

GroNews

The Latest In Digital Marketing

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GROFUSE DELIVERING GROWTH FOR IRISH COMPANIES WITH ENTERPRISE IRELAND GRANT OF UP TO €9,000

Grofuse is delivering growth for Irish companies with the help of Enterprise Ireland's Digitalisation Voucher which provides up to €9,000 in funding to successful applicants.

The incentive of the digitalisation voucher is to help businesses prepare a plan for the adoption of digital tools and techniques.

The 100% funded grant, up to a value of €9000, will help Irish companies recover and adapt to the new way of operating. Digitalised firms are known to perform better with higher labour productivity, faster growth and more advanced management practices.

Grofuse Digital Director, Denis Finnegan, said: "As a certified digitalisation advisor with Enterprise Ireland, Grofuse is delighted to be one of the expert digital service providers delivering for Irish companies as part of this initiative.

"The voucher can be used to access both technical or advisory services to examine the current processes and systems in place and determine the best course of action for respective businesses.

"Process optimisation, digital customer experience and data management will be essential to remain competitive following the online surge spurred by Covid-19. One of our existing clients, Southeast Wetsuits, increased online transactions by 840%, boosting average order value by 5.51% and increasing total online revenue by 890% as a result of implementing Grofuse's bespoke digital strategy," Mr Finnegan added.



HOW CAN GROFUSE HELP YOU GROW?

Our team can help you and your business adapt to the current digital transformation in Irish business generally and optimise your customer's digital journey. Grofuse has many years of experience helping our clients rethink their strategies in various sectors. Enhance your digital knowledge and skills, increase productivity and grow your business faster with the support of our team of experts.

[What Costs Are Eligible For The Voucher? See Page 2 >](#)

WHAT COSTS ARE ELIGIBLE?

The voucher covers technical or advisory/ consultancy services related to your business's operations for the sectors listed below. The support received can be spread out over a maximum period of six weeks.

ELIGIBILITY CRITERIA

The digitalisation voucher is available to eligible companies to access independent technical or advisory services related to their business's current and future operations.

You must meet the following criteria:

- Be an Irish owned business.
- Operate within the manufacturing and/or internationally-traded services sector.
- Employ more than ten full-time employees on or before February 29, 2020.

Eligible Projects must include at least one of the following services:

- **Internal process optimisation (lean-digital automation)**

The output should include a plan for the company to improve business processes using a combination of people skills development, process development and technology investment (including robotics, sensors and software).

- **Enhancing customer digital experience (product, service, route to market, channels)**

The output should include a plan for the company to improve the customer experience by implementing enhanced services, products and/or channels, including identifying required skills development needs.

- **Becoming a data-driven business**

The output should include a plan for the company to improve business processes

using a combination of people skills development, process development and technology investment (including robotics, sensors and software).

CLOSING DATE FOR APPLICATIONS

The closing date for applications for Enterprise Ireland's Digitalisation Voucher is subject to budget availability under a temporary framework that runs until June 2022.

HOW DO I APPLY?

Contact Grofuse today to discover how we can provide an improved digital experience with a host of services available. Alternatively, you can apply via the Enterprise Ireland Online Application System.



PROJECT IN FOCUS: HAPPY DAYS NORTH WEST

'THERE HAS BEEN SUPERB BUY-IN TO THE PROJECT FROM A WIDE RANGE AND LARGE VOLUME OF EXPERIENCE PROVIDERS IN THE REGION, AND PARTICIPANT NUMBERS CONTINUE TO GROW.'



WHAT THEY WANTED

This exciting project was designed to make it simpler for families to plan days out in the North West of Ireland by providing all of the practical information they need in one online portal. A key feature of the project was to create a go-to brand with a strong web presence that encourages people to engage more deeply with culture in the cross border region while trying new experiences. Derry-Londonderry City and Strabane District Council

(DCSDC) in partnership with Donegal County Council (and supported by the Arts Council of Northern Ireland) needed an online directory system for cultural partners to create and maintain online listings to showcase their events, experience offerings and organisations. The website needed to be simple to use and at the same time allow comprehensive listings to be easily created, complete with images and details.

WHAT WE DID

STAKEHOLDER ENGAGEMENT

The cultural partners and audience participation were key to the site's success - partners needed to upload listings for families to engage with this content. We carried out detailed stakeholder engagement to ensure the process was made as simple as possible to achieve mass participation in the project by stakeholders.

BRAND IDEATION/CREATION

The Grofuse creative team developed the brand from scratch based on detailed research carried out by the client. This process included development of the Happy Days NW name, logo variations, colour palette, typography, voice and tone and a brand guidelines book.



WEBSITE DESIGN

The Grofuse team created a detailed website brief in close co-operation with the client to break down the details on the content and functionality of the website with the aim of making it interactive, fun and creative.

WEBSITE DEVELOPMENT

The development team created a fully functional and fast loading website. An application programming interface (API) was set up as part of the site's development to pull content directly from the DCSDC's existing site. The team then implemented a third party event calendar (Tockify) for users to easily add their events under specific tags. Events are reviewed by the client and added to the list. Full training was provided

to the client on how to do this by Grofuse.

Both simple and advanced search facilities were provided for the directory, allowing users to search by keyword and filter by the listing category in order to find what they need both quickly and easily. The team also implemented a 'venue locator' functionality where users can search for specific venues by filtering them using distance from their locations.



SOCIAL MEDIA SET UP AND MANAGEMENT

To attract higher volumes of website traffic and increase brand awareness, social media accounts were fully set-up by Grofuse. Accounts for Facebook, Twitter and Instagram were created to support the strategy to drive increased web traffic.

The social media strategy was aligned with the overall marketing goals. As Happy Days NW is a retained monthly client (DCSDC and DCC), our team manage the brand's ongoing organic posts, create video and promotional content while optimising detailed paid advertising campaigns for each channel.

PR AND MEDIA

As part of the marketing campaign to launch the new portal, Grofuse's PR department created a launch press release to raise awareness of the new service. The PR resulted in a significant media buzz around Happy Days NW, with the project enjoying widespread coverage in the region.

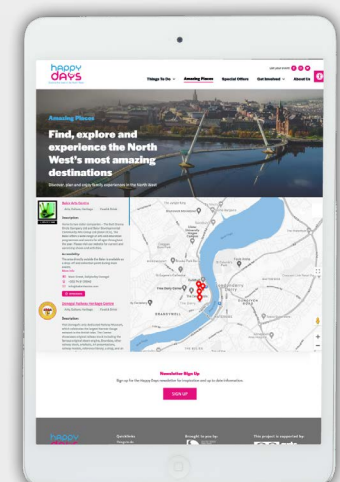


THE RESULT

Happy Days NW is off to a great start as the instantly recognisable go-to brand for all of the information families will ever need to plan, book and enjoy fun-filled days out while engaging with culturally rich experiences in the region. There has been superb buy-in to the project from a wide range and large volume of experience providers in the region, and participant numbers continue to grow. The website successfully amplifies the reach of organisations which provide family fun experiences, events and ven-

ues online while giving families in the local communities the perfect place to find, plan and enjoy their next adventure while encouraging them to tell others about their experiences in a vibrant online community.

Grofuse accomplished the project requirements and met all expectations for this application. The ongoing marketing project is working very well – with high engagement levels, reach, and cultural partner sign-ups already surpassing the original monthly targets.





WHAT ARE THE 'CORE WEB VITALS'?

The Core Web Vitals strongly impact the way that users interact with your website. Google is becoming increasingly focused on user experience, which means websites need to do the same. Core Web Vitals identify user experience issues by generating a metric for three key areas of user experience, including:

- **Page loading performance**
- **Ease of interaction**
- **Visual stability of a page from a user's perspective**

Additional metrics Google analyses are whether your website is mobile-friendly and provides safe browsing and non-intrusive content such as pop-ups and ads.

IS USER INTERFACE (UI) AND USER EXPERIENCE (UX) IMPORTANT FOR SEO?

Yes, both are essential for your Google rankings. User interface is the technical side of SEO, while the way the user navigates through the site (UX) influences essential metrics, such as bounce rate, time on page, and click-through rates. Google takes all of these factors into consideration when ranking pages.

WHAT IS CONVERSION OPTIMISATION?

Conversion optimisation is the process of increasing the number of website visitors that convert into active customers. By improving your website's user experience, users are more likely to complete the desired action on your webpage, whether purchasing a product or signing up for your newsletter.

The best ways to improve user experience is by removing unnecessary content that may slow your site down include, providing live support and adding testimonials.

GROFUSE IS THE WATER YOU NEED TO GROW YOUR BUSINESS'S MONEY TREE

If you enjoy watching your business grow year-on-year, then here at Grofuse we value the importance of handling your needs with ambition, care, attention and reliability. Our Search Engine Optimisation experts at Grofuse have more than 15 years' experience driving organic content to businesses.

The most cost-effective way to drive website traffic and achieve high conversion rates is by professionally optimising the use of SEO. Grofuse brings professionalism and expertise in the field.

With the help of our customer-focused SEO strategy activities, our clients have enjoyed massive growth.

If you had a toothache you wouldn't go to a doctor, although they are a medical professionals, they can't build your tooth back up.

If you wanted a new home built, you wouldn't go to a toymaker, although they may understand how to construct a product, they can't build you a house. If you want your website to stand out in searches and build organic traffic, don't simply Google' how to use SEO', optimise your chances – hire an expert! Grofuse are leading experts in this field.

For a fraction of the cost of recruiting an SEO specialist, the team at Grofuse can carry your company onto the next step of business growth on an outsourced basis. Grofuse stays ahead of constant algorithm changes, Google updates, and ever-changing SEO needs; so you don't have to.

Contact Grofuse for a free consultation today:

NI/GB +44 2871 228820 or ROI +353 1 247 5294.

Alternatively, email: hello@grofuse.com



A person's hand is shown typing on a laptop keyboard. The image is overlaid with various digital marketing and data visualization elements, including line graphs, bar charts, and a calendar grid. The background is a soft-focus office setting. The overall theme is digital marketing and data analysis.

DO YOU NEED EXPERT ASSISTANCE WITH YOUR DIGITAL MARKETING STRATEGY?

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