

# GroNews

The Latest In Digital Marketing

www.grofuse.com

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## THE LATEST IN MARKETING, PROJECT RESULTS & GROWTH TACTICS FOR 2026

Welcome to your November growth update from Grofuse, your monthly guide to what's working, what's changing, and how to stay ahead in digital marketing.

This month, we explore:

- **AI-Led SEO:** How brands win in the new search era
- **Client Success:** QuickWorks - a new Irish QuickBooks Platform
- **Meta's Andromeda Update:** The new rules for ad performance
- **5 Digital Marketing Trends:** What to prepare for in 2026

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

## AI-LED SEO: HOW BRANDS WIN IN THE NEW SEARCH ERA

**A**I is changing how people search. Instead of scrolling through Google results, users now ask AI tools direct questions and get answers. That means fewer clicks, fewer visits to websites, and a huge shift in how brands get discovered.

### THE BIG CHANGE?

Search engines are becoming **answer engines**, and they choose which brands to feature.

If your business isn't optimised for AI-driven results, you don't just lose ranking, you disappear from the places where customers now make decisions. AI-led SEO helps your brand **become**



**the answer**, not just another link buried in Google's search results. It makes your content clearer, more authoritative, and easier for AI tools to select, cite, and trust.

Fast-moving brands are already adapting. They're restructuring content, strengthening expertise signals, and building authority around key topics. These early adopters are becoming the sources AI repeatedly pulls from, while competitors are left behind.

The shift is already here. If your SEO relies on old tactics, your visibility will shrink. If you adapt now, you gain an edge that compounds over time.

**Let's make your business the search answer your customers see, not the one they miss, with AI-led SEO.**

[Future-proof your visibility with Grofuse's AI-led SEO strategy >](#)

# CLIENT SUCCESS: QUICKWORKS

## BUILDING IRELAND'S GO-TO QUICKBOOKS PLATFORM FROM THE GROUND UP

QuickWorks needed a website built from the ground up to position their new QuickBooks advisory service as Ireland's go-to expert partner. Their priorities were simple: a clean, modern design, human-focused messaging, clear service

pages, and multiple lead-capture points. They wanted to attract established businesses, showcase their Advanced Certified ProAdvisor status, and convert visitors through eBooks, structured forms, and transparent service breakdowns.

## WHAT WE DID

### STRATEGIC POSITIONING & MESSAGING

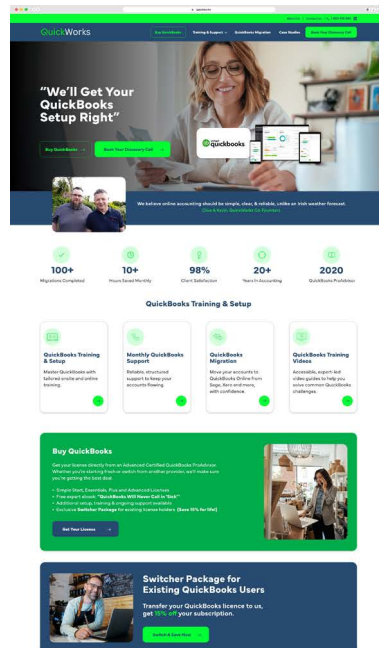
We shaped QuickWorks' brand story through discovery workshops, then wrote all content in a clear, benefit-driven voice. Every service was turned into its own high-intent landing page with FAQs, CTAs, and structured layouts built for SEO and conversion.

### WEB DESIGN & DEVELOPMENT

We designed a clean, modern platform from scratch. The layout guides visitors naturally toward core services, QuickBooks licence options, migration support, and discovery calls. A strong visual hierarchy, expert-led imagery, service cards, and value-driven callouts all reinforce credibility. Every element, from icons to microcopy, was intentionally structured for clarity and ease of use.

### LEAD CAPTURE & TECHNICAL SETUP

We created tailored forms for each QuickBooks licence, integrated Calendly for discovery calls, and set up a gated eBook to grow their audience. Technically, the site launched quickly, is mobile-first, and is fully optimised for SEO, Core Web Vitals, and future content growth.



QuickWorks helped us establish proper systems to manage our books and understand our profit margins. This has enabled us to review our accounts properly and plan on a more regular basis, improving our overall business efficiency and, most importantly, profitability.

Kevin - Pro-Advisor

Ready to Simplify Your QuickBooks Experience?

First Name

Last Name

Business Name

Business Address

Business Phone

Business Email

What is your business problem? (Select one or more)

☐ I need help with my QuickBooks setup

☐ I need help with my QuickBooks migration

☐ I need help with my QuickBooks training

☐ I need help with my QuickBooks support

☐ I need help with my QuickBooks accounting

☐ I need help with my QuickBooks payroll

☐ I need help with my QuickBooks taxes

☐ I need help with my QuickBooks inventory

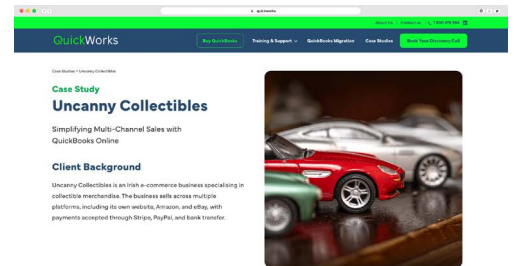
☐ I need help with my QuickBooks e-commerce

☐ I need help with my QuickBooks other

☐ I don't know

QuickBooks Will Never Call in 'Sick'

Full weather might be unpredictable, but your accounting software shouldn't be. QuickBooks is always on duty. Download our eBook and see how QuickBooks Online can keep your business running smoothly, whatever the weather.



#### The Challenge

Founder Kim was overwhelmed by using QuickBooks Online for bookkeeping but was overwhelmed by the time-consuming task of manually entering and reconciling sales and payments across various platforms. Despite her efforts, reconciling Amazon, eBay, Stripe, and PayPal accounts each week was eating into hours she wanted to spend growing her business. She needed a more streamlined, scalable workflow.

#### The QuickWorks Solution

We worked closely with Kim to understand her current systems and identify a better way. We introduced an integrated app stack with QuickBooks Online at its core. The new system automatically pulled sales and payment data from all her platforms, syncing it into QuickBooks Online. Kim shifted from manually entering transactions to simply reviewing reconciled data.

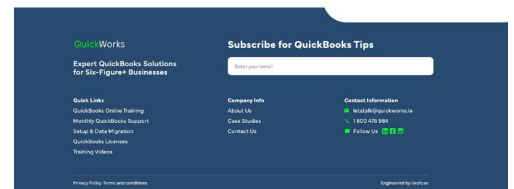
We also redesigned her Chart of Accounts in QuickBooks Online to clearly categorize each sales channel and the associated platform fees. This allowed us to generate meaningful insights into the performance of each channel.

#### The Results

With automation in place, Kim reclaimed hours each week and gained clarity on her financial performance. She could now:

- Track the profitability of each sales channel
- Identify the platforms with the highest fee percentages
- Focus her marketing efforts on the most profitable platforms
- Eliminate underperforming sales channels

Kim now spends more time growing her business and less time stuck in the books. And with ongoing support and training from QuickWorks, she's fully confident using her new system.



## THE RESULT

QuickWorks now has a high-performing website that feels credible from the first click, filters out low-value enquiries, and drives consistent, high-quality leads.

Clear messaging, structured pages, and multiple conversion paths make the site easy for users and powerful for the business. The platform now supports scalable growth, positioning QuickWorks as Ireland's trusted QuickBooks specialist.

[See the full case study >](#)



# META'S ANDROMEDA UPDATE

## – WHAT IT MEANS FOR YOUR ADS IN 2025

META'S ANDROMEDA UPDATE HAS COMPLETELY CHANGED HOW ADS ARE DELIVERED ON FACEBOOK AND INSTAGRAM. INSTEAD OF RELYING ON MANUAL TARGETING, THE SYSTEM NOW USES AI TO ANALYSE YOUR AD CONTENT AND DECIDE WHO IS MOST LIKELY TO RESPOND. FOR MANY BUSINESSES, THIS EXPLAINS WHY ONCE-RELIABLE CAMPAIGNS SUDDENLY FEEL UNSTABLE.

The shift is big, but it's also full of opportunity. Brands that adapt early are already seeing better reach, lower costs, and stronger engagement.

### Here's what's changed:

#### TARGETING IS BROAD

Meta's AI now finds the right users automatically.

#### CREATIVE VARIETY MATTERS

Ads must be distinct, as small tweaks don't work.

#### LEARNING IS SLOWER AT THE START

Budgets shift as the system tests what resonates.

Performance is measured at campaign level: Not every ad will spend, but the campaign can still deliver strong results.

If campaigns stall, it's usually due to limited creative variety, budget spread too thin, or the system not having enough signals to learn from.

#### THE GOOD NEWS

Brands that diversify their creative concepts and embrace the new structure are seeing 30–50 percent lower acquisition costs and faster testing cycles.

At Grofuse, we help businesses adjust their Meta strategy to thrive under Andromeda, from creative diversification to budget structure and product catalogue optimisation.

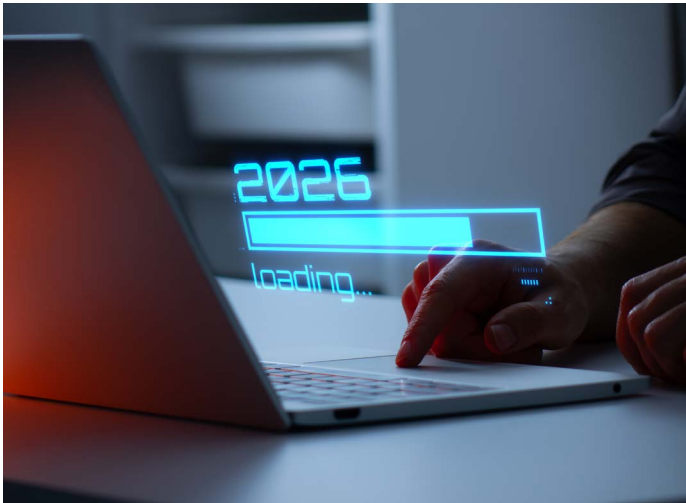
**[Read the full Andromeda analysis on our website.](#)**



# 5 DIGITAL MARKETING TRENDS TO WATCH IN 2026

## (AND HOW **GROFUSE** HELPS YOU **WIN**)

DIGITAL MARKETING IN 2026 REWARDS BRANDS THAT STAY ADAPTABLE, VISIBLE, AND TECHNICALLY SHARP. THESE TRENDS SHOW WHERE GROWTH IS HEADING, AND WHY THE RIGHT PARTNER MATTERS MORE THAN EVER.



# 1

## YOUR WEBSITE MUST DO MORE THAN LOOK GOOD; IT MUST CONVERT

User expectations are higher, attention spans are shorter, and conversion friction kills results. This is why more businesses are refreshing their entire online presence. Grofuse builds fast, mobile-first, conversion-focused websites that turn visitors into enquiries, not just traffic.

# 2

## SEO IS SPLITTING IN TWO: TRADITIONAL SEO + AI-LED SEO 2026 DEMANDS BOTH.

You still need clean architecture, strong on-page SEO, and authoritative content, but you also need AI-optimised content, structured answers, and expertise signals to appear in AI results. We deliver both SEO and AI SEO, giving your brand visibility across Google, chatbots, AI answer engines, and Meta's search layers.

# 3

## SOCIAL MEDIA IS BECOMING FULLY CREATIVE-LED

With Meta's Andromeda update and TikTok's algorithm shifts, creativity now drives performance more than manual targeting ever did. Brands need variety, storytelling, and scroll-stopping visuals. Grofuse manages social media campaigns end-to-end, ensuring your brand stays relevant, engaging, and cost-efficient.

# 4

## PPC IS MOVING TOWARD AUTOMATION + STRONGER CREATIVE INPUTS

Google, Meta, and TikTok now reward advertisers who feed the algorithm high-quality creative and clear campaign structures. Businesses relying on outdated targeting are losing spend. Our PPC team builds performance-driven campaigns, using full-funnel structures and creative testing that match 2026 platform rules.

# 5

## CONTENT NEEDS AUTHORITY, DEPTH, AND STRATEGY

AI has accelerated the shift away from surface-level content. Brands now win with expert-led guides, industry insights, and high-value content ecosystems. Grofuse produces strategic content that builds authority, strengthens SEO, and fuels AI-search visibility across multiple platforms.



# READY TO GROW SMARTER, FASTER & WITH FEWER ROADBLOCKS? **TALK TO GROFUSE!**

Whether you want to stay visible in an AI-led search world, gain a brand-new online presence like QuickWorks, or adapt your ads to Meta's Andromeda update, Grofuse helps you move faster, compete smarter, and grow with confidence.

Reach out when you're ready to level up.

**Get in touch for a strategy that works >**

Contact Grofuse for a free consultation today:

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Alternatively, email: [hello@grofuse.com](mailto:hello@grofuse.com)

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