

Webfries: HELPING BUSINESSES RACE AHEAD WITH INTELLIGENT MARKETING DECISIONS



Everyone has heard the wise saying, “a picture is worth a thousand words.” Similarly, in marketing, the stories we share, paint real pictures and evoke true emotions.

Today, we bring you the story behind Webfries – intelligent digital marketing and IT solutions provider. Under the innovative leadership of Gaurav Mehrotra, the CEO & Managing Director, Webfries helps brands find their unique digital voice and race ahead with powerful, data-based marketing solutions.

A full-service digital marketing and IT company, based in Gurgaon, Webfries is a boutique firm that offers customized digital solutions to companies big and small, helping them make a splash in the cluttered and highly competitive online space.

Launched in 2012, Webfries has proudly worked with 800+ clients till date. Their clientele is diverse and came from across countries including India, USA, UK, Germany, Australia, New Zealand, China, and Japan.

From designing, developing, and optimizing websites, to boosting the turnover of clients, Webfries spin their magic on all digital services. Through their strategic digital marketing activities, they help clients to increase their brand awareness, online visibility, sales opportunities and maximize ROI.

They command expertise in the following verticals:

- Comprehensive digital marketing solutions
- Complete web and mobile app solutions
- Corporate branding and identity
- Blockchain Solutions
- IoT Solutions

UNIQUENESS IN THE MARKET

Right from day one, they consciously built a strategy to innovate continually and provide their clients with the best services. Keeping in mind the constant changes in the market, they have worked on updating their service and offerings. They are one of the handfuls of digital marketing agencies in India to offer comprehensive personal branding and growth hacking services.

STRONGER TOGETHER: LOOKING AT CLIENTS AS PARTNERS

At Webfries, they believe in building long-term partnerships with their clients, rather than just focusing on carrying out single task projects. With that said, they still work on quick-turnaround projects, which are strategic. What makes them different is that they offer comprehensive IT solutions. Their clients can outsource the A-Z of their digital needs to Webfries. Clients can trust Webfries not only for digital marketing solutions but also for website development and optimization and other ancillary IT services.

Their USP includes:

- Complete customization
- In-depth understanding of client requirements
- Quantified results



GAURAV MEHROTRA
CEO & Managing Director

CUSTOMIZED SERVICES TO MEET VARYING CLIENT NEEDS

Webfries offer customized services to each of their clients, thereby building long-term partnerships. This is a win-win for both clients and Webfries. This is what makes Webfries stand out in the market.

Their clients know that if they need any digital services, they can trust Webfries. The multi-disciplinary team at Webfries either does it by themselves or guides their clients to the right partners.

“Several of their clients no longer consider them as their digital marketing partner, but an extended arm of their core business.” that’s their success mantra.

They also have worked with so many clients over the years, and each relationship has taught them something new. Here are a few of their clients: Sintech Pumps, Alok Tools, Totalika Vertical Solutions, Safix Solutions, Mehta Stones, RJ Brewing Solutions, Bull Infotech, Captain Joe, Huawei, Jain Chemicals, Zamil Infra, Gurgaon Bakers, Trivium, Avantha, UCS, Arctic Refrigeration, etc.

GAURAV’S TAKE ON CHALLENGES

Just like any other company, they’ve had their ups and downs over the years. But, the learning experiences gained from these challenges have helped Webfries refine and optimize their services. They strongly believe that the roller-coaster ride over the years is what has shaped them to be the market leader, they are today.

Here’s a brief look at the various hurdles they’ve encountered on their journey:

- Getting recognized as a premium digital marketing agency was difficult in the first year, as their brand identity hadn’t been established then.
- Once they successfully created brand awareness with their extensive digital marketing campaigns, plenty of leads started trickling in regularly.
- This posed another challenge. As they were stretched too thin and focusing on too many projects at once, with minimal hands, it was not fair for their employees.
- This led to employee retention issues, and they were forced to expand the team quickly to meet the needs of the market.

HOW DID THEY OVERCOME THESE OBSTACLES?

They focused on building a core team to handle their projects, instead of relying on temporary hires. They believe that this strategy has paid very well for them, as they’ve been able to build a synergetic core team comprising experts across multiple disciplines.

They streamlined their services and started focusing on digital marketing as it was the most demanded service. The members of their core team from other domains underwent rigorous training to pick up key digital marketing skills.

They’ve built a successful working model to transform leads up. In other words, they have been walking the talk,

and they translate this expertise to their digital marketing clients.

ENSURING EMPLOYEE GROWTH AND EMPOWERMENT

Being a services company, having a happy and productive workforce is the lifeline of success for them. They operate in a lean and mean fashion with a very agile team on board.

They have a semi-annual review system in place. They also have quarterly team get-togethers and have other team outings from time to time. Incentives are provided to high performers as they believe that all employees are part of success.

They believe in providing a healthy work-life balance for their employees. They have flexible working hours, lenient leaves, and even remote employees who are part of their team. According to Gaurav, “Happy employees deliver the most productivity” - that’s their work culture here at Webfries.

PASSING THE SCEPTER OF KNOWLEDGE

They’ve introduced blockchain applications in their list of services and completed successful projects. They are one of the very few IT solutions company in India to introduce IIoT services, and they have completed two successful projects so far.

In digital marketing, they have introduced growth hacking, where they have completed several projects in the last six quarters.

Internally, they have implemented CRM solutions to keep things flowing seamlessly. Apart from that, they have always been one of the early adopters of the latest technologies in the market, passing on the benefits of these technologies to their clients.

A STRONG CULTURE OF RESEARCH AND INNOVATION

They believe that having a strong R&D culture is the cornerstone of all their efforts. They have spent a considerable amount of thrust, time, and resources in R&D, mainly in IIoT and Blockchain verticals. The result – they have been able to see extensive success right from the first attempt of project implementation in upcoming technologies. Research is an ongoing process at Webfries, and they allocate around 10% of their revenue for R&D.

FUTURE ENDEAVORS

Webfries believes that focusing on their past laurels stops them from going ahead. They always look forward to future milestones.

They believe in the power of big dreams with the right efforts. Webfries wishes to emerge as a leading technology company offering services in cutting-edge technologies like Blockchain, IIoT, and Digital Marketing.

The numbers they would like to reach are USD 1 million in revenue, in the next three years, with double-digit profitability.