

# Coffee and a chat

**Over the years, it's become a truism in marketing that the noise never stops. Social media, PR, SEO, targeted adverts and automated emails all compete for attention and promise to generate leads. At Purplex Marketing, we spend every day navigating this highly digitised landscape, ensuring our campaigns hit their targets on time and on brief. Despite this, the foundation of our work has never changed**

**H**uman interaction remains at the heart of what we do because meeting people in person creates opportunities that screens alone cannot replicate. A conversation in real life flows differently. People are more open, more candid and far more willing to give their time.

Some may argue that face-to-face engagement can be expensive and time-consuming. It is true that it requires focus and investment, but when approached with clarity and purpose the rewards are considerable. A brief discussion over coffee can reveal what truly drives a business, uncover frustrations and highlight ambitions, insights that are rarely communicated through email or report. These moments offer a level of understanding that can't be captured in a digital dashboard or an automated marketing report.

Purplex has long championed the value of face-to-face interaction. We created and developed the Glazing Summit as an industry conference for senior leaders to debate the issues shaping the sector. Bringing competitors, suppliers and advisers together sparked conversations that simply would not have happened elsewhere. The format encouraged candid discussion and allowed participants to explore challenges and opportunities in a way that is difficult to replicate online. Gatherings such as this, alongside other events and roundtable discussions we run, provide a forum for meaningful exchange and help forge connections that endure. For example, we'll be at the Installer Show in Birmingham this June, following a successful appearance last year. And even smaller, informal get-togethers or charity events offer similar benefits, allowing people to build trust and confidence in a relaxed environment.

Being present in person also sharpens perspective. Speaking directly with installers, fabricators and system houses keeps our advice grounded in the reality of the industry. It provides immediate feedback on messaging, highlights gaps and opportunities and helps spot emerging trends long before they appear in formal reports. These insights help us tailor our work to the real needs of clients and maintain a perspective that purely digital engagement cannot offer.

The impact of face-to-face engagement is rarely instant. One short conversation may lead to an enquiry months later, a chance introduction could develop into a strategic partnership, and a meeting that begins with a simple exchange of ideas can evolve into long-term collaboration. In industries like glazing and construction, relationships drive decisions. Confidence in suppliers, trust in leadership and personal rapport all influence the choices businesses make. Digital tools support this process but cannot replace the reassurance of meeting someone in person.

Face-to-face interaction demands effort, but the returns in understanding, trust and momentum are unmistakable.



Andrew Scott, at Purplex business growth webinar

Whether it is a client meeting, a roundtable discussion, a seminar or an exhibition stand, there is no substitute for sitting down and talking directly. In a world dominated by screens, this human element remains a cornerstone of successful marketing. It also encourages us to listen more carefully, to respond with greater empathy and to approach challenges with insight rather than assumption.

Ultimately, what sets face-to-face engagement apart is its ability to build connection in a way that digital channels cannot. It allows businesses to understand one another on a personal level, to identify shared goals and to establish credibility. Whether we are discussing product innovations, exploring sector challenges or simply getting to know people, those conversations form the basis of trust and cooperation. They create momentum that endures beyond the initial meeting and often shape long-term success.

At Purplex Marketing, we continue to prioritise these interactions because they are integral to the work we do. Every meeting, every discussion and every event reinforces our belief that marketing is most effective when it starts with people. Screens can facilitate communication, but they cannot replace the confidence, insight and reassurance that come from direct engagement. In today's digital world, face-to-face interaction is still a necessity for meaningful connection and lasting results. □

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