Offering digital marketing solutions that click with businesses

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Consumers are marketing-saturated—overwhelmed by shabbish of messages and information that does not connect with their desires. The battle for eyeballs in the digital marketing space is creating a huge challenge for businesses to catch even three seconds of attention from overwhelmed Internet users.

This is where PurpleClick comes in.

The digital marketing agency has established itself as a specialist in performance-driven digital solutions, with its expertise in search engine marketing and search engine optimisation (SEO).

The company maximises marketing dollars by delivering the right advertisement to the right person in the right place, at the right time and in the right location.

Over the past 12 years, it has served numerous clients, from small and medium-sized enterprises (SMEs) to government agencies, by meeting business objectives in cost-efficient, solution-oriented and high-quality manner.

The fast pace of innovation and technological changes makes it hard for any company to master the art of digital marketing. Yet PurpleClick is constantly evolving and looking for ways to provide companies with the most up-to-date digital solutions.

Aiming at personalising solutions are matched with higher demands, the company plans a strong emphasis on customised digital services.

“The days of a one-size-fits-all solution across different industries are long gone,” says Mr Stanley Tay, chief executive officer of PurpleClick.

This year, the company launched Digital-in-a-box (DIB), a marketing solution jointly supported by Google and its partners. The programme helps companies to launch an e-commerce website, and is packaged with a customised digital marketing solution.

This is an improvement within the Government's aim of supporting SMEs to scale their business capabilities online.

FROM THE BOTTOM UP

Years before digital marketing became a prominent business tool, Mr Leong Chuan, founder of PurpleClick Media, identified the potential of search marketing, or SEO, launching the firm in 2004 in the back of a house in Bedok.

Apart from financial constraints, the company was confronted with the challenge of promoting the idea of digital marketing and convincing clients of its benefits, at a time when businesses needed to see their ads in order to make sense of their marketing dollars.

However, with grit and passion, PurpleClick managed to overcome these obstacles. To date, PurpleClick has delivered strategic marketing campaigns for SMEs and Fortune 500 companies, garnering it over 30 awards.

STEPING INTO THE NEXT FRONTIER: DIGITAL-IN-A-BOX

“Right now for the retail industry, digital marketing is still mostly used to promote the bricks-and-mortar businesses. But e-commerce is happening now and is changing businesses as we know them,” says Mr Tay.

Anticipating that SMEs will leverage the benefits of a cost-effective and operationally efficient e-commerce platform in what promises PurpleClick to collaborate with Google and Enterprise Singapore to offer the DIB programme.

PurpleClick recognises three critical challenges that SMEs face in their businesses online.

First, they lack a functional website due to budget limits.

Second, they lack the first-hand experience to engage a good Web developer.

Third, they do not have the knowledge to choose, hire, and manage e-commerce platforms.

A good e-commerce website should be user-friendly and draw quality targeted Web traffic to the site.

This is where the DIB programme comes in.

It is implemented with a person- and SME-focused digital marketing plan, which makes SMEs more holistic and effective for their businesses.

In addition, PurpleClick provides training sessions to ensure that its clients can operate their e-commerce sites independently beyond the DIB programme.

JUMPING AHEAD OF NORMS: USE OF VIRTUAL REALITY FOR SEARCH

In addition, PurpleClick is looking to disrupt the existing customer experience online with the use of virtual reality in the property and furniture industry.

With an exponential growth in this industry, we want to take it a step further by providing online searchers with an immersive experience of what they are looking for,” says Mr Tay.

With this in mind, PurpleClick has partnered with companies to incorporate 3D virtual reality technology into their websites to fully showcase home interiors, land- somes and furniture.

This allows enthusiasts and developers to increase consumer traction.

Firms in this industry can leverage the immense opportunity that digital marketing offers and see increased business results.

Using this as a starting point, PurpleClick is looking towards adapting virtual reality technology in its line-up of digital solutions.

TO A BRIGHTER FUTURE

The Enterprise 30 awards are a new breakthrough that celebrates its achievements, and the company is proud to be ranked 12th among the 30 winners despite being a late-time applicant.

In addition, PurpleClick was awarded Marketing Magazine’s Search Marketing Agency of the Year award last year, a first for the company in its inaugural category.

The advertising is increasingly an area that is growing in the online space, PurpleClick hopes to create greater visibility by offering its expertise in promoting digital platforms.

With this vision in mind, DIB allows PurpleClick to create a package for SMEs with a holistic package that gives a company a competitive edge online and making sales.

The website enablers increases exposure and is user-friendly. It is complemented with a person- and SME-focused digital marketing plan.