITAL MARKETING, Sept. 29**

Noble House CEO, **Peter Belbita** will give a short introduction on latest trends in consumer spending patterns. Noble House co-owner **Gregory Soltesz** who will be the featured speaker and discuss the benefits of digital marketing.

**Belbita** has almost two decades of digital and marketing experience, not to mention his degrees in computer science and law. Before founding Noble House Media, Peter worked on the B2B marketing, product placement, and product development process for multiple high-profile organizations, including Tesla, Walmart, and LEGO.

**Soltesz** is the digital production director of Noble House Media. He began his career at Quinnipiac College, where, demonstrating his flair for creativity and innovation, he single handedly designed his own college major, mass communications and computer science, which is still offered to students today. Since then, Gregg has remained a fixture in the field of digital technology and marketing, holding senior level positions at multiple organizations and servicing digital accounts that vary from small local businesses to national retail chains.

[—SIGN UP HERE FOR SEPT. 29.](#)

### **Part 2, SOCIAL MEDIA, Tuesday, Oct. 6**

Noble House social media expert Haley Harckham will explain why social media is important for your business and why it can help you sell more products.

**Haley Harckham**, marketing manager of Noble House, manages pay-per-click advertising across multiple platforms. Haley's experience ranges from working with international companies to local businesses. With an understanding of client goals on a wide range of levels her paid advertising, and strategic planning experience makes her an expert marketer.

[—SIGN UP HERE FOR OCT. 6.](#)