

Redline

MAGAZINE



redlinecompany.com

n° 25 - 2023



since 2004
Redline
company.com



04

Kick-start your business with Redline's 19th birthday present!

06

The celebration continues!

14

How to build customer loyalty with your marketing strategy

20

Case study : Churchill Books

28

How to improve your company page on LinkedIn

32

Case Study: Rosso Corsa



Editor's Letter

Welcome to Redline's 25th online magazine.

In this edition, we're thrilled to be celebrating Redline Company's 19th year of providing marketing services on the Costa del Sol and beyond...

In line with Redline's commitment to CSR, rather than throw a party, we decided to offer assistance to a business to the tune of 1,919.19€. You can read about the recipient of our birthday gift 'High5Girls' a non-profit Danish project on page 4.

Also, to mark the occasion, the team spent a fun day of team building at 'Studio Ceramica' in Estepona, working together to create a branded piece of ceramic art, page 6.

Also in this issue, we provide tips on 'How to build customer loyalty with your marketing strategy' (page 14) and 'How to improve your company page on LinkedIn' (page 28).

We also provide an insight into the marketing services we provide for two of our favourite Marbella based clients; Churchill Books launched by Marbella's youngest entrepreneur (page 20), and Rosso Corsa, Southern Spain's largest Ferrari showroom (page 32).

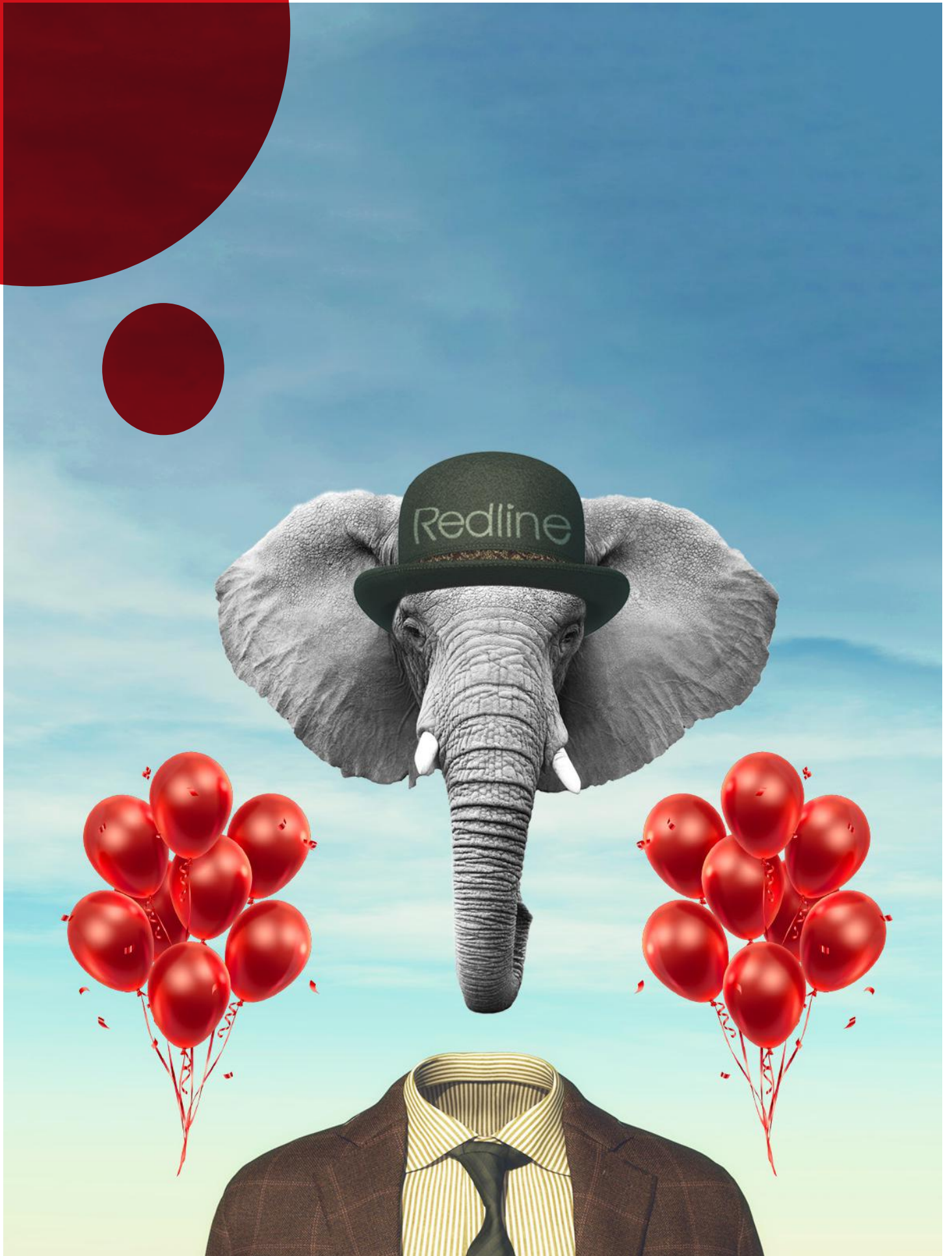
And of course... it's not long until Christmas and the New Year, so if you would like to get a head start on boosting your business in 2024, get in touch now!

Call us today on 952 816 678.

Enjoy the read!

Line Lyster

Managing Director Redline



Kick-start your business with Redline's 19th birthday present!

Marbella based marketing agency, Redline Company, marked its 19th birthday by offering free marketing services to help to kick-start a company. After receiving many interesting and imaginative pitches, Copenhagen based NGO project, High5Girls, has been announced as the company that will benefit from free marketing services to the tune of 1,919.19€

About the offer

The offer was open to any business or entrepreneur with a cool concept that could benefit from Redline's marketing expertise. The assistance provided could be in the form of anything from the creation of a brand strategy to lead generation campaigns, SEO etc. Redline was particularly interested to hear from anyone with a business plan that would benefit the wider community, which is just one of the reasons that High5Girls was selected.

Assisting a non profit project

Founder and Director of Redline Company, Line Lyster, explains, "We know that there are many companies who are struggling to get started or to regain round that was lost during the pandemic, so weren't surprised to receive so many entries. We decided upon High5Girls, as the concept of helping women enjoy learning and working in the field of Science, Technology, engineering and Mathematics (STEM), resonated strongly with our predominantly international female team.

"High5Girls is a non-profit NGO which means it depends upon volunteers and donations in order to achieve its goals. As a Copenhagen based project, it represents Redline Company's outlook and wide range of international clientele".

About High5Girls

High5Girls is a project designed to give girls the tools and fosters an interest in STEM fields, and the confidence in their own abilities as entrepreneurs and within technological development.

The pioneer behind High5Girls is Marianne Andersen, an electro engineer with 25 years in the Med Tech industry. She was the only woman in a class of 32 students and one of few women amongst many men within the corporate Med Tech industry. The concept for High5Girls was borne out of an idea to share the joy of learning and working within the STEM fields, in order to achieve more diversity in the future.



Watch Marianne's video here:
<https://www.youtube.com/watch?v=Ddp2FhAtc18&t=99s>

The project aims to give a High5 to Girls! Role models are a key element in the way people think about change. Already the project has over 100 international female role models from the STEM industry, who create positive narratives about women in STEM. Knowledge is imparted via camps, debates, podcasts and networking events and much more. These role models come from the private sector, are entrepreneurs, or come from the universities where they are studying or researching technology or sustainability. They have access to cutting edge knowledge and technology and a network of women to support the girls. They lay the foundation for more girls in STEM.

About Redline Company

Established in 2004, Redline Company has a talented creative team of international professionals with expertise in marketing, graphic design, website design, copywriting, PR, social media and much more. The company is headquartered on the Costa del Sol, with a clientele spanning Europe, Asia and the UK.

since 2004
Redline
company.com

+ The celebration co



The Redline
team at Studio
Cerámica

continues!

R E D L I N E ' S B I R T H D A Y

Redline's 19th birthday celebration continued at the super friendly and creative Studio Cerámica, Estepona!

On a bright sunny morning, on the 6th October, Redline Company was warmly greeted at Studio

Cerámica, a ceramic painting studio in the heart of Estepona.



Let's paint!

Brushes at the ready—let the painting begin!



R E D L I N E ' S B I R T H D A Y

Once equipped with all the necessary tools and materials for ceramic painting, the team was ready to embark on their collaborative artwork, starting a colourful and creative journey together.

Redline Company decided to take a different approach to celebrating our 19th anniversary. The entire team collaborated on a creative project at Studio Ceramica, the task was for each person to paint several 'paint-by-number' design on ceramic tiles, which when brought together created one large piece of art. It was a real team effort and a true celebration of Redline, if a little different!

Usually, each member of the Redline team is busy working with and providing specialist marketing services, but on this day, we stepped out of our comfort zone and tried something new. Who knew that ceramic painting could be so much fun and beneficial for the team! With some very patient tuition, paints and brushes, we embraced the challenge, and some of us discovered hidden artistic talents.

In preparation of the event, one of Redline's graphic designers sketched the outlines on the individual tiles, which were then distributed amongst the team. Some tiles were more difficult, some people painted more as if on a production line, yet the main focus of this creative adventure was collaboration and energy.

During the morning, Studio Ceramica buzzed with energy and laughter as everyone worked together and started to see the big picture of what we are creating. Once each tile was painted, they were placed together to reveal a Redline Company branding mural. It was a great reveal. In total, we painted 16 tiles, that would be fired in the kiln and could be picked up one week later.

If ever we need reminding of power and the fun of working as a cohesive team, one glance at the masterpiece on Redline's office wall.

Happy 19th anniversary Redline!

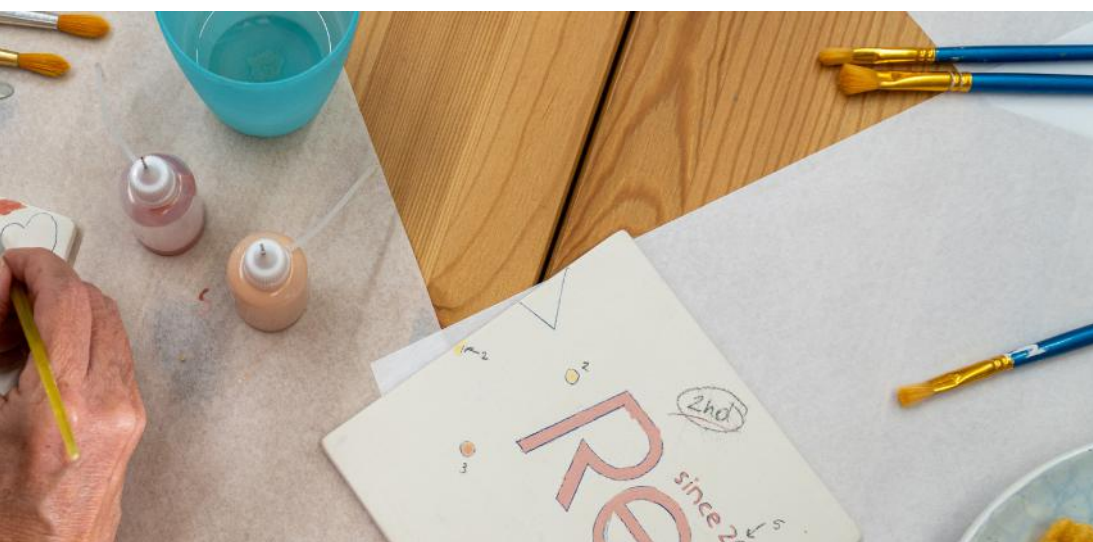




About Studio Cerámica

Studio Céramica is a friendly, creative ceramic studio in Estepona's old town. You decide what you would like to pain, as there is a huge assortment of ready-made pieces of pottery, from plates and mugs to piggy banks, for you to choose from. They teach you how to use special techniques and tools that make painting so easy, which means anyone can create a masterpiece! After you have finished, Studio Cerámica will glaze and fire your pottery, which takes between 24-28 hours from start to finish. Orders are usually completed within 5 to 6 days, after that, you can pick up your masterpiece and treasure it forever!

+34 646 50 26 16
info@studioceramica.es



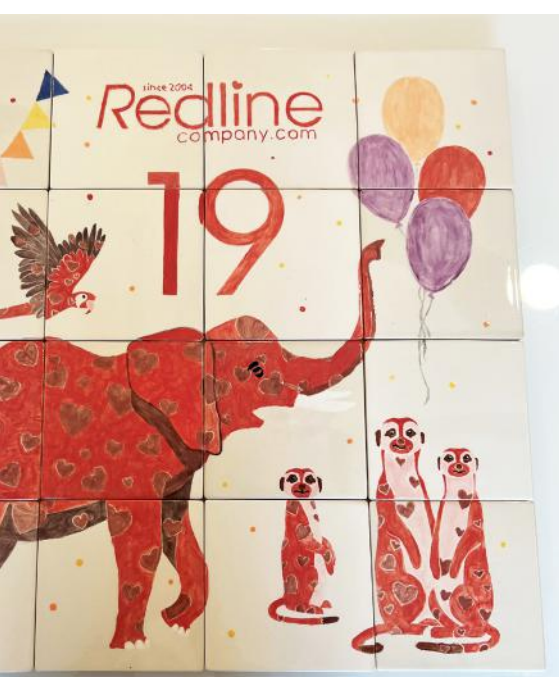
Painting by numbers demands precision similar to that of a surgeon; otherwise, your artwork might end up as a colourful yet chaotic!

Team work

R E D L I N E ' S B I R T H D A Y

Combining our painted tiles, our teamwork crafted a beautiful ceramic artwork, showcasing our collective effort and dedication, leaving us proud of the finished masterpiece!





**Finished
result!**



 **ROSSO**
CORSA



THE LARGEST STOCK OF FERRARI IN SPAIN

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

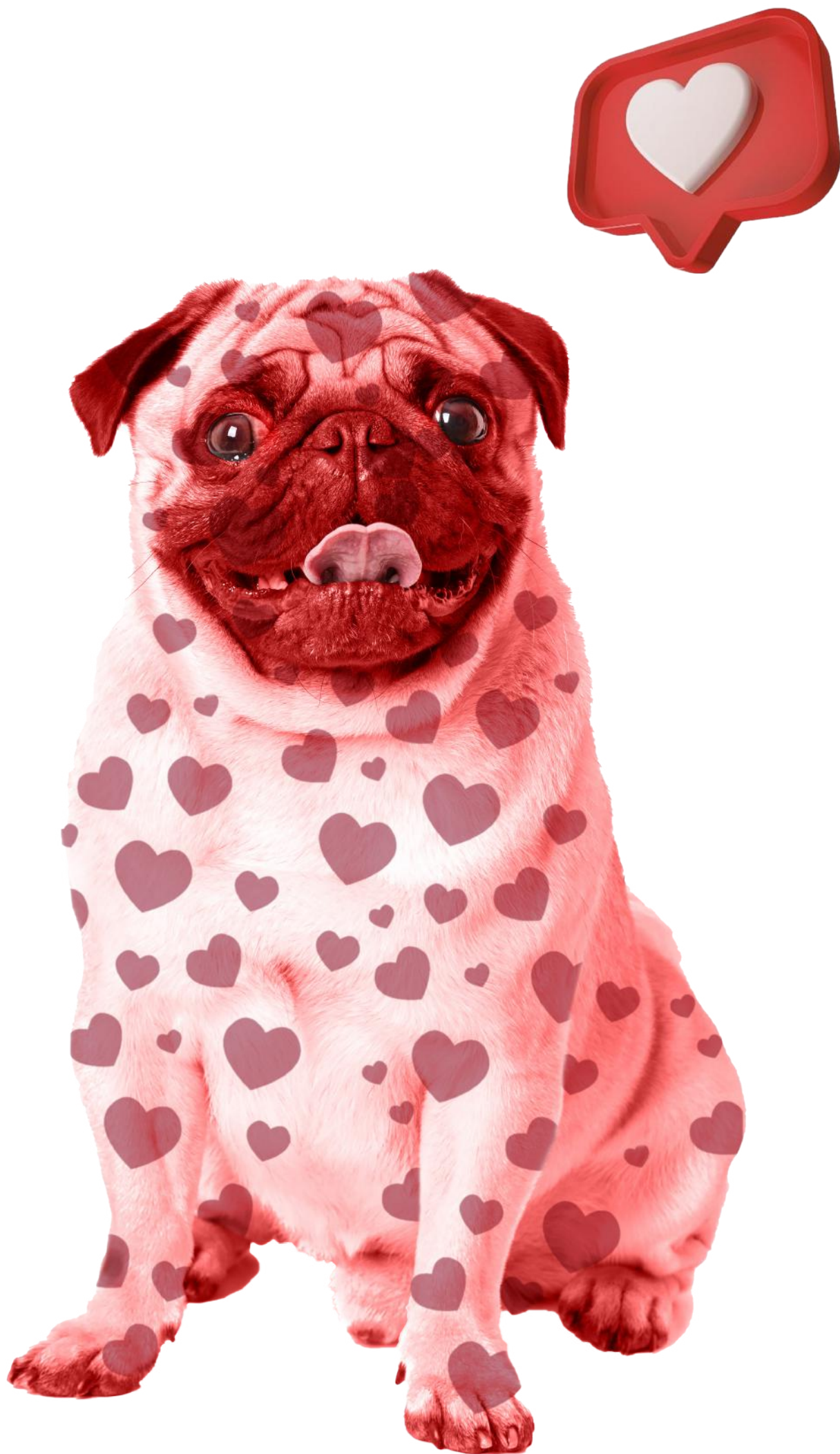
DR. PIETRO *Pietro Di Mauro* MAURO

PLASTIC SURGERY / CIRUGÍA PLÁSTICA

BEAUTIFUL IS BEING...
THE BEST VERSION OF YOU

Specialist in Plastic Surgery
and Aesthetic Medicine

info@pietrodimauro.es
www.pietrodimauro.es



HOW TO BUILD **CUSTOMER LOYALTY** WITH YOUR MARKETING STRATEGY

Should acquiring new customers (leads) be the only marketing goal? Should potential new customers be the primary focus or should equal attention be paid towards customer retention? If you ever asked yourself these questions, it is important to first understand the relevant difference between customer acquisition and customer retention.

CUSTOMER ACQUISITION VS RETENTION

1.

Customer acquisition is the process of attracting and bringing new customers into your business while customer retention is the process of retaining existing customers on a long-term basis, keeping them active and satisfied. Both are important for growth and sustainability, but for most brands, customer acquisition seems to be the primary goal. According to research quoted on Peertopeermarketing, 44% of businesses focus on acquisition as opposed to only 18% that focus on retention. So, in this article, we'll explain why existing customers are also worthy of your attention and provide some tips on how to retain them

NURTURING CLIENTS = LOOKING AFTER YOUR INVESTMENT

The process of generating leads which subsequently become customers can be a time-consuming and costly process. Research has shown that acquiring a new customer can cost five to seven times more than retaining an existent one. Therefore, having invested so much time and money in gaining new clients, it makes sense to look after your investment by nurturing these clients. There aren't as many barriers to closing a sale when marketing to existing customers. They are already familiar with, like and trust your brand, which means they will spend more money on your products or services. Nurturing these customers is a no-brainer, it is much less expensive to cultivate repeat business than acquiring new customers, as you don't have to start from scratch to convince them to place their trust in your product or service.

2.

COMMUNICATION AND ENGAGEMENT

3.

Once you appreciate the importance of retaining your current clients, the next step is to establish a strategy for generating customer loyalty via communication and engagement. Customer communication and interaction are fundamental to building a long-lasting relationship or affinity with the brand. Regular cohesive marketing activity can reinforce your brand values and show that you care about your customers. Customer loyalty grows when they feel a connection and can build a relationship with the company.

ENGAGING CONTENT

There are many marketing channels that can be used to convey your message to your customers, from websites to newsletters, blogs, digital advertising and social media. One of the most effective methods of engaging is via social media. An active profile on relevant

social media platforms can help you connect with your customers and allows genuine interaction with them. Of course, once you have a profile it is important to create valuable and appealing content that will be of interest to and encourage your customers to engage. When we speak of content, this can be anything from short social media posts, to in-depth articles and blogs and visuals.

4.





PERSONALISED COMMUNICATION

If the communication across touchpoints is relevant and useful to your customers, it will help them feel that your company cares about their needs. For example, when sending a newsletter, make sure the content is personalised and show that you understand their needs and issues within the content. To really understand your clients your need data. Systematic gathering, recording and analysis of quantitative and qualitative data is key.

COMMUNICATE THE BENEFITS THE BRAND DELIVERS

In today's highly competitive marketplace, customer loyalty can be won by making sure customers recognise your products' strengths and appreciate the features that differentiate your company (or the product) from your competitors' products. The key is to keep the lines of communication open between the company and the customers, so that they are constantly reminded that they are valued customers and the benefits of using your product or service.

6.

FEEDBACK SYSTEM

7. One of the most important elements of a customer retention strategy is to implement a feedback system which will reassure customers that you really care about their levels of satisfaction. The aim is to collect and analyse your customers' reviews and comments because if you are not aware of any issues or complaints you will not be able to address them. A quick response, for example, shows your dedication and channels like social media enable you to have real time conversations. Don't forget, customer satisfaction leads to customer loyalty which leads to profitability.





Improve energy efficiency and reduce your electrical bills

With Tutum Energy's technology



aquapool
SPAS



YOUR hot tub
OUR passion



Spain's largest and longest established HotSpring Spas dealer.
Servicing and selling spas exclusively since 2003.



EXECUTIVE HEALTH



Detecting issues before symptoms show can
SAVE YOUR LIFE

executivehealth.es

G&S Clearance
fast, affordable waste removal

Fast, affordable and reliable waste management services in Brighton

- ◀ Office clearance
- ◀ Building sites
- ◀ WEEE waste
- ◀ Probate House clearance
- ◀ And much more



+44 1273 3030278 | gsclearance.co.uk

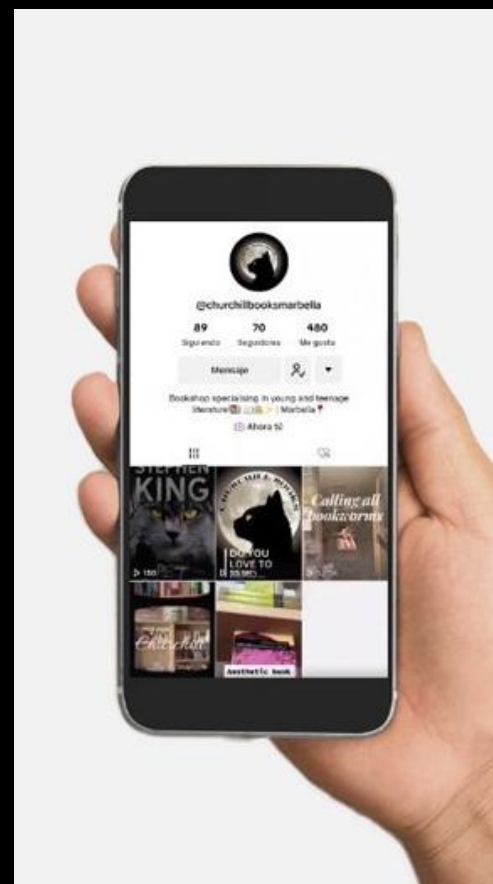
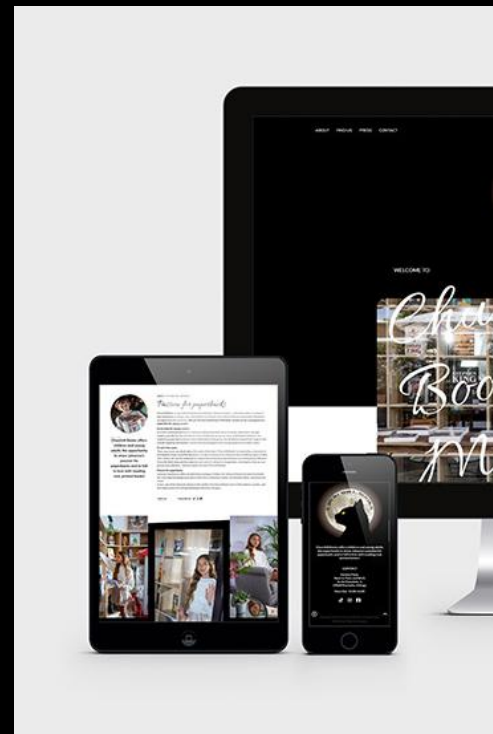
Churchill Books

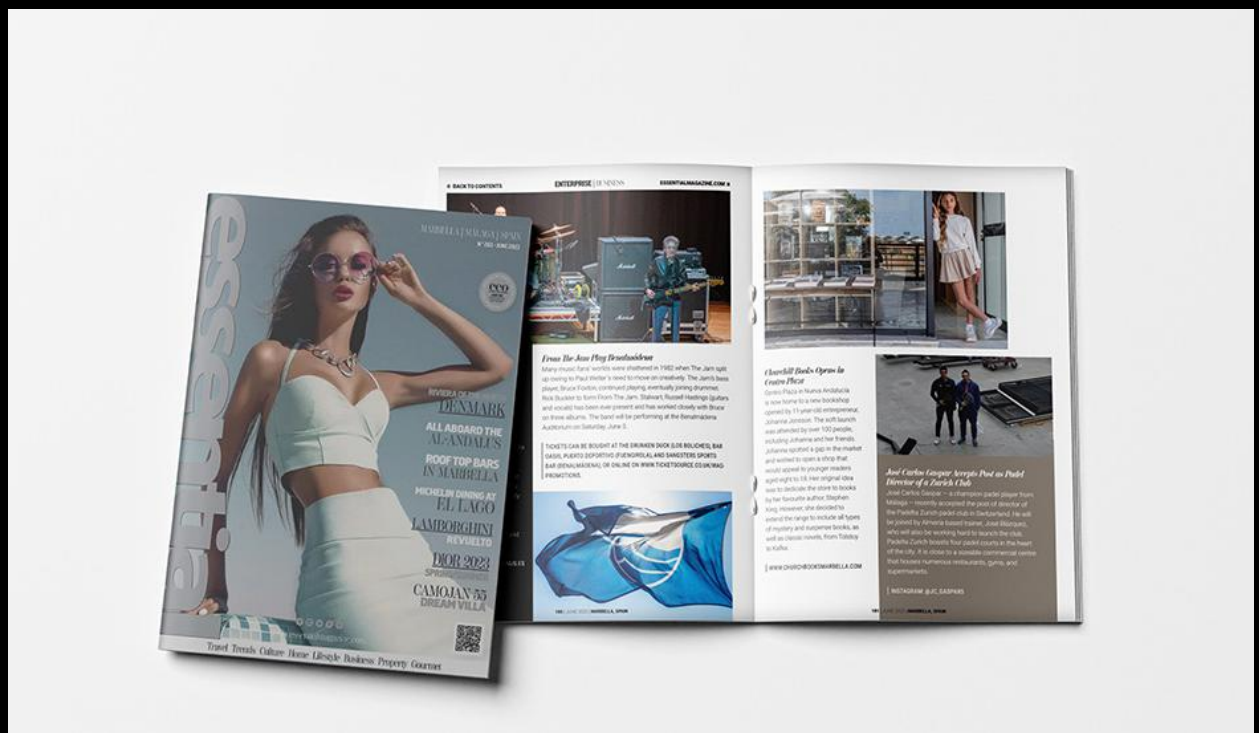
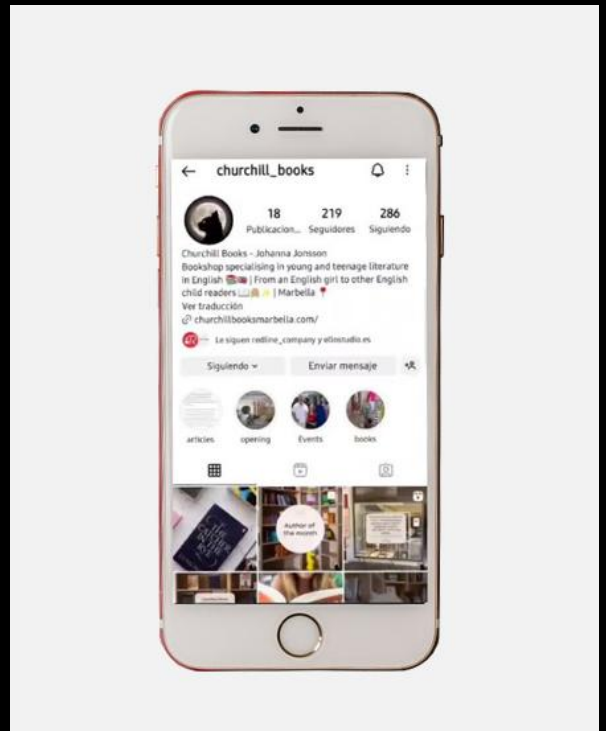
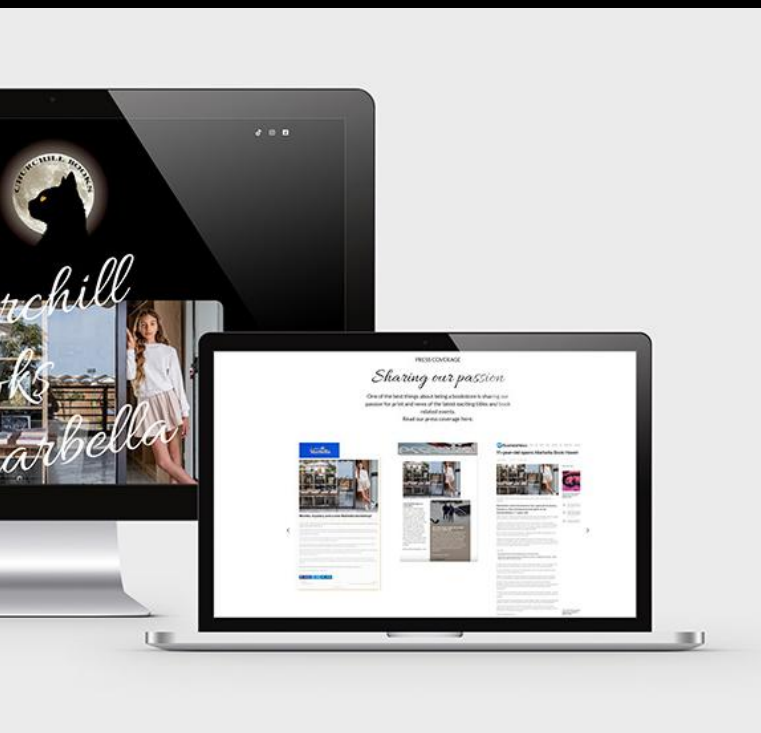
Churchill Books, is speciality bookshop in Marbella aimed at the teenage market, it is remarkable as it is the passion project of the 11-year daughter of a Redline client. Redline's initial task was to write and distribute a press release to help promote the launch, which required copywriting, press liaison and press clippings services. A4 posters were later designed to showcase the press coverage in the store. We designed and developed a new website, including original text. Social media accounts were set up, styled and linked to the site. Redline's also arranged a photoshoot with our in-house photographer.





Our Activities





GRAPHIC DESIGN: website, A4 posters, social media styling

WEBSITE DESIGN & DEVELOPMENT

SOCIAL MEDIA: styling

COPYWRITING: press release, online content

VIDEO & PHOTOGRAPHY: professional photography

photo story







3D software og efteruddannelse til visualisering og skitsering af projekter, produkter og bygninger.

+ 45 7070 2360 | info@3dshoppen.dk | www.3dshoppen.dk

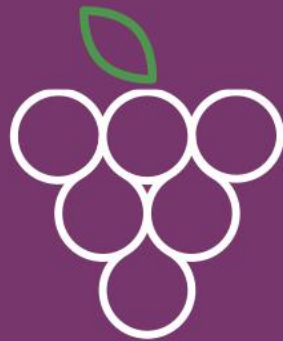


Cape Reed

international



Exclusive Living. Naturally.



G R A P E V I N E
P R O P E R T I E S

The property specialist for Inland Malaga.

If you are buying or selling in Inland Malaga, there is really only one phone number you need:

Tel. +34 962 457 761

grapevine-properties.com

How



to improve your company page on LinkedIn

“Like a mountain goat you must move forward one step at a time and have faith in each step you take”



LinkedIn is one of the most, if not the most, important social networks for businesses. It provides a platform for businesses to grow through brand building and lead generation within both the B2C and B2B markets.

If you have a business account on LinkedIn, you need to ask yourself whether you are making the most of it. To make sure you are aware of all of LinkedIn's potential when it comes to promoting your business, this blog will explain the steps you can take to make sure your company's LinkedIn page is fully optimized.

However, it is important to understand that you should plan your strategy and to allow time for your account to grow. Like a mountain goat you must move forward one step at a time and have faith in each step you take.



Optimize your page for SEO

The most effective way to get more people to visit your page is by using keywords. When writing a post or the page description, the keywords used in the text will help make it possible for people to find your page via search engines such as Google. If you need help thinking of some keywords, you could start by looking into your company's location, industry and specialisms.

Company profile

The first thing people see when viewing your company's profile is the description and banner. Therefore, you need to ensure that you present a strong and relevant message within the description. This can be achieved by following this checklist:

- Vision: What future do we want to help create?
- Mission: How do we create that future?
- Values: Who are we? How do we work?
- Positioning: What makes our brand different?
- Tagline: Our brand summed up in one line.
- Products/Services: Here's what we provide.

Corporate branding

The banner image takes up a large amount of space at the top of the account, making it the most important image. This should be styled in your company's branding, clearly showing the name (and slogan if you have one) and contact details (you can find templates on [Canva.com](https://www.canva.com) or Google). Most importantly, you must add a link to your website.

Engage with community hashtags

If you are not doing this already, start following 3 popular hashtags which are relevant to your company in the community hashtag panel. When you have added a few hashtags to the community hashtag panel, you can enter a feed where you have the opportunity to react and comment on conversations. This will give your company further exposure to relevant audiences.

Another way to gain traffic through the community hashtag panel is by mentioning a company or influencer you admire, which of course should not be a competitor. This will increase the likelihood of the company or influencer to repost your comment, which will provide exposure to a new audience that might be interested in your company.



Adjust content through page analytics

One tool that most people forget to use is Analytics. The Analytics tool gives you an overview of leads, page visitors, followers and competitors. This can be used to your advantage, as you can adjust the content on your page according to the analytics, for example taking into account the age and the gender of your followers.

Another tried and tested method of increasing the interest in the content on your page is to include plenty of visual content, as unique imagery and videos tend to stand out and grab the viewer's attention. Dr. Lynell Burmark stated, "...unless our words, concepts, ideas are hooked onto an image, they will go in one ear, sail through the brain, and go out the other ear".

Share on social media

One of the best ways to get your LinkedIn page out there is to share it on other social media platforms, such as Facebook and Instagram. Word of mouth is also important and if you have a team of employees, they could also the LinkedIn account on their profiles.

Finally, and most importantly, regular updates on your company's LinkedIn account are crucial to inform followers of any updates and remind them of your company. It will also help with your Google ranking, as consistent fresh content helps the search engine recognize your page as an active and valuable source of information. And let's be honest, no one wants to follow a page that has no new posts!

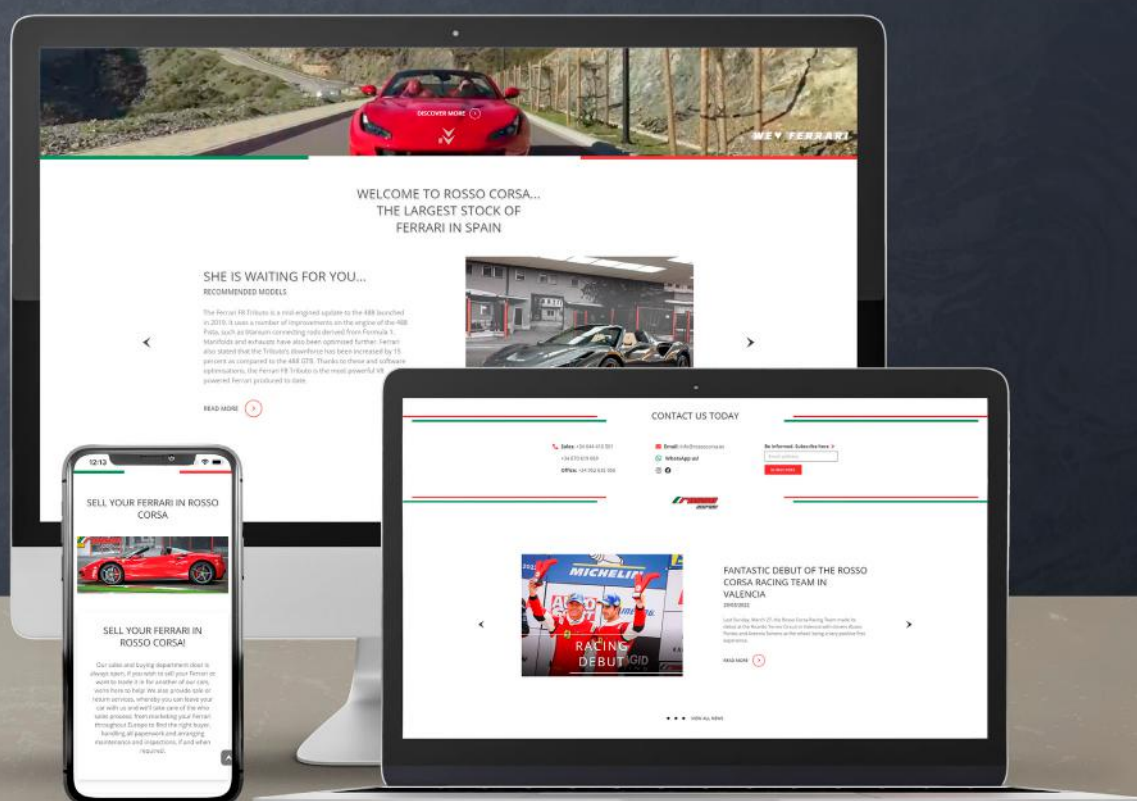


CASE STUDY

Marbella based Ferrari specialist required assistance in creating a new website that would reflect the premium quality of their products and appeal to their target audience. In addition to the web design and development of a sleek new website, we provided keyword research, copywriting, editing and translation services in three languages (English, Spanish and Italian). Redline also carried out regular monthly marketing activity, including designing, writing and scheduling newsletters, setting up and managing Google Adwords and remarking campaigns and SEO.

OUR ACTIONS

- Website design & development in WordPress (Fully responsive for all devices in English and Spanish)
- Graphic design: Website, newsletter template, remarketing banners
- Copywriting: Keyword rich text for website, editing and translations
- Lead generation: Google Ad campaigns, remarketing campaigns
- Email marketing: design, write and distribute newsletters
- Search Engine Optimization (SEO)
- Project management



LUNDE & NIETO

PROPERTIES



We love golf in Marbella



*'Our goal is always your satisfaction,
we support you throughout the entire
process and beyond'*



ELEGANT

Clínica Banús



Elegant Clinic Banús
Clínica de Medicina estética
+34 682 17 51 50
elegantclinicbanus.com



**Discover a new approach to
Autoimmune Disorders.**



Elevate your life
Norwegian premium water

 **PURE NORDIC**
NORWEGIAN SUPER-PREMIUM WATER



since 2004
Redline
company.com

There's an
elephant in
the room.

Time to admit you
need a professional
marketing team?

GET NOTICED WITH
www.redlinecompany.com

