

# Get what you pay for

**Andrew Scott, founder and CEO of Purplex, explains why it's more important than ever for businesses to invest heavily in their marketing activity to successfully overcome the latest industry challenges**

With the state of the market looking very different now from how it did in 2020, things are becoming much tougher for the industry as the surge in demand slows.

Over the past two years, companies weren't proactively marketing their services because, with overflowing order books, it wasn't a priority. Window companies stopped investing their time in sales and marketing, and instead focused their efforts on order taking.

But, with a reported dip in the market, businesses must act now to get ahead of the game.

Consumers are being hit with rapid increases in the cost of living, rising interest rates, and fuel prices which will over time have an impact on the home improvement industry.

Waiting for the market to crash will be detrimental for companies as they'll find themselves far behind their competitors. Instead, they should start thinking about raising their profile and building brand awareness right now.

Businesses which invest in their marketing during uncertain times are guaranteed to bounce back sooner and grow faster than those that don't.

The trouble is, how do companies know which marketing channels and platforms they should be utilising to maximise their brand?

### Digital marketing is fundamental

From investing in a new website, getting brand names into the media or increasing their presence on social media, there are a multitude of marketing methods that can help to raise brand awareness and build a company's reputation.

Whether a business operates in the B2B or B2C market, the first thing to remember is that the majority of people are online and have an online presence.

So start by laying the foundations and get the basics right. With digital marketing, this means making sure the website is up to date, provides fresh and engaging content, and is easy for all users to navigate.

Then, consider the importance of consistent messaging. When a business has profiles on several social media platforms, has a website and also uses other online marketing methods, like pay per click advertising (PPC), the key messages communicated should be the same.

### Remember traditional marketing tactics

Although it may seem old hat, companies should not disregard traditional marketing methods.

Offline marketing provides a host of additional opportunities to build brand recognition and reach an even bigger target audience.

### The power of video

Video is another marketing technique that has become increasingly popular in recent years.

In fact, research shows video content accounts for 11% of all content uploaded to Facebook and amasses eight



**Andrew Scott**

billion views per day while it is estimated that one billion hours are clocked up daily from watching video content on YouTube.

Although video has always played a part in the marketing toolkit, as technology advances further it needs to play a more central role as it is the perfect way for any brand to engage with new and existing customers.

### Work with the right team

At Purplex, our 80-strong team of specialists focuses on implementing strategies that will achieve the best results for any business, including boosting leads and increasing brand awareness to drive real growth.

It may seem like a daunting time but it's not all doom and gloom. With the right marketing and business growth support in place, companies can get ahead to overcome these challenging times. □

Andrew Scott is one of the industry's leading business and marketing experts and in the last 30 years has worked with and advised hundreds of companies in the building products and home improvement sectors, during both good and bad times. [www.purplexmarketing.com](http://www.purplexmarketing.com)