

GroNews

The Latest In Digital Marketing

www.grofuse.com

Edition July 2023

HOW CAN **PPC** ADVERTISING
HELP YOUR **BUSINESS** STAY
RELEVANT IN A **RECESSION**?

SUCCESS RECESSION

When the economy hits a rough patch, it's only natural for business owners to tighten their belts and cut costs. Every cent (or penny) counts, and every expense is scrutinised. But here's the thing: In times of economic uncertainty,

it's crucial to be strategic about where you invest your resources.

And here's the beauty of PPC: It's a sales-focused approach that delivers results and generates sales, all while being cost-effective. You only pay when someone clicks on your ad, which means

you're investing your budget in potential customers who are actively interested in what you have to offer.

**KEEP READING TO
FIND OUT MORE >**

A. REVIEW GOALS



When uncertainty strikes, it's time to review and adapt your advertising goals to navigate the changing landscape. But here's the exciting part: Even in challenging times, innovation thrives! Just take a look at how companies are embracing new approaches to stay ahead.

For instance, I recently read about a company that used to rely on in-home/on-site estimates, but made a remarkable shift to virtual estimates. And you know what they gained? Higher close rates and reduced employee travel time. Talk about turning a challenge into an opportunity!

B. INVEST ONLY IN WHAT WORKS



This is an excellent opportunity to review your current paid marketing campaign metrics and to determine what resonates with your target audience. For example, what brings you the highest return on ad spending or ROAS?

Here are a few cost-effective PPC tweaks:

- Shut down search partners.
- Stop broad match terms.
- Exclude any age groups that are not in your target market.
- Implement geographical restrictions.
- Limit ads in the time and/or days they are displayed.
- Weed out unqualified traffic and focus on building your negative keyword list.
- Stop low-converting and high-spend marketing campaigns.

C. DESIGNATE THE TARGET AUDIENCE



To prioritise your marketing, it is essential to ensure that sales and marketing are in sync. Marketing must provide material that addresses customer pain points and drives qualified leads to work effectively with sales.

To create a buyer's persona, you need to use customer data. This will allow you to understand your customers'

demographics, interests and pain points. You can pull this data from Google Analytics or your CRM software. You may also interview existing customers. Targeting people similar to your customers and getting more qualified leads, if you have more information about them, is more accessible.

D. CREATE REFINED PPC STRATEGIES



The moment you define your buyer personas, you can retarget your marketing campaigns so that they target high-value prospects. This is important for digital advertising. It means you need to refine your target audience and the copy of your ads to drive more conversions.

After ads are live, you can use A/B Testing to determine the most effective messaging for your campaign and optimise its performance. By optimising and refining your targeting, companies can increase click-through rates and reduce the cost per lead.

The Importance of Email Marketing and Why You Need an Email Marketing Agency

EMAIL IS ONE OF THE OLDEST FORMS OF DIGITAL COMMUNICATION, BUT IT'S ALSO ONE OF THE MOST POWERFUL TOOLS IN DIGITAL MARKETING STRATEGY.

There are many newer ways to communicate with customers and your audiences, such as live chat and social media.

However, email is still the most popular marketing channel, with over 4.5 billion users.

At Grofuse, we offer companies our bespoke email marketing campaign as part of a digital marketing strategy that guarantees digital growth. Email is a great tool to drive your website traffic and sales. It is also 100% measurable – our team takes action to track data such as who opened your email, which links were clicked and how many people unsubscribed.

Some of our email marketing services include:

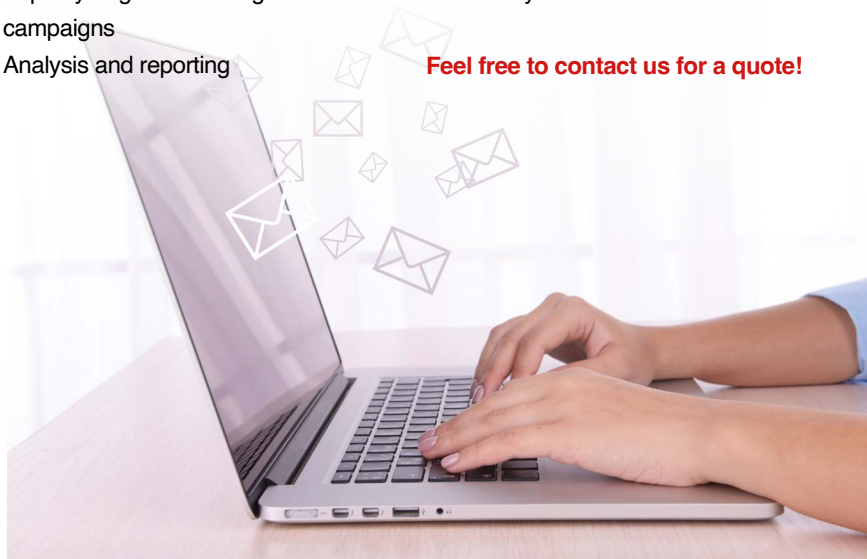
- Email optimisation and design
- Media design
- Expertly targeted and segmented campaigns
- Analysis and reporting

Hiring the services of an email marketing agency will allow you to achieve a tailor-made digital presence without sacrificing staff resources to perform email marketing on your own. Moreover, an email marketing service will develop a custom email marketing campaign tailored to your company's needs and preferences.

Email marketing is essential to your digital marketing strategy and the most potent element of personalised and low-cost campaigns. You can build a loyal following to whom you can send your content, offers and other information.

Our clients receive high-quality support, expert knowledge, and comprehensive assistance. We have a wealth of experience in creating high-impact, personalised and personal messages that will bring you a high return on your investment.

Feel free to contact us for a quote!



HOW TO ADAPT GOOGLE'S HELPFUL CONTENT UPDATE TO YOUR STRATEGIES

The helpful content updates provide searchers with valuable content by prioritising user-first, high-quality content over low-quality content written only to generate search traffic. This will result in more varied results and reduce the amount of irrelevant content in search results. This update will be a site-wide signal which can impact a website's SEO rankings. Here is the helpful content update in a nutshell:

- **Official name:** Google Helpful Content Update.
- **Launch date:** The action kicked off during August 22.
- **Duration of the rollout:** The update took about two weeks to reach its full potential.
- **Products that have been impacted:** For now, just the standard English Google search. Google could include Discovery or other features in the future.
- **Penalty:** Websites with excessively optimised content will most likely be affected.
- **Scope:** This update focuses on content quality across a site, not just individual pages.
- **Core update:** This isn't a core upgrade. The last core update was the May 20, 22 Core Update.
- **Language:** English-language content worldwide is affected. In the future, Google could add other languages.

With this update, Google is rewarding websites that provide a delightful experience for visitors. It's all about meeting their expectations and going above and beyond. Forget about keyword stuffing and gimmicky tactics. It's time to put people first. So, let's embrace the era of the Helpful Content Update. It's time to bid farewell to those old tricks and focus on creating valuable, engaging, and user-centric content. Trust me, your visitors will thank you, and Google will give you a well-deserved pat on the back. It's a win-win situation for everyone involved. Together, let's make the internet a better place – one helpful piece of content at a time.

If you need help creating content that's in line with Google's helpful content update, get in touch with us and we'll get back to you ASAP to discuss your project.

CLIENT IN FOCUS:

SOUTH EAST WETSUITS ACHIEVES **890%** REVENUE SURGE AND SKYROCKETS **ROAS 9X** WITH GROFUSE



South East Wetsuits is Ireland's leading online wetsuit and surfboard store. Their products and service have been trusted by Irish watersports lovers for quality and value since 2008.

South East Wetsuits stocks the biggest range of top international brands for outdoor water activities available anywhere in the country.

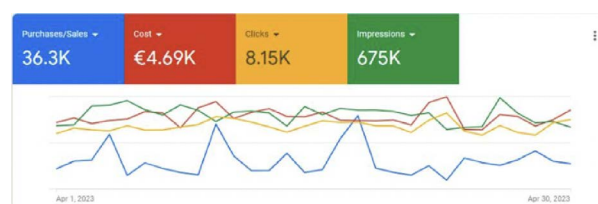
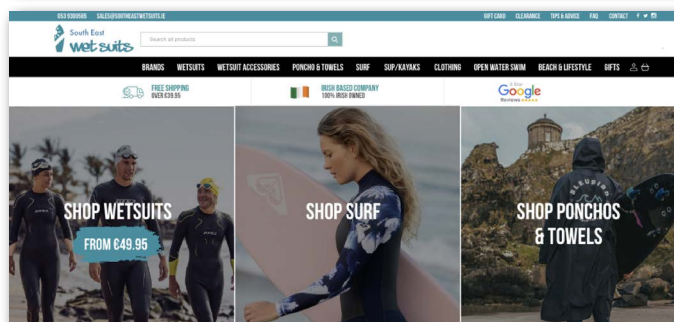
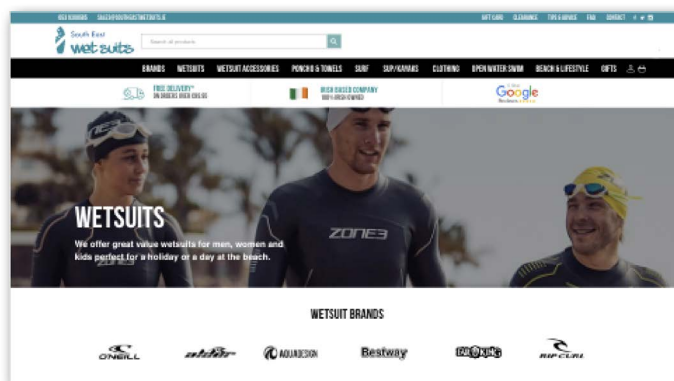
A 100% Irish and family-owned business, they live and breathe seaside fun – quite literally, as their store is just a few steps from the famous golden sands of the popular Morristcastle Beach beauty spot in Kilmuckridge, Co Wexford. They're so close to the sea in fact, that it's not unusual for people to walk out of the store wearing their new wetsuit, so they can jump right into their adventure.

WHAT THEY WANTED

The client required a full website redesign and implemented a search engine optimisation (SEO) strategy to strengthen the business's online presence while improving sales and conversion rates. Their previous pay-per-click (PPC) strategies were not successful in achieving a valuable return on investment and they sought to significantly improve this.

WHAT WE DID

1. Grofuse crafted and implemented a strategic marketing plan to grow online sales year-on-year for South East Wetsuits.
2. The team's deep dive into customer persona research, market research and competitor analysis was fused with our expertise in user experience (UX) throughout the web design process to develop a new SEO strategy to increase the amount of web traffic organically.
3. The team turned the PPC campaigns around with fresh content, revised copy and professional targeting tactics.
4. The advertising and conversion rate optimisation helped the business achieve outstanding online sales results.

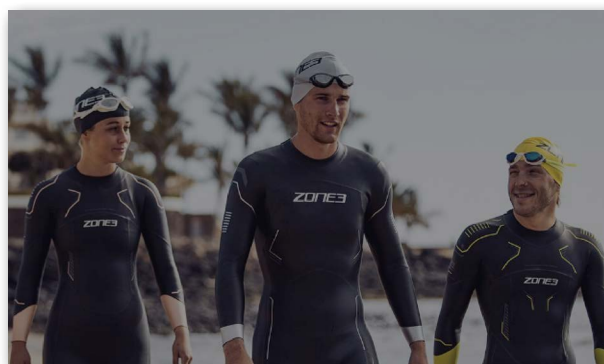


Results with Grofuse

↑ **890%**
Revenue Increase

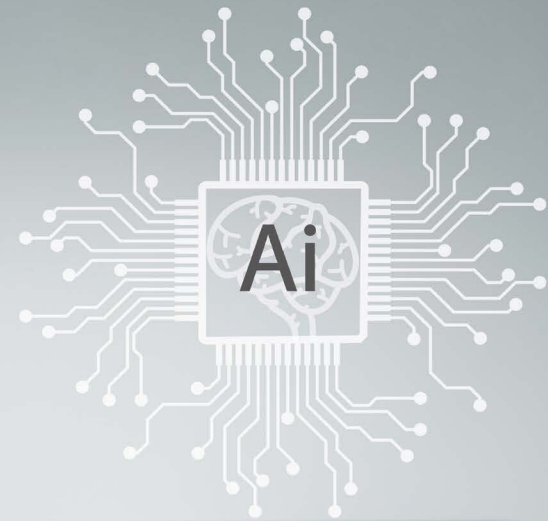
↑ **4-8%**
Conversion Rate

↑ **11x**
ROAS



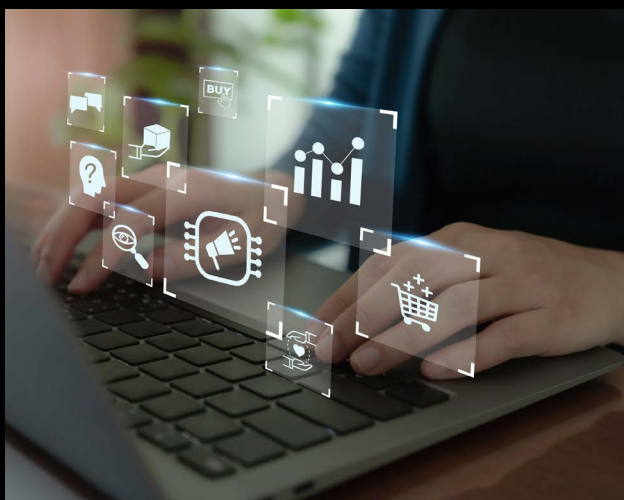


HOW CAN AI BENEFIT DIGITAL MARKETING AGENCIES?



Digital marketing agencies and brands can use artificial intelligence to create new ways of communicating with their target audiences. Digital marketing allows you to target your audience by gathering essential data about potential customers, customers, and the target audience using artificial intelligence technologies.

Artificial intelligence can evaluate and process large amounts of data with a predetermined design. This will allow digital marketing agencies to develop competitive marketing strategies that consider the entire picture. Artificial intelligence technologies, including branches such as Natural Language Processing (NLP) and Machine Learning (ML), play an active part in digital marketing.



They can provide personalised content suggestions, email marketing, customer service improvements, social media marketing, and customer support. In addition, companies can use artificial intelligence to improve the effectiveness of their advertising, which is a significant promotional opportunity.

AI algorithms can crunch mountains of data in the blink of an eye, finding patterns, preferences, and trends that humans might miss. This means you can laser-focus your marketing efforts, reaching the right people with the right message at precisely the right moment. It's like having a marketing guru who knows exactly what your audience desires.

Gone are the days of relying on guesswork or generic campaigns. With AI and digital marketing as your dynamic duo, you can craft personalised strategies that speak directly to your audience's needs and desires. It's the ultimate recipe for success in the ever-evolving digital landscape. Combining AI and digital marketing is one of the best ways to capture leads for developing smart marketing strategies.

**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



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

www.grofuse.com