



» **Featured Article**

- Young, passionate and ambitious



After working in Canada for a few years, Avijit Arya, CEO, Internet Moguls with six years of experience in successfully running one of India's most successful travel companies in the domestic circuit and a boutique hotel company, decided to set up a digital marketing company to help business which eventually expanded into servicing 100 plus reputed brands from across the globe. Here's his success story, in his own words.

Subani Saxena

When I was working in Canada for a few years, I realised there is absolutely no marketing company specially with a focus on internet marketing that was handling the marketing needs of five, four, three and two star hotels and travel companies in India and from there I decided to float Internet Moghuls, my company, my dream. Internet moguls as a concept was born August 15, 2009, armed with a optimistic view to change the way hotels market themselves and get hotels travel companies and airline discover the hidden revenues that are derived by adding digital to the entire marketing mix.

During the formation, people did not understand why hotels required digital marketing companies and social media was unheard of and many companies in the online space such as trip advisor, google, expedia, etc were not in India, so to explain to them that were a company that helps you leverage the best out of these digital platforms was a challenge.

But nevertheless, thanks to the hard work of the team and god's blessings, today, the company is growing at a rate of hundred per cent every year and now works with 100 of the world's top hotel travel and airline brands and helps them create multi-million dollar revenues from the online space.

The USP of Internet Moghuls is that in today's competitive online scenario we are India's number one Digital hospitality marketing company, where we create multio million dollar revenues for some of the leading hotel, travel and airline companies in India and across the world, this comes from our expertise in understanding the verticals and also in depth understanding of the digital marketing trends, we choose to stick to this vertical for that very reason, you just cannot be excellent in all verticals. Our USP is also our 'performance guarantees' with clients who have long term relations with us, whereby we work as partners and not vendors.

We sit with hotels, travel companies and airlines when they are making their budgets and we consult them on the percentage of revenues that would come from digital channels. We then fine tune their strategies and finally our team execute their strategies for them and we share from growing revenues in long term partnerships with clients. Starwoods, Marriott, Taj hotels Radisson, Lemon Tree hotels, Thai Airways, Abercrombie and Kent, creative travels have been part of our portfolio of clients.

Internet moguls and its solutions for web design and social media and others have been very well accepted in UAE and some parts of south east Asia and were growing resellers and partners across India and the world to meet the growing internet marketing needs of many hotels travel companies and airlines across the world. Many hotels and hotel management companies and travel companies want us to partner with them and take over the entire marketing as partners, here we take time and due our diligence to understand the partner and ensure we get in to a relationship with people who have a belief in the medium and are in it for a long term commitment, that's when we don't mind putting some skin in the game.

Tech Moguls, is an extended technology arm of internet moguls where we were working on affordable software solutions for the industry, products being developed have insights from the industry players and their daily frustrations while working with some of the existing solutions in the market.

I am often asked if online is a threat for Indian agents? Well, Indian travel agents did see online as a threat and now are fast to change their perception and know that apart from ticketing everything else has found its balance, the clients need a mix of offline and online services and hence the industry will survive specially for tailor made packages and special trips and experiential vacations, reviews are posted after every trip and hence keeps tour operators and travel agents on their toes.

The trend today is that the traveller demands different vacations and the travel agents are needed with their experiences to make those journeys available. Online is a marketing and outreach medium, it's not an ecosystem on its own. Use it to its fullest and it's a boon.

Eventually, in this world where clients want the cheapest solutions I always say, if Shah Jahan while building the Taj Mahal asked for multiple vendors and decided to go ahead with the cheapest vendor, The Taj Mahal would not have been built today, so hire professionals and invest in the medium .

Box

Online was NEVER a wave

In addition, I strongly feel that online was never a wave, online businesses might be, what I mean is since time immemorial marketing has run on a mix and many mediums have come about to be added to the mix, now we have online which further has social media reputation management etc, so adopting these mediums to your marketing mix are an essential part of running your offline and online business, online by itself or a purely online business doesn't exist ,because operationally there are 50 percent things you're doing offline to make it work, so it's an extension of your current business .

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