

**IIC SESSION ON
“DIGITAL MARKETING FOR INNOVATION AND
STARTUPS”
20TH APRIL 2026 (MONDAY)**



An exclusive IIC session on the topic “Digital Marketing for innovation and Startups” was organized on 20th April 2026 for BBA M4C students. In today’s Digital era where everything is just a click away, innovative ideas alone are insufficient for business success. Start-ups must adopt structured digital marketing approaches and result-driven marketing strategies to achieve sustainability and growth. This session aimed to equip students with practical exposure to digital marketing, customer targeting, branding, customer relationship management, and digital marketing tools.

Dr Anjali Gupta, Innovation Ambassador, GIBS introduced the importance of structured digital marketing methods and customer-centric marketing strategies for innovation and start-up success. She shared practical insights on Venture Starting, reaching from Local to Global, use of 5G technology for business, customer and business relations ways, influence of Social Media, Brand value, Referrals in Ola & Uber and Shopping sites along with difference between Reference and Referral Marketing through real-world start-up examples.

The workshop emphasized how start-ups must use digital marketing techniques for recognition among customers can identify their target customers, maximize reach among customers and stand out their product in Market. Participants were guided on digital marketing models and structured digital marketing plans using innovative frameworks. Case discussions and live examples enabled students to understand how effectively digital marketing strategies influence customer engagement and revenue generation. The speaker connected it through real life example of OYO business model, Club Mahindra Business Model.

She explained key fundamental points essential for startup such as niche identification, planning for capital, digital marketing tools and customer pulse. She also explained the present startups which started from just a laptop and internet connection in a room. She also cited Ola, Uber & Zomato as example for such startups, speaker also explained the importance of social media such as Instagram and Facebook for digital marketing of startups. She also gave an idea of business models and customer-company relations.

The session concluded with suggestions for success of modern business which depends on understanding customer pulse, creating awareness through digital channels and using social media for startup advertisements.

FLYER OF THE EVENT



TYPE OF EVENT	IIC
VENUE	Room No. 302
TIME & DURATION	11:00AM Onwards
CONDUCTED BY	IIC- GIBS
ORGANISED FOR	BBA M4C
NAME OF THE COORDINATOR	Ms. Tripti Yadav (Coordinator)

ATTENDANCE	14
RESOURCE PERSON	Dr. Anjali Gupta, Associate Professor, GIBS
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To understand the role of digital marketing in promoting innovation and startup growth. 2. To analyze key digital marketing tools such as SEO, social media, and content marketing. 3. To examine the practical application of digital strategies in startup ecosystems. 4. To encourage critical thinking on marketing trends and consumer behavior in the digital age.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Improved understanding of digital marketing model. 2. Students will gain conceptual clarity regarding digital marketing tools and techniques 3. The lecture will enhance understanding of how startups leverage digital platforms 4. Students will develop analytical and strategic thinking skills related to marketing 5. The session will prepare students to adapt to emerging digital business trends
SHORTFALL DURING EVENT	Not as such
LINK OF ONLINE VIDEO	https://youtu.be/E1A9TLAWn2k

PREPARED & SUBMITTED BY: MS. TRIPTI YADAV, ASSISTANT PROFESSOR, GIBS