

Leveraging Social Media for Startup Growth

Grow Your Brand

Engage Your Audience. Drive Sales.

In today's digital landscape, social media is more than just a marketing tool—it's a growth engine for startups. But simply being online isn't enough. The right strategy, platform selection, and content approach can make all the difference.

This action-packed workshop equips entrepreneurs with practical techniques to use social media effectively, from building brand awareness and engaging with audiences to converting followers into customers. Through hands-on exercises and expert insights, you'll leave with a clear, results-driven social media strategy tailored to your startup's needs.

Pick the Right Platforms



Understand which social media channels align best with your target audience and business goals.

Create High-Impact Content



Learn how to craft engaging posts, videos, and visuals that drive action.

Master Paid vs Organic Growth



Explore the balance between organic engagement and paid advertising strategies for maximum impact.

Execute a Real-Time Social Media Sprint



Participate in a hands-on mini-campaign exercise to apply what you've learned instantly.

Boost awareness, engage audiences, increase sales.

facilitated by Noor Sheriff

How it works?



Platform Selection & Strategy

Identify the best social platforms for your brand and create a focused, results-driven approach.



Content That Converts

Learn to craft compelling, shareable content that boosts engagement and drives sales.



Paid vs Organic Growth

Understand how to leverage ads strategically while maintaining a strong organic presence.



Social Media Sprint

Get hands-on experience in designing and launching a mini-campaign to refine your strategy.

Who should attend?

This workshop is ideal for entrepreneurs, business owners, and startup founders who:

- Want to increase brand visibility and audience engagement.
- Need a clear social media strategy that aligns with their business goals.
- Are looking for hands-on experience to execute a campaign with confidence.

Turn social media into a powerful growth engine for your startup!

Get in touch

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Venue: Turbine, Les Kocottes

9 SEPTEMBER 2026 | 08:30 - 12:30



Normal Price: MUR 9,000

Price after HRDC: MUR 2,700

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