

# Up, down, up, down

**Andrew Scott, MD of marketing agency Purplex, tells how your company can break free from the trap of the marketing wave**

At a time where the fenestration and glazing industry is struggling to gain momentum, the ability to target customers in a personalised and relevant way is more important than ever. The negative effects of the cost-of-living crises, pandemic, and Ukraine war has contributed to a decline in the industry – threatening the success of businesses in 2023.

With companies feeling the pressure, issues of the marketing wave have started to reveal themselves in the industry once again.

But what exactly is the marketing wave? Throughout my career in the glazing sector, the marketing wave is a term I've coined to help describe marketing efforts that don't follow a clear plan or structure.

Often, businesses appear trapped in this cyclical pattern: sales are slow, so you pump money, time, and effort into marketing. Sales increase, and focus is shifted elsewhere to meet the demand. They dip again, so you return to the drawing board. They rise, and marketing is ignored once again.

### Sound familiar?

The marketing wave is a tiring, money wasting, and ineffective practice that fails to generate the quality leads.

At Purplex, we have seen hundreds of businesses trapped in this cycle, so I want to share how this can be avoided at such a critical time in our industry.

### How to break free from the chain

Often, businesses lose sight of their long-term goals and strategies due to issues that should have been mitigated a long time ago.

When sales are booming, take the time to review your customers. Eliminating poor payers and reviewing your prices and product offering during peak times will help realign your business focus and allow room for a consistent marketing strategy to be implemented.

Drip feeding your marketing steadily throughout the year is also key. When businesses experience a dip in sales, an expensive, loud, and panicked marketing campaign is organised to combat the decrease. In this instance, we should be reminded that a slow and steady approach really does help businesses win the race. Granted, selected campaigns and promotions do deserve an individual spotlight, but a backdrop of a consistent marketing strategy should always be upheld. Such an approach can help avoid the seasonal industry lulls, as well as place businesses ahead of the rest thanks to their clear, reliable, and well-known messaging.

Anchoring your business with a comprehensive marketing strategy is more critical than ever, especially as our economy still has a troubling forecast, no more time can be wasted trapped in the grip of the marketing wave. □



**Andrew Scott, MD Purplex**

“What exactly is the marketing wave?”

Purplex offers tailored marketing strategies designed and implemented by its creative teams and led by years of industry experience. With a multi-channel marketing approach Purplex's aim is to help businesses grow.

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