

# GroNews

The Latest In Digital Marketing

www.grofuse.com

Edition 8 May 2022

## £2,500/€2,800 DIGITAL SALES ESSENTIALS GRANT

 **InterTradelreland**  
approved service provider

InterTradelreland has announced a new funding scheme called the 'Digital Sales Essential (DSE)' programme. The new business support scheme is officially replacing the E-Merge Covid-19 grant.

The new £2,500/€2,800 business support scheme is officially replacing the E-Merge Covid-19 grant. The grant will offer five days worth of fully-funded consultancy support over 12 weeks to enable improved online presence, digital marketing and e-commerce capability to eligible companies that trade cross-border.

Grofuse digital director, Denis Finnegan, said:

"This fully-funded digital sales and marketing programme will help employers to develop e-commerce solutions to grow online sales.

"This funding programme gives applicants much more choice in terms of the scope of services they can benefit from and facilitates longer project timelines than were available under the E-Merge scheme. As there was significant demand for the E-Merge grant, eligible businesses are advised to apply early to ensure inclusion.

### DIGITAL SALES ESSENTIAL GRANT FROM INTERTRADEIRELAND

- > The DSE is replacing the E-Merge grant.
- > The programme is fully funded for all businesses.
- > **Instead of six weeks, project timelines will be extended to 12 weeks.**
- > Businesses that availed of the previous E-Merge support will not be eligible at the initial launch.

#### ELIGIBILITY CRITERIA:

- > Must be an SME with less than 250 staff and less than £40 million/ €50 million turnover.
- > **Must be an indigenous business registered in Ireland or Northern Ireland (companies from Ireland must hold a valid Tax Clearance Certificate).**
- > Must Offer services in either the manufacturing or tradeable services sectors.
- > **Must have a Minimum of 12 months trading history and a minimum turnover of £100,000/ €120,000.**
- > 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 project within 12 weeks of approval.**
- > Have not previously received support under the InterTradelreland E-Merge programme.

# INTERTRADEIRELAND DIGITAL SALES ESSENTIAL SUPPORT CATEGORIES:

## 1. WEBSITES AND E-COMMERCE PLATFORMS

---

This covers a variety of services, including website audits, website design and development, updates, upgrades and professional advice. Companies must have a live functioning website to select this option.

Your website is a digital representation of your brand – maintaining a high standard is critical to online success. In addition to this, Google has increasingly strict regulations that will penalise your website's visibility to customers if it is not of an acceptable standard.

## 2. DIGITAL STRATEGY AND CONSULTING

---

Developing a comprehensive digital strategy could cover brand identity, market positioning, content planning and the development of a bespoke marketing strategy.

Planning campaigns in advance with consistency is key to winning results. Grofuse provides in-depth digital strategy reviews and expert consulting with regular communication and progress reports.

## 3. DIGITAL MARKETING

---

Digital marketing services available cover anything from search engine optimisation (SEO) audits and the initial implementation of key social media channels or influencer marketing, to blogging, advertisements and video content. Implementing digital marketing analytics such as Google Analytics and Google Tag Manager is also covered in the scope of the scheme.

## 4. SALES VIA PAID DIGITAL ADVERTISING

---

This can range from defining sales goals and establishing target audiences, to creating website sign-up forms, measuring sales conversions, paid advertising on social media, and pay per click (PPC) set up and management – all of which are



covered by the grant under paid digital advertising.

When executed correctly, digital advertising will be a significant revenue stream for you and your business. In contrast to traditional marketing methods, all returns on investment and data can be easily tracked. Grofuse recently optimised a current client's digital advertising strategy, which increased online revenue by 890%.

## 5. ONLINE CUSTOMER SERVICES

---

Online customer services cover planning for implementing digital customers' engagement and support networks. These may include online channels, email accounts, chatbot services and messaging apps. Improved support services increase your customer touchpoints and can significantly aid client retention.

## 6. E-COMMERCE SHIPPING AND FULFILMENT

---

This category encompasses mapping a defined shipping and returns strategy for your product portfolio. Practical advice on product packaging, labelling, using carriers and shipping costs is also acceptable under this element of the scheme. Ensuring your operations are efficient

and optimised can reduce shipping costs, improve your customer experience, lessen administrative duties and more.

## 7. E-COMMERCE LEGAL CONSIDERATIONS AND DATA MANAGEMENT

---

Services under this category include GDPR consulting, protecting customers' privacy and financial data online, as well as insurance and security. Legal considerations and data management provide an overview of standard e-commerce terms and conditions, and online advertising compliance. With strict data protection laws now in place, you must ensure you adhere to these regulations.

### APPROVED INTERTRADE IRELAND CONSULTANTS

---

Do you need help with your application?

Grofuse is an approved consultant for InterTradeIreland programmes. Contact our InterTradeIreland consultant for expert advice and assistance with your application: denis.finnegan@grofuse.com. Alternatively, call NI/GB +44 2871228820 or ROI +353 1 247 5294.

# RURAL BUSINESS DEVELOPMENT GRANT NI OFFERS £5,000 FOR NEW E-COMMERCE WEBSITES IN MAY

Micro businesses in Northern Ireland can get up to £5,000 towards a new e-commerce store with the new Rural Development Grant which is available during the month of May (2022).

Grofuse Digital Director, Denis Finnegan, said: "The grant will provide funding assistance of 50% up to the value of £5,000 towards e-commerce websites to support the recovery, development and sustainability of existing businesses based in rural areas in Northern Ireland. The funding will

provide the opportunity for many businesses to ramp up their innovation activity and the efficiency of their rural businesses. At Grofuse, we are on hand to assist with your application and ensure you have the best e-commerce solution to grow your rural businesses."



## GRANT OVERVIEW – WHAT YOU NEED TO KNOW

Local councils in Northern Ireland are delivering the scheme on behalf of the Department of Agriculture, Environment and Rural Affairs (DAERA).

Projects must address an issue of rural poverty and/or social isolation, and applicants will be required to provide 50% of the project funding. The total cost of the capital project must be a minimum of £1,000 and must not exceed £20,000.

All eligible businesses must attend a 'pre-funding workshop' and submit their application online. Contact your local Council for more details on

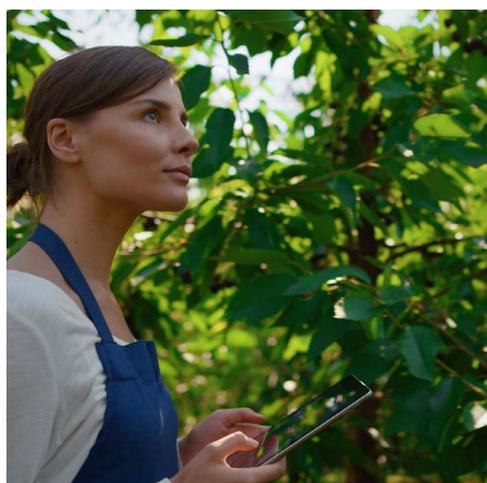
pre-funding workshops. A Grofuse Growth Consultant is ready to assist you with your application with a no-obligation consultation on how to get the most from your e-commerce or software development with the aid of this grant funding. Simply contact us to get started.

Applications will open from May 4 until May 31, 2022, and no late applications will be accepted.

Please note that this is a competitive process and all grants awarded will be determined on merit.

The scheme is being administered by various local Councils, including:

- **Antrim and Newtownabbey Borough Council**
- Ards and North Down Borough Council
- **Armagh City, Banbridge and Craigavon Borough Council**
- Belfast City Council
- **Causeway Coast and Glens Borough Council**
- Derry City and Strabane District Council
- **Fermanagh and Omagh District Council - Enniskillen Office**
- Lisburn and Castlereagh City Council
- **Mid and East Antrim Borough Council**
- Mid Ulster District Council – Dungannon
- **Newry, Mourne and Down District Council**



## WHAT YOU CAN APPLY FOR?

- **E-commerce websites to enable online purchase capabilities and to establish an online presence for marketing purposes.**
- Computer software (outright purchases only – ongoing license fees are not eligible).
- **Computer equipment such as computers, laptops or printers.**
- New equipment or machinery.
- **Mobile machinery such as scissor lifts, forklifts, and ride-on lawnmowers.**
- Covid-19 business recovery equipment, including free-standing screens and hand sanitiser units.

## ELIGIBILITY CRITERIA

You will be eligible for the grant if:  
Your business is located in a rural area of Northern Ireland (fewer than 5,000 residents) plus the areas of:

- **Strathfoyle**
- **Newbuildings and Culmore in Derry/Londonderry Urban Area (OUA)**
- **Milltown**
- **Helens Bay**
- **Crawfordsburn and Groomsport in the Belfast Metropolitan Urban Area (BMUA).**

If you are unsure whether you are in an eligible rural area, contact your local authority before submitting your application.

You are an existing, registered private business or social economy enterprise that is actively trading commercially. You have not received funding under the TRPSI Rural Business Development Scheme in 2021. Businesses that have received funding in 2019 and in 2020 are eligible to apply. Your business currently employs less than ten full-time equivalent employees (based on the full time of 30 hours per week and part-time of at least 16 hours per week). You are legitimately insured or prepared to obtain insurance if

awarded a grant (building, contents or public liability insurance, as appropriate).

You have a dedicated bank account used by the business.

You have attended a 'pre-funding workshop' before the application call closes. Details of workshops will be available by contacting your local Council.

You can complete your project before October 31, 2022. Grant offers are expected to be made in late August or early September 2022. Your project cannot commence until you receive a formal offer of funding. Projects must be finished by October 31, 2022. This includes all works completed, onsite and operational, paid and through the bank account by this date.

You are aged 18 or above at the application deadline.

Only one application can be accepted per business.

Sports clubs and community groups can only be considered if they are commercially trading and generating sales revenue from selling goods and services to customers who are not club or community group members.

The grant can only be used to support the sustainability, survival and/or development of this commercial element, and not for the club or community group on its own.

You will not be eligible for the grant if:

- Your business is located in an urban area with a population of over 5,000.
- Your business has received financial assistance from the TRPSI Rural Business Development Grant Scheme 2021.
- Your business is a new start business that is not yet trading.
- You are a farmer, or anyone registered to a Category 1 DAERA Business ID, undertaking the mainstream agricultural activity.



## HOW TO APPLY

Your application form must be completed online with all of the supporting procurement documentation uploaded to the online system before the portal closes. This includes all quotes, specifications and supplier emails.

You must add a detailed specification for each item you are applying for if the quotations supplied are not for identical items (see the table below).

You must provide a minimum of two quotes or price checks for each item you are applying for (see the table below).

Total Estimated Cost Per Item	Minimum Number
Up to £5,000	At least two price checkers per item from different suppliers/internet quotations
£5,001 - £20,000	At least two different quotes per item from different suppliers (internet quotes cannot be used)

## SUBMISSION DEADLINE

Your application and supporting documents must be submitted via the online application system and uploaded by 12pm on Tuesday, May 31, 2022.

The online system closes at this date and time and no late applications will be accepted. It is recommended that you register, complete and submit your application as soon as possible to avoid disappointment.

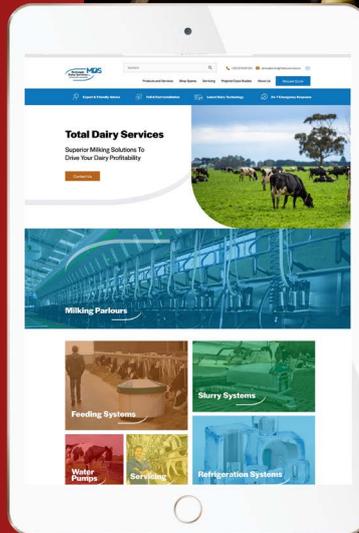
For a free consultation with additional advice and guidance throughout your application, contact our team today. Alternatively **email [hello@grofuse.com](mailto:hello@grofuse.com)** or **call our team** on **+44 2871 228820**.

## PROJECT IN FOCUS:

# MCKNIGHT DAIRY SERVICES

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

'THE WEBSITE SHOWCASES THE BUSINESS PROFESSIONALLY, CLEARLY HIGHLIGHTING WHAT THEY DO, HOW THEY DO IT, WHY THEY ARE MARKET LEADERS IN THEIR SECTOR, AND MORE IN ORDER TO GENERATE ENQUIRIES.'



### WHAT THEY WANTED

McKnight Dairy Services Ltd is one of the UK and Ireland's leading dairy farm equipment and milking system installation businesses. The family-run company has been helping dairy farmers to make milking easier, more efficient and more profitable for almost 20 years.

The client wanted to establish an online presence with a new website (their first) to match their outstanding reputation in the agricultural

sector. The new site needed to present the brands they sell professionally as well as show case studies, highlight the benefits to farmers of using them as a supplier, market their servicing capabilities and contain an online shop to allow customers to purchase consumables and spare parts. The client wanted a fresh and modern design with plenty of photos, minimal text, and a simple and slick design.

### WHAT WE DID

The content on the site needed to be visual with testimonials, photos, case studies and videos. Our digital marketing and content teams conducted discovery interviews with the client to gain deeper understanding of what was required for the brand and its target market. Grofuse implemented an online shop to display their machines and provide an easy and intuitive experience when shopping for spare parts. We integrated a Worldpay payment system with multi-currency functionality within the shop.

A clear navigation structure was created to list products and services and clearly show project case studies with photos and project information. User experience (UX) design was implemented to make it easy for users to find and enquire about products, brands, and services from the homepage. The Grofuse team also provides ongoing digital marketing services to optimise the performance of the new site, and monthly technical support for any queries and training on adding new content or editing existing content.

### THE RESULT

The result is a visually stunning website packed with essential information on all big ticket dairy equipment. It contains a fully functioning shop for users to purchase products, log in and quickly find previous orders. Users can also view projects, download product information and engage with the team at McKnight Dairy Services. McKnight Dairy Services successfully transitioned to online marketing from word of mouth and print advertising – helping to achieve their goal of doubling sales.



# ONSITE vs OFFSITE SEO

## DO YOU KNOW THE DIFFERENCE BETWEEN ONSITE AND OFFSITE SEO?

Onsite and offsite search engine optimisation (SEO), otherwise known as on-page and off-page SEO, are the two critical components of the SEO process. For higher rankings and maximum exposure to the search engine results page (SERPs) you need to understand the difference between the two and how to utilise them. There is no point in having a website if people can't find it. Onsite SEO is what you do to make your website search engine friendly and easy to find.

### WHAT IS ONSITE SEO?

Onsite SEO consists of adjusting certain elements on your website so that search engines can easily understand and crawl the content on your site.

The more data and information they can get from your site to understand the intent of your content, the greater your chances of ranking above competitors. Improving and fixing potential problems related to on-page SEO is the first step you should take when optimising your website for search engines such as Google.

Search engines reward easily readable websites with higher rankings on the search index. Many critical components of onsite SEO are the foundation for improving page rank in your specific industry. These are:

- **Content**
- **Keywords**
- **Headings**
- **URL structure**
- **Page load speed**
- **Inbound links**
- **Image alt tags**
- **Mobile friendliness**
- **Fulfilling the Core Web Vitals**

### IS ONSITE OR OFFSITE SEO MORE IMPORTANT?

Both types of SEO are essential to search engines. The most important aspect of your overall SEO strategy is thorough research to ensure that you compete for the right keywords, target market and adequate audience attention. Grofuse offers free onsite SEO for every website we build, with the option to maintain and grow your website's authority online. Get in touch today for a no-obligation consultation and review of your SEO performance. **ROI +353 1 247 5294; NI/GB +44 2871 228800**



## HOW CAN I IMPROVE MY WEBSITE'S AUTHORITY?

The best way to improve your website's authority is to get other authoritative websites in your industry to link to your site – these are called backlinks.

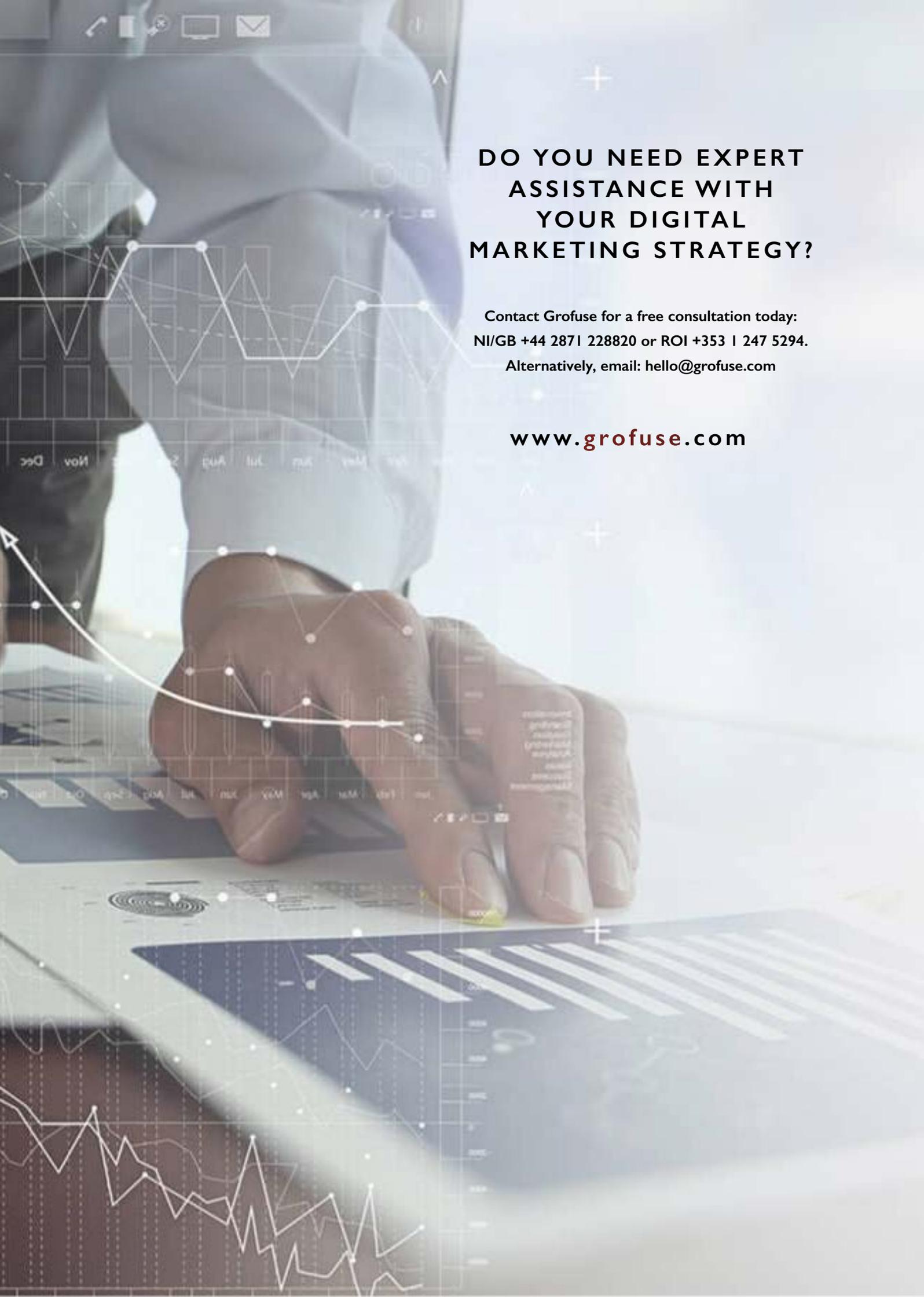
Google looks at the other websites that link back to you as the strongest signal that your website is trustworthy. Google will analyse how many backlinks you have and how trustworthy these websites are. There are many other factors that can affect your website's credibility, such as the quality, loading time, content and mobile responsiveness that also contribute to how Google will rank your website.

### WHAT IS LOCAL SEO?

Local SEO is the process of optimising your online properties to generate traffic from location-based searches. It helps businesses promote products and services to local customers when they need them.

### WHAT DOES GOOGLE ANALYTICS DO?

Google Analytics is a free website analytics platform that gives you insights into how users find and use your website. With Google Analytics, you can track ROI for your online marketing and review important metrics to make informed decisions. The bulk of Google Analytics categorises data into acquisition, behaviour and conversions.



## 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)