

# A video tutorial

**Video marketing has evolved once again, shaped by new technologies and AI. Andrew Scott of Purplex Marketing explains how brands can use video to engage audiences, build credibility and drive results**

For years, producing video content was highly time-consuming, requiring substantial investment in equipment. Today, those barriers have been demolished. Smartphones, high-speed internet and social media platforms have put video production within reach of every company and individual.

The challenge is no longer around creating video but using it effectively to cut through the noise. At Purplex Marketing, we've seen how a well-planned video strategy can transform a brand's profile. Every business has a story and video brings it to life. But success depends on using the right type of content on the right platforms, with an eye for realism and impact.

Not all video content is created equal. Corporate films are great for establishing trust. Professionally produced videos showcasing manufacturing processes, client testimonials or company stories act as a kind of 'digital handshake'. Social content thrives on immediacy and minimal editing makes these videos feel human and relatable, increasingly important when audiences are sceptical of overly polished content.

Educational and interview-style videos build authority. Thought leadership clips, how-to demonstrations and Q&A sessions show expertise and help audiences understand your offerings. Customer testimonials and product demonstrations remain persuasive, offering proof that what you promise is delivered. Personalised video messaging adds a subtle but powerful edge. A brief, custom video explaining a quote or following up on an enquiry strengthens rapport and moves prospects closer to a sale. Small touches like this make a real difference in a market where personal connection is increasingly rare.

Of course, artificial intelligence is reshaping video production. Tools can write scripts, generate visuals, produce natural-sounding voices and even edit footage. But there's a risk: generic AI content can feel hollow or misrepresent your business, eroding trust instead of building it. And let's be honest, people are perceptive; they can detect when something isn't genuine, which is why Purplex has taken a different approach. Our Helix AI model is designed specifically for the window, door and construction sector. It understands products, regulations and real-world customer interactions, allowing us to create content that is accurate, relevant and engaging. AI is used to enhance creativity and efficiency while leaving insight and expertise intact.

The most effective video campaigns balance polish with authenticity. A simple, well-shot phone video can work for social posts, but for long-term impact, professional production is essential. At Purplex, our dedicated video department combines both approaches. We plan content days that capture polished corporate films alongside authentic, impromptu moments. The result is a bank of material that can be used across websites, social media, email campaigns and more. Our team handles everything from scriptwriting and filming to post-production,



Andrew Scott

graphics and voiceovers. We have a fully-equipped studio and the ability to film anywhere in the UK, helping every piece of video to maximise engagement and build credibility.

It is easy for business leaders to shy away from the camera but audiences respond to faces and voices they can trust. Video humanises your brand, helping you connect with customers and stand out from competitors. When combined with a broader, campaign-driven strategy, it makes sure your message is consistent and compelling. Video in 2026 allows businesses to tell stories, educate audiences and showcase expertise, while building trust in a world increasingly wary of the fake.

Purplex Marketing's video team stays ahead of the latest trends, producing content that engages and drives measurable results. In a landscape full of scrolling thumbs and fleeting attention, the right video strategy is the closest thing to hitting the bullseye. □

*Discover how the right video can transform your brand. Visit [www.purplexmarketing.com](http://www.purplexmarketing.com) and see the possibilities on offer.*