

# Redline

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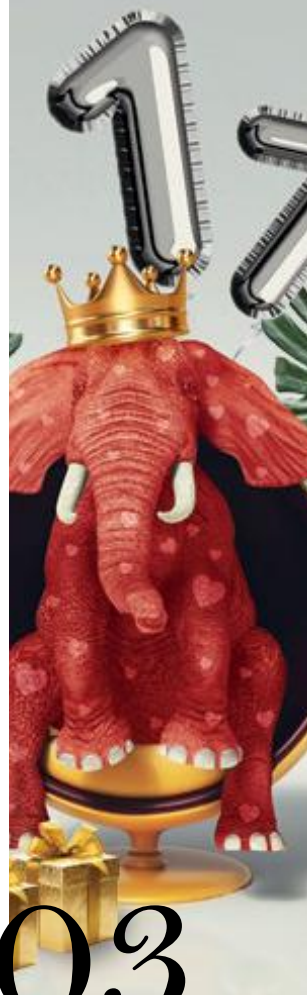
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By Line Lyster, Director of RedlineCompany.com

# Editor's MESSAGE



## Dear Readers,

We say it every time.... but where the hell has the time gone? In October 2021, Redline celebrates 17 years as the Costa del Sol's favourite marketing agency, having survived fire, floods and a pandemic we're still here and stronger than ever!

In addition to Redline's anniversary this issue also celebrates 'The perfect love story'. We take an affectionate look back at Annika and Emil's love story, one of the many to emerge from Redline which continues stronger than ever today.

You can also find out why blogging is such an effective tool and how it can help get your business noticed. We also offer some sage advice on how to look after your health (and sanity!) in today's high-speed world.

Last but not least, it may have been a bumpy ride but we're pleased to report lots of new activity, in the local and international business community. We've said hello to some super cool new clients including MDR Luxury Homes (Spain's only Ryan Serhant ProMember!), VOIP specialists ComTalk and Cape Reed the go-to people for authentic thatched roofing.

We've also welcomed back some old friends including Andara and Alliance Group International. It looks like 2022 is going to be cracking new year!

As they say... onwards and upwards.

Until next time... stay safe, think big and enjoy the read.

### **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](mailto:info@redlinecompany.com)

*Line Lyster*

Managing Director

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# HAPPY B

## Redline Company C

**I**t really is a jungle out there... Redline Company was launched in 2004 to provide high quality creative marketing services to clients on the Coast. Having survived a pandemic, forest fires, floods and everything else the universe has sent, the company is stronger than ever. Leading from the front, Director and Founder Line Lyster retains a positive outlook on life which is reflected in the team's can-do attitude and pragmatism in the face of recent adversity.



# BIRTHDAY

## Celebrates 17 Years!



Today the company provides professional marketing services to clients all over the world, spanning many different fields.

For more information about the full range of marketing services offered by Redline Company, please visit [www.redlinecompany.com](http://www.redlinecompany.com) or call 952 816 678.

# THE AGENCY WITH THE BIG *heart*

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## The perfect love story

**T**wo young people, in the prime of their lives, who fell in love with each other in the most unexpected setting, in the most wonderful way. It may sound too good to be true but luckily love stories like this still happen in today's topsy turvy world.

This particular love story played out at Redline Company way back in 2013. As we celebrate our 17th anniversary this year, we thought it would be fun to look back and remind ourselves of this heart-warming story.

It all began with Annika, originally from Sweden she started an internship with Redline and just five weeks into her placement she was invited to become a permanent member of the team for the next four years. She threw herself into gaining new clients, setting up social media campaigns and taking care of administration tasks.

One day whilst discussing heart-shaped merchandise, Director Line and Annika came up with a new slogan, "The agency with the big heart", which was a perfect fit for Redline and it also sums up this story. Redline has a tradition of supporting a local charity each year. Social responsibility was and still is a core part of Redline's corporate identity, with an emphasis on helping both the environment and humanity, including local businesses.

To get back on the story, over the years we have seen many interns come and go and in August

2012 Emiel Roelofsen arrived from the Netherlands to join the team. On his first day, he was dressed like a businessman, which Annika found hilarious, as the weather is exceptionally hot in southern Spain throughout August. Emiel was under the impression that Redline is a very formal company...but he couldn't have been more wrong, as everyone is encouraged to be themselves!

Annika was Emiel's internship mentor, so she had to work closely with him. Fortunately, the connection between them was very natural, which led to funny conversations and really comfortable atmosphere.

Annika later recalled, as soon as Emiel arrived it was clear that he was no ordinary intern. At first, most are a little shy and hesitant but Emiel was confident. He burst into Redline with his booming loud voice, boisterous laughter and a larger-than-life character. From the very first moment, she knew that he was going to shake things up in the office.

It didn't take long before the team suspected a connection. During a weekly team meeting, Emiel was telling stories about his weekend, when Dudley (a former colleague) joked that Annika better lock the door to protect her sister, who was visiting at the time, from Emiel. Emiel playfully replied: "Well, if she looks like Annika, then you should indeed do that."





THE AGENCY WITH THE BIG HEART



Redline compa





The room remained silent and it was clear to everyone that Emiel really liked Annika, leaving the way clear for them to spend time with each other at company events and on nights out. After some time, Annika and Emiel officially told everyone that they were together. After around four months they started dating. Emiel is still wondering if his good grade from Redline was due to his hard work or his cooking skills at home!

In a small office, it is essential to remain professional, so Emiel and Annika kept their relationship secret, even though they were in love, they managed not to show any interest in each other at work. So, they needed to come up with ingenious ideas to make it work.

Sometimes Annika would hide the key to her apartment in the bathroom for Emiel to go to her apartment after work. However, colleagues would see him cycling in the opposite direction of his home which lead to lots questions and funny looks. Then the next morning, he would be seen cycling in from Annika's apartment. Everyone knew what was going on but... it was still officially a secret.

All jokes aside. Annika and Emiel have now been together for 8 years, currently enjoying successful careers in the Netherlands but they are seriously tempted to return to Spain, where it all began.

We're proud that Redline Company has helped two lovely people fall in love... it really is "the agency with the big heart".

“

*We're proud that Redline Company has helped two lovely people fall in love... it really is "the agency with the big heart".*

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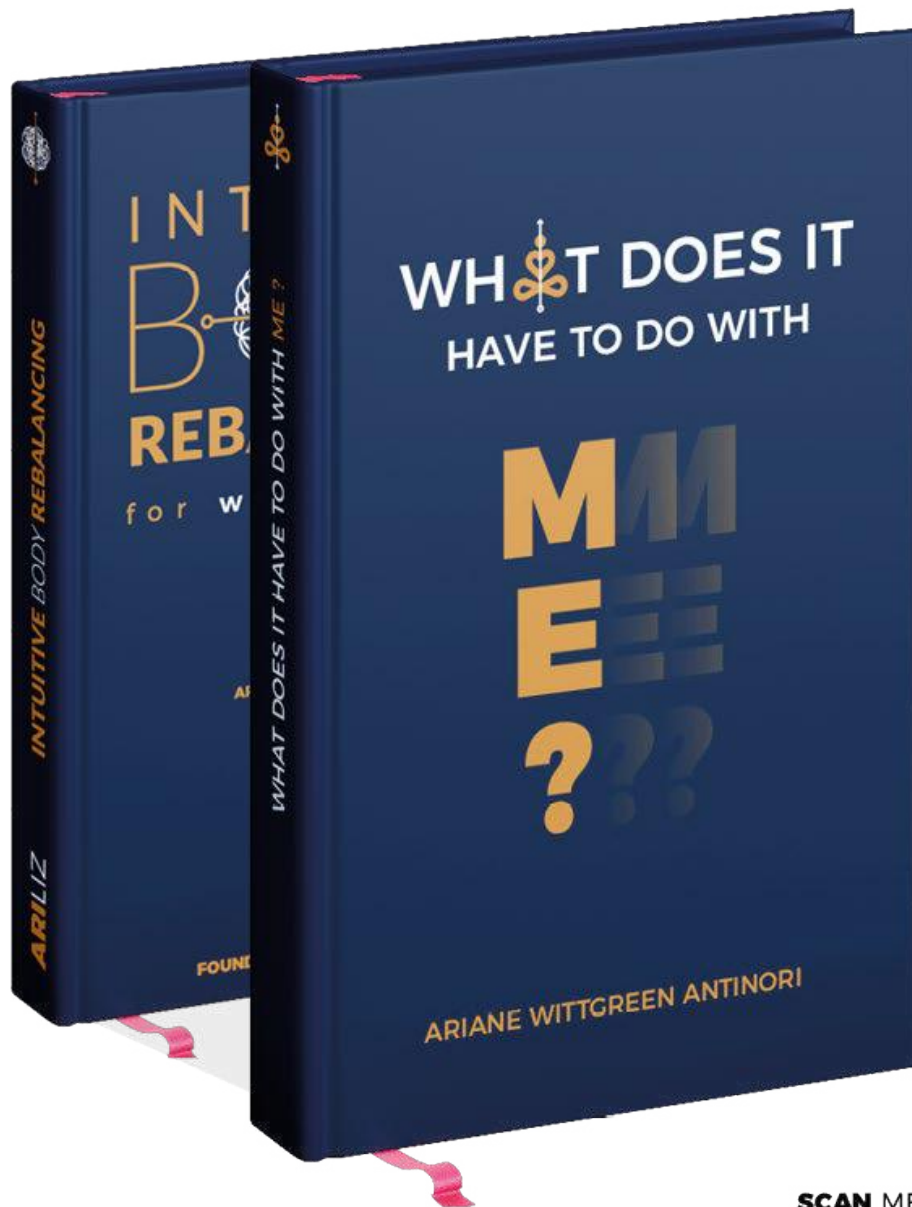
Originals Interiors is an established interior design studio and furniture shop located close to Puerto Banús. Since 1992, we have been providing innovative interior designs in the Marbella area and beyond, and we have a number of high-profile commercial and home interior design projects within our portfolio.



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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](http://www.ariliz.com)

# *Better blogging* to get your business noticed

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**T**o ensure your blog adds value to your website, you need to understand its purpose. In general terms, a blog is a great way to provide new content, to showcase your expertise and of course to engage with your target market. The information must be relevant to your products or services and it should include well-researched keywords. Inserting relevant keywords 'intelligently' will improve SEO, and this means that your website or web shop can score higher in organic search rankings.



“Almost every business has a blog, but this doesn't mean that every blog will benefit the business.”

### **Expert in your field**

As touched upon earlier, by providing original interesting articles covering your specific area of expertise, you not only produce fresh content but also set yourself up as an authority within your field. Pretty soon, you could have regular readers who look forward to your latest blogs.

### **Identify your purpose and your audience**

You can make life easier for yourself (and your readers) if you establish what you want to achieve and who you want to reach. The tone of voice and type of language will be different if you are writing for those who have no prior knowledge of your product than imparting news to experts.

### **Technical SEO**

Your blog may be beautifully written but if it isn't optimised, most people will be blissfully unaware of its existence. So, it is necessary to both optimise your website technically, so that the 'crawlers' can read it. It's also crucial that your blog complies with all the necessary SEO rules, as this will influence your website's SEO score and how easy it will be to find.

The good news is that if you follow some tried and tested steps you can improve the visibility of your content, this can then increase your traffic which is essential to drive those all-important leads.

### **Keyword Research**

Contrary to popular belief, you cannot just decide which keywords you would like to use, identifying the correct keywords and phrases needs to be based upon research. Ideally you need to strategically include keywords with a high search volume but not too much competition in to your blog text. The keywords must be relevant in order to help your website's ranking.

A word of warning, anyone who thinks that it will help to stuff your content with nonsensical keywords and links will have a rude awakening. This type of behaviour is not tolerated by search engines and your ranking will be adversely affected.

### Optimise images and videos

The better your content, the more engaging it will be and this means higher ranking. Images and videos are far more interesting and engaging than plain old text, they should definitely feature in all blogs. But be careful, when using images, make sure you are not infringing any copyright.

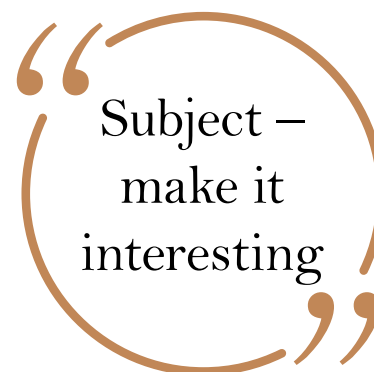
Now that we've established that we need images, we must optimise the images for SEO and speed, to ensure the quickest load time for the best user experience. It is also advised to use a title and Alt Text, an HTML image tag to describe the type of image, which is required to help search engines understand the content and for visually impaired users relying on sound.

### Links

Google also prefers pages with links (both internal and external), as long as they are linking to interesting related content. Even more valuable are links to your site from other websites. If Google sees that other websites are linking to you, they will take it as a sign of an authoritative website and rank it accordingly. But, before you go out trying to find websites to link to you, this must be done very carefully. The website linking to you must be a good quality website and there must be a relevant reason for them to link to you. Google will actually penalise a website that has, where it detects what it refers to as 'toxic back links'.

### Relevant subject matter

Another important consideration is how your subject matter relates to your business. If you write about something that will be of interest to your target audience, they will be looking for it.



Finally, no one is going to give a damn about the content if the title doesn't entice them to start reading or if they can't find it. A good title is vital for search engine ranking, so don't forget to use keywords!

If your business, real estate or otherwise, is struggling with your marketing get in touch with Redline Company for a free business clinic. In one hour, our marketing professionals will give you some advice and ideas to boost your strategy. Contact [info@redlinecompany.com](mailto:info@redlinecompany.com) or visit [www.redlinecompany.com](http://www.redlinecompany.com)

### Meta descriptions

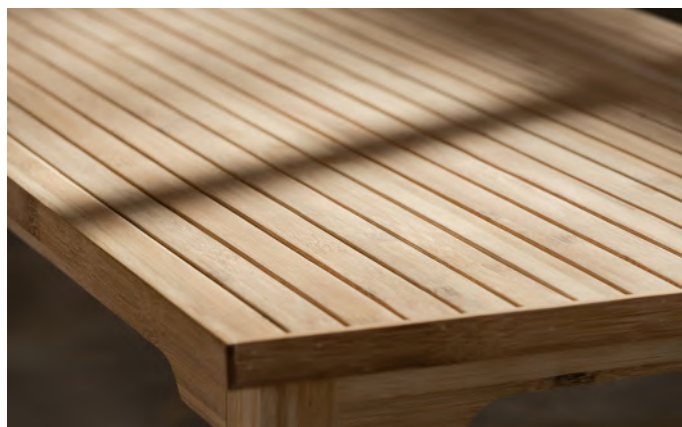
The meta description is a HTML meta tag that you can add to any page. Its purpose is to provide a short description of your article for search engines and other crawlers.

There is a school of thought that thinks meta description tags are no longer relevant on blogs, but we disagree. We recommend meta descriptions are included- as long as they are good. The right meta-description is great for summarising the article and it will also be displayed on social media when the article is shared.





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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 and has her hand resting under her chin. The background is a textured grey.

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# Taking care of yourself in a high-speed society

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By Line Lyster, Director of [RedlineCompany.com](http://RedlineCompany.com)







## Would you start a marathon with a sprint?

Of course not! It would be madness to expend all of your energy in the first 5 minutes almost as soon as you are out of the blocks leaving you trailing out of breath for the rest of the race. So why is it that as humans we tend to rush everything we do? The answer is that it seems to be imbedded in our nature, we are taught to be fast, efficient and not to dawdle, so we can do as much as we can.

The problem is that all the rushing around has an adverse effect on our mental and physical wellbeing, leading us hurtling towards 'burnout'.

## So, what exactly is burnout?

A burnout is a state of emotional and physical exhaustion that is brought on by long periods of unrelenting stress. The effects of which, often result in anxiety and feelings of depletion and dejection, leading to emotional, mental and physical exhaustion. A burnt-out person looks, acts and feels depressed, and loses perspective on the future. Feeling stuck with no clue to free themselves from their torpor.

A US survey conducted by Forbes, reported that 52% of respondents had or were experiencing a burnout, particularly amongst Millennials and Generation Z respondents. In addition, 53% of workers now find it more difficult to 'unplug' from work out of office hours.

Addressing the inability to switch off is important, as this is exactly where a burnout can be stopped and/or prevented.

As the owner of my own business, from the outset I decided that I was in it for the long run. I am passionate about what I do and want to continue for many years to come. So, after the first year of working around the clock, I looked in the mirror and made a life-changing decision. I recognized that running my business is a marathon and not a sprint, so there would be no more working weekends or evenings or checking emails, out of hours I would completely switch off.

It is the best decision I have ever made! Today, I am excited about working and I still love what I do. By scheduling time for breaks, I allow myself to refuel the tank with renewed energy and excitement and 17 years later I am still going strong, and so is Redline. We never work the weekend or the evening... this is time to relax.

# 5 tips that can help stop or prevent *a burnout*

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01

## Take time off

It is important to take a break, even if your work is not yet finished. Often, people think that they should continue to work without a break, putting all of their energy into their job. Contrary to popular belief, overworking is counter-productive and you will also lose yourself in a never-ending work flow.

Therefore, it is important to turn off your computer in the evenings and on weekends. This may be hard but trust yourself and the universe that all will be well. In the end, the project you are working on will be approved or the lead you are trying to convert will become part of your client base. Everything will be alright.



03

## Meditation

Meditating can help you focus and regain your energy. It can be hard to take time to do this in the middle of a busy time but the benefits will come back to you tenfold.



## Go outside and enjoy life

Taking long walks, exercising, riding a bike, playing sports or taking part in other physical activities can really make you feel better. Exercise is a proven stress reliever, according to health psychologist Kelly McGonigal, undertaking exercise and sports increases endorphins and other chemicals in the brain that reduce stress and make you feel happy, such as dopamine, adrenaline and endocannabinoid.



# 4

### Hobbies

It is important to take up hobbies that you can enjoy in your free time. They are a great way to switch off and forget about your work and all the other things that are going on in your life.

# 05

### Vacation

Planning a trip and actually taking a holiday without checking your emails all of the time allows you to unwind and relax. Knowing that you can take a break from emails without the world ending, reduces stress and allows you to create a new stress-free mindset for the future.

People are not machines and we are not made to work non-stop. We need to take it easy sometimes in order to keep going and perform better. Most importantly, life is way too short to only focus on work, humans need to have fun, relax and enjoy life to the full!





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