

Business for all

MOTIVATING THE ENTREPRENEUR IN YOU

www.businessforall.in

Volume 2 | Issue 11 | Rs 100 | February 2015

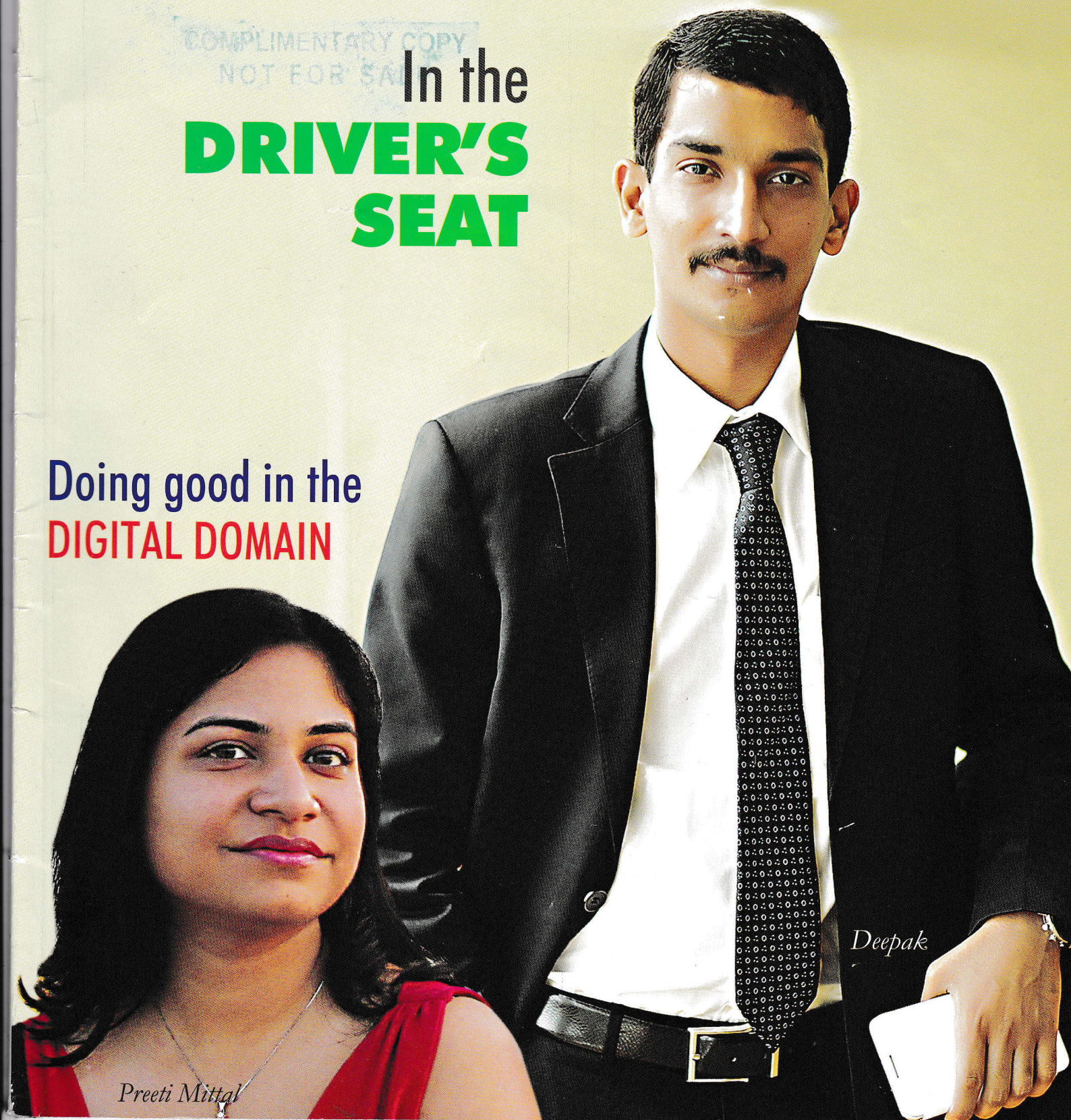
COMPLIMENTARY COPY
NOT FOR SALE

In the **DRIVER'S SEAT**

Doing good in the
DIGITAL DOMAIN

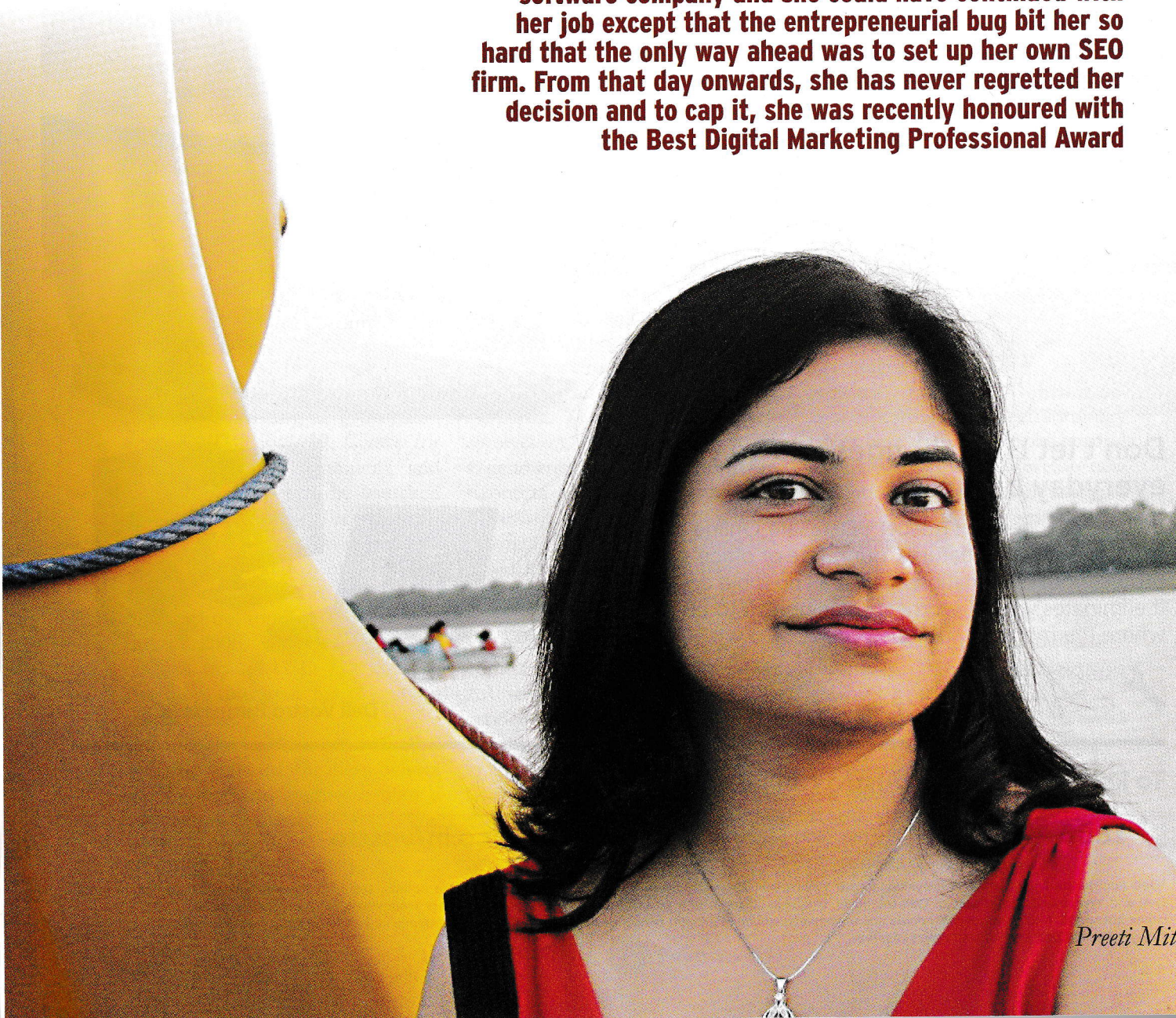
Preeti Mittal

Deepak



Doing good in the DIGITAL DOMAIN

Preeti Mittal had years of experience working with a software company and she could have continued with her job except that the entrepreneurial bug bit her so hard that the only way ahead was to set up her own SEO firm. From that day onwards, she has never regretted her decision and to cap it, she was recently honoured with the Best Digital Marketing Professional Award



Preeti Mittal

HUNED CONTRACTOR

For Haryana-based Preeti Mittal, November 14, 2014 will always be a date she will remember. It was on the evening of this day when she walked up to the stage at the Taj Lands End Hotel at Bandra in Mumbai to receive the Best Digital Marketing Professional 2014 Award presented by the CMO Council & World Marketing Congress. It was a dream come true for her after having worked hard for so many years to make a mark not only as an entrepreneur but also in the fiercely competitive digital domain. "I was really happy to accept the award and fulfill the expectations that I had set for my company. Digital marketing has tremendous scope in India. I can see a huge potential market waiting to go online. Businesses are not yet fully aware of the aspects of going digital and they yet have to be made literate about it. I am sure that going forward, a time will come when 80 per cent of the businesses will be online," she says.

Preeti heads a self-founded company called BlueBit Systems that operates with the simple vision of helping start-ups leverage technology to improve their advertising. It is this vision that drives her ahead. "I realised that online marketing is one of the most effective and least costly ways to build brands," she says. Her company has so far served more than 100 clients, from SMEs to large corporates. "To put it in brief, BlueBit Systems is an established website development and internet marketing company providing IT enabled services, committed to providing excellence in client servicing. Blue is the colour of the sky and sea. Our company takes a client's business to the limits of the sky. We understand the depth of technology and work with

stability in our environment. Our ethos is simple: to deliver excellent results through transparency and ethical techniques while providing an excellent quality of customer service on every individually managed project," Preeti elaborates.

A word about the award: The 50 Best Digital Marketing Professionals Mobile & Digital Marketing Summit 2014 is intensely researched. It is the iconic job of the research cell to produce a shortlist of individuals who have demonstrated outstanding achievement in the conception, creation and execution of digital initiatives. The criteria adopted for the above mentioned honour is: "Digital industry and social media leaders, mentors, and master collaborators whose work has earned them exceptional reputations, and whose contributions, ingenuity and commitment has pushed digital marketing to new levels of excellence through their outstanding achievements". It shows where BlueBit Systems stands!

Speaking about what motivated her to start her own SEO company, Preeti says, "After graduating in Information Technology and working for five years in the field of internet marketing, I thought it was the right time to turn my entrepreneurial dream into reality. And so, BlueBit Systems was born. I did not have any great financial resources and used my own savings to start the venture out of a rented premise. The idea was to help start-ups improve their advertising reach and expand their businesses and it clicked. And the concept that online marketing is one of the most effective ways to build brands remains true till date."

Over the years though internet marketing companies have grown by the hundreds in every city and town

in India and that certainly must have posed a challenge even to those like BlueBit Systems who have had the first-mover advantage. Preeti agrees. "It is true that lots of small and big organisations have entered this field. There also are freelancers doing the same work for cheaper rates. But ultimately what makes us different from the rest is the kind of experience we have built up and the quality that we deliver. We not only focus on traditional organic SEO, but also use advanced techniques which help in overall promotion of brands. We also provide intelligent targeting and detailed performance. Therefore, our services are our biggest differentiators. This is also why our clients always come back to us for more."

For Preeti, each day with BlueBit Systems has been a learning experience and what matters most is that she has enjoyed this journey of being an entrepreneur. "The current economic climate of India boosts entrepreneurship. When I first took a firm decision of setting out on my own, I worked out my business structure, got it registered, and flagged off. There were certain things that I had no clue about, as for instance, taxation and other legal issues. So I took the help of a chartered accountant to understand legalities specific to the IT business. As our staff strength increased, it also became important to understand labour laws, etc. This learning graph continues till date," she states.

In fact, in a business like this, handling large teams of people with varying skills and mindsets is one of the most crucial factors. This is not to say that Preeti didn't have that experience. "I was handling a team at my earlier job as well and so it wasn't too difficult. In fact, I have always enjoyed working with



Preeti Mittal receiving the Best Digital Marketing Professional Award recently

a team. I invest most of my time in motivating my employees and I ensure that I share my learning and knowledge with them. Being an entrepreneur gives me a lot of satisfaction. It gives me immense pleasure to take my own decisions, handle a big team, talk to clients across the world, and gather their feedback. It boosts my self-confidence when people appreciate my dedication and quality of work," she elaborates.

However, Preeti admits that there is a long way to go yet. "My entrepreneurial dream has turned into a reality but we want to do so much more. I want to make BlueBit Systems an integrated digital marketing company. We have opened our new office in Mumbai, which I believe will give us more exposure because it will open up an entirely new and large market for us," she says. And with technology taking giant strides all the time, there is always the challenge of

finding and implementing new ways of providing value-additions to their clients. "We have to be on our toes all the time," she reveals.

So how exactly does online marketing work? Narrates Preeti: "Online marketing is about marketing your products or services over the internet. It is a blend of art and science which helps you to sell products and services over digital networks. It's the art of mixing a proper combination of strategies to appeal to your target customer and increase sales. One very important aspect of online marketing is to pitch to the right audience in the right manner. If you fail to hit your correct TG i.e. target group, your efforts could go waste. Earlier, different mediums like business cards, brochures, flyers, etc. were widely used to market a company or a product. Those traditional methods are still used, but they are not capable to cover the global market. Other mediums like radio

and newspapers also have the same problem of invisibility in the world market. The exposure to the world wide web (www) in the 21st century has taken the edge and has brought every organisation to one common platform."

Meanwhile, doesn't being a woman entrepreneur pose different kind of challenges in terms of maintaining a home and work balance? Preeti admits that it definitely is a tough call to strike a work-life balance. "I utilise my time only on activities that add value to my work. I set my priorities and work on them. As I plan my schedule for weekdays, I make a plan for the weekend too so that I have sufficient time with my family as well. That said, there is nothing to stop women from becoming successful entrepreneurs. All it needs is courage and determination, and of course a good business plan," she states.

■ (feedback@businessforall.in)