

Building up for 2025

Andrew Scott, MD of leading full-service marketing agency Purplex Marketing, highlights how a strategic marketing plan can generate success for fenestration businesses in 2025

This year has been a special one for Purplex, as we have been celebrating the 20th year of its founding. Back in 2004 I began in adverse circumstances – I had little more than an old car, a mobile phone and a kitchen table to work from – but I did have a Purpose, a Plan and the will to Execute my growth strategy – hence the name, Purplex!

The Evolving Marketing Landscape

Twenty years ago, marketing wasn't a particularly complicated business. You persuaded people to buy things using a few tried and tested techniques. But as we approach 2025, the marketing world is evolving at a dizzying pace, and the strategies that worked just a few years ago are no longer cutting it. In short, it's time for us all to take a hard look at what we're doing.

We know that running a business is challenging enough without having to keep up with the latest marketing trends. You are an expert in glazing or construction, not in artificial intelligence, influencer marketing or the intricacies of SEO. That's fine. Your focus should be on what you do best – delivering top-notch products and services to your clients.

However, in today's competitive landscape, excellent work alone isn't enough. You need to stand out, to be seen and heard above the noise. That's where partnering with a marketing specialist can help.

The Purplex Approach

At Purplex, we have spent the last two decades relentlessly refining our approach to marketing. We start by defining your purpose. What are you really trying to achieve? More leads? Increased brand awareness? Breaking into new markets? Once we've nailed that down, we move on to planning. We map out a detailed strategy, tailored specifically to your needs and goals. Finally, we execute that plan, bringing it to life with our team of industry experts.

Now, in the current climate of economic uncertainty coupled with rapidly unfolding world events, you might be thinking, 'Why not save money and do this in-house?' A fair question, because nobody knows your business better than you do. But consider this: marketing in 2025 is a full-time job. It requires a diverse set of skills and a deep understanding of rapidly changing technologies and trends. Building an in-house team with all these capabilities is not only expensive but also time-consuming. It diverts your focus and resources from what you do best.

By partnering with a specialist agency like Purplex, you're gaining a strategic ally. We have outstanding marketing expertise and a profound understanding of the sectors we operate in. We know your challenges, your opportunities and your audience.

Partnering for Success in 2025 and Beyond

Today, the importance of a strong brand cannot be overstated. In a crowded market, a compelling brand



Andrew Scott

identity helps you stand out, builds customer loyalty and drives long-term growth. At Purplex, we're experts in crafting these narratives, helping you connect with your audience in meaningful ways.

And it's not just about brand building. As ever, generating quality leads and driving business growth are crucial. Our integrated approach combines cutting-edge digital strategies with established tactics to create a powerful lead generation engine for your business.

As we approach the end of the year, those who invest in professional marketing support today will be best positioned to thrive tomorrow. Don't wait until you're playing catch-up with your competitors. Take a moment to reassess your marketing strategy and consider the benefits of partnering with industry specialists.

At Purplex, we aim to be not just another marketing agency. We want to be your partners in growth, deeply invested in the success of your business. Our team has decades of experience supporting many well-known fenestration and construction companies. We understand the unique challenges you face and the opportunities that lie ahead.

In today's digital age, your potential customers are being bombarded with messages from all directions. To cut through this noise, you need more than just the occasional social media post or sporadic email campaign. You need a cohesive, strategic approach that leverages all available channels to reach your target audience effectively. □

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