

Session on 'How to adopt and grow your business in the Digital First World' hosted by TAIT

Posted By: smechannels on: January 17, 2019 In: NEWS, Partner Corner

Print Email



The Trade Association for Information Technology (TAIT) hosted a session for its members on the dynamic world of digital marketing and how it can be harnessed effectively by members to grow and expand their business. TAIT focuses on having a pulse on the industry happenings and addresses challenges and roadblocks for members, in a timely manner.

With the rising insecurity of the ever expanding online portals like Amazon and Flipkart, who have seemingly offering direct competition to the IT retailers and distributors, the fear of 'Digital' as a medium has created quite a scare among these conventional businesses owners. While these business challenges are real, one cannot deny the fast expanding 'digital first' ecosystem that has nearly taken over every aspect of modern human lifestyle – from education, banking & finance, business, healthcare and wellness to entertainment, travel and hospitality, it is high time one faces the fears, armed with hard facts and learn key adoption techniques.

In line with the above objective, TAIT hosted Mr. Manoj Kotak, a passionate and reputed digital marketing expert, who has conducted more than 65 sessions on Digital Marketing for over 3750 attendees all across India.

Mr. Manoj Kotak took the stage, picking up one topic after the other, transforming the fears and challenges into an adoptable solution. Speaking reassuringly to a hall packed with attentive audiences, Mr. Kotak further highlighted how digital is just a new platform for doing business, and took them through the step by step process leading to complete transformation of PUSH to Digital Marketing.

Mr. Sameer Parekh, President, TAIT said, "The digital space and the existing players – giants like Amazon and Flipkart, had been a cause of worry for most IT retailers and dealers, with most members being apprehensive about the future in the digital world. Through this session, we hoped to offer members a holistic, factual view of the situation and to equip them with the necessary knowledge to not just survive the online competition but to also thrive in it. We are happy to have hosted Mr. Kotak for this session and are grateful for his insightful session that has helped all members – from bigger traders and retailers to smaller business owners, System Integrators and traders, who are now equipped with knowledge and confidence to utilise Digital Marketing Weapons at minimal cost and expand their business."