

# Don't sell out, sell you

**In 2017 the value of Google's brand rose to \$109bn, while the company continued to use direct mail to promote its online advertising services. Amazon's brand value grew a staggering 53% to \$106bn, while the online retailer became one of the biggest advertisers on traditional TV over Christmas**

**I**n a world where advertisers are competing harder than ever for our attention, the most successful companies know that success relies on two core principles – the power of their brand, and their ability to connect with customers wherever they are and whatever they are doing.

A recent scientific study showed humans consciously process less than 0.001% of information that our brains receive. Today we are busier than ever and continuously bombarded with information and marketing messages across more channels and devices than ever before. In this multi-channel, data overload world our internal filtering system means we are more likely than ever to trust brands we recognise, and more likely to buy when we're exposed to the same messages across multiple channels.

Never before has it been more important for companies in the glazing industry to focus on their brand and the way they connect with customers. Some companies have focused solely on the short-term gain – such as lead generation – and starved long-term investment in their brand, reputation and customer engagement strategies.

Having a strong brand does more than attract customers. It builds intrinsic value into your business that makes it more desirable. Customers will spend more with you, employees want to work for you, and potential investors or a buyer will pay more for your business.

The latest *Window Industry Report* from Insight Data showed a stark reality; some companies are going from strength to strength while others are sliding backwards. The companies winning market share, despite a volatile market, are investing in their brand and connecting with customers across more touch-points than ever before.

### There is no free lunch

The last few years have seen more and more suppliers introduce networks, dealerships or registered fabricator or installer schemes in a bid to secure customer loyalty and drive product volume.

Being part of a club can bring many benefits such as marketing support or free sales leads. But relying on a supplier's own-branded literature, having them build your website or help with your marketing activity can erode your own brand identity, slowly impacting sales and margins over time and could actually damage your business in the long-term.

The problem is one of brand recognition; you don't see Apple advertising the Intel chips in their Mac computers or Samsung screens on their iPhones. Selling a supplier's products is one thing, but when a supplier's brand or their network/scheme detracts from your own identity it can devalue your entire business.

Given the sheer volume of marketing messages bombarding consumers every day, it's easy for your own brand to get lost among all the noise.



**Andrew Scott**

### Focus on your brand and message

Building a strong, recognisable and trusted brand doesn't happen overnight. It needs to be authentic and it requires long-term commitment and investment. Working with a specialist marketing agency such as Purplex can help you build such a brand and grow your business more successfully and profitably than you ever thought possible.

Purplex has been working with organisations large and small throughout the UK and Europe, from small local installers to international manufacturers.

We help your business achieve real brand equity and help you connect with customers across all marketing channels and touch-points. □

[www.purplexmarketing.com](http://www.purplexmarketing.com)

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