

Is it time to review your marketing agency?

The business world is littered with a myriad of marketing gurus and business consultants eager to share their knowledge on business growth and success. But if you want to develop a serious marketing, PR or brand strategy for your business, which marketing agency should you be talking to?

This often depends on your objectives, but having an agency that has its roots in business strategy – rather than just marketing puff – can give you a competitive edge. One such agency, Purplex, has been advising companies in the window and glazing industry since 2004 and has grown into one of the largest marketing and PR agencies in the construction industry.

Purplex Managing Director, Andrew Scott, was already well known in the window industry after building, acquiring and selling a number of high-growth companies ranging from trade fabricators to component suppliers and trade-counter chains, and he recognised the marketing issues that most companies faced.

“Business owners and senior management often get caught up in the day-to-day challenges of running a business and it is difficult to focus on marketing strategy and implementation” explains Andrew. “Marketing can then become re-active rather than pro-active – business slows down so you advertise; as sales pick up again you take your foot of the gas.”

Andrew calls this ‘the marketing wave’ and believes a better strategy is to appoint an external agency to maintain marketing momentum. “No two companies are the same, so it's important to realise that a ‘one



size fits all’ approach doesn't work. The needs of a multi-national fabricator, where brand positioning or reputation management is essential, is very different from a local fabricator who depends on the goodwill and repeat business from local trade installers.”

Purplex has a team of dedicated marketing professionals that specialise in everything from PR and brand strategy to direct marketing and design & print. “We don't outsource marketing functions or use freelancers, instead we nurture close relationships and everyone at Purplex knows our clients and their individual needs” Andrew explains.

The Purplex PR team is well known for developing powerful and long-term PR strategies and many clients have been with Purplex since the company launched in 2004.

MARKETING IN A DIGITAL WORLD

In the last few years online marketing has become an important part of the marketing mix, and Purplex invested early-on in digital marketing. The company has a specialist division that produces online PR and media management, blog content, social media, web design and SEO (search engine optimisation) all in-house. “Managing your online presence is now as important as offline

or traditional marketing. It's no longer just a case of digital marketing, but marketing in a digital world" Andrew says.

Purplex also has a dedicated direct marketing division that provides a wide range of direct mail and email marketing solutions for lead generation, strengthening customer relationships and increasing repeat-buy or order values.



Andrew explains: "We currently produce over half a million mail-outs per year, all designed and mailed in-house, and our email marketing team manage hundreds of email campaigns ranging from customer ezines to large-scale email promotions."

While Purplex provides a complete marketing service, the company argues that marketing must be tailored to the individual company, the business objectives and the customers it serves. "Some clients want to grow quickly and focus on new customer acquisition, while others want a more strategic approach and PR is the ideal way to build their brand or establish their reputation" concludes Andrew.

Purplex clients range from large international clients to small local fabricators and every client has a dedicated account manager and marketing team.

For more information or to book a free marketing review meeting, call 01934 808132 or visit www.purplexmarketing.co.uk.