

STARTUP MARKETING IN THE AGE OF SOCIAL MEDIA

16TH APRIL 2026 (THURSDAY)



The session on “Startup Marketing in the Age of Social Media” was conducted by IIC-GIBS on 16th April 2026. The session drew 43 participants from BBA E4A. The main objective was to explain that how startup marketing has undergone a significant transformation in today’s digital era. The session aimed to highlight that how startups can directly interact with their target audience, gather real-time feedback, and quickly adapt their strategies to stay relevant and competitive in a fast-paced market.

The event featured a talk by Prof. (Dr.) Abhijit Das, Professor, GIBS (Innovative Ambassador), who provided valuable insights into how platforms like Instagram, LinkedIn, and TikTok have reshaped the way businesses connect with their audiences. In this evolving landscape, marketing is no longer limited to promoting products; it focuses on storytelling, meaningful engagement, and building strong communities.

Prof. (Dr.) Abhijit Das opened the session with a captivating presentation that covered key aspects of how traditional startup marketing relied heavily on expensive advertising channels, word-of-mouth, and limited local outreach to establish a brand presence. Additionally, he described that how social media facilitates precise audience targeting through advanced data analytics. This allows startups to connect with the right audience at the right time, enhancing campaign effectiveness. Such a data-driven approach not only improves marketing efficiency but also minimizes resource wastage—an essential advantage for startups operating with limited financial resources. The purpose of this session is to develop the ability of participants to identify target audiences, create engaging and relevant content, and build meaningful relationships with customers in the digital space. Participants will gain insights into brand building, including establishing a consistent brand voice, applying effective storytelling techniques, and maintaining authenticity across various digital channels.

This session highlights how social media has revolutionized startup marketing by making it more accessible, interactive, and data-driven. Platforms such as Instagram, LinkedIn, and TikTok have become essential tools for modern startups, where mastering them is no longer optional but critical for achieving sustainable growth and long-term success.

In an environment where thousands of startups compete for attention in highly crowded digital spaces, creativity, authenticity, and consistency have emerged as key differentiators. Brands that successfully build trust and maintain a strong, engaging online presence are far more likely to stand out and thrive in this competitive landscape.

FLYER OF THE EVENT



Startup Marketing in the Age of Social Media
16th April 2026
 (Thursday)
TIME : 3.30 PM onwards
VENUE : Room No. 410, GIBS
CLASS & SEMESTER : BBA E4A

Prof. (Dr.) Abhijit Das
 Innovation Ambassador, Professor, GIBS

Slide to know more >

TYPE OF EVENT	OF	IIC Self- Driven Session
VENUE		Room No. 410
TIME DURATION	&	3.30 pm Onwards
CONDUCTED BY		IIC-GIBS

ORGANISED FOR	BBA E4A
NAME OF THE COORDINATOR	Ms. Namrata Jain
ATTENDANCE	43
RESOURCE PERSON	Prof. (Dr.) Abhijit Das (Innovative Ambassador)
OBJECTIVES OF THE EVENT	<p>(a) To examine the impact of social media platforms such as Instagram, LinkedIn, and TikTok on modern marketing strategies and business growth.</p> <p>(b) To develop the ability to identify target audiences, create engaging and relevant content, and build meaningful relationships with customers in the digital space.</p> <p>(c) To gain insights into brand building, including establishing a consistent brand voice, applying effective storytelling techniques, and maintaining authenticity across various digital channels.</p>
LEARNING OUTCOME	<ol style="list-style-type: none"> Students developed a clear understanding of social media platforms such as Instagram, LinkedIn, and TikTok, and how they can be effectively leveraged for startup growth. Students acquired skills in audience engagement, enabling participants to interact with followers, build online communities, and cultivate strong customer relationships. Students understood the principles of brand building, including creating a consistent and authentic brand identity across various social media platforms.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/GDE3qOe8mx0

**PREPARED & SUBMITTED BY: MS. NAMRATA JAIN, ASSISTANT PROFESSOR,
CMS, GIBS.**