

# GroNews

The Latest In Digital Marketing

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

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## DID YOU KNOW THAT GROFUSE IS A CERTIFIED GOOGLE BADGE PARTNER?

Grofuse proudly  presents a 'Google Badge' to acknowledge our agency's Google Ads expertise.

**W**ith headquarters in Dublin's docklands, Google has a strong influence on the Irish market and evaluates businesses competitively for this certification. As a result of being awarded the badge, Grofuse has access to a wide variety of benefits as a partner of the search engine giant. This includes advanced access to education and insights with increased support, recognition and rewards.

### What Does Being A Google Premium Partner Mean?

Google Partners is a marketing program offered by Google for digital marketing professionals who manage Google Ads accounts. A special premium Google Partner badge can be earned by demonstrating advanced skills and expertise in Google Ads.

It is essentially an acknowledgement of demonstrated continuous revenue growth for clients and a growing client base while upholding and valuing Google's best practices for advertising.

### The Benefits Of Working With A Google Badge Certified Agency

#### Google-trusted Experts

The Google Partner badge is the ultimate stamp of approval - which is not achieved easily. By awarding it, Google presents its highest trust in marketers through proven growth in both their client's revenue and customer base, while maintaining Google's best practices.

#### Proven Results

To remain Google Partners, advertisers must continually meet standards and performance requirements. Google thoroughly



ensures that those of us certified provide excellent service and high-performing results for our clients.

#### Always Up To Date

The digital world is constantly evolving and Google is continuously monitoring the performance of ad campaigns. Agencies must maintain their Partner status, and we are confident in continuing to deliver excellence for our clients by staying on top of the latest methods and adapting accordingly.

**Continued...**

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### Network Of Professionals

The premium status gives our team access to the Google community and to valuable information to create innovative campaigns. Our team is also able to attend exclusive Google meetings and events, where we learn how to optimise and modernise marketing strategies.

### Expert Support

As a Google Partner agency, we have a dedicated Google team to contact for fast and advanced technical support. This also includes a dedicated Google consultant to contact for support – reducing the wait time to solve any Google Ads issues.

### Ahead Of The Competition

Premium Google Partner agencies have access to beta programs, which can be tested for up to one year or more before being made available to the general public.

This gives us a huge advance on competitors and a head start on the future of pay per click (PPC) advertising.

We also receive more access to Google experts, and access to exams that lead to certification, as well as sales and marketing toolkits. Almost anyone can use the PPC system for advertising. However, only a select few applicants become Google Partners, earning the world's most popular search engine's endorsement and other significant benefits.

**Q** **A**

HOW CAN ADVERTISERS MITIGATE THE IMPACTS OF GOOGLE'S NEW 'THREE STRIKE POLICY'?

Apostrophe 'S

Advertisers structuring pay per click (PPC) campaigns should be extra mindful of display ad imagery and text that could potentially be misconstrued as inappropriate content under the new policies. Find out more about this topic [here](#).

WHY ARE BACKLINKS IMPORTANT FOR SEO?

Backlinks are important because they signal to Google that another resource finds your content valuable enough to link to it within their own content. As a website gains more backlinks, search engines such as Google recognise that the website possesses valuable content worth ranking well on the search engine results page.



# INTERTRADE IRELAND EXTENDS E-MERGE GRANT

**The E-Merge grant is designed to offer Irish SMEs ongoing support with free government aid to help businesses grow and mitigate the impacts of Covid-19. Due to its significant success, helping over 750 businesses to date, the programme has been allocated additional funding.**

## What Is The E-Merge Grant?

This grant is a £2500/€2800 fully-funded consultancy support and advice programme designed to help SMEs to develop online sales and e-commerce solutions, including:

- E-Marketing - how to promote and sell online
- Website updates/design
- Promotion through social media
- Search engine optimisation (SEO) optimisation
- Identification of sectoral e-markets
- Advice on online payment systems, retail, billing or security

Grofuse digital director, Denis Finnegan, said: “Many businesses Grofuse has assisted in securing this funding have reported immediate and significant wins as a direct result of the services they received through their E-Merge project.

*“The extension of this grant will act as a lifeline to many more businesses in advancing their online sales and remaining competitive. For businesses to secure funding and access vital resources during an ongoing online surge is win, win.”*

*Text for marketing ?*

## Eligibility Criteria:

- Must be an SME with less than 250 staff and under £40 million turnover.
- Must be an indigenous business registered in Ireland or Northern Ireland (companies from Ireland

must hold a valid Tax Clearance Certificate).

- Offer services in either the manufacturing or tradeable services sectors.
- Must have a minimum of 12-18 months trading history.
- Must have an established trading record in cross-border trade (i.e. selling products/services in the cross-border market) or have identified a potential opportunity for future cross-border trade.
- Must be able to complete the E-Merge project within 4-6 weeks of approval.

## Ineligible Sectors:

Businesses involved in the following sectors are ineligible for assistance under the E-Merge grant unless there are certain qualifying circumstances: Wholesale & Personal Services; Distribution; Tourism; Hospitality; Primary Agriculture; and Professional Business Services. However, applications from these sectors will be considered if the business has developed a unique product, system or process that provides additional value to the core business activity.

## Approved InterTrade Ireland Consultants

Grofuse is an approved consultant for a number of InterTrade Ireland programmes, including the E-Merge grant. Contact our InterTrade Ireland consultant for expert advice and assistance with your application: [denis.finnegan@grofuse.com](mailto:denis.finnegan@grofuse.com). Alternatively, call **NI/ GB +44 2871 228820 or ROI +353 1 247 5294**.

# HOW A DIGITAL MARKETING AGENCY CAN HELP GROW YOUR BUSINESS

**The rate of digital adoption among Irish businesses accelerated significantly as a result of the Covid-19 outbreak. According to a recent survey, 98% of business leaders said technology played a crucial role in navigating the pandemic.**

In 2020, the volume of new Irish websites increased immensely to accommodate many consumers who moved their transactions online due to Covid-19 restrictions. In 2021, online trading for businesses has become the new norm, creating greater brand awareness competition in many Irish sectors. There has never been a better time to start considering digital marketing to grow your business.

## **Why Should You Use Digital Marketing?**

There are various reasons for your business to use digital marketing. These include:

- Learning more about your audience and how to reach them.
- Controlling the budget with results in numbers.
- Reaching a larger audience with a broader reach.
- Faster results.
- Most likely, all of your competitors have digital marketing practices in place.



## **How Does Digital Marketing Work?**

In 2021, most people spend a great deal of their time online – almost two billion people worldwide are online at any given time, most likely on social media and Google platforms in this part of the world. In the digital buyer's journey, a customer must first become aware of your brand, consider their options, and finally, decide to purchase. One of the first steps towards doing this correctly is by creating an integrated digital strategy.

Your digital strategy must include a comprehensive approach for your marketing to give you an effective return on investment (ROI). This will mean leveraging multiple digital marketing services to effectively carry out market research, create

a plan of action, decide what tools and platforms to use that suit your needs, and successfully measure the progress of your campaigns. Without Google Analytics, for example, your digital marketing efforts have no precise measure of ROI or success. Without a clean, fast, mobile-friendly website, visitors will not engage and convert to the full potential. Without constant campaign tweaks, adjustments and testing, you would waste your budget while missing opportunities for revenue. Without experts who are dedicated to your marketing strategy, you are not likely to reap the rewards you want. If you outsource digital marketing services, from Grofuse for example, the digital marketing experts will be accountable for the implementation and measurement of the strategy regularly.



# 5 WAYS DIGITAL MARKETING HELPS TO GROW YOUR BUSINESS:

## 1. WIDER REACH AND TARGET MARKET

Expanding your business to a new location or target market can be difficult. With digital marketing, you are able to reach people across the world with your message and expand into foreign markets, entirely online.

Digital marketing campaigns can be set up quickly and with a small budget to cover the cost of advertising in many different counties or countries. The ability for digital marketing campaigns to be geo-targeted is also invaluable and something that companies may not have been able to do in the past.

## 2. BUILDING YOUR BRAND NAME

Building a strong, recognisable brand name is essential for any business that wants to be successful. Digital marketing can help you create an online presence and build your reputation by showcasing information about your business online.

This includes updating social media channels with new products or services as they are released and publishing case studies or blog posts about different aspects of your company. This will help earn the trust of the users and make them more likely to purchase your products or services.

Brand awareness is one of the most important aspects of a robust digital

marketing plan. Digital marketing has changed the way companies can build their brands and promote themselves. It's no longer just about having a logo, slogan or print. It also includes methods such as optimising the design and content to make sure that it's engaging, attractive, and easy for potential customers to find what they're looking for.

## 3. COST-EFFECTIVE

Digital marketing can save you money in the long run because it is relatively inexpensive compared to other forms of advertising. For example, buying an ad in a newspaper can cost thousands, while social media ads can generally reap the rewards from spending only €100 per month.

Another way in which digital marketing can save you money is by creating more effective campaigns and increased ROI. Every cent spent is trackable with what you receive in return in clicks, website traffic, conversion rates and sales.

## 4. INCREASED REVENUE

An effective digital marketing plan results in high conversion rates and a higher number of visitors to your website. You also have the opportunity to turn those visits into customers with an effective email marketing or social media strategy. The more people that know about your business and brand, the better.

Digital marketing can help with this by making it easier for potential customers to find you on search engines such as Google or Bing - even if someone does not type in precisely what you are offering, they might end up finding a related keyword that is close enough and will still lead them to your website.

## 5. IMPROVED ROI

Digital marketing can also help increase your ROI. The more traffic you get to your website, the higher the chance that someone will purchase what your company has to offer. The strategies of digital marketing are straightforward to monitor and calculate. Results can be measured by the impact they are having on your business. The key is to produce a continuous flow of traffic to your website.

As a metric, ROI is simple to track and measure. It is the cost of carrying out the marketing campaign divided by the money generated from that campaign.

Without digital marketing, your business is missing out on a significant aspect of being on the internet. Digital marketing is a fantastic way to reach new customers while maintaining the ones you already have. Whether you are a ~~small~~ business offering local goods and services or looking for a way to reach consumers on a limited budget, online marketing tactics can help you meet your business objectives.

A person in a light blue shirt is working on a laptop. The image is overlaid with various digital marketing graphics, including line graphs, bar charts, and data points. The background is a soft, out-of-focus office setting.

## DO YOU NEED EXPERT ASSISTANCE WITH YOUR DIGITAL MARKETING STRATEGY?

**Contact Grofuse for a free consultation today:  
NI/GB +44 2871 228820 or ROI +353 1 247 5294.  
Alternatively, email: [hello@grofuse.com](mailto:hello@grofuse.com)**

**[www.grofuse.com](http://www.grofuse.com)**