

Workshop on Startups - Sales and Marketing Strategies for Growth

Date: 4th April 2025



The ICFAI University, Sikkim, organized a workshop on *"Startups: Sales and Marketing Strategies for Growth."* The session was attended by Ms. Sandhya R Pant, Deputy Registrar, faculty members from different departments, and students. **The workshop was conducted by Dr. Siddharth Misra from XIM University, Bhubaneswar.**

The workshop aimed at equipping aspiring entrepreneurs and students with the necessary knowledge to build and scale their businesses successfully. Dr. Siddharth Misra shared his insights on various aspects of startups, sales, and marketing strategies essential for business growth.

Key Highlights of the Workshop:

- Understanding Startups and Their Types
- Importance of Sales and Marketing in Startups
- Building Sales and Marketing Strategies
- Digital Marketing Strategies
- Growth Hacking for Startups
- Influencer and Community Marketing
- Case Studies on Startup Sales and Marketing
- Challenges in Startup Sales and Marketing
- Future Trends in Startup Marketing

The workshop provided valuable insights into the crucial aspects of sales and marketing for startups. It helped students and faculty members understand the strategies needed to build, scale, and sustain a business in a competitive environment. The interactive session and case studies presented by Dr. Siddharth Misra were highly engaging and informative, making the workshop a great success.

The ICFAI University, Sikkim, continues to support entrepreneurial initiatives by organizing such events, fostering a culture of innovation and business acumen among students.