

Hard Work, Dedication & Planning –

The Three Things That Matter Most

As St Patrick's Day approaches, Purplex MD Andrew Scott references his Northern Irish roots as he explains why the 'luck of the Irish' doesn't extend into business. Hard work, dedication and proper planning will always win over taking a chance and seeing what comes in – especially when it comes to marketing.



Every year, around March 17, I organise a St Patrick's Day party for my staff at our headquarters, writes Purplex MD, Andrew Scott.

Yes, we are based in England (Weston-super-Mare, to be precise), yet for one day only, our office is transformed into a little corner of Ireland, complete with green flags, leprechaun hats and Guinness when work is finished.

It is my way of acknowledging my Northern Irish roots, as well as having a bit of a craic along the way. And prominent among the decorations we put up for the day is the shamrock, the three-leaved plant that has come to symbolise a certain brand of luck associated with the island of Ireland and its people.

However, the concept of being 'lucky in business', whether you're Irish, English or whatever, is misleading. Hard work, dedication, 'turning up' and pivoting when necessary, all play their part. As does a robust marketing strategy, implemented consistently.

If you have all this you've just about made your own luck, yet in terms of marketing I'm constantly amazed by how many companies take a scatter-gun approach, testing fortune by

throwing money at random tactics without any clear goals.

The most common mistake I see is businesses treating marketing as a cost rather than an investment. They'll slash budgets when times are tough – exactly when they should be marketing more – or waste money on sporadic campaigns that fail to deliver results.

Waving and drowning

This is what I call riding the marketing wave. It is a dangerous cycle where companies ramp up marketing when sales are down, then cut back as soon as orders improve. When leads inevitably dry up, they panic and start marketing again. This reactive approach creates a constant boom-bust pattern that prevents sustainable growth.

A consistent constant

The better approach is to view marketing as a consistent, strategic investment. A cohesive brand strategy hinges on a strong digital presence, consistent PR and content marketing, targeted advertising and effective email marketing, all bolstered by consistent messaging and strong customer service. These elements must work together as part of a

co-ordinated strategy. I've seen countless businesses waste money on beautiful websites that nobody visits, social media accounts that nobody follows and content that nobody reads because they haven't considered how these pieces fit together.

Take just one of our clients in the home improvement sector. When others cut back during the pandemic, they maintained their marketing investment, adapting their message and channels to the changing situation. They emerged stronger, with increased market share and a robust pipeline of leads.

The key to their success wasn't luck, it was having a clear strategy and the discipline to stick to it. They understood that marketing is a long-term investment, not a quick fix.

Marketing has become increasingly complex, requiring skills across multiple disciplines. This is why many successful businesses partner with full-service agencies like ours. We help companies build and execute marketing strategies that deliver real results and help you build your brand, generate leads and drive profitable growth – no luck required.

Happy St Patrick's Day. [i](#)