

Marketing Integration: The Fast Track to more profit



When it comes to marketing, it's easy to think customers see things the way we see them.

But if this was the case, everyone would drive the same car, shop in the same supermarket and wear the same clothes.

Andrew Scott, MD of Purplex, discusses.

The decisions and choices we make every day are determined by our behaviour patterns and, in turn, this behaviour is shaped by how we feel at any given point in time. Effective marketing is the ability to influence feelings and shape behaviour and thus influence buying habits, loyalty and – ultimately – spend.

As consumers, we are exposed to some 3,000 marketing messages every day. Connecting with your customers and potential customers means finding the right channels that work for them (not you), at the right point in time, with the right message.

INTEGRATED AGENCY

Taking an integrated approach is essential to successful marketing. So your website mirrors your advertising and direct mail campaign, and your PR and online marketing reflects your brand strategy.

With a consistent, coherent strategy you will connect with your target audience using multiple points of contact and the channels they relate to most. And, with the same overall message your results increase dramatically.

Appointing an integrated marketing and PR company, such as Purplex, can help

you achieve your business objectives while helping you avoid the expensive pitfalls often associated with ineffective marketing.

Formed in 2004, Purplex is firmly established as a specialist marketing agency in the window and glazing industry. The directors each have over 20 years industry experience and have held board level positions at systems companies, fabricators, installers and glass

BEST PRACTICE MARKETING

The Direct marketing Association has published a series of Best practices guides for direct marketing.



The guides, available from www.dma.org.uk include direct mail, email marketing and door drop marketing.

The DMA is the trade body that exists to make sure the marketing and advertising industry is protected from over-zealous lawmakers, and to protect the recipients of advertising from the worst excesses of the marketing industry.

It works closely with government and industry to self-regulate direct marketing and improve standards as well as controlling government-backed compliance standards such as the telephone and fax preference service. Breaching these standards can result in fines of up to £5,000.

Since most direct marketing activities - including direct mail, telesales, email marketing, or field sales - involves the use of data, companies should be aware of the latest guidelines, codes of practice and legal requirements.

Becoming a member of the Direct marketing Association will help companies ensure they comply, as well as improving their marketing results by implementing 'best practice' in direct marketing.

Membership requires a process of vetting, auditing and regular inspection to ensure members are fully conversant with and follow the DMA Code of Practice. Members are also governed by the Direct marketing Commission.

In the UK there are 10,000 marketing and advertising agencies and 900 are members of the DMA

In the window and conservatory industry Insight Data, the data and database marketing company, is a fully accredited member of the DMA. Insight can provide advice and best-practice guidelines on a range of industry-specific direct marketing issues.

www.dma.org.uk
www.insightdata.co.uk

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companies. This experience provides clients with a real advantage, both in terms of industry knowledge and contacts. Marketing strategies are implemented faster, more accurately and cost effectively.

EXPERIENCE IS NOT ENOUGH

It's not all about experience though. Lots of marketing consultants know what should be done, but don't have the resources to implement it. "Our industry requires a unique blend of marketing support, as no two companies are the same" explains Purplex MD Andrew Scott. "Over the last seven years we have established a number of specialist teams that work closely with our clients on an individual basis, or pull together to form an integrated marketing solution."

One of the challenges Andrew quickly identified is what he calls 'The Marketing Wave'. "When sales slow, companies often react by throwing together a poorly designed mailshot or advert. When business picks up again, marketing is put on hold. Inevitably, volumes slow down again, so the wave continues. At Purplex we implement strategies that provide a consistent marketing message, removing the feast and famine problem and creating better return on investment."

Originally established as strategy and brand consultants, Purplex launched a PR division in 2005 and now works on behalf of some of the industry's biggest names. "To create long-term brand equity your business needs PR. It may not generate lots of sales leads, but it is a foundation upon which other marketing activities rest. It can shape perceptions and influence opinion. Press releases, editorial features and opinion pieces will raise awareness, enhance your credibility and strengthen your position" explains Andrew.

Purplex has continued to expand its range of services to include a graphic design studio and web design division, a dedicated in-house direct mail fulfilment business, and a specialist email marketing function.

The management team was strengthened in 2009 with the appointment of Neil Roberts as Account Director. Formally head of marketing for Sapa Building Systems and Marketing Director at Duraflex, Neil brings over 25 years marketing experience in the trade and commercial sectors.

"Coming from the client side of the industry I was genuinely impressed with the results Purplex were achieving for customers. The entire team are passionate about the industry and the customers we work with."



PASSPORT TO WEB SUCCESS

Purplex has launched Passport, a new way for companies to fast track a quality website and strong online presence.

Purplex carried out detailed research across the window industry and found almost 70% of sites it reviewed had not been updated for over a year. "Your website is your shop window and, if it isn't up-to-date, professional and user-friendly, then your business could be losing thousands of pounds in revenue," explained Purplex account director Neil Roberts.

Passport provides companies with the dual benefits of a new website and the ability to spread the cost of design and development on a monthly basis. "While some companies realise a new website can pay for itself in a matter of weeks, the current economic climate has forced many companies to put their website plans on hold. This is a false economy so we decided to help by launching Passport," Neil said.

All Passport website are available in Silver, Gold and Platinum versions depending on the requirements of the company.

The Silver package provides a new stand-alone website and free hosting for the first year, while the Gold package provides a content management system (CMS) that allows the business to regularly update and manage the website themselves.

The flagship package, Passport Platinum, includes website management by Purplex. This includes monthly updating of content, offers, news, regular search engine optimisation and a monthly website analysis report.

"We recognise that some people don't have the time to sit down and write the format and content for their web designer, so we can include all of this as part of the package. We want to make it as easy as possible for our customers and remove the hold-ups normally associated with web design."

www.purplexmarketing.co.uk

service marketing agency. If a customer simply wants a brochure designed and printed, or a one-off event planned and managed, that's no problem. Or if they want a fully integrated three year marketing strategy created and implemented, we will do it all in-house, saving considerable time and cost. But either way the customer benefits from our wealth of industry and marketing experience."

Online PR, marketing and social media are also part of the marketing mix, and Purplex has a dedicated digital marketing team; "PR is no longer just a case of writing and circulating a press release to the trade press. It needs adding to the News Section of the customers' website, a search-engine friendly version should be written for the company's blog and social media sites, such as Twitter, need updating with the latest information" adds Neil.

Andrew Scott concludes; "We have a diverse range of clients, from International conglomerates to regional window firms and local component suppliers. Regardless of size or market sector our passion is to help clients grow successfully, consistently and profitably."

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