


Chapter 17


Emerging Startups in the Evolving Industry Landscape by Empowering Entrepreneur Growth: An Agile Marketing Practice

V. Krishnamoorthy

 <https://orcid.org/0000-0001-6264-0239>


*Department of Management Studies,
Kongu Engineering College, Erode,
India*

Saurabh Chandra

 <https://orcid.org/0000-0003-4172-9968>

*School of Law, Bennett University,
Greater Noida, India*

S. Rajesha

 <https://orcid.org/0000-0003-0733>

-4452

*Vidya Sanskaar Institute of Science
Commerce and Management,
Bengaluru, India*

Somnath Bhattacharjee

*Department of Management Studies,
Erode Sengunthar Engineering College,
Perundurai, India*

G. Murugan

*Department of Chemistry, St. Joseph's
College of Engineering, Chennai, India*

Boopathi Sampath

*Muthayammal Engineering College,
India*

ABSTRACT

This chapter describes the dynamic marketing trends that shape the ever-growing

DOI: 10.4018/979-8-3693-4466-8.ch017

Copyright © 2025, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

nature of emerging startups in today's fast-evolving industrial landscape. While competition is growing, it has been witnessed that startups are trying to be one step ahead with novel approaches in marketing. Some of those key trends include personalized marketing, where AI-powered data analytics allow startups to deliver targeted campaigns at scale and drive deeper customer relationships. It also creates strong brand identities for startups through content marketing and storytelling, allowing them to connect with their target audience more effectively. Digital platforms and social media also offer a lot of opportunities for startups to take advantage of global reach with minimum investment, therefore leveling the field of competition against larger competitors. The importance of agile marketing practices, the rise of interest in influencer partnerships, and making better use of data-driven decision-making are discussed in greater detail in this chapter as ways for optimum marketing.

INTRODUCTION

Lately, startups have come to redefine the entrepreneurial landscape. Innovation and agility equipped, these firms are transforming industries and forcing conventional business paradigms to change by revising disruptive innovation strategies. As we progress along this chapter, we would be looking at certain aspects of how new ventures can sustain and thrive in a dynamic industrial milieu and how new ventures can cope with the evolution of industry structures using modern marketing techniques. For startups, it has become mandatory to adapt quickly, use technological advancement, and creatively reach customers in order to gain a foothold in highly competitive markets (Joel & Oguanobi, 2024).

Personalized marketing is one of the significant changes in marketing that has taken place over the last ten years, and this concept really works in the favor of startups. With a shoestring budget compared with established corporations, a startup has to make every dollar count in terms of marketing. AI-driven personalized marketing, thus, helps startups target messages for individuals rather than masses. It is not just about knowing their demographics but involves understanding behaviors and preferences, and importantly, predicting their needs in the near future. For startups, this equates to building stronger bonds with their customers from the very outset-encouraging loyalty and word-of-mouth referrals, both critical drivers of growth (Susilo, 2020).

Another differentiator for startups in content marketing is the power of storytelling. In a world where consumers are being bombarded by marketing messages, a good story can break through the clutter and resonate deeper on an emotional level. Startups are uniquely positioned to tell these stories-most often rooted in passion, innovation, and disruption that define their journey. By way of blogs, social media,

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/emerging-startups-in-the-evolving-industry-landscape-by-empowering-entrepreneur-growth/359386

Related Content

Food and Mediations: Tales of Culinary Cultures and Punjabi Media Representation

Rupali Sehgal (2021). *Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines* (pp. 181-199).

www.irma-international.org/chapter/food-and-mediations/267596

Impact of Digital Narratives in Marketing Communication: Strategies, Tools, Engagement, and Consumer Impact

Muhammad Usman Tariq (2026). *Developing Digital Narratives in Marketing Communication* (pp. 199-226).

www.irma-international.org/chapter/impact-of-digital-narratives-in-marketing-communication/394633

Effective Communication Scale in 21st-Century Digital Learning Environments: Validity and Reliability Study

Fatma Alkanand Canan Koçak Altunda (2026). *Effects of Education Communication in Digital Learning Environments* (pp. 245-274).

www.irma-international.org/chapter/effective-communication-scale-in-21st-century-digital-learning-environments/388197

Sexting at a Young Age: The Emergence of Unanticipated Social Networks

Richard Chalfen (2020). *Young Adult Sexuality in the Digital Age* (pp. 55-72).

www.irma-international.org/chapter/sexting-at-a-young-age/255501

Rebooting Revision: Leveraging Technology to Deliver Formative and Summative Feedback

Sarah-Beth Hopton (2014). *Exploring Technology for Writing and Writing Instruction* (pp. 171-184).

www.irma-international.org/chapter/rebooting-revision-leveraging-technology-deliver/78575