

# GroNews

The Latest In Digital Marketing

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## €4,500 GRANT FOR SMALL BUSINESSES TO GO DIGITAL



Grofuse Digital Director,  
Denis Finnegan

**G**rant funding of up to €4,500 is now available for small businesses across Ireland to benefit from expert consultancy in the development of a winning digital growth strategy. The newly launched Local Enterprise Office funding is called Digital Start and

offers assistance to businesses planning to introduce digital solutions to streamline operations.

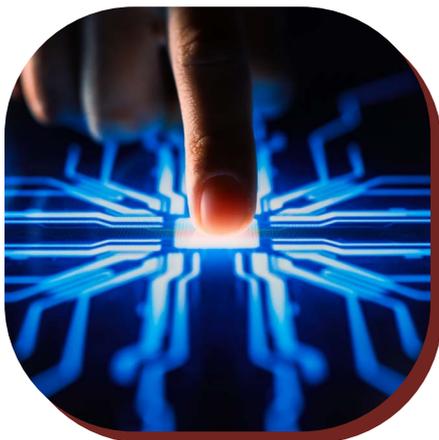
The grant is designed to ensure that small businesses plan well for digital transformation by “maximising every advantage” whether they are planning to develop bespoke software to improve internal processes or to deliver improved customer experiences through digital solutions.

The funding can be accessed by businesses with up to 10 full-time employees and non-enterprise Ireland/IDA clients with 10-50 employees to develop digital success roadmaps with the help of approved LEO Digitalisation Advisors such as Grofuse.

Grofuse Digital Director, Denis Finnegan, said: “The aim of the LEO Digital Start grant is to help businesses put their best foot forward in their digital journey.

“This means they can benefit from expert guidance from experienced digital transformation professionals who can analyse business operations and provide the best advice on how to maximise return on investment.

“Whether it’s planning for the automation of internal processes by building bespoke software or guidance on data processing and analysis to implement improved customer journeys, the Digital Start grant offers a tremendous opportunity for small businesses to get help from the right digital and IT professionals, and make the most of their investment.”



**Digital Start provides strategic intervention for businesses to work with approved LEO Digitalisation Advisors such as Grofuse to:**

- Assist them in identifying where they are on their digital business journey.
- Develop a digital adaptation plan based on their identified needs.
- Support in implementing their digital adaptation plan.

**Support can be provided in the following ways:**

- Developing a business processes digital optimisation strategy
- Developing a digital customer experience strategy
- Developing a strategy to utilise digital data for increased sales

It is important to note that the Digital Start grant is not eligible to cover costs associated with website development, digital marketing or hardware equipment. By availing of this support from a digital growth agency that provides software solutions, your business can benefit from having a team at your disposal that can not only recommend the best path forward but one that also has the capacity to build the digital infrastructure to the



exact specifications required following the consultation period. In that respect, your software project can hit the ground running with the help of the Digital Start grant.

At Grofuse, our team has lots of experience in fully planning, developing and deploying bespoke software innovations for clients to both streamline internal processes and transform customer experiences. and can have a discovery meeting to understand the pain points your customers face as well as future-proofing your business against the competition.

## HOW TO APPLY?

At Grofuse, our expert digital consultants can help to develop a digital strategy that boosts and future proofs your business.

Our team will identify where you are on your digital business journey, develop a digital adaptation plan based on your needs and assist you in implementing your digital strategy. With our team of software and digitisation experts, we can ensure

that your roadmap foresees all the potential bumps on the road for a smooth development process.



**Contact** our team today for free assistance in applying for the Digital Start grant. Alternatively, contact your [Local Enterprise Office](#).

**FOR FULL INFORMATION ON ACCESSING THE DIGITAL START GRANT CLICK [HERE](#)**

## INTERTRADEIRELAND DIGITAL SALES ESSENTIALS GRANT

**Intertrade Ireland has announced a new funding scheme called the 'Digital Sales Essential (DSE)' to replace the E-Merge Covid-19 grant.**

**What You Need To Know:**

- 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).
- Offer services in either the manufacturing or tradeable services sectors.
- 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 InterTradeIreland e-Merge programme.

1. Websites and e-commerce platforms
2. Digital strategy and consulting
3. Digital marketing
4. Sales via paid digital advertising
5. Online customer services
6. E-commerce shipping and fulfilment
7. E-commerce legal considerations and data management

Grofuse is an approved consultant for InterTrade Ireland programmes. Contact our InterTrade Ireland consultant for expert advice and assistance with your application:

Email [denis.finnegan@grofuse.com](mailto:denis.finnegan@grofuse.com). Alternatively, call NI/GB +44 2871228820 or ROI +353 1 247 5294.

# CLIENT IN FOCUS: BASELINE SURVEYS



## WHAT THEY WANTED

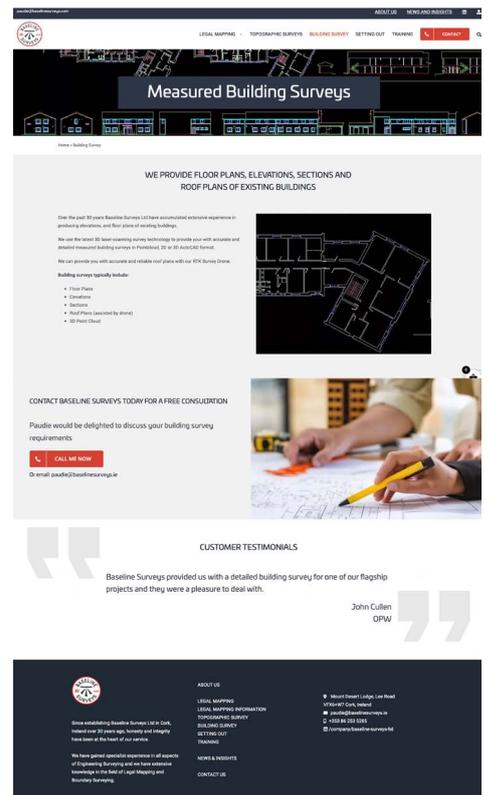
Paudie Barry, owner and managing director of Baseline Surveys, required a professional website to present his surveying company. Paudie specialises in legal mapping services, topographic surveys and building surveys, as well as providing training courses. It was important that his target audience found his new website easily, clearly understood what he offered, found the service they needed and contacted him. His original site had a very confusing structure, slow loading time and a poor conversion rate for leads.

## WHAT WE DID

After an initial discovery meeting with Paudie, the Grofuse team created a detailed website brief outlining the digital strategy for the new website, based on his objectives and the needs of his target audience. The website brief provided for the creation of an agricultural sitemap on the website as well as all other functional requirements.

Our content team interviewed Paudie and created unique content for the website. They worked closely with Paudie, gaining great insight into his expert knowledge. The copy and content was then structured in a clear and easy way for visitors to the website. Once the content creation was complete, our design team created a bespoke design catering to the needs of users for each page of the site.

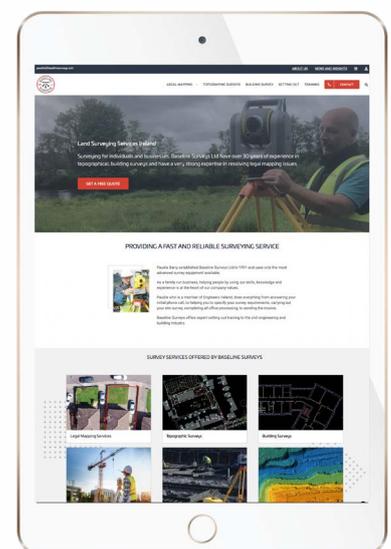
When the new design was signed off by the client, the team developed the new responsive website as per the project requirements. One of the unique features that were added to the site was the ability for users to 'draw your land site'



## THE RESULT

Since the new website was published, the organic traffic has doubled - increasing by 100% from previous months. However, the most significant metric recorded by the client was the improved conversion rate based on the number of new leads the site generates every month. The client, Paudie Barry, stated: "I

regularly receive positive feedback on how good the new website is from new customers. They can easily find information if it is related to their legal mapping issue or if they only need details on one of the building surveys. This has led to an increase of 60% in business for Baseline Surveys since the new website went live in 2021."



## HOW CAN I AVOID GOOGLE PENALTIES?

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The best way to avoid Google penalties is to practice white hat SEO, rather than a black hat SEO tactics. Black hat SEO tactics include actions such as stuffing pages with keywords rather than quality content, creating duplicate content, featuring irrelevant or poor links, and overlinking with direct keywords. If an SEO tactic doesn't have user experience in mind, it's likely a black hat practice, and Google will take notice. In addition to this, your site could also be penalised for technical issues such as overlooked 404 redirect pages, an outdated XML sitemap, and overuse of anchor text.

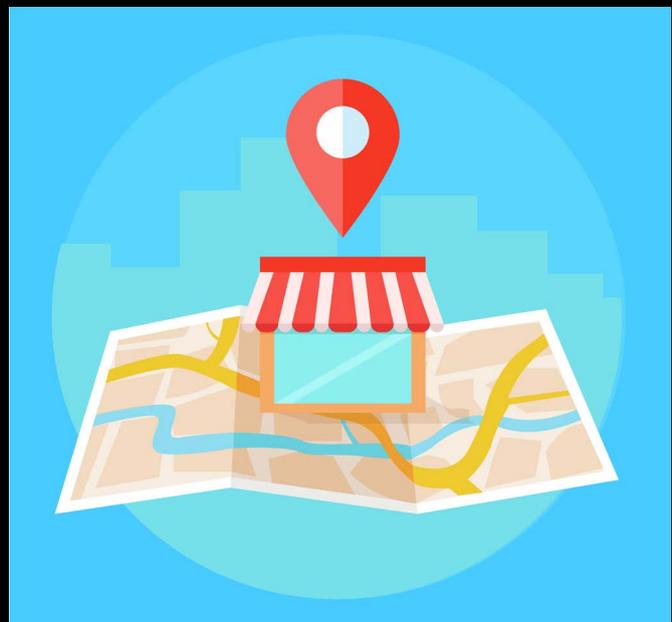


## WHAT IS LOCAL SEO, AND WHAT ARE THE BEST WAYS TO LOCALLY OPTIMISE MY SITE?

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To locally optimise your site, you should conduct keyword research for terms that customers in your local area are searching for. With these keyword terms, which will likely include your store's location, you can optimise your page titles, meta descriptions, H1s, content, blogs, social media posts and more.

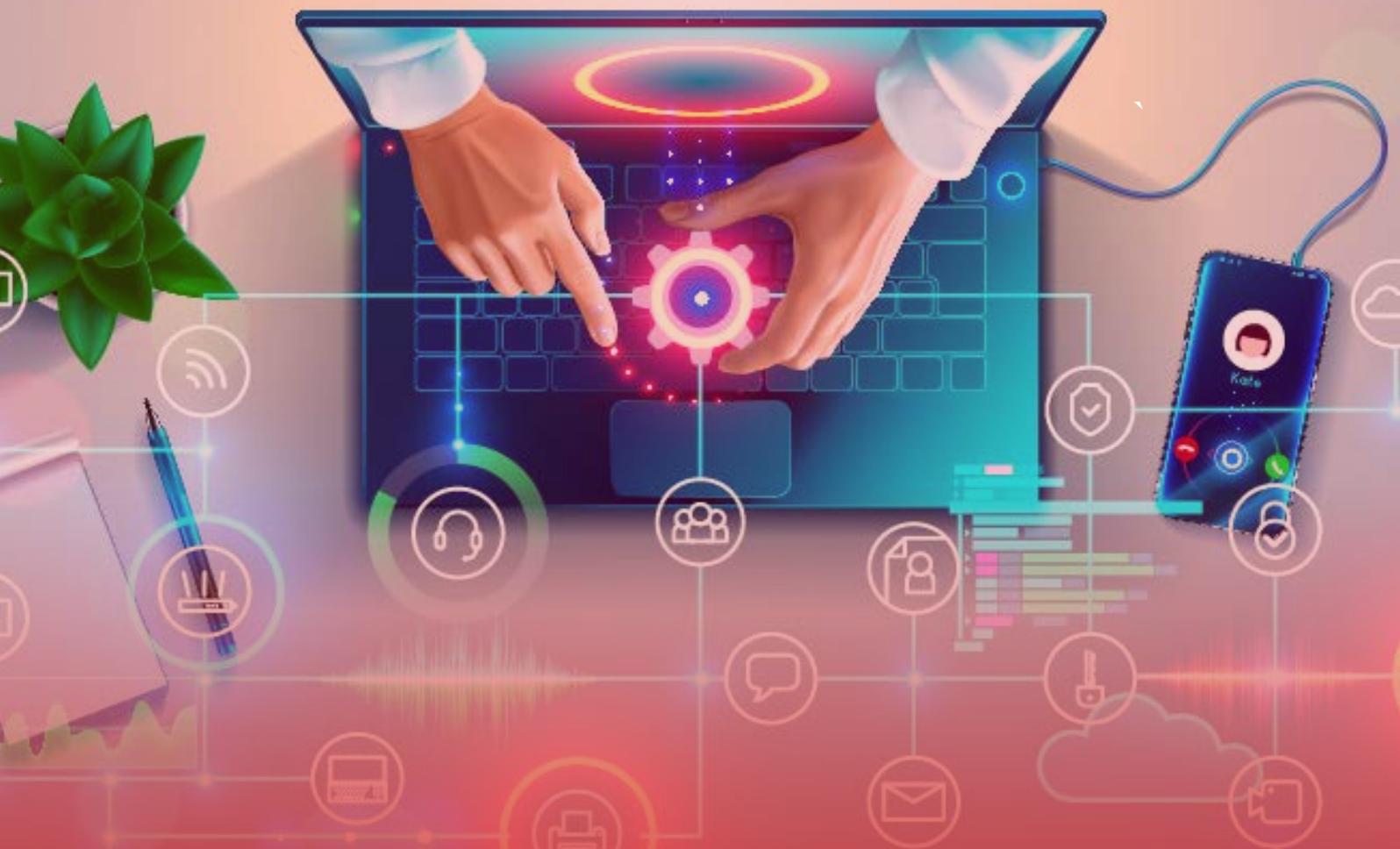
If you have more than one targeted local area, it's a good idea to create separate web pages on your site for each of these locations. Content on these separate pages should be unique, optimised to the specific location, and engaging to customers who live in these areas.



**Would you like to request a free consultation with our team of experts to improve your digital presence for 2022?**

**Contact our team today:**

**NI/UK +44 2871 228820 ROI: +353 1 247 5294**



# BESPOKE SOFTWARE DEVELOPMENT: THE WHAT, WHY, AND HOW

**W**hen it comes to developing software, there are two basic approaches. First, take the off-the-shelf route. Second, find a company that does bespoke software development for you.

But what exactly is bespoke software? And what are the benefits of choosing this route over the more common choice? This article will help shed some light on these questions so that you can make an informed decision about how best to automate your processes using software.

## **What exactly is bespoke software development?**

It is the process of creating a custom software solution for a specific client or business. This type of software is usually tailor made to address a specific need that cannot be met by off-the-shelf software. Bespoke software development can be more time-consuming than employing existing software.

Still, it can also offer a number of great advantages, such as improved efficiency, greater flexibility, and lower cost in the

long term. Most importantly it will provide a perfect fit for your company's specific needs.

If you're considering bespoke software development for your business, here's what you need to know about the process.

## **Bespoke Software Development steps**

Is having bespoke software a trend or a necessity?

Software is becoming more and more complex. The speed at which software moves forward means that the software industry must continuously evolve its products to remain relevant. And this evolution is happening at a faster pace than ever before.

The global software development market was valued at 430 billion in 2021 and is expected to expand at a CAGR of 11.7% by 2030.

This means that firms must be prepared for the rapid changes in their business processes and the technologies they use. So, what was once a trend, has really become a necessity for all those companies. This necessity helps them to be competitive and stay competitive.

# BENEFITS OF BESPOKE SOFTWARE

## 1. LONG-TERM COST SAVING, WITH GOVERNMENT FUNDING AVAILABLE

Bespoke software development is the way to go if you're looking for a long-term solution that will save you money in the long run. Unlike off-the-shelf software, which is often created with a one-size-fits-all approach, bespoke software is tailor-made to fit your specific needs. This means that you won't have to pay for features you don't need, and that you can be confident the software will grow with your business. In addition,

bespoke software is more secure and scalable than off-the-shelf options, so you can be sure that your investment will pay off in the long run.

There is also the added benefit that substantial Government funding is currently available for many business types in both Ireland and the UK to digitally transform by developing bespoke software. Speak to us for details on what funding is available and how to access it.



## 2. SCALABILITY AND FLEXIBILITY

As your business grows, so does the need for software that can accommodate your expanding operations. Bespoke software development creates solutions that are scalable, flexible, and adaptable to the specific needs of your business as it grows.

Scalability refers to adding new features without affecting existing functionality, which is crucial for businesses that want to grow quickly. The flexibility to customise software is beneficial when you have a unique set of requirements, such as custom branding or integrations with third-

party systems. You can modify it to suit your business requirements. It is also more flexible than a standard system, which means you do not have to make any compromises regarding how it functions and how easy it is for your users to use.

## 3. COMPLETE OWNERSHIP AND MORE SECURITY

When you go bespoke, you have complete ownership over the software and its code. This means that you can make changes to the code as you please without having to go through the original developer. It's yours; you decide how and where to implement and can control it completely. You can use the software for as many employees as possible, and you don't need to worry about additional costs or upgrades. Also, since you have complete control over your software solution, you can solve any issues that may

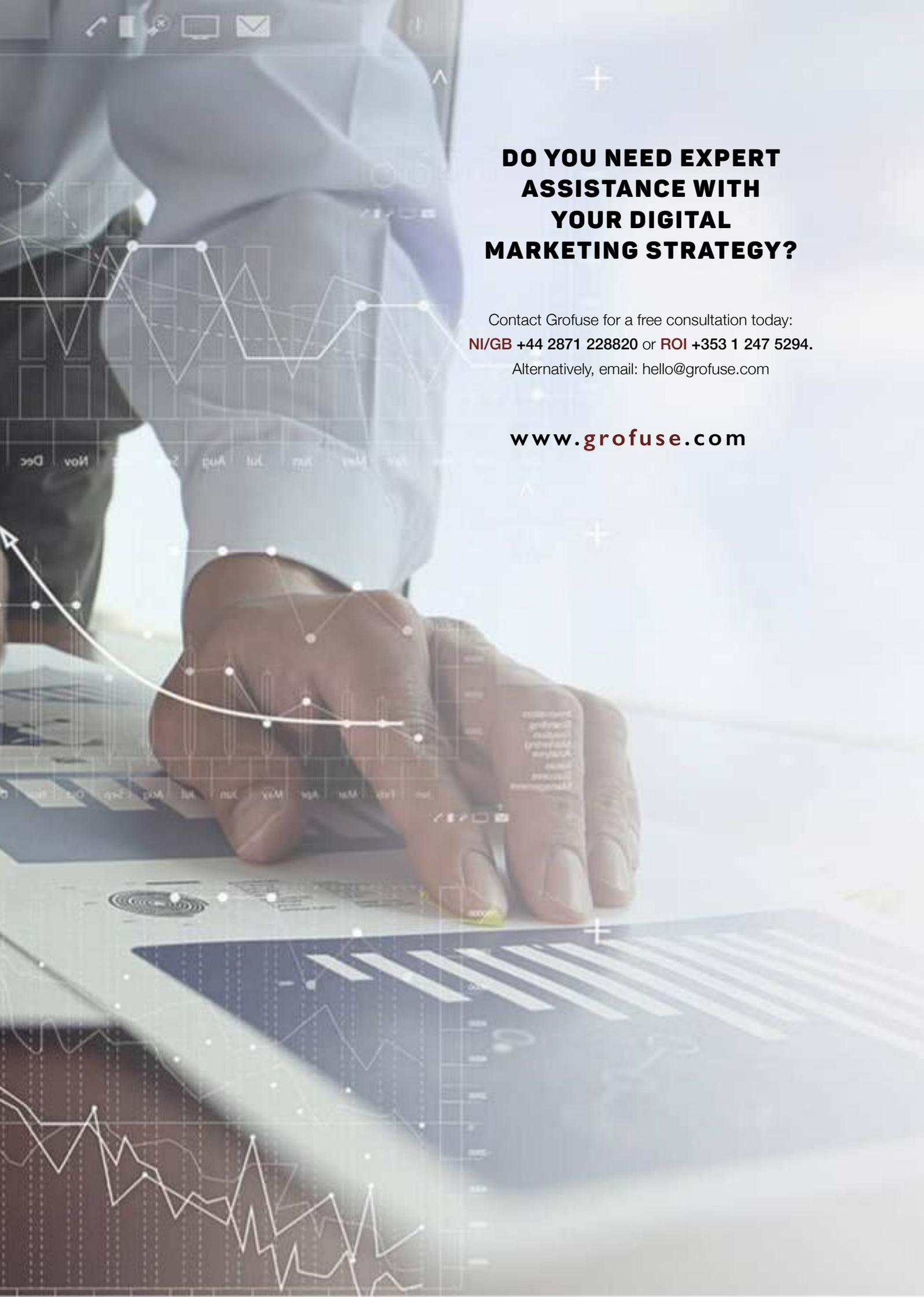
arise. Plus, with bespoke software, you increase your security because the code is not publicly available like it would be with off-the-shelf software.

71% of breaches are financially motivated, and the average cost of a mega-breach in 2021 was \$401 million for the largest breaches. With off-the-shelf software, hackers can more easily exploit well-known issues and vulnerabilities. Meanwhile, one can use tailor-made applications only internally, which cuts down the risk of attacks.

## FINAL REMARKS

If you're looking for a software solution that fits your specific business needs, then bespoke software development is the answer. By working with a development team to create a custom solution, you can be sure that the end result will be exactly what you need.

Bespoke software is cost-effective in the long run, compared to off-the-shelf solutions. There is also Government grant aid available to get you started in both Northern Ireland and the Republic. So if you're ready to take your business to the next level, contact us at Grofuse today to get the conversation started!

A person's hand is shown typing on a laptop keyboard. The image is overlaid with various digital data visualizations, including line graphs, bar charts, and network diagrams. The background is a soft-focus office setting. The overall aesthetic is professional and tech-oriented.

## **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)

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