

# Purpose, Plan Execute

Twenty years ago, marketing wasn't a particularly complicated business. You persuaded people to buy things using a few tried and tested techniques. 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. Andrew Scott, MD of Purplex Marketing, highlights how an all-encompassing 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, writes MD Andrew Scott.**

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.

## Do what YOU do best

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 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 experts.

## The In-house option

In 2025 marketing 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.



[www.purplexmarketing.com](http://www.purplexmarketing.com)

By partnering with a specialist agency you're gaining a strategic ally. Purplex knows your challenges, your opportunities and your audience.

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

## 2025

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. **f**