

Redline company MAGAZINE

n° 14 - 2018

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Dear Readers,

Hold on to your hat...2018 looks set to be a bumper year!

Things are moving fast, there's a buzz in the air and activity is increasing. Clients, new and old, have noticeably changed up a gear and are putting their feet firmly on the gas. And as ever, we're up to the challenge!

Redline is constantly adapting and developing, regards to skills, services and also the team. Since the last issue we have welcomed two Redline babies, and at the start of this year, we also said hello to two new members of the team; Fernando our new graphic and Lucy our online marketing expert, who both bring a wealth of experience and fresh ideas.

In this issue you can take a totally amazing virtual reality 3D tour of our office in Benahavis and find out how this fantastic new technology could help your business. We also discuss Instagram as a vital tool for business in 2018 and give you tips on how to get good leads in real estate.

Editors' WORD



In next issue we'll give you more valuable marketing tips and info about the latest technology. Until then...enjoy the read.

Best regards

Line Lyster
Managing Director
Redline

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Redline's amazing virtual reality office

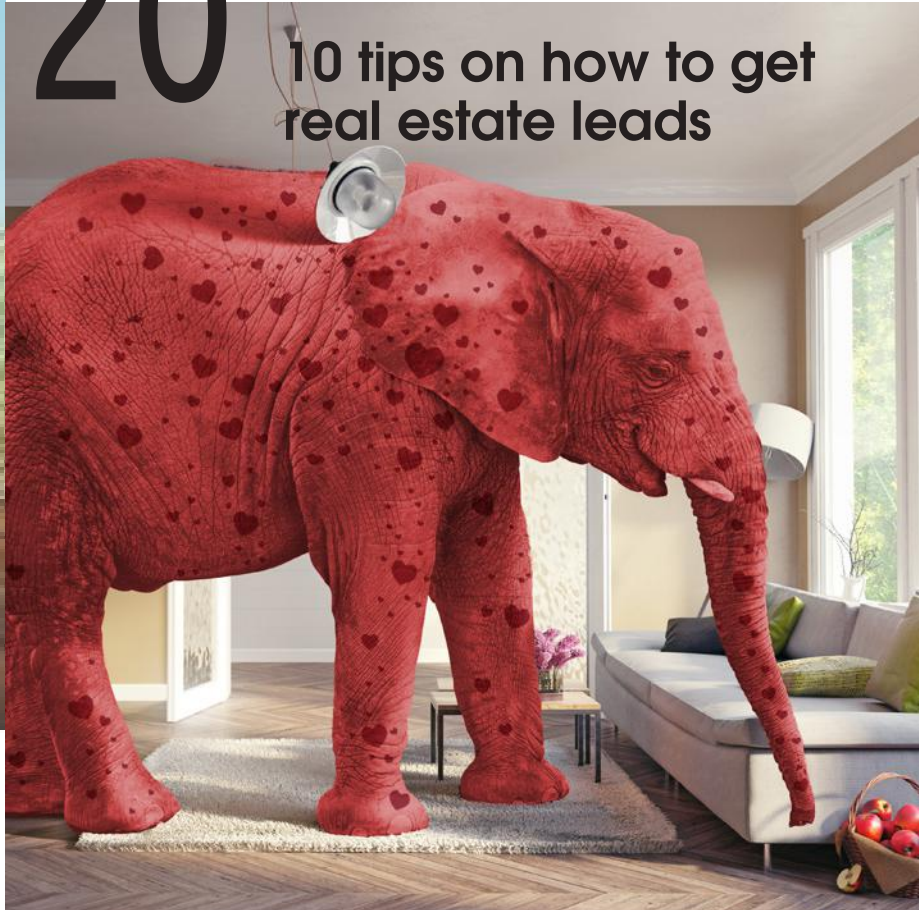
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WELCOME TO Redline's **AMAZING** **Virtual Reality** Office

Redline is a little bit geeky – we love getting our hands on the latest technology, especially if it helps tell a story or bring a business to life in a more engaging way. Imagine how thrilled we were to discover I-see3d.com's totally interactive virtual reality tours!



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Everyone wants to see what goes on behind the scenes, don't they?

Thanks to I-see3d.com virtual reality tour of Redline, you can sneak into our office and see us in action. Walk right up to our desks and click on each of our team members as they make their magic: You will literally feel like you are with us, like you have joined our team.

This isn't just a 360 photo, it's an interactive virtual reality version of your business. It puts the power in your customer's hands, giving them the ultimate freedom to explore every room, meet every person, look closely at every product in your showroom. In the virtual version of your business, you can consistently provide the warmest greeting for every customer that comes through the door, even if they arrive in the middle of the night.

That's right, customers can be greeted by a virtual reality version of you – one that always smiles and never sleeps! Your business will be open 365 days a year, while you turn off the lights and lay on the beach enjoying a well-deserved holiday.

It's time for your business to take a leap into the new and ever-expanding virtual world. Transform the flat, boring image of your business and let customers interact online with the real people inside. It's just another way to stand out from the competition and show your customers you are a leading innovator in your market.

Big brands are now using 3D virtual reality tours to give website visitors an unforgettable experience of a space and the people and products in it. It's a totally unique way to open your doors to new customers and help them stand in the middle of your business, even when they are far away.



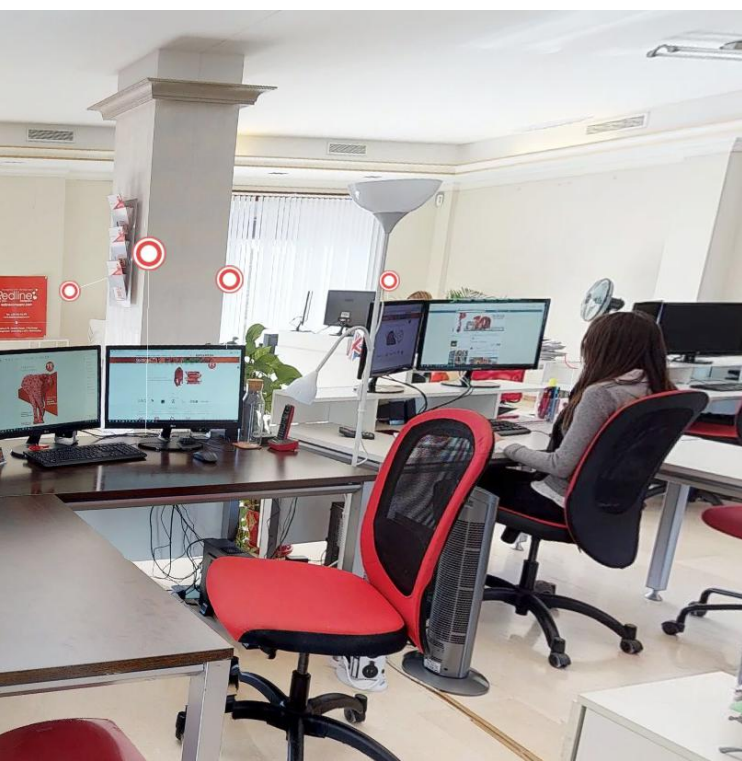


Virtual reality is a growth area like no other.

Virtual reality is a growth area like no other. At the end of 2017, the high-end VR headset market was booming, with more than 1 million units shipped in just three months. And for people who can't afford a Playstation VR headset or Oculus Rift, a simple piece of cardboard, costing less than €10, can immerse your customers in your virtual world. Many of your customers own VR headsets and they are looking for virtual worlds to explore, so now is the time to open your business in cyberspace.

In the near future, as Artificial Intelligence solutions become more advanced, businesses will reap even more benefits from virtual reality experiences combined with marketing and sales automation. Your virtual sales assistants will be collecting information about what your customers want, making product suggestions and taking orders. The possibilities are mind-blowing.

Don't be left behind. Your competitors have their eyes on this technology too. The best day for your business to step into the virtual world is today. The moment is now.



How to use amazing virtual reality tours to engage customers and boost sales?

RETAIL SHOP

assistants can greet your customer at the virtual door and point them towards your newest, hottest products.

HOTELS

and B&B managers can allow customers to explore bookable rooms

RESTAURANT MANAGERS

can let customers admire the view from each table before reserving a specific table.




REAL ESTATE

agents and developers can give property seekers virtual tours, so they can truly experience, and fall in love with, the home of their dreams.



INTERIOR



designers, builders and architects can create a virtual 3D showroom of their best work, show a client the room 'before' and 'after' and instantly create precision floor plans with the touch of a button. Hire I-see3d.com and you'll never need to measure a room or generate a floorplan on the computer again.

Working with I-see3d.com was fun and now we are happy to be able to open our doors to clients around the world. Please come in and take a look around over [here!](#)



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Instagram

A VITAL TOOL FOR

business 

in 2018



Social media is a vital tool for businesses to utilise and the perfect opportunity for brands to connect with their customer base. Facebook, Twitter, Pinterest, SnapChat, Instagram...with so many platforms, how can you decide which to favour? We're going to focus on Instagram; what it is, what it's good for and how you can use it well.



Insta-success

Like many apps, Instagram started quite differently to the photo sharing platform it is now. In 2010, American Kevin Systrom created Burbn, an app that allowed you to check in to certain places around the states and earn points for hanging out with friends and posting pictures of the meet-ups. But, it failed to gain any popularity because it was too complicated and so when Systrom partnered with programmer Mike Krieger to improve Burbn, they realised that the only function users liked was the posting of images and then sharing it with friends. At that point, Krieger and Systrom decided to focus on a simple image sharing app and months later, Instagram was born. Within another 9 months, Instagram had 7 million users worldwide and in 2012, Facebook bought it for a billion dollars. Insta-success.

The ins and outs

Anyone with a smart phone can use Instagram. In fact, you can only post photos by uploading them from your phone. Select the accounts you want to follow and slowly your feed fills with

images from all over the world. Use a hashtag # and you can add your own photo to a list of others using that hashtag. Confused? Try #villafor sale and you will be able to see every image using that hashtag.

Using a hashtag organises and categorises photos and video content, which helps along the discovery of content and optimises your posts and so the symbol is arguably one of Instagram's most important features. Using it will help you to grow your profile, be it personal or for a business page. You'll be exposing your brand to larger and more targeted audiences. It's proven that using # vastly increases your followers, your likes and increases engagement. For example, if you have a real estate business based in and around Marbella, you could use #marbellaproperty #propertyfor sale and #luxuryhomes, depending on the type of property of course.

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Daniel Rodríguez López,
- Director of Outdoor Concepts -

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700 million active users
worldwide

2

More than
40 billion
photos have been shared
since 2010

3

Around 95 million photos are
updated every day

4

80% of all Instagram users are
outside of the USA

5

*32% of all
internet users*
are on Instagram

Why Insta-business?

With over 700 million users worldwide, is your business missing out without it?

A business has to make sure that you post photos and videos that your followers can relate to. It's really important to connect with your target group, so they find your account interesting and fun to follow. Besides this, it helps to use a combination of unique hash tags and industry hash tags

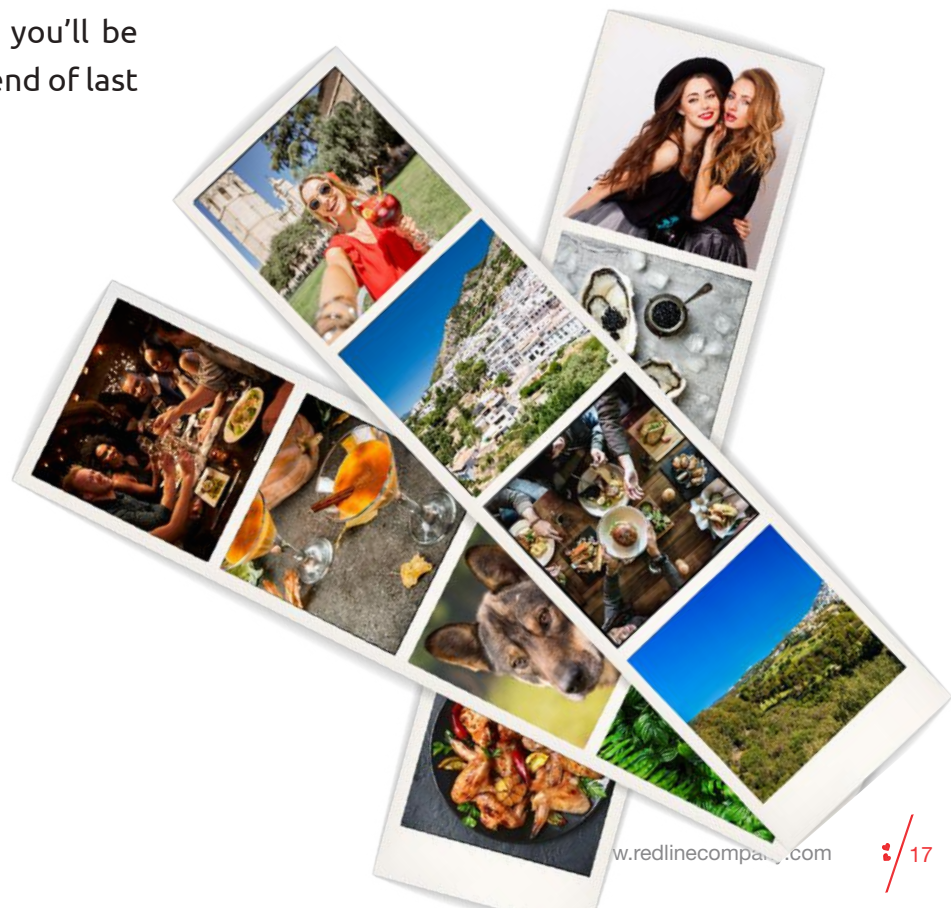
For a business it is a good tool, because people like to see real images of a business instead of the standard advertisements, so don't overdo it with the sales posts. At the end of the day, you're using social media to grow a community of followers that connect with your brand. So don't shove sales posts down their throats, spend time creating meaningful content and images that will resonate with your target audience.

If you have an e-commerce website, you'll be interested to know that towards the end of last

year, Instagram launched their hotly anticipated shoppable posting function. Shoppable posts on Insta allow businesses to link to the product photographed in their Instagram feed. Highlighted with a shopping bag icon, users can tap the image to view the product's details. Plus, there can be multiple products in one image. This incredible function is still in the beta function and isn't yet available worldwide. If you have a Shopify store, Instagram allowed 30,000 businesses to join the beta program and we should expect more updates later this year.

Use it and use it well

As with any social media platform, you must post regularly to keep your page/account fresh and visible to your community. There is nothing worse than a neglected social media account, better not to have it at all if you don't have the time or the content to fill it with.



Need some *imagination?*

What businesses could rock a
*fantastic Instagram
account?*

Real estate and property developers: snaps of new properties to hit the market, shots of the area and images of the lifestyle...show your clients exactly what they could be missing out on.

Restaurants, bars and coffee shops: posting mouth-watering meals and thirst quenching drinks fresh from your business will help attract the customers and show off your menu.

E commerce: a wasted opportunity to miss showcasing your goods, along with some people wearing or using your products in some beautiful settings. Take the time to create the images so that they are perfect.

Fitness/gym: exercises on the beach, your clients nailing a gruelling workout; all perfect for Instagram and to make everyone else envious that they're not part of your class.

Interior design: What better social media

platform to showcase your work. Think of the finishing details; the lighting, the soft furnishings, besides the whole house or room. A month's worth of Insta posts could come from one room if you really think about it.

If your customer is under 65, your product/service is visually compelling and your competitors are using Instagram, what are you waiting for?

Have a question about how you should be using Instagram for your business? Talk to our social media experts at Redline Company.

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HOW TO **PICK THE BEST APPLES...**

EVERYTHING YOU NEED TO KNOW
ABOUT REAL ESTATE LEADS





We all know that a business needs leads in order to make sales. But what's the definition of a lead and how can you get your hands on them? In simple terms, a lead is a person who expresses an interest in your product or at least wants to know more about it. They may,

or may not, be ready to buy now. Those who aren't quite ready yet could come back and buy from you in the future, but this will depend on how you treat them – now, how good you are to follow up and how good you are in closing the sale.



10 TIPS ON HOW TO GENERATE AND HANDLE LEADS AS A REAL ESTATE COMPANY ON THE COSTA DEL SOL

Know your AUDIENCE

The first step is to know your product, the second is to identify your target market. Whether you're selling luxury villas in Benahavis or cheap and cheerful apartments in Benalmadena, you need to know who your products will appeal to and then target them accordingly.

Knowing your audience really is the first step towards generating leads. Do your clients live on the Costa del Sol or are they in a different country? Are they looking for an investment, a family home or a rental property? Once you've identified your clients, you can further segment market based on their interests and needs. In other words, your aim is to find their itch and then help them scratch it!

Choose your product TO FIT YOUR AUDIENCE

So far so good. Step two, is to select a product that will appeal to your audience. It's no good reaching out to potential prospects with products that won't appeal or are way out of their price range; think about their budget, preferred location and the type of property. Do they want an apartment, villa or bungalow? Are they looking for newly built or a resale? Do they want property in your local vicinity and if not, are you willing to take clients on viewings in another area? And just as important, you should consider whether showing property is within your area of expertise... and if not, get some help!



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Every lead is a POTENTIAL FUTURE SALE

If you remember only one piece of advice, it should be this... every lead is important and must be responded to immediately. No excuses, no delays, the longer you wait, the cooler it gets, and after 24-hours it will be stone-cold. Remember, every lead you lose is a win for your more proactive competitors.

Buying property is an enormous commitment and it often takes several months or even years to build up a relationship before a client is ready to view, particularly if they're based overseas. They may be testing the water before they decide to buy, so now is the time to put in the ground work and make a connection, so they'll come back to you when they're ready. Each lead you get could be a potential sale, so it would be a shame to throw them away.



Not all leads ARE EQUAL

What happens if you're getting leads but they're just not converting? It could be the quality of the leads, which can vary depending on the source. For example, Facebook doesn't generally provide the same quality of leads that you get from Google. This is because people who contact you via Google are actively looking for your product, but this is not the case with Facebook. That said, Facebook leads are much cheaper and they can also be converted into sales, even if it takes more time and effort, it will still be worthwhile.

When targeting clients in a different country, these leads will obviously take longer to convert. They may be just as keen the local leads, but they need to physically pack their suitcase and jump on a plane, making it a much longer process.





Hit the mark through SPLIT-TESTING

Lead generation is a science. When reaching out to potential customers online, you need to know that your campaigns are hitting the mark by identifying the words and images that appeal most to your audience. This is done by split testing (or A/B testing), which involves creating and running different variations of advertisements for a set period of time to determine which versions are more effective. Once you know which works best, the budget is allocated to the winning campaign.

THE KEY imagine a lead as a seed which needs to be nurtured if it is to grow into beautiful plant. It may need a little TLC, water and sunshine, but eventually all of your efforts could pay off – big time!

Monitoring and ADJUSTING

OK, so now you're running the most effective version of your advert - job done. Wrong! It is just the beginning, now you need to keep a beady eye on the adverts to monitor and adjust... constantly. If you work with an agency to generate leads, it is vital that you give them feedback on the quality of the leads. This information will determine the type of adjustments needed to fine tune the campaigns and deliver the right results.

Do you know that an image accounts for between 75% and 90% of the success of your advertisement? And a video is even better.



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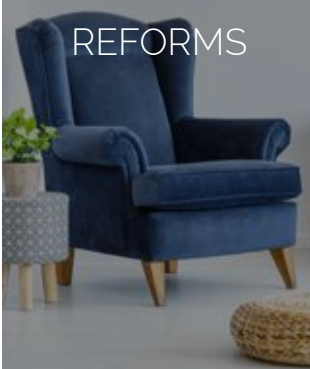
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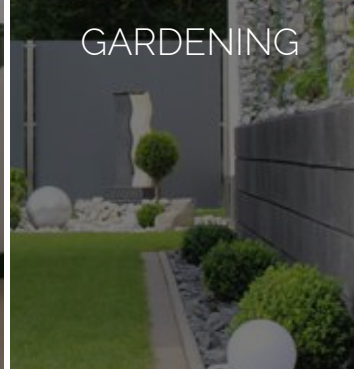
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per click

Consistency

LANDING PAGES

Great, you've designed a super cool landing page... but does it work? The first piece of advice is to bear in mind your branding (it should reflect your company's corporate image) and the function...which is to generate leads. This is a clear case where function should win over form. The purpose of your landing page is to show the amazing properties you are promoting, not to showcase your graphic designer's skills. Also consider if you give too much away...

The message on a landing page should be consistent with the rest of the campaign, as this will improve your quality score, which will lower the price you pay per click.

Here's a house that you could have bought earlier...
Just one more thing about your landing page...the sole purpose is to get leads and sell property, so all of the properties featured must be available to buy. The good news is that landing pages can be automated so that properties are removed and replaced when sold.

Consider the

THE SALE FUNNEL

It takes time to build trust and convert website visitors into property buyers. There are several stages to the sale funnel.

Take a look on the next page ►►



The sale funnel



Awareness

This is when a potential customer is aware of your company. Many people discover new brands on social media, so if you want to increase awareness, paying for a Facebook ad is a good place to start.

Consideration

at this stage, the customer is aware of your company, and probably other real estate companies too. You are helping them view houses. If you want your company to be found online by people searching for for example “Marbella properties”, spending money on Google Search ads is a good place to start.

Conversion

This is when your client has chosen your company. This is your favourite stage of the marketing funnel...but your job doesn't end here.

Loyalty

It is a mistake to forget your existing customers. Retain them and create loyalty by keeping your customers updated with helpful and interesting content i.e. newsletters. Offer discounts on services, where you can, to reward loyalty.

Advocacy

Since you've delivered an amazing service, your client is now recommending you to friends. These friends are now in your marketing funnel, but since you come so highly recommended, they have fast tracked through the awareness stage and they are already in the consideration stage, viewing properties with you. There are many clever ways you can encourage clients to recommend you to friends, but one simply way is to ask them!



Be unique and STAND OUT

In 2017 alone, approximately 500 new real estate companies were registered on the Costa del Sol. This means that competition is fierce and you need to be unique to survive. One way is to come up with strategies that will make your business stand out, such as using offers or specialising in a specific area of the coast. You need to think about how you are going to say, "look at us, we're different!"

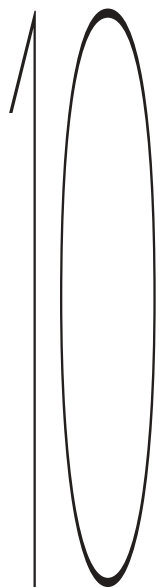


Do YOU have a digital marketing strategy?

Our last word has to be about the importance of having a realistic digital marketing strategy, that will identify your goals, processes and costs.

Get a PROFESSIONAL

We've all cut corners to save cash. Unfortunately, this can be a false economy, and in fact, it often turns out to be the most expensive solution. There's a difference between knowing what needs to be done and having the ability to do it. Google Adwords campaigns are fantastic for generating leads quickly, but only when set up right. The campaigns should be finely tuned to attract only your target audience. The wrong keywords, type of keyword match, location, bidding strategy can be a costly mistake, in time and money. There's a difference between knowing what needs to be done and knowing how to do it.



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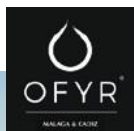
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