

GroNews

The Latest In Digital Marketing

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WHERE SEARCH, STRATEGY & PERFORMANCE ARE HEADED IN 2026

2026 is already reshaping how businesses attract, convert, and scale online. Search is evolving, AI is influencing discovery, and customer expectations are higher than ever.

This month, we explore:

Top 5 Digital Marketing Trends to Watch in 2026

Where performance is heading and how smart businesses are adapting early.

How AI-Driven Search Is Changing Customer Discovery

Why traditional SEO alone is no longer enough and what visibility now really means.

Launching a Website in 2026

What separates high-performing, lead-generating platforms from expensive online brochures.

From Local to Global

How Irish brands are positioning themselves for international digital success.

Eringold Website Redesign Case Study

How we helped a trusted Irish brand build a modern platform designed for clarity and growth.

Scroll down to see what's working, what's changing, and how your business can stay ahead.

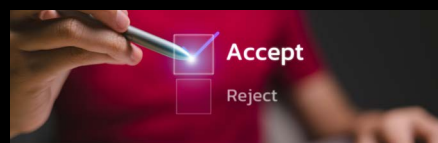
TOP 5 DIGITAL MARKETING TRENDS TO WATCH IN 2026



Visual and AR discovery:
Users search with cameras, not keywords. Product imagery and structured assets now drive visibility.



Voice and AI agents:
Conversational queries are replacing typed phrases. Clear, answer-focused content becomes critical.



Consent-based personalisation:
First-party and zero-party data now power targeting. Trust and transparency outperform tracking hacks.

These aren't theory shifts. They directly affect how your website ranks, how your campaigns perform, and how customers find you. If your strategy still relies on old playbooks, visibility and ROI will tighten.

Read the full breakdown of the Top 5 Digital Marketing Trends for 2026

Marketing in 2026 is being reshaped by AI systems, automation, and new ways people search and buy. Traditional rankings matter less. Manual campaign management is disappearing. Visual, voice, and machine-led discovery now influence what gets seen.

Here are the five shifts changing digital performance right now:



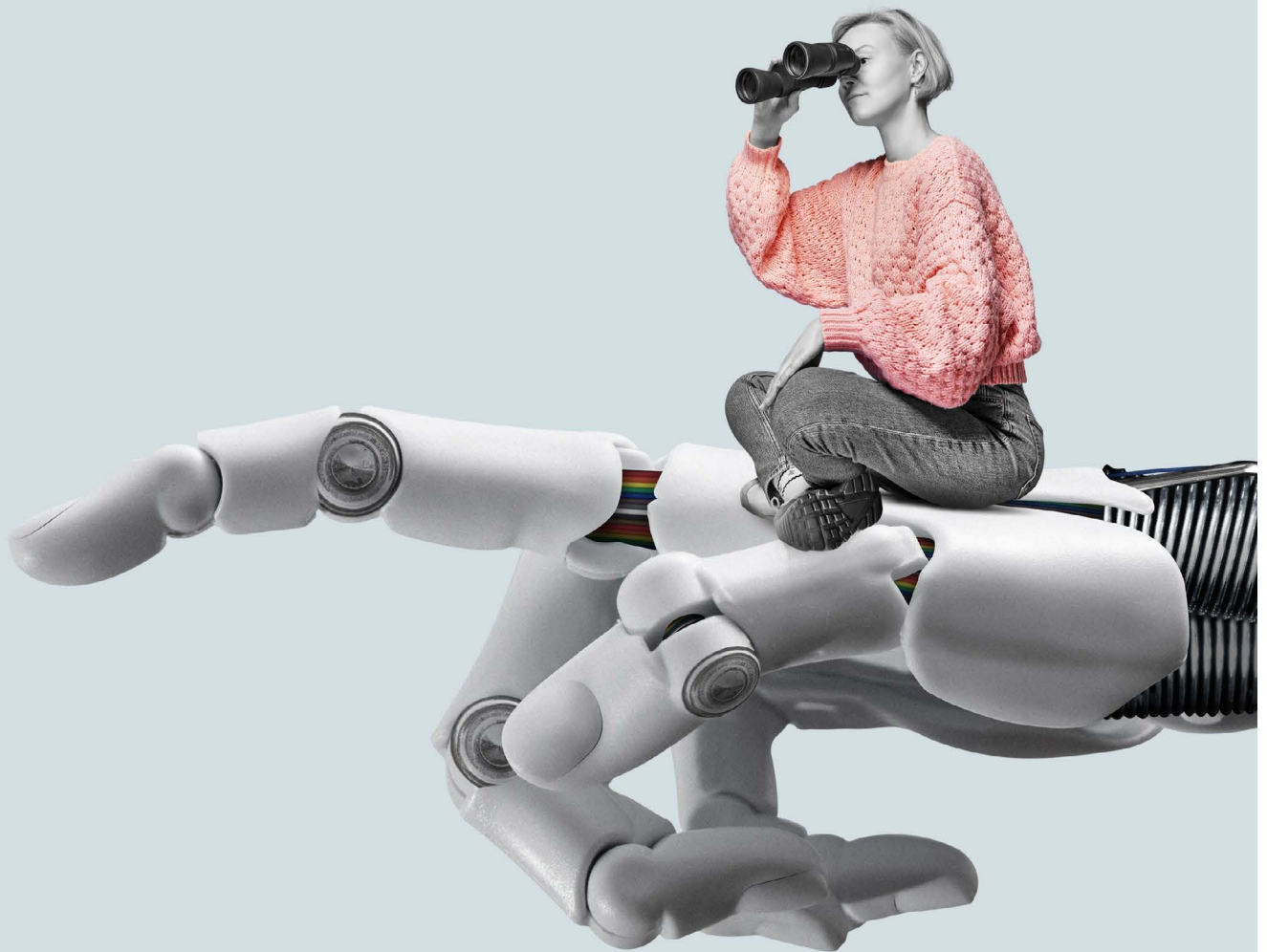
AI-led visibility:
Google AI Overviews and answer engines now reduce click-through rates dramatically. Structured, authority-driven content wins.



Automation-first marketing:
Platforms increasingly handle bidding, segmentation, and reporting. Manual workflows create drag.

HOW AI-DRIVEN SEARCH IS CHANGING CUSTOMER DISCOVERY IN 2026

SEARCH NO LONGER STARTS WITH WEBSITES.
IT STARTS WITH ANSWERS.



AI-driven tools like Google AI Overviews, Bing Copilot, and conversational search engines now summarise options before users ever click a link. Customers receive instant comparisons, recommendations, and condensed insights. By the time they reach a website, preferences are often already formed. This explains why many businesses struggle to rank, even when rankings appear

stable. Traffic reports may appear steady. Keywords still hold position. Yet enquiries are slow. Comparison now happens inside AI-generated summaries, not across multiple websites.

Traditional SEO optimises for ranking. AI-driven search rewards clarity, structured content, topical depth, and consistent authority. Inclusion inside AI answers depends on whether systems recognise and trust

your expertise, not just where you rank. Businesses that adapt to AI-led SEO remain visible in comparisons and influence decisions before engagement. Those who don't often lose visibility quietly.

[Read the full article to see exactly what changed, and what to do next.](#)

LAUNCHING A WEBSITE IN 2026: WHAT BUSINESSES NEED TO KNOW

LAUNCHING A WEBSITE IN 2026 ISN'T ABOUT DESIGN REFRESHES.
IT'S ABOUT PERFORMANCE, STRUCTURE, AND LONG-TERM GROWTH.

Many rebuilds fail to deliver ROI because they focus on appearance instead of outcomes. Traffic may hold steady, but enquiries don't increase. The issue usually lies in how the website was built, not in its appearance.

Today's websites are heavier, slower, and more complex than ever. Mobile page weight has more than quadrupled in the past decade. Core Web Vitals now represent the baseline, not the advantage. Passing them shows competence. It doesn't guarantee growth.

A 2026-ready website must deliver:

- **Performance built in from day one**
- **UX designed for decision-making**
- **SEO embedded into the architecture**
- **Scalability without rebuild pressure**
- **Measurement tied to real business outcomes**

Websites now function as growth infrastructure. They support SEO, PPC, social campaigns, and CRM integration. When the foundations are weak, every marketing channel underperforms.

If you're planning a rebuild or launch, the decisions made before design begins will determine whether your website supports growth or quietly limits it.

[Read the full guide to launching a website in 2026.](#)



FROM LOCAL TO GLOBAL: POSITIONING IRISH BRANDS FOR INTERNATIONAL DIGITAL SUCCESS IN 2026

EXPANDING INTERNATIONALLY IN 2026 STARTS WITH VISIBILITY, NOT AMBITION.

Many Irish businesses enter new markets with strong products and active sales teams, yet enquiries fail to follow. The reason is simple. Overseas buyers never see them when they begin searching.

Search visibility does not transfer across borders. Rankings in Ireland do not guarantee presence in the UK, Europe, or the US. Each market has its own competitors, behaviours, and expectations. Without international SEO, expansion starts from zero.

International SEO drives predictable demand by placing your brand in front of buyers who are already searching. But visibility alone does not convert.

To scale internationally, you also need:

- Market-specific website structure that converts overseas traffic
- Localised messaging that signals relevance and credibility
- PPC to validate demand and capture high-intent searches
- Social media to reinforce trust during longer buying cycles
- Market-level tracking tied to enquiries and pipeline



Successful Irish exporters treat international growth as a demand strategy, not a branding exercise. They build visibility first, then reinforce it with structure and trust.

If you want international expansion driven by demand instead of hope, this is where to start.

[Read the full guide to SEO-led international growth.](#)

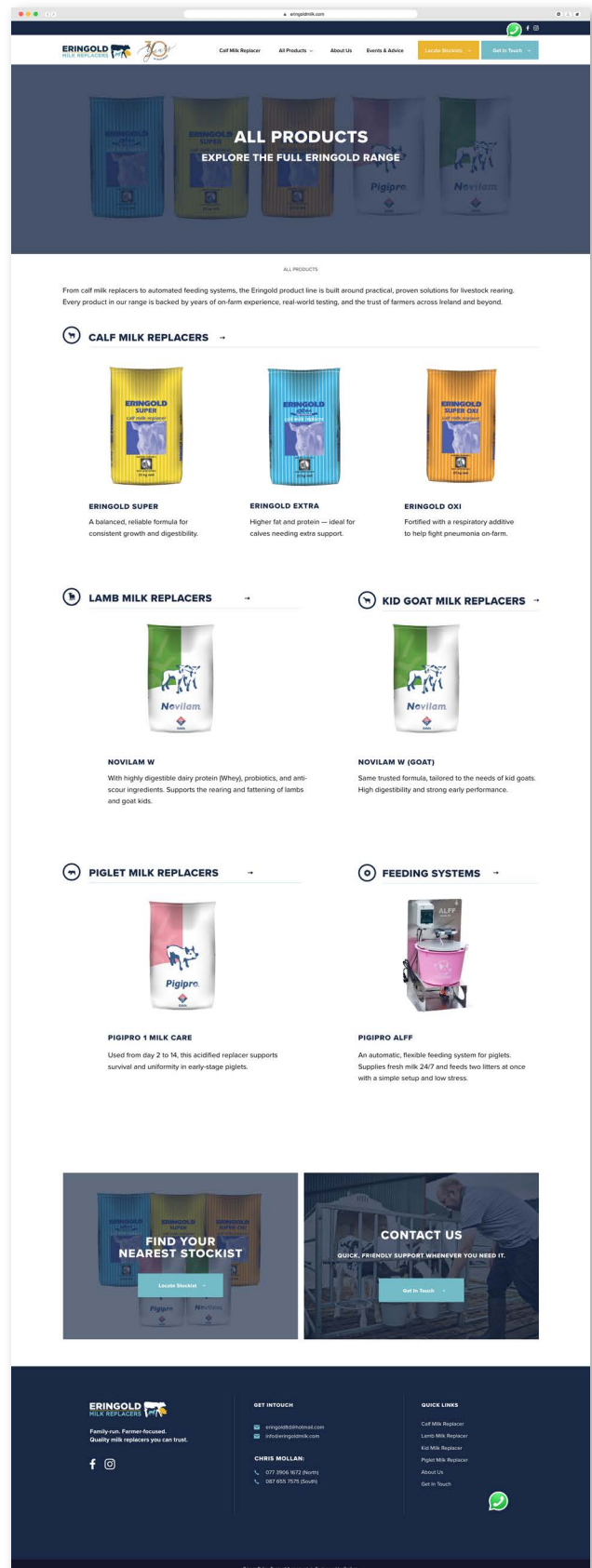
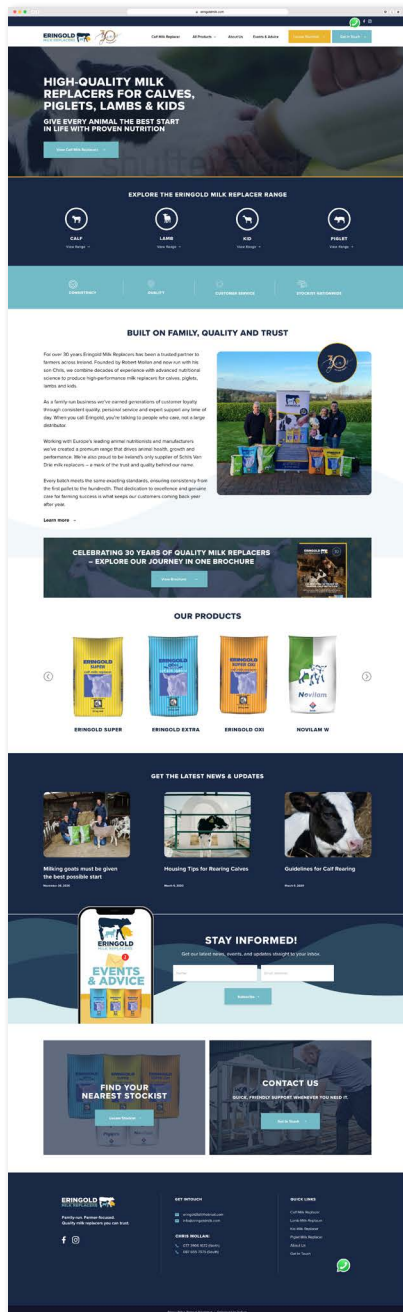
CLIENT IN FOCUS:

ERINGOLD WEBSITE REDESIGN: TURNING 30 YEARS OF TRUST INTO DIGITAL AUTHORITY

Eringold, a respected livestock nutrition brand serving farmers across Ireland and the UK, needed a website that reflected nearly three decades of credibility. Their reputation was strong offline. Online, it lacked presence and structure.

The goal was clear. Build a professional, farmer-focused platform that:

- Clearly structures products by species
- Makes stockists easy to find
- Tells the Eringold story with warmth and authority
- Requires minimal time from a busy business owner



CLIENT IN FOCUS:

WHAT WE DELIVERED

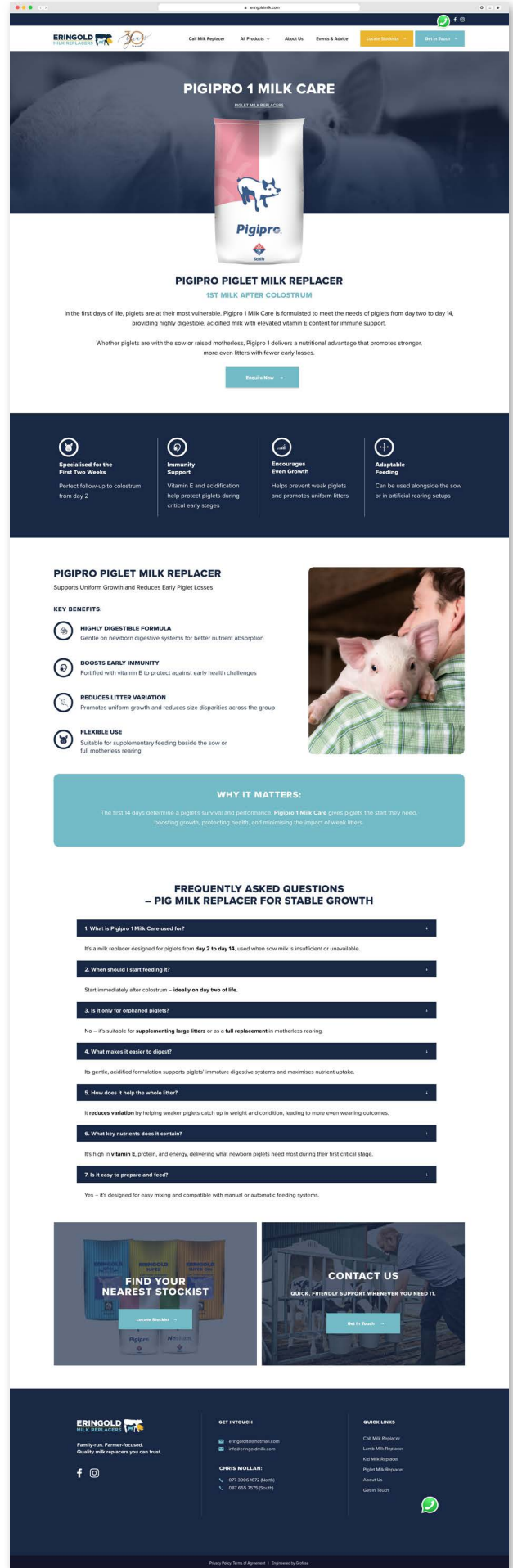
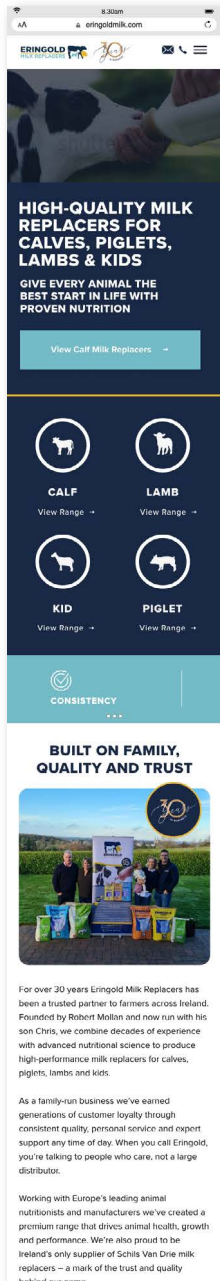
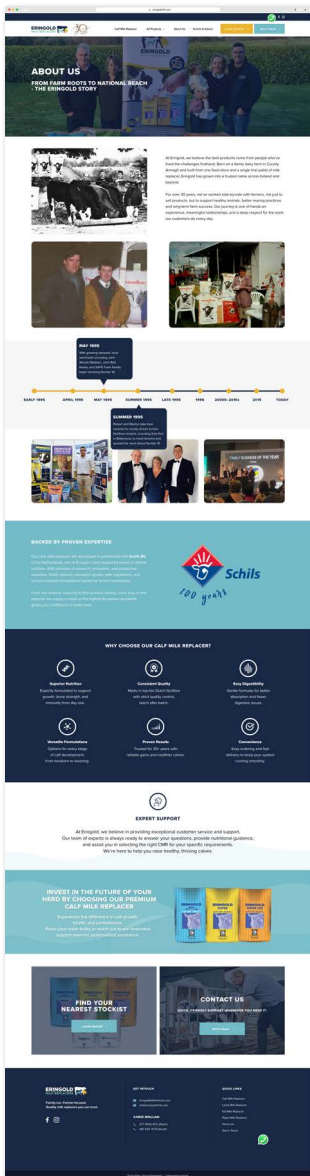
We handled the entire process end-to-end.

- Defined brand voice and market positioning
- Built species-specific pathways for calf, lamb, kid goat, and piglet ranges
- Wrote all website copy in a clear, practical tone
- Designed a consistent product page system
- Developed a county-based stockist locator
- Optimised fully for mobile and tablet users

THE RESULT

Eringold now has a clean, structured website that supports farmers and strengthens brand authority online. Navigation is simple. Messaging is clear. Growth is supported. Chris Mollan left a 5-star review, describing the process as “fantastic to work with” and “hassle-free.”

[View the full Eringold case study.](#)





READY TO BUILD MOMENTUM IN 2026?

Search is changing. Websites need to work harder. Ads behave differently.

International markets demand structure and clarity.

The businesses that adapt early move ahead quietly, while others try to catch up.

If you want stronger visibility, a website that converts, international reach, or campaigns that perform under new AI systems, we build strategies designed for growth, not guesswork.

Talk to Grofuse and start building smarter.

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

Alternatively, email: hello@grofuse.com

www.grofuse.com

