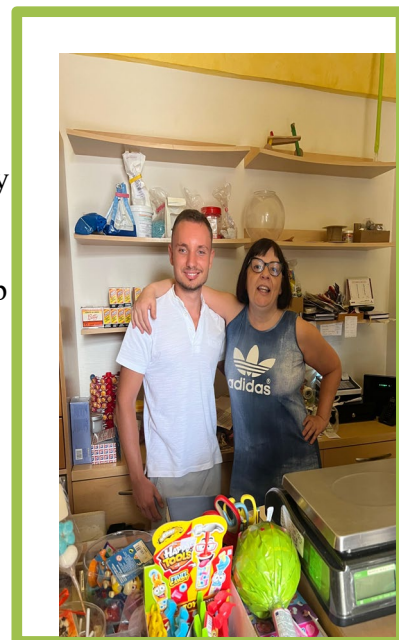


Relationship number: RLT251338

Period of Exchange: 2 months

Brief introduction (max. 1000 characters):

Dejan, a motivated entrepreneur eager to specialize in digital marketing for SMEs, joined the Erasmus for Young Entrepreneurs programme to gain practical experience in strategy design and implementation. He was hosted by Margherita Liuzzi, an Italian entrepreneur with extensive experience in the party supply and events sector, who sought to strengthen her business's online presence and adopt new digital tools. Their collaboration was built around combining Dejan's fresh perspective and technical skills with Margherita's deep knowledge of her local customer base. Together, they aimed to bridge the gap between traditional small business practices and modern, performance-driven digital marketing.



Activities undertaken (max. 1000 characters):

Over the two-month exchange, Dejan and Margherita worked closely to design and test tailored digital strategies. The first month focused on auditing existing digital assets, defining goals, and developing a content calendar alongside SEO improvements. A pilot social media campaign was launched to measure engagement. In the second month, they analyzed results, identified improvement areas, and launched a refined campaign incorporating lessons learned. Dejan created reusable templates for content, reporting, and campaign briefs, ensuring Margherita could continue independently. In parallel, Margherita provided mentoring sessions on customer engagement and business operations, enriching Dejan's understanding of how digital efforts connect with real-world sales and customer relations.

Benefits achieved (max. 1000 characters):

For Dejan, the exchange offered valuable, hands-on experience in implementing digital marketing strategies within a real business context. He sharpened his skills in SEO, campaign planning, and performance monitoring, while building a strong portfolio of applied case studies. The collaboration also improved his communication and client management skills, preparing him to support other SMEs in the future.

For Margherita, the partnership brought measurable improvements to her online visibility and customer engagement. She gained practical tools and knowledge to sustain digital campaigns beyond the programme, including templates and reporting systems to track results effectively. By integrating these methods into her business, she established a foundation for long-term digital growth and discovered cost-effective strategies suitable for her sector.

New Entrepreneur:

Name & surname: Dejan Nina

Country: Albania

Age: 24

Sector: Software Development and Digital Marketing

Host Entrepreneur:

Name & surname: Margherita Liuzzi

Country: Italy

Age: 55

Experience (years): 20

Sector: Party supply and events

Name of business: Over Party

Quotation regarding the experience:

Please insert your photo and
Sent by email in JPEG format



Quote: "This collaboration allowed me to transform my theoretical knowledge into real results. Working with Margherita gave me the confidence to manage full digital campaigns and adapt strategies to small business realities"

(Dejan Nina), New Entrepreneur

Please insert your photo
Sent by email in JPEG format



Quote:

"Hosting Dejan was inspiring. His skills and structured approach gave my business a new digital perspective, and the tools we developed together will continue to guide my marketing strategy"

(Margherita Liuzzi), Host Entrepreneur

Results achieved thanks to the exchange (optional information for the HE. The following fields will be highlighted in the success story overview. The ones that are blank will not be displayed):

Number of companies created: 0

Number of contacts created: 10

Increased turnover for NE: EUR 250

Increased turnover for HE: EUR 500

New jobs created for NE: 1

New jobs created for HE: 1

Number of new cooperation contracts signed: 0

Expanding markets - number of new countries covered (NE): 2

Expanding markets - number of new countries covered (HE): 1

For further information about the exchange:

- NIO/HIO, ____, ____: ____
- HIO/NIO,

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu