

Delivering the full package

Andrew Scott, managing director of business and marketing consultants Purplex, discusses why PR and marketing are more important than ever – and why your current PR and marketing consultant may not be up to the job

Whether you are looking to launch a new product or service or looking to venture into a new market entirely, standing out from the crowd is more difficult than ever.

Consumers are bombarded with thousands upon thousands of messages every single day across a huge array of channels and media.

Which means two things – it's much harder to keep your name out there and, as a result, it means that PR and marketing are more important than ever before.

I call it 'white noise,' and standing out amongst it demands new levels of PR, more resources, creative skills and technology than ever before, which is why outsourcing some or all your marketing makes business sense.

PR needs to operate across print, digital, social and, if relevant, broadcast media and very few organisations can effectively manage the complex mix of channels, tools and content that are a 'must' these days.

It's no wonder then that many in-house marketing managers are stretched to breaking point. But when looking to outsource your marketing, who do you work with? Do you appoint a PR agency to manage your editorial and raise your business profile, a digital marketing company to manage your website and online marketing, a creative agency to produce your brand and design work? What about video and social media?

Using multiple agencies is counter-productive, creates delays, further expense, a lack of cohesion and sucks up unnecessary time and resources.

I see specialist agencies, such as graphic designers or PR consultants, becoming a thing of the past, generic marketing agencies without sector expertise will continue to struggle, and agencies that profess to be 'full service' but outsource to third parties are also beginning to feel the pinch, as they can't meet client expectations.

Employing a full-service marketing agency means you bring together all the key marketing disciplines under one roof with experts in PR, design and print, web design marketing, video production and social media.

You have a dedicated marketing manager backed by a team of people who specialise in every aspect of traditional and online marketing, a team that understands your business and your products, knows the market and knows how your customers think and act.

By delivering fully integrated marketing campaigns, results are faster, messages are consistent, and costs are reduced. And you will be working with just one team which provides a complete service and always goes the extra mile.

As the PR and marketing landscape changes, businesses need to move with the times too. Employing a full-service marketing agency could be the best decision for your business that you ever make. □



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