

Facing-Up To The Fresh Fenestration Challenges

Andrew Scott, CEO of the Purplex marketing agency, explains the marketing tactics and strategies that should be considered this year by trade suppliers and installers to stay ahead of the game.

The next 12 months will introduce some fresh challenges for the fenestration industry, writes Andrew Scott,

Research shows that customer confidence will remain low in the coming months and so, more than ever, they will be looking for strong brands that demonstrate trust, credibility and authenticity.

While many companies choose to cut back on their marketing budgets when times are tough, they should actually invest more in activities which will raise brand awareness, build trust and credibility as well as generate new leads and boost sales.

2024 marketing and business growth playbook

If you're a trade supplier or installer looking to capitalise on new opportunities in 2024, a solid marketing strategy is an absolute must. At Purplex, we closely following what marketing activities are likely to become more popular. I have selected three areas we believe you should explore in 2024.

Influencer marketing

This is the new iteration of the celebrity endorsement. Influencer marketing is extremely powerful, in fact, according to a study by Modern Retail UK, 70% of consumers frequently buy products based on influencer recommendations.

While influencer marketing has traditionally involved partnering with someone with a large following on social media and



incentivising them to promote your product or service, 2024 will see the rise of the micro-influencer. This is because working with an individual with a smaller following helps to increase trust and credibility for a brand. The content they produce is often seen as more authentic with a better resonance with the target audience.

We have relationships with a large bank of influencers, mega and micro. We can use them to help you gain a huge amount of brand awareness.

Embrace the power of AI

Artificial intelligence (AI) has created a completely new landscape, making it possible for companies and agencies to produce a huge amount of content in a short space of time. On one hand AI is great as it allows you to work at a speed that's never been possible, however, it needs to be handled very carefully as it can be inaccurate, have poor

quality and ultimately be very damaging to a brand.

We have been studying AI very closely and assessing how it can be incorporated into our activity without losing that vital human touch. AI is one to watch in 2024 – and we'll ensure we are well ahead of the curve.

Invest in video

Consumers turn to video content more and more because it's easy to digest, it is engaging and with the right strategy in place, it can deliver a huge return.

Short-form video content in particular is incredibly valuable and holds immense power to boost awareness of your brand, product and service. Channels such as TikTok or Reels on Instagram and Facebook make this possible.

Our video department has the latest equipment, professional post-production and campaign-driven marketing to get real results for your business. [i](#)