

Workshop on Effective Sales and Marketing Strategies for Entrepreneurs / Startups

Event Report

Date of the Event	21 FEB. 2025
Objective of the Event/ Benefits to the participants	Develop Effective Sales and Marketing Strategies: Equip entrepreneurs with tools to create actionable sales and marketing plans. Optimize Lead Generation and Conversion: Teach techniques for generating leads and converting them into loyal customers. Utilize Digital Marketing: Focus on leveraging digital platforms like social media, SEO, and content marketing for startup growth. Measure Success: Provide methods for tracking performance and refining strategies to achieve sustainable business growth.
Event Type	Workshop on Effective Sales and Marketing Strategies for Entrepreneurs / Startups
Brief Description	The "Workshop on Effective Sales and Marketing Strategies for Entrepreneurs/Startups" is designed to help entrepreneurs and startup founders develop practical and impactful sales and marketing strategies. Participants will learn how to identify target markets, build brand awareness, generate leads, and optimize conversion rates. The workshop also covers digital marketing techniques, such as SEO and social media marketing, and provides tools for measuring the success of sales efforts. With a focus on actionable insights and real-world case studies, the workshop aims to equip startups with the strategies they need to drive growth and achieve long-term success.
No of students participated	120
Event Organized by	JUET, Guna
Moderated and organized by	Dr. Kamini Bhasin

Dr. Kamini Bhasin, Member IIC
Assistant Professor-SG
Department of HSS

Flyer of the Event:



Pics of the Event:



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Dr. Kamini Bhasin, Member IIC
Assistant Professor-SG
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