

Shooting to thrill

With so much content to compete against, standing out from the noise is becoming more and more challenging. Andrew Scott, managing director of Purplex discusses why video should play an integral role in your marketing mix

They say a photo is worth a thousand words. If that is the case, then imagine how much more valuable a video is?

While video has always played a part in any marketing campaign, as technology advances further it now needs to play a central role as it is the perfect platform for any company or brand looking to connect with new and existing customers.

While many companies know they need to engage with video, doing it half-baked can be disastrous for a business. Done right, using video marketing effectively can drive sales, conversions, and brand image.

From demo videos showcasing how your product works to case study and customer testimonial videos featuring happy, loyal customers, video is a great way to engage and educate your customers and clients better than ever before.

Video is now the must-have marketing tool, whether it is a corporate video to communicate your company values or as part of a digital marketing strategy to generate engagement.

EVERYONE loves video

People love watching videos. Research shows that video content accounts for 11% of all content uploaded to Facebook, and amasses eight billion views daily, while it is estimated that one billion hours are clocked up daily watching video content on YouTube.

Google also loves videos, specifically, optimised video content which is perfect for your search engine results page ranking.

If you take the time to ensure that your video content is search engine optimised SEO videos can bring a lot of organic traffic to your site, increasing your ranking and helping you to gain views.

Whatever the platform, videos are constantly shared across social media, increasing your visibility and views without you having to do a great deal. This means there is a huge audience out there to be tapped into.

Top technology

With technology never standing still, make sure you are using the most up-to-date equipment to shoot your video. This way your company will be the one pushing boundaries and standing out.

With this in mind, we have recently strengthened our video production department to make sure we have the right resources and expertise to make sure your video works.

We offer a full production service from pre-production, production, and post-production, CAA approved drone pilots with worldwide insurance, expert cinematographers, editors, and animators, and 4K HDR



Andrew Scott

cameras worthy of the big screen, capable of bringing the briefest shadow to life.

The benefits of attention-grabbing video marketing are endless – so make sure you move fast to incorporate video content into your digital marketing strategy now and stand out from the crowd. □

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SEO
means brings
more traffic

Purplex Marketing was founded in 2004 by Andrew Scott who has acquired, built, and sold several successful businesses including manufacturers, distributors, and retail businesses. Since its establishment, Purplex has grown by at least 34% every year and now boasts a large clientele of customers located throughout the UK and Europe.
www.purplexmarketing.com

Getting a good FIT

With the announcement that over 75% of space has now been allocated for FIT Show 2022, event director Nickie West tells why live events are an essential part of the marketing mix

There have been a number of challenges over the last 18 months. The industry as a whole faced the double whammy of a skills shortage as well as raw materials at a time when the home improvement sector has seldom been busier. Perhaps the biggest challenge though, and certainly for the FIT Show, was the uncertainty of the Covid restrictions which was a big contributor to the situation.

With no FIT Show since 2019, May 2022 presents the first real opportunity for the market to reconnect, for people to see, touch and play with the latest products, and to get back to doing what we do best: face-to-face business.

The decision to postpone FIT Show again was not taken lightly but the new May dateline has allowed brands which weren't ready to join us in 2021 to take advantage of the extra eight months' breathing space that has been created. People that we have spoken to have voiced their excitement about being able to bring new products to market using FIT Show as the platform. They also want to have the chance to tackle issues such as the supply chain and skills gap head on, with their customers, at FIT Show.

From an organiser's perspective, I believe that the three year hiatus brought about by the pandemic has reminded people of the vital role that live events play within the marketing mix. No other channel delivers in the same way, delighting and engaging all the senses at once. Our audience will, once again, be able to connect with every link in the supply chain, all under one roof.

Ready to exhibit

Trade shows are an essential part of the marketing mix. They provide exhibitors with numerous marketing benefits. They create brand awareness, help companies to connect with the market, gain insight and feedback. For the fenestration industry FIT Show creates the ideal platform for brands to speak directly to their customers and prospects. The event helps them to better understand the market and to tackle issues head on. Trade shows also provide an ideal platform to identify potential gaps in the market and opportunities to innovate. It is easy for exhibitors to get caught up in focusing on leads generated or deals done at the event but things don't start and end at the event.

For visitors, as well as being able to compare all of the latest products side-by-side, FIT Show provides a direct link to manufacturers and industry experts. Additional features, such as our CPD learning programme and live product demos, help visitors to broaden their knowledge and to upskill with a view to doing better business when they leave the show.

For companies which think that they are not quite ready to exhibit, I would urge them to speak to us. There are often misconceptions around what needs to be in place to enable a brand to successfully exhibit. We are experts in helping companies realise their exhibiting potential.



Nickie West

We offer exhibiting options for all levels of budgets, with space available from just £3,000. We're also exploring new ways to attract entry level brands, perhaps within a pavilion-style space, so that they can grow with the show.

There are some fantastic case studies of brands that have grown with the show, such as DoorCo which took its first space with us in 2016. It took some time out to focus on product development and grow the business but is returning in May and taking four times the space.

STORM Building Products is another brand that will be exhibiting for the first time having previously only attended as visitors and is now ready to join the lineup.

We have all heard about, and perhaps attended, 'virtual' events over the last 18 months. Virtual trade shows are not a new concept brought about by the pandemic. They've been around for decades and I've not seen a single one work successfully. You simply cannot replicate online the human experience of being at a live event. It doesn't work. What you end up with is a set of links to a website within a website, neither of which delight any of the senses. Regardless of what platform you use, the visitor mindset wants and needs much more than the online alternatives can deliver.

Live events are evolving. As an event director, I am constantly looking at ways to enhance the FIT Show proposition, to increase the lifetime value of the show for our visitors and to deliver that all important return on investment for our exhibitors.

It costs 22% less to contact a potential buyer at a show than through traditional channels. No other marketing technique allows a brand to connect and engage all the senses in the way that exhibitions do. ■

Keeping on track

With Insight Data’s online database Salestracker reaching 80,000 decision makers across the industry, the company’s commercial manager, Vicki Hall, discusses why it’s the perfect platform for businesses to use to target new customers

With demand having been at an all-time industry high, businesses have been able to roll from one job to the next, with the job of targeting new business being put on the backburner.

But as things start to slow down ever so slightly, connecting with new, potential customers will be at the top of agendas once again – and businesses should be thinking of how they do that now.

It’s why we have seen a recent surge in demand for our online platform Salestracker, after companies re-assess their business plans and marketing strategy post-Covid.

Helping marketing teams identify and target their ideal prospects, and salespeople convert the most profitable customers, Salestracker allows users to access real-time information and deep market intelligence on 80,000 companies and more than 76,000 verified email addresses in the glazing and building industry, from fabricators and installers to local builders, construction firms and architects.

No time-wasting

The last two years hasn’t all been plain sailing for businesses. The industry is facing its biggest ever shake-up since Covid-19 struck, with big names collapsing, several pre-pack administrations, and mergers and acquisitions rife as the industry consolidates.

With the industry changing so rapidly, data decay has never been more significant, with once trusty marketing lists and spreadsheets now destined for the archives because they simply cannot keep up.

Having Salestracker at your fingertips effectively eliminates data decay and helps you avoid damaging your reputation by contacting companies that are no longer trading or decision makers who have changed jobs, retired, or even passed away.

The best support

Behind the scenes, a team of experienced researchers painstakingly collect and update the database with in-depth information not available anywhere else, making over 20,000 telephone calls every month to verify the data and 1,200 changes every month.

This data is then added to Salestracker in real time, alongside financial data directly from a credit reference agency.

Salestracker users can then build lists of potential customers using dozens of unique criteria – for example whether companies fabricate or buy-in, which products and materials they use (including system/suppliers), product volumes, what markets they operate in (retail, new-build, trade or commercial) and even details of premises, such as factory or showroom.



Vicki Hall

Just the start

Salestracker has built-in tools to help users maximise the data. Switch on the CRM option and sales and marketing teams can work together remotely to manage prospects, leads and customers.

Documents (such as quotes and proposals) can be added to records and accessed from anywhere, while ‘alerts’ updates you if there are any changes on companies you are monitoring, including any financial changes.

Companies will be able to focus on pinpointing their ideal customer by size, location, product range and credit history, or instantly break into new markets or sectors, such as builders’ merchants, house builders or architects.

There’s no need to use third party email software as Salestracker allows advanced email marketing, while a separate, private database within Salestracker means you can import or add your own data lists and contacts.

With no software to install, and cloud technology allowing Salestracker access from home, office or on the go using any internet enabled device, it’s the perfect platform to help your business grow. □