

# The bigger picture

**Andrew Scott, CEO of business and marketing consultants Purplex, discusses the ‘bigger picture’ when it comes to growing a business – and why choosing the right marketing partner is vital**

**A**t Purplex we are often asked what the best marketing strategies are to grow a business.

Is it advertising or PR? Direct mail or email? Content marketing or pay per click? Or the so-called ‘marketing mix’?

We see these simply as the ‘tools’ to carry out certain activities. When it comes to marketing, many companies – and marketing agencies – miss the bigger picture and can spend a great deal of time and money on marketing activities that generate very little return.

### Tactical vs strategy planning

Some business plans focus on immediate gain (tactical wins). But without a longer-term plan, this can be a risky approach – we’ve all seen companies who enjoyed spectacular growth and then disastrously fall over.

But conversely, there is no point developing a ‘big picture’ strategic plan that focuses on the long-term, while cashflow dries up from a lack of short-term sales.

Developing a growth plan needs to incorporate both longer-term strategy planning (‘where do we want to be in three or five years?’) with tactical, short-term activity operating in tandem with each other.

### External vs internal

All too often, business growth plans focus exclusively on external marketing activity. This can be tactical ‘push marketing’ where you promote your business directly to potential customers using a myriad of marketing tools such as advertising, PR, direct marketing, telesales, online activity, or events/exhibitions.

Or it could also be more strategic activity using ‘pull-through marketing’ where demand is created through brand loyalty and reputation, or where trade and commercial suppliers create down-stream demand for their products using, for example, trade dealer networks, consumer literature or specification selling.

External marketing activity is essential in the window and conservatory industry, but what is the point of investing in external marketing if you can’t keep the customers once you have them?

A key element of growing a successful business is focusing on customer relationships. Yet very few companies have a comprehensive, documented customer retention strategy that focuses on or monitors customer service, loyalty, satisfaction and value.

At a strategic level, customer relationships are about growing revenue from your existing customers. Are you their sole supplier or do they dual-source? Are they aware of all the products you offer, and do they sell them? How can you increase the average order value and frequency of purchases?



**Andrew Scott**

### Choosing the right marketing partner

Creating a successful, sustainable growth strategy incorporates all the elements outlined above. So, working with a marketing partner who understands your business goals and has the experience and resources to deliver results can make all the difference.

At Purplex we believe in the bigger picture. Our 70 marketing professionals work with clients that range from SME’s and blue-chip corporations to small local installers.

Bringing together all the key marketing disciplines under one roof with experts in PR, design and print, web design marketing, video production and social media, our team understands our clients businesses products, and know the market and how customers think and act.

Your marketing partner is the difference between you succeeding as a business or not – so choosing the right one will be one of the biggest decisions you ever make. □

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