

Plan Now To Become Recession Proof

Are you making your marketing plans for 2023? Purplex MD Andrew Scott reveals the top trends that will keep your company ahead of the game in the coming year.



As we start the second month of 2023, the market is still tough, writes Purplex' Andrew Scott. The home improvement boom is well and truly over as the UK continues to battle the fallout caused by Brexit, the pandemic and cost-of-living crisis.

Companies are going to find that consumers are reviewing their spending habits and tightening their purse strings.

It is important that, when markets get tough, companies invest more in their marketing not less.

To stay ahead of the game this year, make sure these top marketing trends are in your strategy.

AI and SEO working together

This year digital marketing is becoming more and more competitive as companies fight to gain the top spots in Google. Many businesses are relying on artificial intelligence (AI) to write search engine optimised digital blogs and content. It is a fantastic method for quickly and efficiently generating SEO copy and one that's often used at Purplex.

We fully embrace AI and combine it with our specialist industry knowledge to create high quality pieces of content.

However, while AI is an excellent tool, the copy lacks the expertise and insight that you will get from working with an industry trained, expert content team. Not only will they understand what terms people are searching for on Google, they will also ensure the copy makes sense.

Social media marketing reigns supreme in 2023

In 2023, marketing is moving towards a 'social first' landscape where social will become the cornerstone of all marketing activity.

From a B2B perspective, LinkedIn, is the best channel for increasing brand awareness and getting good engagement results. Whereas for B2C marketing, Facebook is the platform installers should be using to showcase their work. Nowadays we are finding consumers will often go to Facebook first to research window and door companies.

In fact, more and more people are using Facebook to get in touch with a business, asking general questions and even requesting new quotes. So, it is

important for companies to have a presence on this platform to make sure they don't miss out on new business opportunities.

The power of video

One increasingly popular marketing technique that can enhance both digital and social media marketing is video. It is a powerful method which allows companies to connect with prospects and helps to drive real engagement online.

I believe companies should be exploring how they can incorporate video into their marketing mix this year.

Traditional marketing always matters

In 2023, it will be equally as important for companies to invest in the more traditional marketing techniques as well. PR is fundamental and forms a key part of what we do at Purplex and direct marketing and email marketing come naturally to us as well. Good old fashioned print newsletters or flyers are a fantastic marketing method which should be explored – and we can help with that too.

Success

I will admit the market is tough but if your marketing strategy takes all of these essential elements into consideration, you will give your company the best chance of success in 2023. [f](#)

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Picture: If you are planning your marketing campaign – remember to include a thorough mix of what is available.