

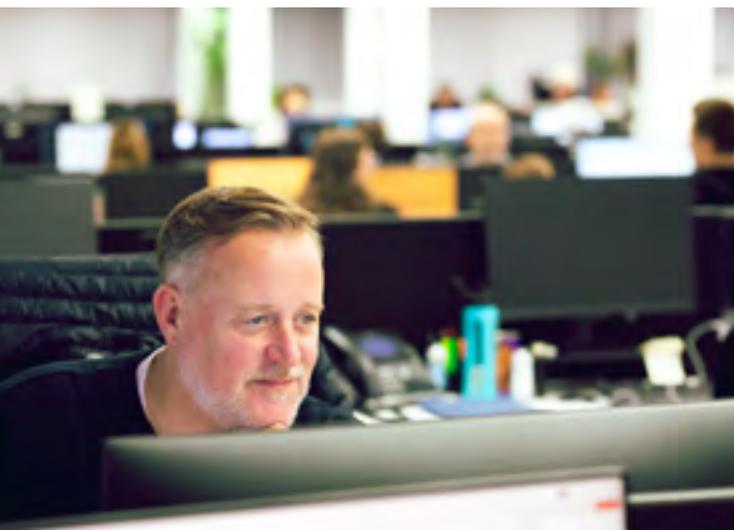


**PURPLEX<sup>®</sup>**

Marketing with Purpose

*The digital, creative and PR agency for today*

*We build your brand, drive customers to your door  
and create sustainable, profitable growth*





# Marketing in a *Multi-Channel* World

Marketing is evolving at unprecedented speed. New media, channels and technologies now vie for your customers' attention like never before.

Purplex helps construction, building products and home improvement companies to cut through the noise and truly connect with their target audiences. We collaborate with ambitious firms eager to grow and make their mark, employing powerful marketing strategies, innovative creative thinking and cutting-edge customer insights.

Our flexibility suits your needs perfectly. Whether you require a single project, support for your existing team or a complete outsourced marketing department, we deliver.

The name 'Purplex' represents our core philosophy: **Purpose**, **Plan** and **Execute**. This distinctive framework is why our 200+ clients consistently outpace their competitors.

## //CONTENTS

Why choose us?	4
The Rise of Purplex	5
What our customers say	6
Services	
- Marketing & Brand Consultancy	8
- PR & Communications	11
- The Creative Studio	12
- Photography & Video	13
- Website Design	14
- E-commerce	15
- Marketing Tech & Automation	16
- Artificial Intelligence	17
- Digital - Organic Search	18
- Content Marketing	19
- Digital - Paid Search	20
- Paid Social Media	21
- Social Media	22
- Influencer Marketing	23
- Direct Marketing	25
- Event Management	26



# Why *choose us?*



Purplex isn't just another marketing agency – we're specialists in the construction, building products and home improvement sectors. We understand the industry inside out, from supply chains and regulations to customer behaviour and market trends. While general marketing agencies rely on guesswork, we use two decades of hands-on experience to create strategies that deliver real results.

We're a full-service agency, combining powerful branding, digital marketing, PR, web development and video production to transform businesses. Whether you need a strategic marketing plan, a lead-generating website or media coverage that puts you in front of the right audience, we have the expertise to make it happen.

Our approach is built on a proven methodology that has helped businesses of all sizes achieve ambitious growth. From global manufacturers to local trade specialists, we know what works and how to get you there. Ready to take the next step? Talk to our team today.



## //RECOGNITION & AWARDS



### Forbes

Business Council



# The *Rise* of Purplex

## PURPLEX FOUNDED

Andrew Scott launches Purplex to provide business consultancy to high-growth companies.

2004

## 2010 - NEW BEGINNINGS

With 12 staff, we relocate to larger offices and launch a digital marketing division, including email marketing.

## 2011 - DAWNING OF THE DIGITAL AGE

Purplex now offers web and SEO services, helping clients attract more traffic and generate better leads.

## 2007 - BABY STEPS

We move into our first office and recruit our first employee. The company has now pivoted into marketing and offers traditional PR, creative and direct mail services. Andrew launches market research/data company Insight Data Ltd.

## 2012 - MEDIA & EVENTS

Andrew launches Business Leader Ltd, a high-profile publishing, media and events business

## 2015 - LONDON CALLING

New London office opens at Trafalgar Square as Purplex passes 40 employees and launches a video production department

## 2016 - PURPLEX HQ

A new 5,000 Sq. ft HQ is purchased following a £1m investment.

## 2018 - CONFERENCE SUCCESS

Purplex launches the Glazing Summit, an annual conference for the glazing industry, attracting 600 leaders across the supply chain.

## 2020 - COVID CRISIS

Covid strikes and the focus switches to supporting clients, plus the rapid development of digital and online products and solutions.

## 2021 - A NEW VISION

Despite global uncertainty, Purplex commits to its biggest ever year of investment, buying a state of the art office next to its existing HQ.

## 2023 - SALE OF BUSINESS LEADER LTD

Andrew sells Business Leader and the Glazing Summit to concentrate on exciting plans around the future growth of Purplex, including the creation of a new artificial intelligence team.

## 2025 - FORWARD TO THE FUTURE

Influencer marketing is introduced. Andrew works on his first book, a self-help/memoir entitled 'Imposter Millionaire'



# What *our customers* say



*“The Team is always so accommodating with such a quick turnaround of requests and support, We have used Purplex across so many services now. The customer care and quality of work has been consistently great and I would highly recommend.”*

Julia Spang – Director



*“Deciding to work with Purplex after being with our previous agency for a considerable period was daunting. But it turned out to be transformational! Our social media metrics, enquiry volumes and media presence has grown above expectations.”*

Russell Ager – Managing Director



*“Purplex’s communication has been nothing less than fantastic. They’ve doubled our lead count and helped us take control of how, when and where we spend our budget. Thanks to their industry knowledge and connections, you get a lot more bang for your buck.”*

Amelia Gaughan – Marketing & Sales Manager



*“Purplex is like an extension of our own team; in fact, it is like our own team. They keep us fully updated with everything that they’re doing and we work cohesively together. It’s a match made in heaven.”*

Stuart Dantzie – Director



*“It was a pleasure to work with the team at Purplex on the Pipe Up video campaign. Their in-depth planning and careful organisation of the whole project really helped take the pressure off me and ensured the filming ran smoothly”*

Ceri Heathcote – Online Content Marketing Manager



*“Purplex has been instrumental in raising Warwick’s profile within the industry. Their PR efforts were crucial in our success at the G-Awards where we won Fabricator of the Year - the most prestigious award in our industry”*

Greg Johnson – Managing Director



# *Our Services*



# Marketing & *Brand Consultancy*

At Purplex, we see the bigger picture - your vision, your market, your customers.

Our team of experts are on-hand to help you achieve your goals and vision. Using our proven Purpose, Plan, Execute framework we apply advanced marketing thinking, customer insights, the latest technology platforms and in-depth knowledge and experience gained over decades.

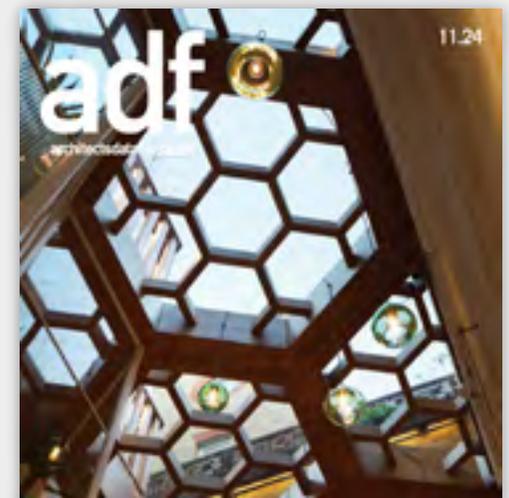
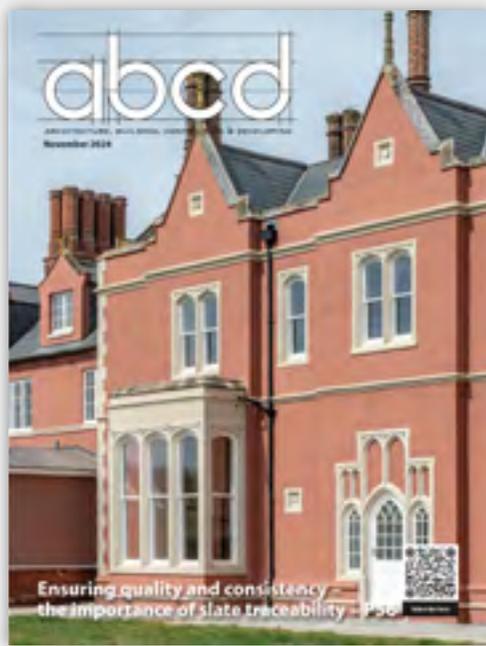
We work seamlessly across offline and online channels to build recognition, shape perceptions, drive engagement and forge brand advocacy. The result is sustainable, profitable growth and customer loyalty.

## //OUR CONSULTANCY SERVICES INCLUDE:

- » Business Strategy
- » Corporate Branding
- » Personal Branding
- » Review of Existing Product/Market Fit
- » Market Research
- » Benchmarking and Competitor Analysis
- » Customer Analysis and Profiling
- » Sponsorship and Endorsement
- » Stakeholder Engagement
- » Marketing Plans and Implementation







# PR & Communications

At Purplex, our specialist public relations (PR) department boosts brand awareness, improves reputation and builds trust and credibility for companies operating within the construction, building products and home improvement industries.

Our experts build authority with tailor-made strategies which includes everything from creating impactful stories, securing top tier coverage online, in print, TV or radio to planning bespoke events and quality communication campaigns.

## //OUR SERVICES INCLUDE:

- » Press Releases, Articles and Features
- » Opinion Pieces and Thought Leadership
- » Reactive Press Comments
- » Newsjacking
- » Editorial Visits and Interviews
- » Print Newsletters
- » Digital E-zines or Email Marketing Campaigns
- » Whitepapers and Industry Reports
- » Case Studies and Projects
- » Award Entries
- » Industry or Consumer Surveys
- » Sponsorship and Endorsements
- » Roundtables
- » Events





# The *Creative Studio*

Even the strongest brand can fall flat with poor design. At Purplex, we make sure yours stands out with stunning visuals that captivate, build trust and leave a lasting impression.

From bold brand identities and eye-catching brochures to high-impact ads and powerful marketing collateral, our expert designers know how to grab attention and engage your audience.

Backed by the latest creative software, including cutting-edge AI platforms, our studio delivers design that demands attention and gets results.

## //OUR SERVICES INCLUDE:

- » Corporate Identity and Branding
- » Brochures and Literature
- » Advertising Campaigns
- » Direct Marketing Material
- » Point-of-Sale Material
- » Large Format Printing
- » Illustration and Animation
- » Exhibition and Event Material





# Photography and Video

Video is shaking up the industry. Whether on-site, off-site, or in the studio, Purplex is here to help you stay ahead.

We make brand films, product explainers and event coverage that grab attention, drive sales and boost your reputation. Let us worry about the technicalities while you focus on running your business.

Our crew is ready to film anywhere across the UK and beyond. From product demos and factory tours to immersive 360° virtual walkthroughs, we use the latest tech and cinematic visuals to truly showcase what makes your business unique.

And we don't stop at making great videos – we make sure they get seen. With targeted campaigns, industry connections, and smart promotion on YouTube, social media and trade publications, we put your video in front of the right people to generate leads and grow your business.





# Beautiful and *Practical Website Design*

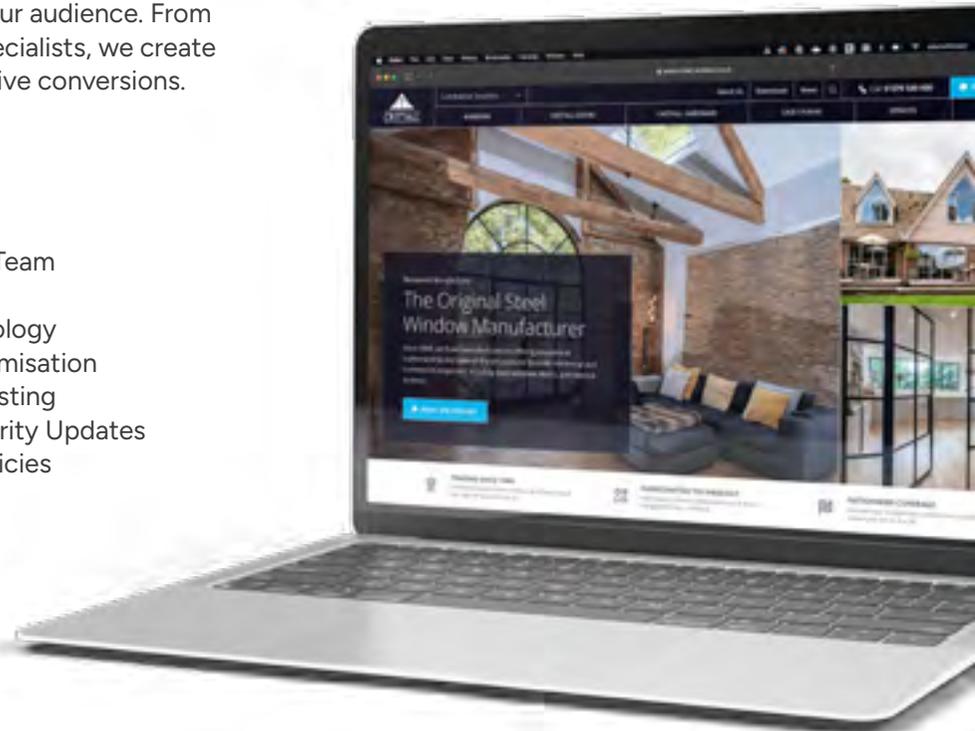
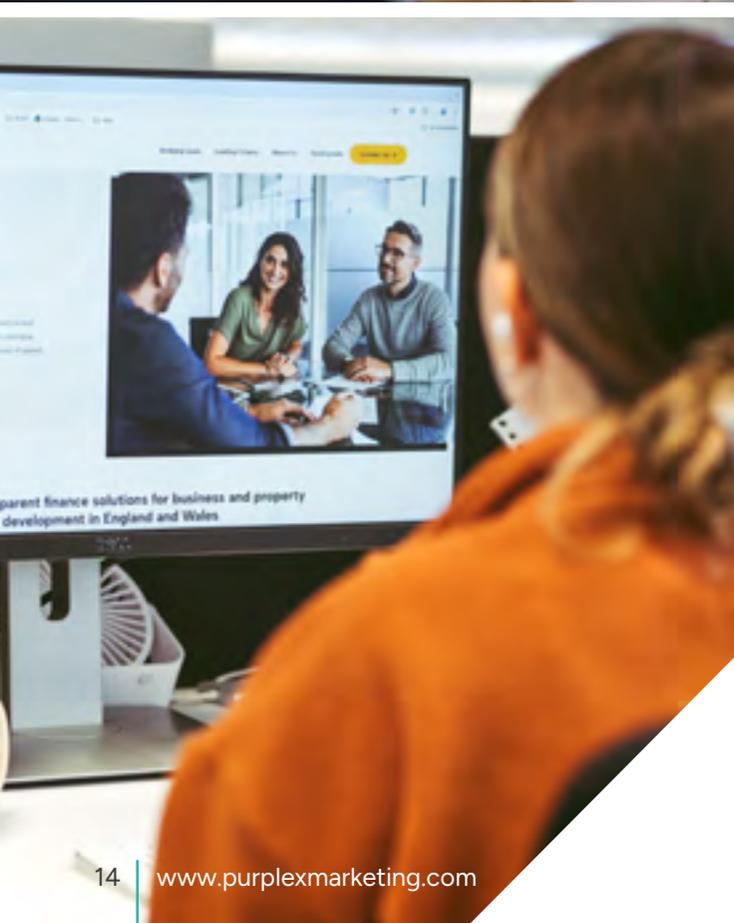
Your website is the gateway to business success - it needs to engage visitors, build trust and convert enquiries.

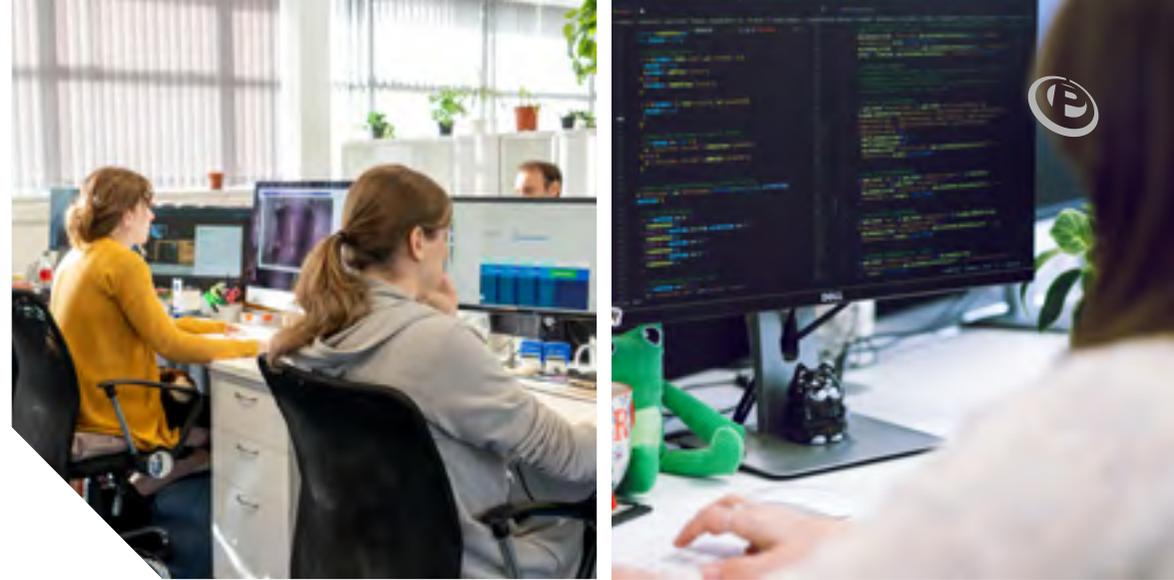
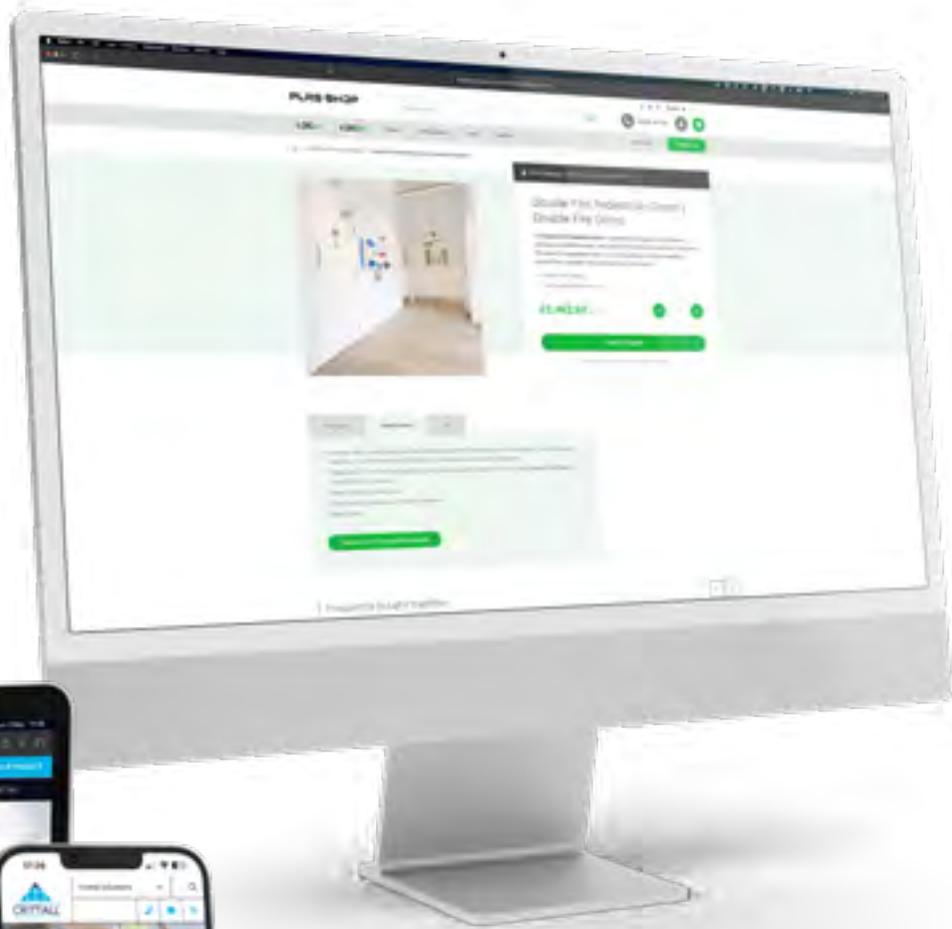
In today's digital landscape, websites must work harder than ever. Google now prioritises shopping features and product listings, making it crucial for brands to optimise their online presence through fast loading pages and seamless user experience.

With deep industry knowledge, Purplex develops websites that deliver results. Our in-house team understands your products and market, ensuring content resonates with your audience. From developers and designers to UX specialists, we create sites that not only look great but drive conversions.

## //OUR SERVICES INCLUDE:

- » Dedicated Project Management Team
- » Customer Journey Mapping
- » Latest Responsive Design Technology
- » Designed for Search Engine Optimisation
- » Extensive Device and Browser Testing
- » Hosting, Site Back-Ups and Security Updates
- » Compliance Including Cookie Policies





# E-Commerce

What does e-commerce mean for your business? Simply put, it's selling online – allowing customers to browse and buy from your website anytime, anywhere. We create standout websites that help convert visitors into paying customers and grow your business.

Selling online expands your reach, reduces overheads and boosts profit margins. We work closely with you to build a solution that matches your goals, whether you're starting small or aiming for big growth from the start.

Our team integrates your online shop with payment systems, delivery services, customer databases, and accounting software – streamlining admin, reducing errors and freeing up time for you. We use data and reporting to track performance and help you continuously improve. Think of Purplex as your long-term partner, ensuring your business runs smoothly and grows.

*“Purplex industry knowledge comes through in everything they do. It means we can target the right people through our PR and connect with the right people over social media. These, and an increase in organic traffic to our website, has ultimately helped us to get more business.”*

Leigh Matthews – Director, Plasloc



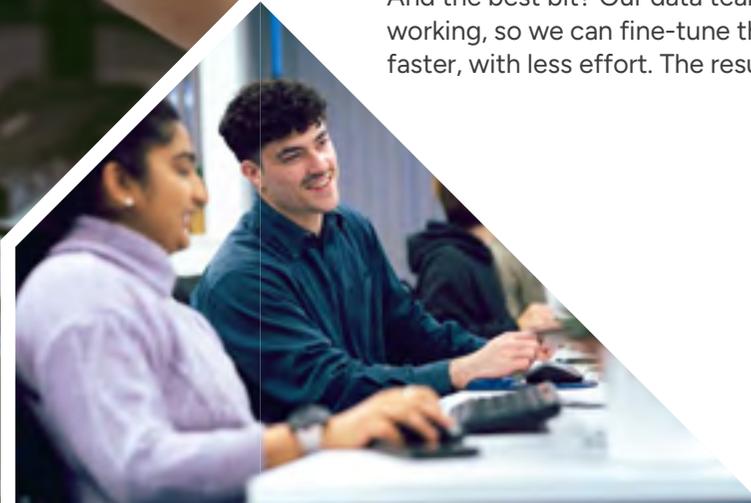
## Marketing Technology & Automation

Marketing has moved on, and with the right tools you can move with it. We use Marketing Technology ('Martech' for short) to help you win more work, stay in touch with customers and save time on admin. It's like having a sales team working in the background.

We connect your website, social media and messaging apps so enquiries come in smoothly and never get missed. Follow-ups, callbacks and reminders happen automatically, so no more chasing leads or forgetting to reply.

Everything is tracked and managed through one joined-up system, from first enquiry to post-install check-ins. It keeps your pipeline full and your customers happy without adding to your workload.

And the best bit? Our data team constantly monitors what's working, so we can fine-tune things and help your business grow faster, with less effort. The result is more leads, less hassle.





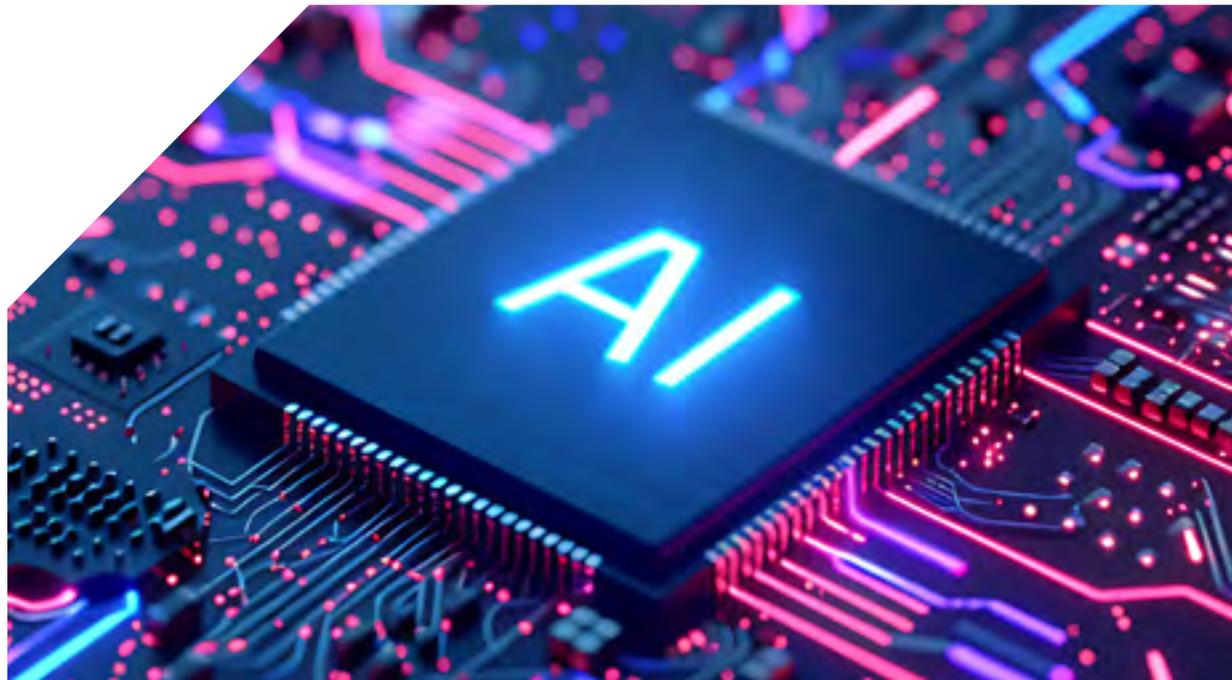
# Artificial Intelligence

Purplex was an early adopter of generative AI, and today we have a dedicated AI team behind our proprietary AI tracking platform. Our specialists, including prompt engineers with deep expertise in LLMs (large language models) and big data, work relentlessly to push the boundaries of AI.

For each client, we craft a customised AI model, tailored to their products, services, tone and more, ensuring results that are both accurate and authentic. This AI is integrated with our agents, allowing us to complete projects faster and at scale like never before. Despite these innovations, we always prioritise meticulous human editing to maintain quality and authenticity in every piece of AI-generated content.

*“As Window Ware reached its 30th year, we knew it was time to break down the quiet and establish ourselves as the leading industry force. Partnering with Purplex, with their insider knowledge and vast marketing resources, was the game-changer. They helped us craft a voice that resonates, campaigns that turn heads, and a brand that commands respect.”*

Sam Nuckey – Managing Director, Window Ware





# Digital *Organic Search*

Our search engine marketing team drives organic traffic, boosts rankings and delivers qualified leads straight to your website.

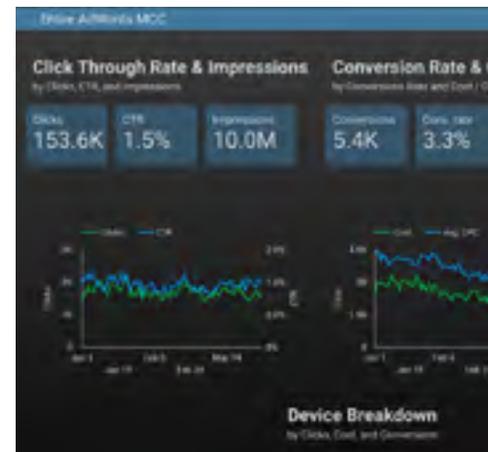
SEO is often seen as a mystery, with empty promises of ‘top Google rankings.’ But the reality is that it takes months of technical work both on-site and across third-party platforms.

At Purplex, we take a professional, ethical approach with a team of data experts, content creators and specialists in blogger outreach and link-building. We conduct in-depth audience and competitor research, using cutting-edge tools, including our own AI tracking platform. The arrival of AI has completely altered the digital landscape and we’ve pivoted successfully to adapt to this exciting new environment.

The result? Small clients dominate local search, while larger brands outperform competitors, achieving long-term visibility and engagement.

## //OUR SERVICES INCLUDE:

- » On-Page and Off-Page Optimisation
- » Technical SEO
- » Content Creation and Marketing
- » Blogger Outreach via Our Own Trusted Blogger Network
- » High Authority Link Building
- » Conversion Rate Optimisation (CRO)
- » Data Analytics and Tracking
- » Google Business Profile and Local SEO





## Content *Marketing*

Content marketing is the creation and distribution of valuable, relevant and consistent content that attracts and retains your ideal customers.

At Purplex we bring together all content formats and channels with our in-house team of creators, writers, designers and audio/visual experts to maximise visibility, credibility and relevance with your target audience.

Over time this leads to brand recognition, trust and higher engagement, ultimately attracting and retaining more valuable and loyal customers.

### //OUR SERVICES INCLUDE:

- » Website Content and Blogs
- » Long and Short-Form YouTube/ Videos
- » Podcasts
- » Email Newsletters
- » Social Media and Community Posts
- » Infographics
- » Webinars
- » Ebooks and Whitepapers
- » Interactive Content (Quizzes, Polls)
- » Print Media (Magazines, Newsletters)
- » In-Person, Such as Seminars and Conferences





# Digital *Paid Search*

For cost-effective, high-impact lead generation, pay-per-click (PPC) advertising delivers exceptional ROI.

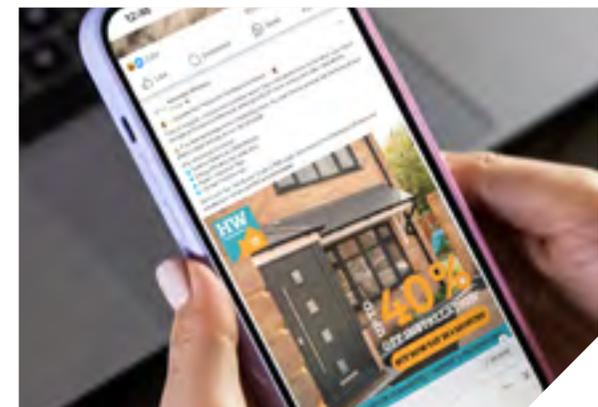
Drive targeted customers to your website or landing pages with search engine ads and display campaigns, tailored for the fenestration and construction sectors.

Our data team uses advanced software and deep expertise, while our creative team crafts attention-grabbing ads that attract visitors from search engines, third-party sites and social media.

We also focus on conversion, analysing traffic and optimising landing pages and content to turn visitors into sales leads. For those who don't convert straight away, we use strategic tools to stay connected and bring them back to your site.

//OUR SERVICES INCLUDE:

- » Full PPC (Pay-Per-Click) Strategy
- » Search Engine Sponsored Links
- » Online Display Advertising
- » Social Media and YouTube Advertising
- » Re-Targeting and Marketing Automation
- » Email Marketing Automation for Follow-Up





## Paid *Social Media*

We help businesses grow by running paid ads on all the big social media platforms including Facebook, Instagram, LinkedIn, Pinterest and TikTok. Whether you want to get your name out there, generate leads or increase sales, we create ad strategies that are tailored to your goals and how people use each platform.

The aim of a paid advertising campaign is to lead people through a journey. We set up effective landing pages, use automated marketing tools, and integrate everything into your customer management system. Each campaign is designed to grab attention, keep people interested and get them to take action. You'll be able to track everything along the way.

Our in-house designers create eye-catching images, animations and videos that stand out on each platform. We keep testing and updating the creative to make sure your ads look great and bring in the results you're looking for.



# *Social Media*

With more than 56 million active social media users in the UK, you have a ready-made audience ready to engage with your brand. At Purplex, we make sure your social media works hand-in-hand with your PR strategy, ensuring everything you share in the press is echoed across your social channels for maximum impact.

We know video is key to driving engagement, so we integrate it into your strategy to bring your brand story to life, from behind-the-scenes clips to product demos.

Our team includes experts for each platform - Facebook, LinkedIn, TikTok and more - so we tailor content to what works best for each. Plus, with our deep understanding of the construction, building products and home improvement sectors, we craft a strategy that's built for your industry, ensuring it hits the mark every time.

//PLATFORMS WE MANAGE FOR OUR CLIENTS





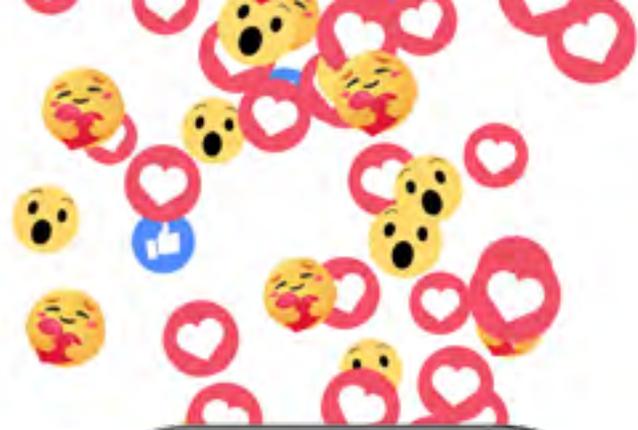
# *Influencer* Marketing

Boost brand awareness and engagement fast with influencers, sponsored posts and targeted social ads.

Social media and YouTube influencers are the sports and movie stars of today. With Purplex, you can tap into their power to scale your brand, build credibility and drive new customers straight to your door.

Our influencer marketing experts have access to thousands of influencers ready to promote your brand and products.

And with sponsored posts and precision-targeted social ads, your business can dominate social feeds, reaching the right people at the right time.







# Direct *Marketing*

Think direct marketing has had its day? Think again...Outbound marketing remains a powerhouse for driving leads and sales. Direct mail and email campaigns generate instant responses, more enquiries and faster conversions.

At Purplex, we engineer campaigns for maximum impact. Whether standalone or integrated with your wider strategy, our experts craft the perfect approach to boost response rates.

We offer a complete direct mail service, handling everything from design and print to mail-merge and dispatch. Our in-house email team runs high-performing campaigns through our own platform, delivering more than 5 million targeted emails a year straight to inboxes and mobile devices for unmatched engagement.

Our data specialists can optimise your existing lists or source ultra-targeted, high-quality data sets. And through our exclusive partnership with our sister company Insight Data Ltd, the UK's leading marketing data provider for the industry, we ensure your message reaches the right audience, every time.

## //OUR SERVICES INCLUDE:

- » Printed Newsletter and Newspaper Style Mailers
- » Personalised Sales Letters and Inserts
- » Mailer Cards
- » Case Studies and Reports
- » Direct Mail Promotional Items
- » Powerful Sales-Led Email Campaigns
- » Regular Email Newsletters





# Event Management

In-person events are thriving, and are driving more business than ever before.

Events can help you engage with audiences in a way other marketing channels cannot achieve, significantly boosting your reputation and credibility overnight.

Here at Purplex, we know how to run a good show – for five years between 2018 and 2023 we created and ran The Glazing Summit – the UK's largest conference for the glazing industry. So whether it's an internal event such as a customer conference or an external event like an exhibition, our team have the expertise to make it a roaring success – from content to promotion, event management to follow-up strategies.

## //OUR SERVICES INCLUDE:

- » Customer and Business Conferences
- » Exhibitions
- » Seminars and Training Events
- » Charity and Fundraising Activities
- » Business Networking and Roundtables
- » Product Launches
- » Awards and Gala Dinners
- » Publicity Events and Stunts







**PURPLEX**<sup>®</sup>

Marketing with Purpose

Unit 200 Worle Park Way, Weston-super-Mare, BS22 6WA

T: 01934 808 132 | E: [grow@purplexmarketing.com](mailto:grow@purplexmarketing.com)

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



@PurplexUK