

# Getting On The Brand Wagon

Have you noticed that some brands stick out more than others? They seem to be everywhere at once. Maybe on lorries and vans or their adverts in the trade press while

their websites are exciting and easy to find. This is what brand is all about – and more – writes Purplex' Andrew Scott.



**Have you ever noticed some companies seem to be everywhere at once? Their vans are on the road, their websites are easy to find, writes Andrew Scott.**

Their names litter the trade mags and local press and meanwhile, other businesses struggle to get noticed. The difference is rarely luck or skill. In fact, it is brand.

Brands rarely, if ever, fall into the bracket of 'overnight success'. They are considered, worked upon and carefully calibrated to engender feelings of trust. It's the sense that this is a business that will deliver and still be around tomorrow. By the time a prospect fills in a form or picks up the phone, half the decision has already been made, as your brand has done some of the selling for you.

And that is why brand and lead generation cannot be separated. A strong brand actually improves the quality of leads, shortens sales cycles and makes every marketing £pound work harder.

A weak brand turns every lead into a hard sell, as prospects hesitate, negotiate and compare – before vanishing.

## Consistency

Two companies run campaigns with similar budgets. While one

sees a steady flow of serious enquiries, the other ends up chasing the dreaded tyre-kickers. Why? Perception, of course.

Perception breeds recognition and credibility, then turns them into sales.

Brand is also about consistency. When prospective clients come to us at Purplex Marketing, often one of the first things that needs fixing is a bunch of mixed messages that are creating doubt. Your website, your vans, your brochures, your social media posts, your PR – they all need to tell the same story. Strong, consistent branding reassures customers, even before the first conversation. People remember it, trust it and feel confident contacting you.

Buyers also need to feel someone competent and accountable is behind the name. When business leaders are visible and show a bit of personality, the brand becomes tangible.

## Marks sparks

Take Marks & Spencer. Customers rate it higher for satisfaction, recommendation quality, value and even the friendliness of staff. M&S shows that a brand nurtured consistently pays off, so when people already like, trust and advocate for a company, lead generation is far easier.

However, a brand must be supported by relevance, responsiveness and engagement. Without that, recognition becomes nostalgia rather than advantage. This is where lead generation earns its keep. PR, case studies, articles, and useful advice rarely produce instant enquiries, yet they build credibility. By the time a prospect sees an advert or visits a website, they feel they already know you, which makes lead generation efficient and less costly.

## Brand vs leads

Getting the balance between brand and lead generation is the real art of marketing. Too much focus on short-term leads and you risk chasing volume over value. Too much focus on brand and you'll earn admiration without action. The businesses that outperform their competitors understand that brand warms the market and lead generation captures it.

If your marketing feels harder than it should, your leads are the wrong type, or your brand is underperforming, it's high time for a rethink. We work with glazing and construction businesses. We build brands that earn trust and lead generation strategies that convert it. [f](#)

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