

Redline

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Editor's MESSAGE

Dear Readers,

How did it get to be March already?! We're now a couple of months into 2022 and there is a distinct buzz in the air and especially at Redline HQ.

It seems like everyone on the Coast, in Spain and the rest of the world are waking up, making plans and taking action and starting businesses. It's a great vibe and we're thrilled to be amongst it all. Reflecting this new post pandemic positivity, this issue of Redline's online magazine is packed full of advice, updates and introductions.

Firstly, we give you the low down on 'New Trends to Boost Your Marketing' (page 3) to give you some ideas of how to get yourself noticed. There is also an article explaining how online 'live chat' can help you build relationships with your clients. We also introduce you to Success Stories by Dana, offering you a personal video interview that can help you reach your target market and to portray yourself and your business in the best possible light.

Speaking of introductions, this year we've welcomed a bumper staff of international interns. In line with our strapline, 'it's a jungle out there' and our individual way of working, we'll be introducing you to each intern via the animal that they identify with.

Last but not least, we've welcomed lots of new clients across the fields of insurance brokers, health services, life coaching, property developers, real estate and many more. Read our case study to find out about new client AriLiz's and learn about their ground-breaking body rebalancing method on page 25.

Until next time... buckle up, this year is going to be an exciting ride!

Best regards,

Line Lyster

Managing Director

We're here and happy to help!

Don't forget Redline offers one-hour business clinics where you can get advice (online or in person) on how to get the most value out of your marketing. Get in touch to find out more at info@redlinecompany.com

New trends to **boost** your marketing

as a real estate agent



Although Covid has been devastating for many people and businesses, the real estate market in Spain is now booming. The market is growing rapidly, which means we are now seeing more real estate agencies popping up, as more people are tempted into the business. This is a fantastic sign for the market but it also means much more competition.

The key to getting your voice heard and your company seen in such a competitive arena is original and professional marketing. In simple terms, if you want to reach those all-important buyers / sellers and persuade them to choose you, they need to firstly know you exist and secondly, you want them to remember you. So, it helps if you have a point of difference (USP) that will make you stand out as a unique player in the market and that you know your client.

Here are some tips to think about when planning your marketing strategy.



Customer profile

First of all, it is important to consider your customer profile; who are they, where are they; what do they want; how much money do they have to spend and just as important... where they would look for information. For example, everyone has heard of Google (unless they live on the moon) but maybe you want to reach a specific demographic who are constantly glued to Facebook and Instagram. Put together a mental picture of their lifestyle and think how you can best get your message in front of them.



Brand awareness

Once you know who you are marketing to, you can decide how you want to reach them. As real estate is one of, if not the largest, financial transactions your clients will ever make, a level of trust and brand awareness is crucial. This will require a multi-channel approach.



Multi-channel marketing

The more often people see your brand and what you have to offer, the better they will remember it. According to Jennifer Okhovat, Beverly Hills Realtor, your target audience is more likely to think of you when it comes to making any real estate decision if they see your name spread across three different types of media, for example, direct mail, email marketing, and social media. This is why it is key for every agent or real estate agency to take a cohesive comprehensive approach to marketing.

SMS text message marketing... videos

Let's look at one channel in particular to give you an idea of how to stand out from the crowd.

Do you remember back in the day when it was cutting edge to send out very formal emails with a straight-forward sales spiel? Well, let's fast forward to today and look at text message marketing and even more radical – video text messages!



Seriously though, videos are one of the most effective methods of communication, as long as they are short and snappy. SMS marketing is one of the most effective channels for delivering text messages, promotions and staying in touch with customers, with one of the highest click through rates. So, if you add a video, this will increase engagement and motivate active, helping agents stay in touch with potential leads.

- Most people have their mobile on and close by at all times.
- 95% of messages are read within 15 minutes.
- Sent only to opt-in contacts.
- Low cost, so higher ROI



Best of all, videos can be funny, conversational, informative and really show your personality (and properties), setting you apart from the competition.

Of course, this is just one example to get your creative juices flowing. Every real estate agency is different and your marketing strategy, style and budget must be tailor made towards the company's specific requirements. **The lesson here is that you should take some time to get to know your clients, so that you can find the best method for them to get to know you and your products.**

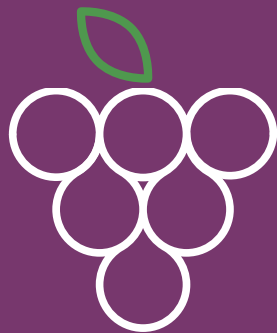
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If you would like assistance creating corporate videos or planning your 2022 marketing strategy, get in touch with Redline Company. We'll discuss with you the best ways to boost your marketing activity. Contact info@redlinecompany.com

About Redline Company

Established in 2004, Redline Company is an award-winning marketing agency staffed by a talented, creative team of international professionals with expertise in marketing, graphic design, website design, copywriting, PR, social media and much more.

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THE
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NEW PERSPECTIVE

How your business can gain a new perspective introducing an internship programme

It is fair to say that many companies and organisations find their own way of doing things, which is not necessarily a bad thing, if they are performing well and growing. However, sticking to old habits and getting stuck in a rut can be detrimental, and result in missing out on new systems, technologies and trends such as the growing importance of sustainability.

No matter what type of business you run, whether a marketing agency, an international furniture distributor, hospitality etc. there is always a risk when introducing new influences that can affect your company. So, what better way of implementing and understanding new trends than from the next generation of 'specialists'... interns. The younger generation have grown up with the latest technology and trends and can provide valuable input when implementing new ideas into your business.

JongLeren.es is a Dutch organization that specializes in building relationships between interns and businesses. They have been successfully putting Dutch students in touch with companies in Málaga (and the Costa del Sol) for over 10 years.



According to Joost, co-owner of JongLeren.es and former teacher, their mission is to create an unforgettable experience for students while providing companies with budding professionals who can make a positive contribution to their business, by looking at the organisation with a fresh pair of eyes



JongLeren.es carefully matches each student to the host organisation to ensure both parties get the best out of their collaboration. Allowing the intern to turn their theoretical knowledge into practical experience, while the company benefits from their new ideas. JongLeren.es remains involved throughout the placement, staying in touch with both the intern and organisation, from the first introduction, during the placement and also organises social events to ensure a positive experience for each intern.

JongLeren.es is aware of the importance of interns gaining practical experience in the workplace in order to give themselves a competitive edge in today's extremely competitive global job market. This is one of the reasons why the organization also hosts the Málaga Business Bootcamp, where students can gain experience in the world of business.

JongLeren.es service has helped many students take the next step in their career, and Joost and his team have received many positive reviews, from both the organizations and students. Many students mention that the process of finding and securing the right internship with JongLeren.es was easy to arrange and enjoyable, thereby removing the hassle of organising the placement themselves.

Redline Company, has worked with JongLeren.es for many years and we have been impressed with Joost's dedication to matching the right candidate with the company. It has been wonderful to share their new tips and tricks and in return get to help them find their niche and grow into accomplished marketers with a bright future in front of them.

Visit www.JongLeren.es or contact Joost on +31 652 586 222, +34 663 157 784 or email info@jongleren.es.



JongLeren.es

Young people are the future, how wonderful would it be if your company or organisation can be part of that?

*“**Jongleren.es** is out go to when looking for student interns. They have a real knack for matching candidates and companies. Plus, they are warm, friendly persons, which makes it much easier. We really enjoy working with them.”*

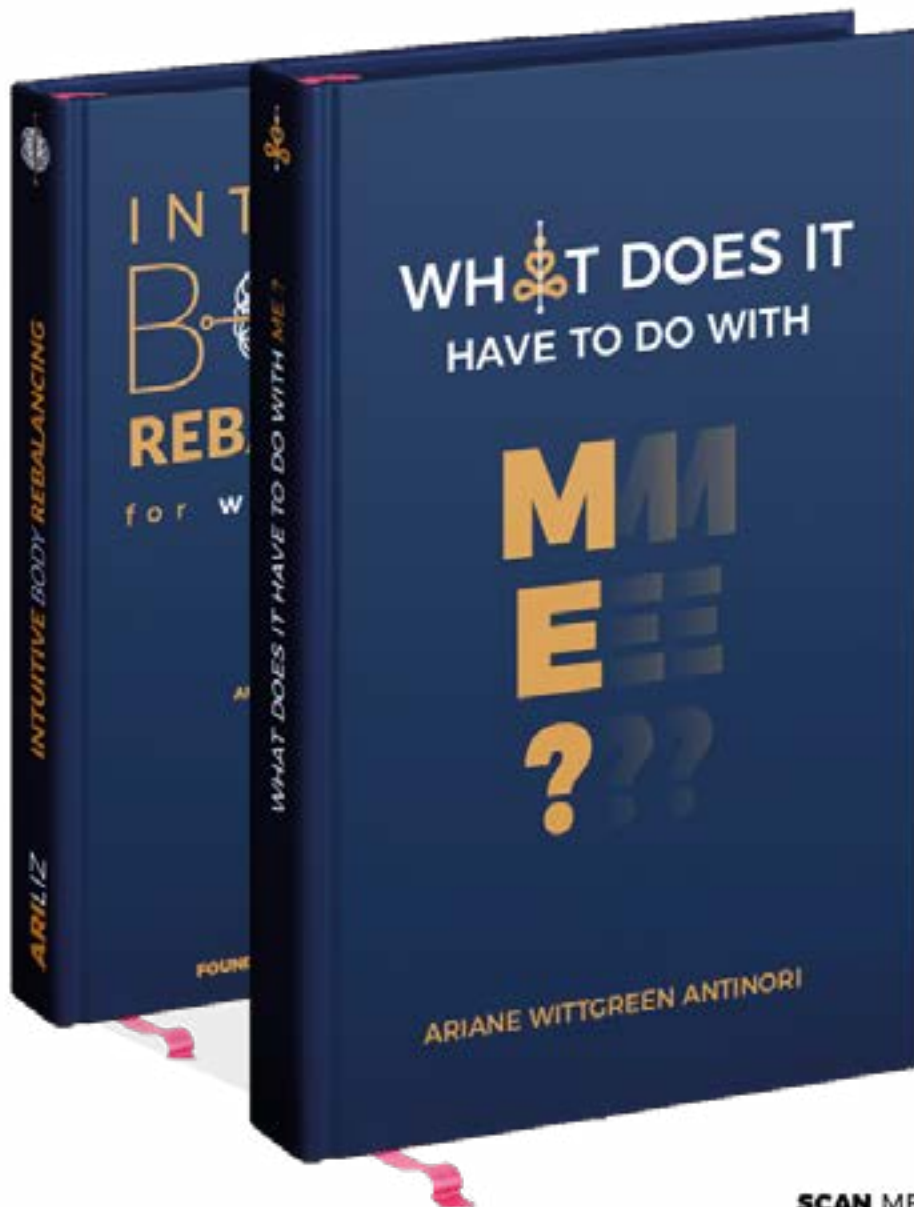
- Emma (Plytix, Málaga.)

Students benefit from our expertise, you benefit from their creativity and productivity

JongLeren.es



ARILIZ



New AriLiz books releases

AriLiz was founded by German Psychologist and Therapist, Ariane Wittgreen Antinori and English Spiritual Healer and Therapist Liz Chapman. With a shared passion for healing the emotional, physical and mental issues affecting so many lives, Ariane and Liz began working together, combining their knowledge, studies and experience to help others.

SCAN ME



www.ariliz.com

Raise your brands profile with Success Stories by *Dana*

Visual content, especially video, is the one of the most effective marketing tools for raising awareness and getting your company's name seen by the right people. You can present yourself (and your business) in the best possible light, giving your target market the chance to get to know you and your brand.

So, when Dana Verdier offered Redline's director and founder, Line Lyster, the opportunity to film a one-to-one interview which will be promoted on social media, she jumped at the chance.

Success Stories by Dana

Redline client, Dana Verdier, is an accomplished and successful business woman who is fascinated by success stories. Dana's carefully choreographed one-to-one interviews explore the secret of success with interesting individuals and entrepreneurs. They are professionally filmed, scripted and rehearsed and styling services (hair and makeup) are also available, allowing you to show your personality (and your company) to your target market.

The interview format is designed to raise your profile and at the same time inspire other entrepreneurs by sharing the 'success stories' of those who have already achieved their goals.

CHECK OUT THE VIDEO



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More visibility, means more clients

A video allows you to instantly capture the viewers' attention in the first few seconds and to hold it five times longer than text or still images. It is one of the most effective and cost-effective methods of revealing the person behind the company, so potential clients can identify with your story and your products, thereby gaining brand recognition.

How your business can benefit

- Videos hold the attention five times longer.
- Present yourself as you want to be seen.
- Videos get more exposure.
- People are 380% more likely to act with a video than with any other medium.
- Raise brand awareness

As an add on, when doing the interview, you can also book a professional photoshoot and headshots to be used on your social media profile and website.

Visit www.ssbydana.com to find out more or email: info@ssbydana.com



Follow Dana on Instagram
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“

People are 380% more likely to act with a video than with any other medium.

”



• By Dana •

Success Stories by Dana

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Redline interns reveal their inner animals



Since Redline Company started in 2004, we've worked with interns from many different schools and universities, from countries all over the world. We are always keen to meet, guide and motivate students who are eager to learn and grow, and pleased to be able help them gain the experience needed to start their marketing career.

As we come out of the other side of the pandemic, we've received record numbers of applications and in February we said hello to five new interns over the space of two weeks!

If you know Redline, you'll know that we like to do things differently... and this applies to interns too. So, to help us get to know the new intake of 2022 interns we've asked them to choose the animal that they identify with the most and to explain the reasons why. Let's get started...



Miriam Zanotti



If we think about a cat, we think about an animal that likes its own space and most of the time minds its own business. To some it may seem like a 'cold' personality but behind there is a strength and independence, and with the right people a cat can be really sweet and lovely. This is not a coincidence, a cat is the only animal that can demonstrate how much it likes cuddles, by purring! Cats keep a close eye on what is going on around them, sometimes they are curious and sometimes irritated, but always alert. I can recognise myself in this description!



Christos Karagiannis

If I had to identify with an animal, I would compare myself to a grizzly bear. There are many reasons behind this choice, firstly like the grizzly bear I love eating any kind of food and I have a sweet tooth for similar foods, like honey, fish and berries. Furthermore, I love rivers and I consider myself a very good river fisherman as the grizzly.





Christopher Menschig

If I had to correlate my personality to an animal, it would be a penguin. Everyone perceives me differently. I can be aggressive yet gentle, outgoing yet shy, stable yet flighty just like a penguin. I adjust to different situations and match the energy I sense. Working with others creates the dream team, much as surviving the Antarctic winter requires a tremendous deal of teamwork.



Milou Roos

In my daily life I can be a very energetic (and sometimes impulsive) person, especially whilst I am here in Spain because there is so much to see and to do. However, I was much calmer during the first couple of days at Redline, then after three or four days when I had got more used to everything and everyone, I felt very welcome. So, if I was an animal, it would be a monkey, because a monkey is cheerful, energetic and creative, but also likes to see everything from a distance and assess the situation at the beginning.



Arasch Amin

If I have to choose an animal that I would compare myself with, I would choose a dolphin. Dolphins are smart animals that work as a team. They also are very friendly animals that are generally very happy. Dolphins can also be found all over the world and just like them I want to see the whole world! I also really like to swim, so that is an extra thing that is nice about this animal.



A close-up portrait of a woman with long, wavy brown hair, looking directly at the camera. She is wearing a white off-the-shoulder top. Her hand is resting under her chin. The background is a textured grey.

DR. PIETRO D' MAURO

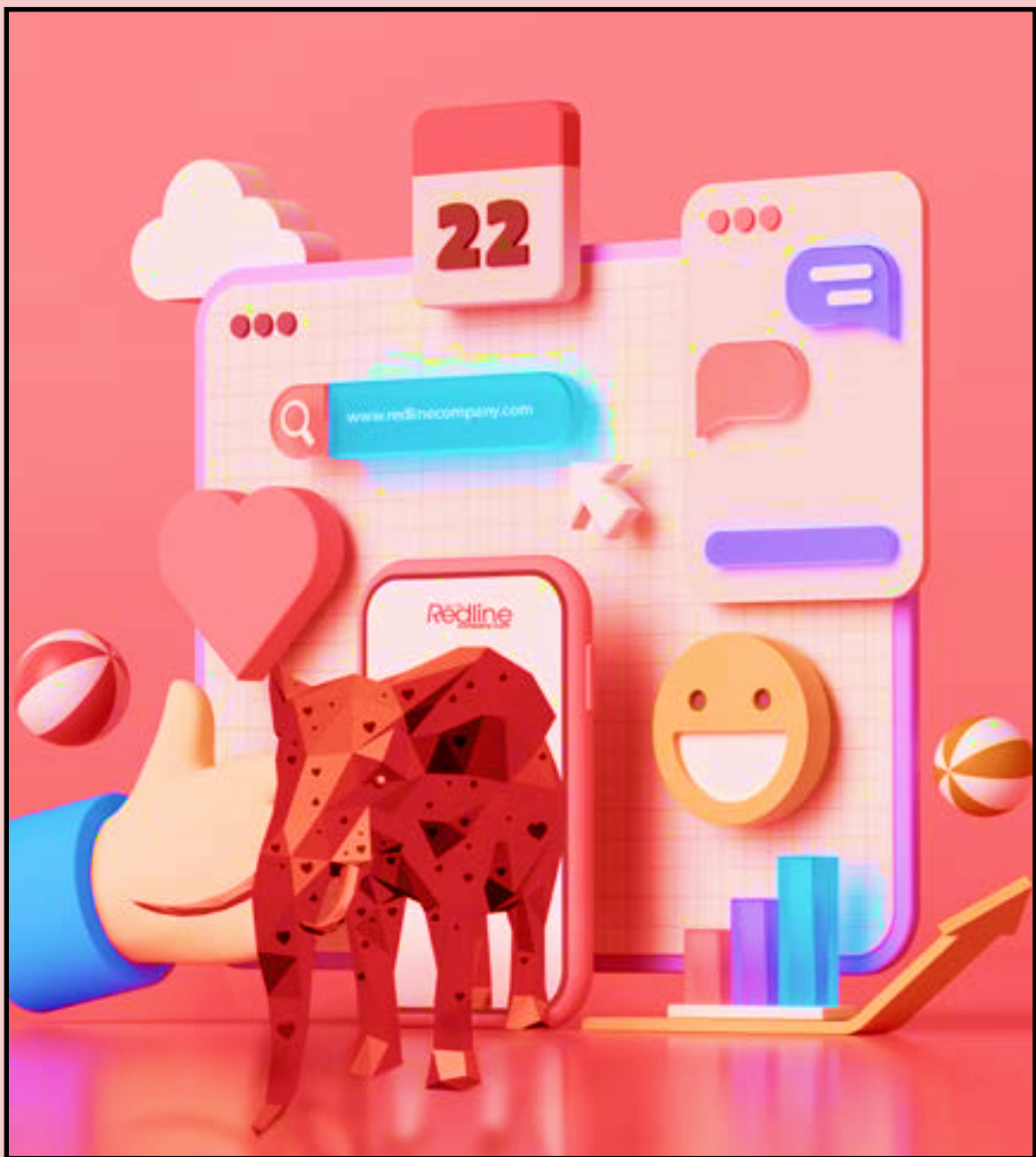
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5 ways live chat can boost your business



Business today is all about technology and customers expect easily accessible information. It's not enough to have a website, it must provide the best possible user experience, which must include speed and personalisation to encourage a brand relationship, or you could find they'll look to another site that offers what they want.

Virtually everyone is online and pretty good at carrying out their own research, and prefer it that way. However, there are times when you need information and you want it quickly. This is where the live chat can help, allowing savvy businesses to provide personal real-time responses.

80% of respondents are more likely to use a company that provides personalised communications.

There is nothing more annoying than needing an answer, be it customer services or sales, yet having to wait several days for an email response to find its way through the system. Instead, live chat software allows customers to ask a question and the business to answer quickly and easily. This type of instant interaction gives the company the opportunity to engage more naturally and create greater personalisation.

Customers respond positively to personalisation and are turned off by automated systems. A survey of 1,000 consumers aged 18 to 64 years and carried out by Epsilon, showed that 80% of respondents are more likely to use a company that provides personalised communications.



Speed

Reduce the frustration of using traditional methods of contact like the phone, where you can rarely speak to a human being even after an interminable long wait time (An American Express Survey reports that 67% of callers hang up out of frustration when they can't talk to a real person) or ping-pong emails back and forth, which is anything but instant.

Live chat systems allow almost instant connection to a real person, allowing the customer to ask a question and get a quick, real-time reply. Best of all, the person at the end of the live chat can deal with multiple customers at the same time, which means no frustratingly long waits!

Customer intel

It's crucial to understand customer behaviour, why they are buying or not buying. Direct customer engagement via live chat gives companies valuable data, quickly. Operators have the opportunity to ask questions to find out the whys and wherefores of the customer behaviour and experience.

Customers need to login with their details at the start of the session and those details are retained, allowing connection to the same agent to prevent the need to repeat the issues and to further develop the brand relationship. This is a way to find the customers' pain directly from the source.

Improve brand relationships

90% of customers have confidence in a website with live chat

Engaging with customers allows businesses to solve small gripes before they become big problems. As branding expert Howard Schulz says, "If people believe they share the same values, they will stay loyal to the brand."

Businesses with their fingers on the pulse provide 'proactive support' via live chat to diffuse small issues before they grow into big problems. The eDigital Customer Service Benchmark survey found that out of 2,000 people, almost one third regularly use live chat and an enormous 73% are satisfied with the service, while almost as many (67%) find it easy to use.

Even more disturbing, in another report produced by North American Technographics, it was shown that 57% of customers are likely to abandon a purchase if they can't get a quick answer to a question. By providing hassle-free, instant assistance, you are not only building trust for the brand, you are actively enabling sales

Enhances user experience

Live chat is the easiest way to communicate. Forget the inconvenience of explaining your issue in an email or picking up the phone to go through the tortuous process of automated messages and holding on. You can just ask your question and get an instant response from a real live person. It's almost like magic!

High quality engagement

This is your opportunity for your company to shine and to really make a positive impact with customers. The better trained, informed and engaging the operators, the more trust, affection and loyalty for the brand. What could be better than gaining a reputation for first-class customer service as part of your company's brand profile?

In conclusion, Live Chat allows businesses to present a human helpful face, that provides demonstrable added value to customers whilst reducing the need for support staff.

So, what are you waiting for? It's time to get chatting...

"If people believe they share the same values, they will stay loyal to the brand."



A woman with dark hair, wearing a blue and white patterned dress, is floating in clear blue water. She is holding a glass of white wine in her right hand and looking towards the camera with a smile. The water is rippling around her, and the lighting is bright, creating a serene and luxurious atmosphere.

Myriam De Roye

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A CASE STUDY

ARI LIZ



AriLiz was founded by German Psychologist and Therapist, Ariane Wittgreen Antinori and English Spiritual Healer and Therapist Liz Chapman. With a shared passion for healing the emotional, physical and mental issues affecting so many lives, Ariane and Liz began working together, combining their knowledge, studies and experience to help others.



ABOUT ARILIZ

Arliz is a joint venture between two authors who required assistance with brand creation and images for their books. Redline designed the logo, which was included in the graphic design of the front covers of their books, alongside original illustrations created by Redline's graphic designers. Original illustrations were also included in the web design, which was created by Redline. Professional photographs were taken to be used on the website to illustrate the service. The client also required assistance setting up Amazon and Kindle accounts, and print management services.

Visit Ariliz on www.ariliz.com



OUR ACTIONS

- Brand creation: Logo design
- Graphic design: Book covers, original illustrations in the book , website, cards & leaflets
- Web design & development
- Photography: professional photographs for the website
- Amazon / Kindle account
- Print management: printing of soft covers
- Project management
- Marketing consultation and advice



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