

# Digital Edge for Purplex Clients

Purplex Marketing, the full service marketing agency with over 20 year's window industry experience, has announced the launch of an in-house digital marketing division.

The new division will spearhead digital marketing initiatives for Purplex clients ranging from email marketing, blogs, social media and web design to online promotion, such as SEO (search engine optimisation), pay-per-click and online advertising.

Sophie Priest, Purplex's Direct Marketing Manager, comments: "The introduction of a digital marketing division not only enhances our existing marketing services, but the fact that as an agency we can carry out everything in-house without the need to outsource really gives our clients an edge."

The digital marketing team will work alongside Purplex's PR division who specialise in building effective brand strategies, raising awareness and changing perceptions. Meanwhile the company's marketing services team continue to provide design and print, direct marketing, event management and day-to-day marketing support.

Sophie continues: "Building your brand is no longer just a case of writing a press release and getting it into a magazine. It all needs to be integrated. You need to add it to your blog, your website and post it to your twitter feed. At Purplex we can do all of this for our clients seamlessly by providing an integrated solution to online and offline marketing."



## PURPLEX CAN DO IT FOR YOU

If you don't have the time, resources or inclination to master email marketing, then Purplex can do it for you.

We have a dedicated digital marketing team who specialise in all aspects of digital and email marketing.

We also have the latest state-of-the-art email software as well as a graphic design and copywriting team, so we can produce a range of email marketing solutions;

- Single e-shot
- Multiple e-shots with different products/services
- E-shots with purpose designed follow-up emails depending on recipient response
- Electronic newsletters to a managed customer/prospect list
- Single page landing zone and/or enquiry form
- Multi-page micro-site for multiple products or newsletter content
  - Full spam scoring and inbox testing
  - 'View in browser' and 'forward to a friend'
- Email lists supplied via the UK's leading email data supplier, with over 10,241 window industry contacts and 10,967 architects/specifiers
- Email list management, including opt-ins and unsubscribe suppression
  - HTML design
  - Graphic design and copywriting service
- Integrated email marketing with social media and websites
- Use our dedicated domain sending or we'll set up your own sub-domains
  - Sender ID/Alias and Subject line creation
  - Full analytics and reporting