

Bilingual Marketing Workshop for Small Businesses Draws Record Turnout in Cleveland Area

Arrow Spark LLC and ECDI's free workshop drew 63 attendees, nearly double the original goal



Brooklyn, Ohio Aug 11, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Bilingual Marketing Workshop for Small Businesses Draws Record Turnout in Cleveland Area

[Arrow Spark LLC](#), a bilingual marketing consultancy serving English and Ukrainian-speaking entrepreneurs, partnered with the Economic and Community Development Institute (ECDI) to host a free bilingual marketing workshop for small business owners on July 11, 2026. The event drew approximately 63 attendees — well above the organizers' original goal of 25 to 40 participants.

The workshop was designed to help small business owners, including newcomers and immigrant entrepreneurs, strengthen their marketing strategies through practical, hands-on guidance delivered in both English and Ukrainian.

"Small business owners in our community don't need more theory — they need tools they can use the next day," said [Maryna Bilostotska](#), founder of Arrow Spark LLC. "Seeing more than 60 people show up and stay engaged told us this workshop met a real need in the Cleveland area."

Session topics included building a customer portrait using real returning-customer examples, adapting messaging for different buyer motivations, and practical social media strategies for limited budgets. Rather than a lecture-style format, attendees worked through a guided workbook during the session and left with a completed, personalized action plan — including their own customer portrait, a breakdown of buyer motivations for their product or service, and a concrete checklist for launching their next marketing push without an agency budget. Attendees also had the opportunity to network with fellow entrepreneurs and connect with local small business resources.

Bilostotska brings a personal understanding of the challenges many attendees face. She immigrated to the United States from Ukraine in October 2022 under the Uniting for Ukraine (U4U) program and built Arrow Spark LLC from the ground up while navigating a new country, a new language environment, and the legal process of establishing herself professionally in the U.S. That experience shapes the practical, no-fluff approach behind Arrow Spark's workshops and consulting services.

"I know what it's like to start over with almost nothing familiar, no local network, limited

English, and a completely new system to learn," said Bilostotska. "That's exactly why I build tools people can actually use, not just listen to. If a workshop doesn't leave you with something concrete, it hasn't done its job."

[Arrow Spark LLC](#) plans to continue offering bilingual educational programming for small business owners in the Cleveland area, with future workshops and one-on-one consulting sessions in development.

About Arrow Spark LLC

Arrow Spark LLC is a bilingual (English/Ukrainian) marketing agency based in North Royalton, Ohio, founded by Maryna Bilostotska, a Ukrainian immigrant entrepreneur. Arrow Spark provides marketing strategy, social media management, website development, and communications support to small businesses, with a focus on serving multilingual and immigrant business communities in Northeast Ohio.

About ECDI

The [Economic and Community Development Institute](#) (ECDI) supports entrepreneurs and small business owners through lending, coaching, and educational programming across Ohio.

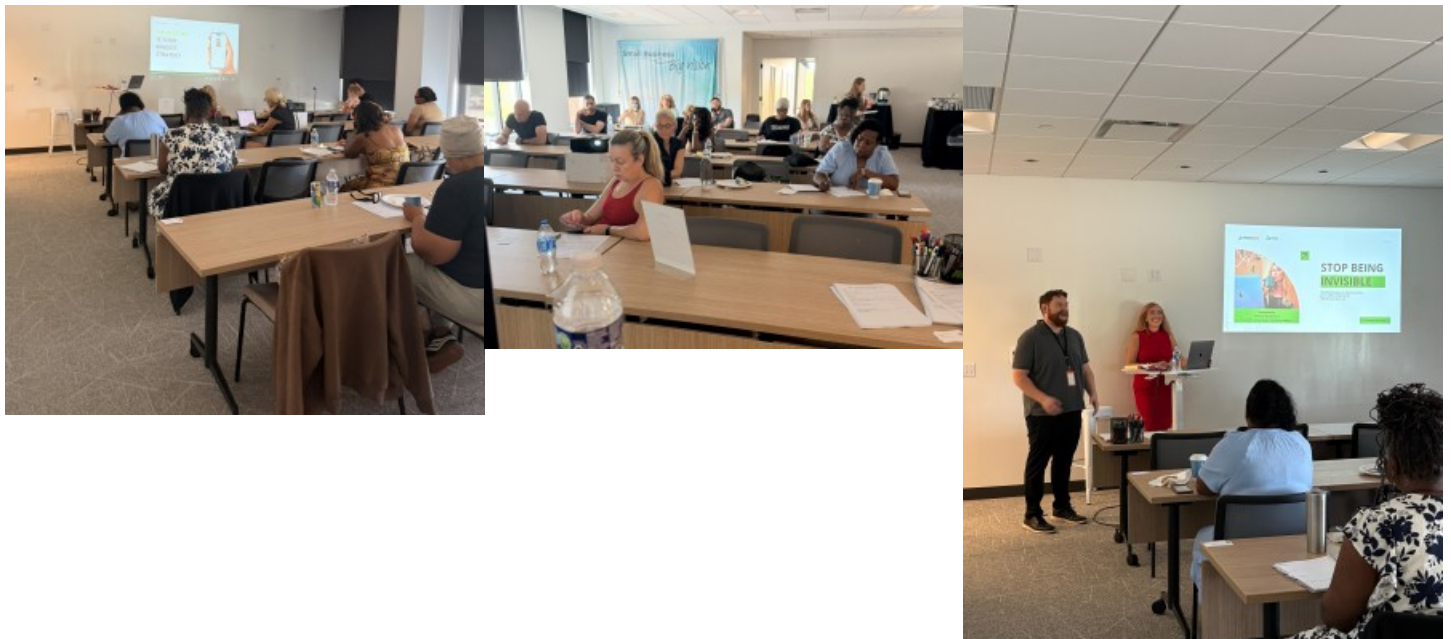
Media Contact:

Maryna Bilostotska

Founder, Arrow Spark LLC

info.arrowspark@gmail.com

Cleveland, OH



Media Contact

Arrow Spark, LLC

*****@gmail.com

2168586003

4380 Newberry DR, Brooklyn, OH, 44144

<https://marketerus.taplink.ws>

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