

Redline

MAGAZINE



redlinecompany.com



n° 18 - 2020

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Editor's letter

Dear Readers,

OMG! Is it March 2020 already?

The last few months have flown by in flurry of plans, strategies, campaigns and of course creativity. But no matter how hectic, we're never too busy to bring you up to date on our news, views and reviews, and this edition doesn't disappoint.

Let's rewind a few months... way back in November (2019) Redline reached a huge milestone and celebrated 15 years as the coast's favourite marketing company by hosting our second RedTalks event, followed hot its heels by a party, pizzas and lots of pizzazz. You can check out the photos on page 13.

Fast forward to 2020, since the beginning of the new year we're all about 20:20 marketing vision. Intrigued? Find out more on page 5. We also share with you "How to captivate your audience with marketing" and why in 2020 you can't afford to ignore videos.

We've also signed new and exciting clients from Spain, Gibraltar, Denmark and further afield. One such client, green energy provider Mariposa Energía, is featured in our case study "Go green with Mariposa Energía" where you can find out how your company can go green and cut your electricity bills (page 24).

Don't forget that Redline is still offering one-hour business clinics where you can get advice on how to get the most value out of your marketing... and ask about our new Marketing Strategy offer!
Get in touch to find out more at info@redlinecompany.com

Until next time...enjoy the read!

Best regards

Line Lyster

Managing Director



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#Witsajungleouthere



Take the
20:20 vision
approach
to your
marketing in
2020.

Are you ready?

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Take the 20:20 vision approach to your business in this new year

Have you heard the expression “new year, new you”? Now that the new year has started with a bang, resolutions will be made, expectations and goals set, but don’t forget your business needs attention too!

It is vital that business owners take a 20:20 vision approach to their marketing by developing a clear, sharp strategy to gain brand awareness, sell more and retain customers. So how can you boost your business in the new year?

KICK START THE YEAR WITH A SOLID MARKETING

Plan out the year in terms of goals. Do you want to sell more products? Set a reasonable (SMART) objective, (specific, measurable, achievable, realistic and timely), and focus your efforts on achieving it. If you have a real estate agency, consider lead generation techniques such as Google AdWords to capture people searching for property.

IDENTIFY WITH YOUR CUSTOMERS

Take a good look at your existing customer base, who are they and why have they bought from you? This will help you to determine who you can target and focus your efforts into reaching them and solving their problem or dilemma.

PUT EFFORT INTO SOCIAL MEDIA

if your business isn't on social media you are missing a HUGE trick! The most effective marketing strategies to increase sales involve social media and that's because almost every potential customer uses Facebook, Instagram, YouTube etc. Set up accounts or improve your existing efforts by growing your community and following with engaging content, fabulous images and videos and reflecting your company's ethos.



13.

—“—
If your business
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media you are
missing a HUGE
trick!
—”—

REVISE YOUR SEO EFFORTS

Search Engine Optimisation remains one of the most effective marketing tactics. If your business isn't appearing on page one of Google, you need a solid strategy to boost visibility. Choose realistic keywords and optimise all of your content with these keywords. Invest in regular blogs, acquire links to your website and for quick visibility, consider advertising.

CONSIDER PAYING FOR LEADS

On that note, to boost your business and secure leads, invest in Google AdWords. Figures from Google state that businesses make an average of \$2 in revenue for every \$1 they spend on AdWords so if you employ a Google certified company to manage this for you, you could see a significant return on investment.

FOCUS ON CUSTOMER RETENTION

If a new customer has just bought your product or bought into your service, its only the start of the relationship. You need to focus on retaining them by reminding them how beneficial your services can be to their problem or quality of life. A strong relationship can lead to a loyal customer and loyal customers don't stray! By building a relationship with your customers you give them real value.



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Redline

CELEBRATES 15 YEARS BY CHAMPIONING UNICEF'S NEW FUNDRAISING INITIATIVE "FOR ME AND ALL MY FRIENDS"

Wow, what a night! On Friday the 8th November 2019, Redline Company hosted the second RedTalks presentations, followed by a lively red and gold themed party to celebrate 15 successful years and to publicise this year's chosen charity, UNICEF.

Over 150 clients, former employees, interns, press, local VIPs, suppliers and friends (and children) were treated to copious glasses of wine, pizzas freshly baked in situ by Pizzamos.com, and an eye-catching birthday cake featuring Redline's ubiquitous Red elephant mascot. A great night, with guests packed to the rafters at Redline's HQ, superb food and a fantastic atmosphere.





Supporting UNICEF

As the agency with the big heart, Redline Company used this important milestone to thank everyone who has helped to make the company the Costa del Sol's leading marketing agency for 15 years. It was also an opportunity to publicise UNICEF's new fundraising initiative the Recue Kit Challenge to present a cheque for 1,515.15€, helping 505 children.

UNICEF Rescue Kit Challenge

Around 15,000 children die each year before they reach 5 years, due to inadequate food, drinking water and vaccines. UNICEF provides vaccines for almost half of children around

the world, saving between 2 and 3 million lives each year. For Me and All My Friends challenges businesses and employees to raise at least 1,500€ to be spent on Rescue Kits. A donation of just 3€ buys one kit containing measles vaccinations, sachets of therapeutic food, soap, notebook, pens and purifying tablets for up to 767 litres of water. Local business owners who attended the RedTalks and revellers at the party, were asked to take part in the challenge, either by donating to Redline's appeal or by starting their own challenge. Anyone can help by visiting UNICEF's website at <https://www.unicef.es/reto-redline#kit-rescate>.





After several hours of merriment and music, everyone left with some red and gold goodies, a piece of cake and an opportunity to make a real difference to lives of many children.

Line Lyster, director and founder of Redline Company, says, “I am extremely proud to have reached this important milestone. The event was held to say thank you to everyone who has supported Redline and to give something back, firstly by helping local businesses via RedTalks and also by promoting UNICEF.

“Redline’s international team is renowned for thinking outside the box and is conversant with traditional and latest digital marketing techniques, which means our clients can rely upon us to provide a unique perspective on how to grow their business”.

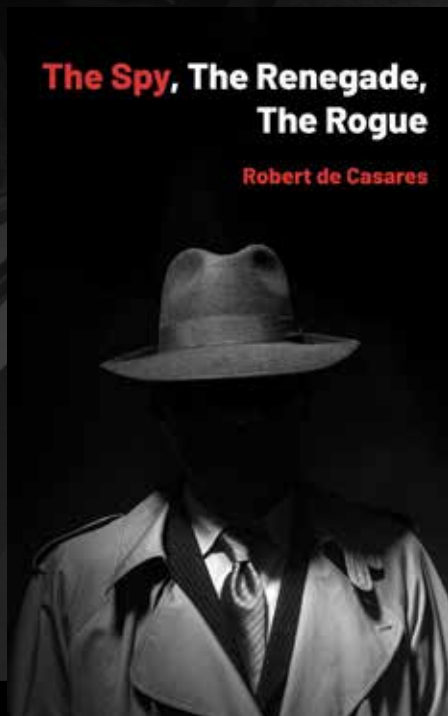
“Bring on the next 15 years!”







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CAPTIVATE YOUR AUDIENCE WITH VIDEO MARKETING

In the past few years, video content has steadily risen as one of the most important tools for marketing and as we continue to step forward into 2020, it certainly isn't losing any momentum. Businesses cannot afford to ignore videos - they're everywhere!

19.

#VIDEOMARKETING

#CAPTIVATEYOURAUDIENCE

Living in a mobile-first world where we are unknowingly consuming video content with almost every single task we do on our phones, so it's especially important that we consider the power of video marketing. Just a quick flick through your Instagram feed and you will be inundated with Insta stories, influencers videos, instream video ads as well as sponsored ads. Not to mention the 1 BILLION hours of content watched YouTube every day, it's safe to say, video should be a critical component of your marketing strategy in 2020.

It's not exactly too hard to see just why video is so popular these days - for one thing, it's an entertaining, versatile and engaging format presented in an easy-to-digest format that gives our eyes a rest from the insane overabundance of textual information online by putting the viewer in the centre of the experience. It's also easy to share across platforms and accessible to almost anyone with internet. A recent study by Insivia shows that viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.

So, are you wondering whether it's worth investing more in video marketing? Well, the answer is absolutely YES! Videos can provide a potentially huge return on investment (ROI) through many channels, so as a business whether a one man start-up or big international cooperation, you really want to be on board that train.

Recent statistics show that video content can drive greater response than other social content types, in fact, according to Social Media Today, videos are shared on social media a staggering 1200% more than images and text combined. So, here are three tips that can help you get started including video in your marketing strategies.

GO MOBILE

Keep it mobile-friendly. Over half of all videos are viewed on mobile platforms. Keep this in mind as you're planning the creation and distribution of your video content. If you want your content seen, don't make your audience come to you, find them where they're at and optimize your videos for mobile viewing. Square-shaped video formats perform especially well on most mobile devices so do your research and keep factors like this in mind when putting forth your video marketing strategy. It also really helps to provide subtitles in your videos. Many people watch videos on their mobile devices without sound so you're at a great advantage if you add subtitles so they can still understand your message.

STICK TO ONE TOPIC AND STAY WITH IT

Stay on topic! You don't want to confuse your audience by trying to cover multiple subject areas so aim to keep your videos short and punchy to retain engagement from the viewer. If that topic is broad-ranging, narrow the focus to one aspect of it. The fact of the matter is that people have short attention spans, which is why shorter videos have higher conversion rates. Try to make sure you use the ideal length video for each platform. As a general guide, Twitter should be no longer than 30 seconds. Instagram should be somewhere between 26 to 30 seconds. Facebook should be one minute and YouTube should be about two minutes.



MAKE IT COUNT

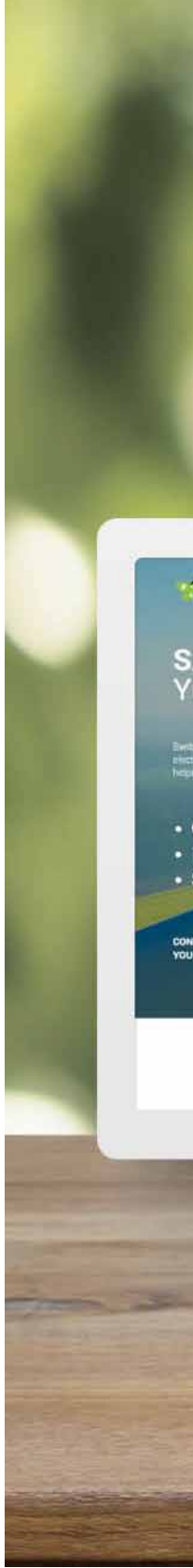
So, you've got their attention! Directing your viewers to a clear next step is the key to strategic video marketing. If you want your viewers to take action, let them know what they should do next. A few ideas could be to ask a question, offer a free trial, a link to a landing page, enter to win, enter a form, the ideas are endless. These are just a few call-to-action examples to get you started, but ultimately you will need to develop and test a step that will be practical and relative to your business. The main aim here is to make it as easy as possible to either learn more about your business or take the next step. See it as your virtual handshake and hello to the viewers.

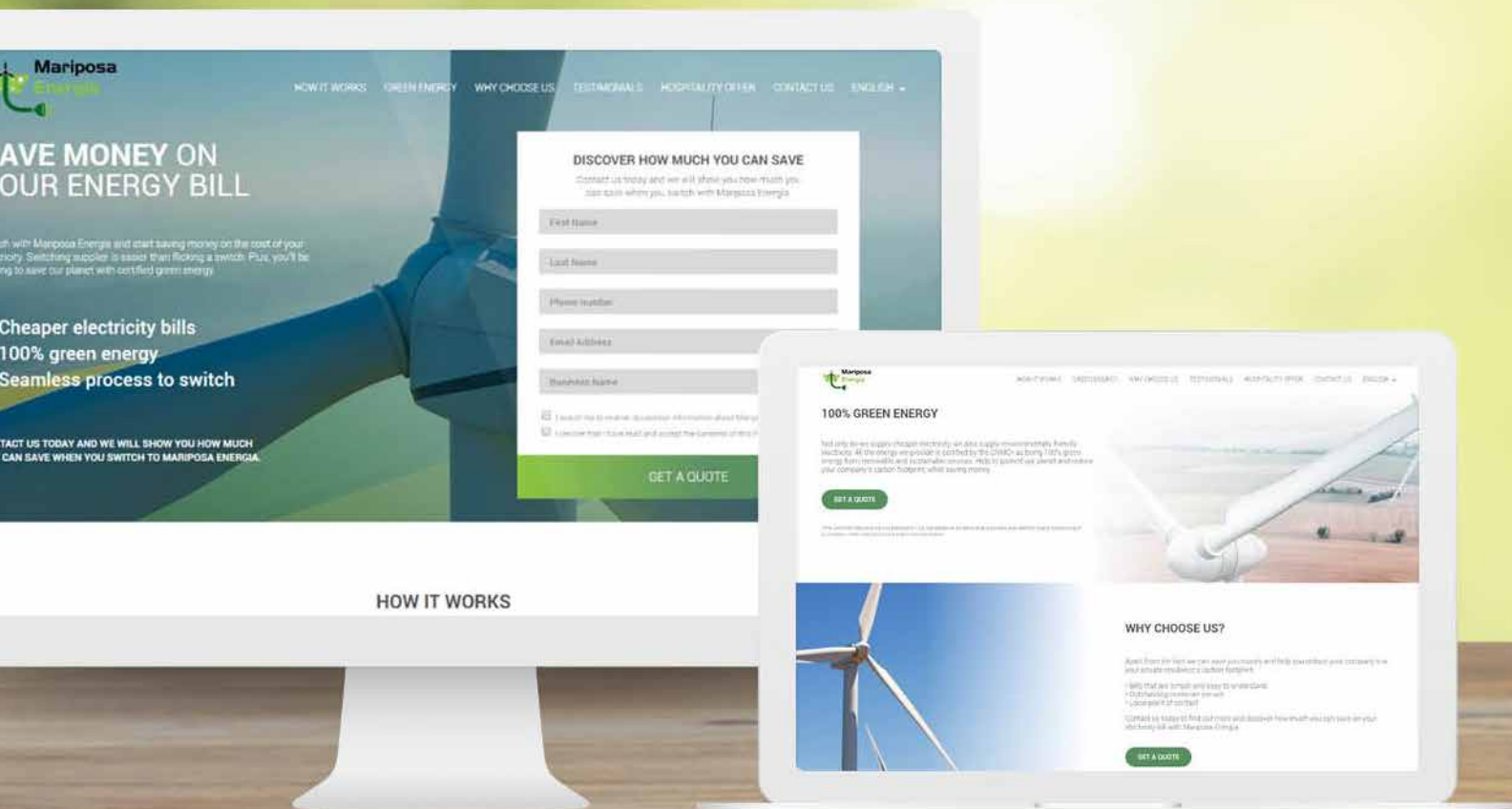
2020 offers a huge opportunity for growth in the marketing space and it is predicted that video will continue to dominate; research shows that globally, IP video traffic will account for 82 percent of traffic by 2022! So, by including these video marketing tips in your marketing plans, there's no other better way to compete online. What are you waiting for?

If your business, real estate or otherwise, is looking to get started or boost their video marketing or social media in general, get in touch with Redline Company for a free social media and marketing health check. In one hour, our digital marketing experts will give you some advice and ideas to boost your strategy. Contact info@redlinecompany.com.

CLIENT CASE STUDY: GO GREEN WITH MARIPOSA ENERGÍA

Redline likes to keep its collective finger on the pulse of new trends and innovations, particularly when they are aimed at saving the environment. It is always exciting to work with clients who are striving to make a difference, so we were thrilled when Mariposa Energía asked us for assistance with raising brand awareness, lead generation strategies, creating a professional website, explainer videos, PPC campaigns and much more.





Mariposa Energía is a new green energy supplier currently operating between La Linea and Malaga, and will later roll out their service throughout Spain. Although common in the UK for the last 15 years, switching energy providers in Spain is

a relatively new concept, so the company's challenge is to educate potential clients about the benefits; lower bills and an incredibly simple switch over.

Mariposa Energía's green credentials are beyond doubt,

the electricity they supply is certified by the Comisión Nacional de los Mercados y Copetencia (CNMC) as being 100 % green energy, and the fact that they also offer substantial savings on energy bills, makes the company a very tempting prospect. So much so,



Redline Company has already switched to Mariposa Energía and is now running on 100% green energy.

How can using green energy help your business?

In simple terms, Mariposa Energía is offering you the opportunity to save money whilst helping to save the planet. Spain is expecting to hit 68% renewable power by 2030, but this can only be achieved by more consumers switching to renewable energy providers. All Mariposa Energía's power is generated by Spanish wind farms.

It couldn't be easier!

The changeover is handled by Mariposa Energía, who simply send green energy down the same electricity cables. You won't notice any difference, other than cheaper electricity bills!

Mariposa Energía's target market

Mariposa Energía's typical clients are businesses with 10

or more employees which are likely to use a lot of energy. It can also benefit private consumers who pay more than 250€ per month for their electricity.

Redline's experience of Mariposa Energía

Mariposa Energía's service and vision fits perfectly with Redline Company's ethos of helping the community, which also includes being kind to the planet. So, when we heard that we could go 100% green

AND save money on our bills it was a no-brainer. Mariposa Energía's service has been professional, friendly and informative, we recommend switching to any business interested in achieving long term cost savings. Line Lyster, Founder of Redline Company.

Now you've read what we think of Mariposa Energía, why not check out this video to hear what the company's founder, Martin Tye, has to say about Redline Company.



https://www.youtube.com/watch?v=Hk09B5RKUrU&feature=emb_logo

Visit the website www.mariposaenergia.es to find out just how simple it is for your company to go green and save money on your electricity bills.

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