

Are you trustworthy?

Andrew Scott, CEO of business and marketing consultants Purplex, discusses why it's essential to create a trusted brand in today's window industry

Life was simpler 20 years ago. TV, radio and print media were the marketing channels of choice, and customers had more time to digest information and make informed decisions.

The world is very different today; with an explosion of information, new marketing channels and more products and suppliers fighting for our attention. The average human brain consumes the equivalent of 34 gigabytes of data every day and makes 35,000 decisions.

In this world of information overload and with so much choice consumers gravitate towards brands they trust.

Of course, the deal must be right – the product or service needs to meet the requirements (if it's shinier and has more bells and whistles, all the better) and the price, payment and delivery terms need to work.

But the reason people shop online at Amazon or at John Lewis is because they trust the brand.

Building trust

In a B2B environment, trust is built over time through multiple touch-points and relationship building. In the window industry, PR is the most powerful way to drip-feed news and information that builds a picture and positions your business as a trusted company. Other marketing channels such as advertising and direct marketing reinforce your proposition and your website serves to validate your brand and provide a 'deeper dive' into your products and services.

In a B2C market, double glazing and conservatory installers need to work harder than ever to build trust because the purchase is often a one-off transaction, competition is fierce, and the industry has a tarnished reputation – not helped by high profile failures such as the recent Safeglaze fiasco and question marks surrounding some insurance backed guarantees.

So, with 12,500 window, door and conservatory installers in the UK, how can quality firms stand out as a trusted supplier?

One mistake many firms make is to confuse marketing with lead generation. You can't build trust if your entire marketing strategy is focused on sales-ready leads. Building trust starts earlier in the process, before the homeowner is ready to buy.

When homeowners engage with your brand in a non-sales environment and have a positive experience, they are far more likely to buy from you when they are in the market for home improvements.

That's not to say lead generation isn't important, it is crucial. But to build trust and ultimately to build a successful, sustainable and valuable company you need a marketing strategy that creates a trusted brand alongside a robust lead generation strategy.



Andrew Scott

Third party validation

One of the most powerful ways to create trust is through third-party validation. You may believe your products and services are great, but so do the other 12,500 double glazing companies out there. It is much better for a third party to endorse your business and products/service.

The three most powerful third-party validation tools are:

- Recommendations and testimonials
- Accreditations and awards
- Third party reviews

Having genuine, recent testimonials and endorsements from existing and previous customers is one of the most powerful ways of building trust, particularly if the project is like the one a potential customer is considering.

Genuine, valuable accreditations can help your business stand out, while winning industry or business awards is one of the most powerful ways of adding credibility and trust, in addition to gaining widespread publicity.

Perhaps the biggest shift in purchase decision making is being driven by reviews. Reviews are a quick and easy way for someone to form an instant opinion on a company or product and can seriously influence buying decisions.

With Brexit just around the corner, economic uncertainty and consumer confidence low, there has never been a more important time for companies to focus on building a trusted brand so that customers have the confidence to do business with them. □

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