

Stop Floundering And Beat The Marketing Wave

How can your company break free from the trap of the marketing wave – keeping a consistent profile rather than letting how busy you are determine an up and down approach? Andrew Scott provides the answer.



The ability to target customers in a personalised and relevant way is more important than ever, writes Andrew Scott, CEO of Purplex, the industry marketing agency.

The negative effects of the cost-of-living crisis, pandemic, interest rates and the war in Ukraine have contributed to a decline that has threatened the success of businesses this year and in the years to come.

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

What exactly is the marketing wave?

The marketing wave is a term I've coined to help describe efforts that don't follow a clear plan or structure.

Often, businesses appear trapped in this cyclical pattern in that sales are slow, so they pump money, time and effort into marketing. Sales increase and

focus is shifted elsewhere to meet the demand. Sales dip again, so there is a return to the marketing drawing board. They rise and marketing is ignored once again. The marketing wave is a tiring, money wasting and ineffective practice that fails to generate the quality leads and growth businesses deserves.

At Purplex, we have seen hundreds of businesses trapped in this cycle, so I want to share how this can be avoided.

Review now

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.

Go steady

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.

At Purplex, we develop tailored marketing strategies designed and implemented by our expert creative teams. Led by years of industry experience, we exist to help businesses grow from strength to strength with our multi-channel marketing approach. If you feel at the mercy of the marketing wave, it's time to consult with our dedicated team of experts to help steer your business to success. [i](#)

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