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Editor's letter

Dear Readers,

Not so much OMG as WTF! Who knew that literally a few days after publishing Issue 18, Covid-19 would strike and we'd all be in 'lockdown'!

The last few months have been different, if not slightly surreal, luckily Redline is equipped to operate remotely and over the last few months we've been practising what we preach; reviewing, strategizing and putting plans into action.

In this issue, we take the bull by the horns and address the mayhem caused by the Coronavirus by providing tips on how to take your business to the next level and come out stronger on the other side. See how your company could adapt and refocus on page 4.

We continue the theme of renewal and growth in '5 tips to help your business beat the Covid-19 crisis', offering some ideas on how to be more prepared for remote working, possible partnerships, planning and investment. Find out more on page 18. And there's more.... we explain why email marketing is so effective and offers great ROI (page 12).

Last but not least, we've signed up some supercool new clients, such as Puerto Banús based flight simulation service, Top Aviator, who needed to rebrand and relaunch with an incredible new bespoke Boeing 737 simulator. Established high-end audio-visual distributor, StarsAV, is another exciting client that required a fresh new corporate look. See the results on page 8.

We're in the office and available for meetings

Don't forget about Redline's free one-hour business clinics, where you can get advice (online or in person) on how to get the most value out of your marketing. Ask about our new Marketing Strategy offer! Get in touch to find out more at info@redlinecompany.com.

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

Best regards,

Line Lyster

Managing Director

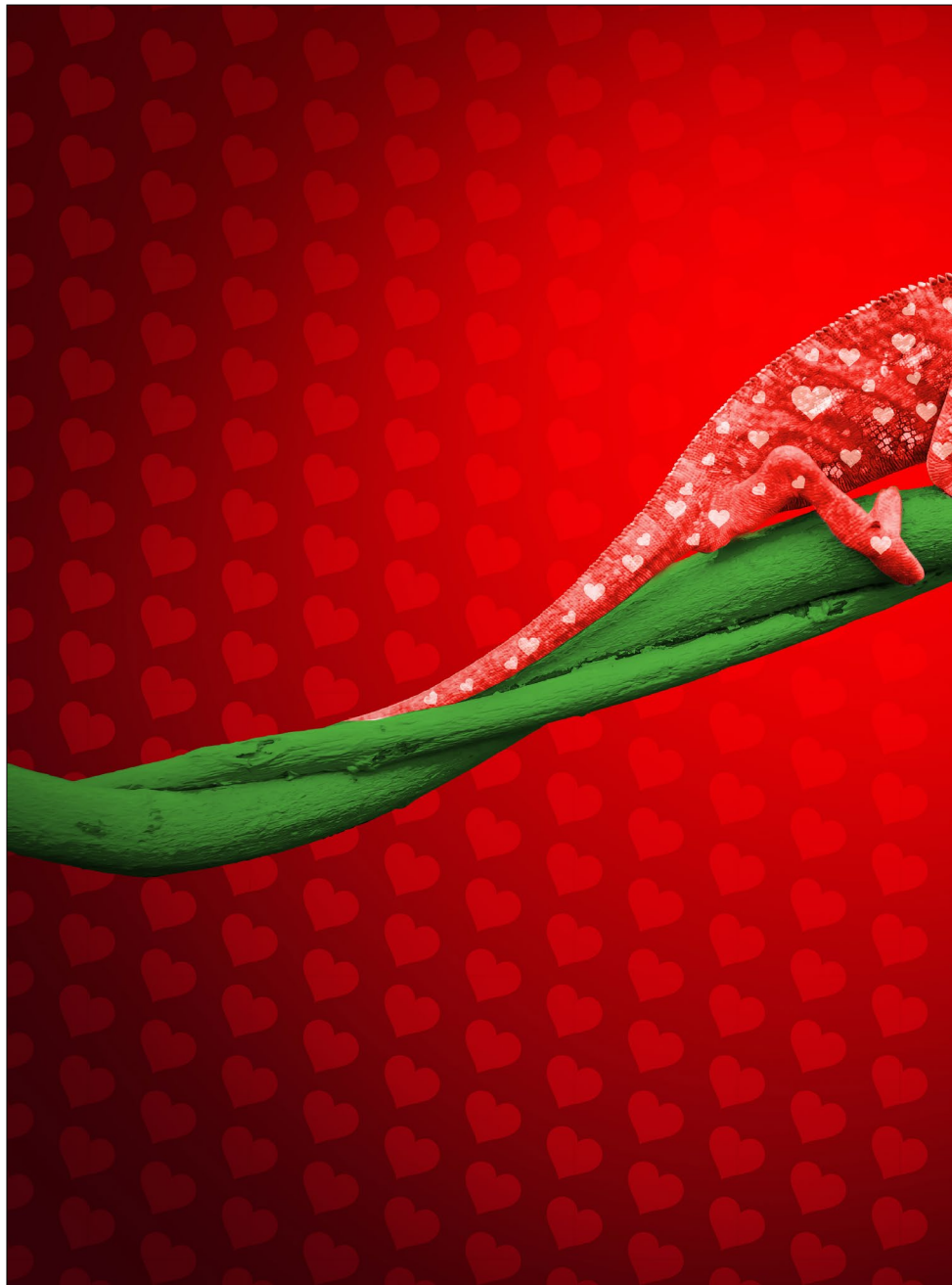


A UNIQUE OPPORTUNITY

Take your business to the next level and come out stronger on the other side...

Finding it hard to settle down and relax during this Corona Virus crisis? If you are a business owner like myself, you'll know that these are scary times right now. We can either choose to lay awake all night worrying or see this as a unique opportunity to review our business strategy and prepare ourselves for when it is all over. What you choose to do now, can either make your business stronger or not. This could be your chance to take your business to the next level and come out stronger on the other side...

By Line Lyster, Owner of
RedlineCompany.com



As a business owner, I am sure you have sometimes wished for more time...time to make a plan for your business, time to review your website, time to learn new skills, time! Normally, we all struggle because we don't have enough time. But now, for the first time ever, all of sudden we have been given this unique opportunity to stop all normal activities, stop running around like headless chickens – just stop!

Now, a couple of months out of lockdown, we can try to regain our balance and realise that this could be a golden opportunity to take our business to the next level and come out the other side. Finally, we can sit down and analyse where we want to go, how we see the future of our business and review our efforts. Is there something we could improve? Should we change our approach somehow?



—“—

*It is the perfect
time to review our
marketing material,
something that is often
overlooked...*

—”—

It is also the perfect time to review our marketing material, something that is often overlooked, as we are always too busy. Very few business owners sit down to develop a marketing plan each year, but this year we have the opportunity to do just that.

As always, we can choose to look at the glass half empty or half full... if you want your business to come out stronger on the other side of this unique situation, I encourage you to:



EMBRACE THIS
OPPORTUNITY

REVIEW YOUR
BUSINESS
MARKETING
ASSETS

PREPARE A
MARKETING
PLAN

ADAPT
AND
BE FLEXIBLE

FOCUS ON THE
FUTURE



We have just been given the gift of time, first in lockdown and now as we enter the 'new normal', so let us spend it wisely. There is nothing we can do to change this situation, so let us look at it as a blessing in disguise.

Our website is, more than ever, our window to the world. And now is the perfect time to review it, make sure that it still reflects your business and future plans. Maybe you need a completely new website? There is no better time than right now to get this sorted. Most marketing agencies have reopened and could help you prepare a new website that fits your business better.

If you do not have a marketing plan for your business now is a good time to sit down and finally prepare this very important document. Maybe you just want to provide the main points of the plan and then get help from an experienced marketing agency to prepare it.

Adaptability and flexibility have never been higher in demand than right now. Things are moving faster than ever, but add a pandemic to the mix, and now we really have to become entrepreneurial chameleons. We have to adapt to this new situation as fast as possible and maybe even change our services or products accordingly.

This one can be hard right now as we are bombarded with reports in the media about how terrible this whole situation is. But staying focused is vital in order to do the best for your business post lockdown. We need to focus on the future and we should be prepared, by staying strong. If you can focus now, and not let your worries sap your energy, your business will be so much better off.



A CASE STUDY

Stars AV

StarsAV initially approached Redline for help with designing, writing and print management for a corporate brochure. Pleased with the result, Stars became a retainer client and immediately asked Redline to assist with rebranding and relaunching the company to mark the company's 10-year milestone. Working closely with the client, we updated the company's corporate identity, created a new logo, designed and programmed a fresh new website.



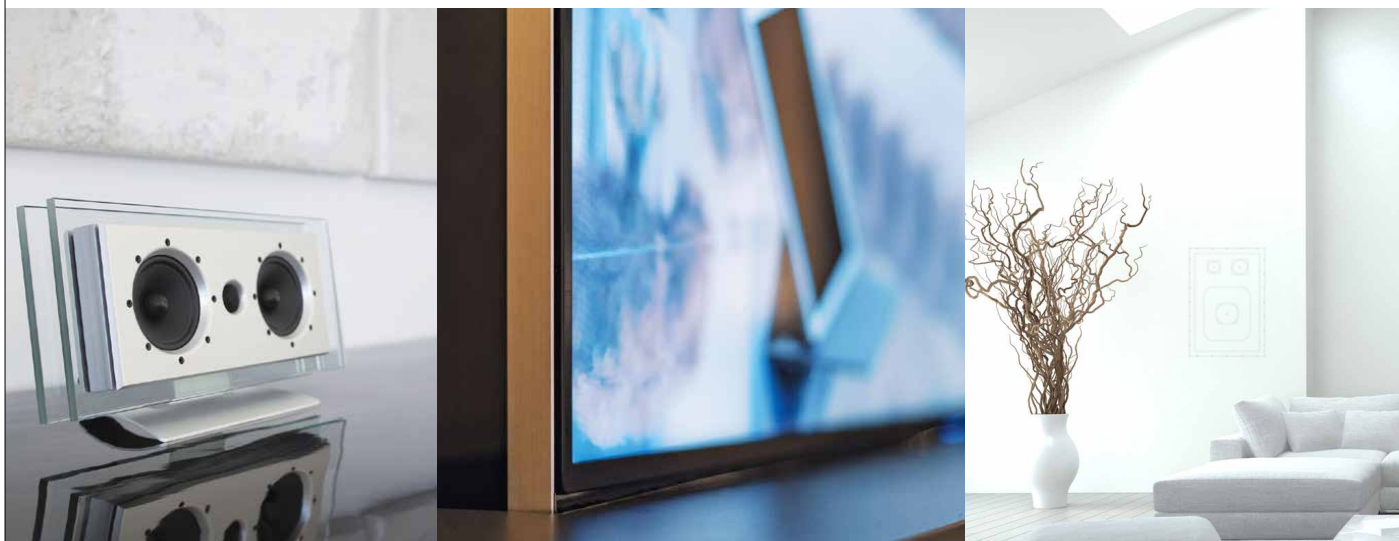
Redline also provided keyword research, keyword rich content and SEO and additional graphic design elements such as business cards, newsletters, email footers, brochures and a brand manual was also created. Printing was also managed by Redline.





- Research & project management
- Branding: rebrand and create a new logo design
- Graphic design: logo, website, brochures, newsletter, business card, email footer
- Web design & development
- SEO: meta descriptions, titles, keyword rich content
- Email marketing: newsletters
- Mailbox
- Print management





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Convince and Convert with Email Marketing

It's no secret, email marketing is one of the most effective and powerful ways to reach and engage with your audience. Over 56 per cent of the global population has internet access and just about everyone has an active email address. Just think about it, everyone has at least one email account - literally. Everybody you know, so the importance of email marketing is greater than ever.

Is email marketing dead? Statistics say: not a chance.

While some marketing trends come and go, email remains one of the most powerful channels available to the modern marketer. It offers benefits that other digital marketing tactics can't provide; email marketing has become smarter in recent years thanks to the innovative processes of targeting and segmenting contacts, which offers the ability to quickly and efficiently send personalized marketing materials to specific audiences based on customer actions. In case you still need convincing, we've put together a short list of just a few of the top reasons why email marketing is one of the best digital marketing tactics that a business of any size can invest in and why your brand needs to develop an email marketing strategy and start implementing campaigns to specific audiences based on customer actions.

CONSUMERS PREFER EMAIL

01

Email provides a professional and direct medium that allows businesses to reach out to their leads and customers. It's a no-brainer, many businesses are working with limited marketing budgets, which means that they can't waste time with digital marketing tactics that won't resonate well with their target market. While social media has become a popular and important way for businesses to communicate with their audience, sometimes brands just can't get the organic reach they are looking for through these channels.

Most consumers actually prefer to communicate with brands through email, it's convenient, personal and instant. It's also permission based; the people on your list actually signed up because they want to get updates from you. They're interested in learning more about your brand and what you have to say, including your promotions and discounts.





EMAIL HELPS YOU REACH MOBILE CONSUMERS

Today's consumer has become increasingly more mobile, proving yet another reason why email marketing is ideal for reaching your customer. In fact, reading and sending emails is one of the most popular activities for smartphone users, beating web browsing, social media, and even Apps for maps and directions. Unlike creating an App or SMS marketing, this kind of online marketing does not require businesses to invest a significant amount in new technology. So, as we move forwards in a world where more and more consumers are going mobile every day, if you really want to catch the attention of this growing audience, your business should invest in email marketing that's optimized for mobile device users.

Stats show that over 48 per cent of emails are opened on mobile devices, and 69 per cent of mobile users will delete emails that aren't optimized for their device. This means that if you are not working to optimize your marketing emails for mobile then you may be missing out on the opportunity to reach these mobile consumers.

Remember to keep it simple, limit your images, optimize your text and most importantly use a CTA.

02

03

HIGH EMAIL MARKETING ROI

One of the top reasons why email marketing is so effective for small businesses is that it provides a strong return on investment. No matter how tight your business marketing budget may be, you can still take advantage of the immense benefits that email marketing provides. Email marketing increases company revenue, drives more traffic to your company website, improve sales conversions and helps to improve brand awareness.

On top of more traditional marketing tactics like print and TV ads or direct mail, which are highly effective in boosting brand awareness and visibility, email marketing also works in reinforcing the brand and allowing businesses to reach a wider audience.




"If social media is the cocktail party, then email marketing is the 'meet up for coffee'. The original one to one channel."

Erik Harbison - Digital marketing coach

One very important thing to remember is to ensure your email marketing complies with General Data Protection Regulation (GDPR) requirements. If you don't want to go through the hassle of learning about all the latest email marketing tools, tactics, and best GDPR practices, then think about partnering with Redline.

Our digital marketing masters can help you develop smart, tailored, and compelling email campaigns that will position your brand for long-term success. We specialize in creating effective and beautiful email templates that align seamlessly with every brand, and work closely with you to personalize your results.



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of intent to buy. Send them an
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5 tips to help your business beat the Covid-19 crisis


When confronted with any scary scenario our first instinct is either fight or flight. The Covid-19 crisis is even scaring the bravest business owners, but now is not the time to give up. As restrictions are lifted, we are able to get back in the saddle and start moving forward.

Having endured several months of lockdown and emerged the other side, as a business owner you need to cut yourself some slack and give yourself some breathing space while you work out your next step.


Most business owners are too busy to undertake an in-depth review of the company, so this downtime, albeit enforced, offers the perfect opportunity to identify any issues and make valuable long-term adjustments.



Once you start investigating you may be surprised by some of the answers. Everything may have been running relatively smoothly and then you found out the hard way that the business wasn't equipped to work digitally during the crisis. Or maybe your business wasn't firing on all cylinders but you're not quite sure of the issues, so now is the time to do some investigating.



You may find that your marketing activity is sound but your website is letting you down, or vice versa. It could be that your product is the problem or that you are trying to reach the wrong audience. Some of Redline's clients are undertaking reviews, updates or even creating new websites that will help them stand out online, and others are working on new strategies and learning how to operate in an increasingly digital world.



If you are having problems, the first step is to stabilise the business. Start by identifying cost savings that won't jeopardise your talent or any other asset that could affect your ability to operate. If possible, try to ringfence a budget for investment and growth, as access to the right processes, technology and expertise will help the business adapt and work towards long-term success.

Here are 5 steps to help your business recover from the Covid-19 crisis:

GO DIGITAL

If your company primarily operates from a physical store or face to face, you could investigate the possibility of moving towards digital operations. For example, if you own a boutique or any other kind of shop, you could open an ecommerce store.

Businesses that have already embraced digital technology found it much easier to operate during the crisis. Video conferencing isn't only about meetings, online classes and tutorials

have been popping up daily on Zoom. All over the world companies are learning to be creative and adapting to the new normal; bars have gone online to show drinks being mixed before being delivered. Real estate agents, interior designers, recruitment consultants and many other businesses can also use digital technology for everyday communications.

Ask yourself if you could adapt to include more digital marketing, communications and technology. If this answer is yes, then now could be the time to put a plan into action.



LOOK AFTER YOUR CUSTOMERS

It may sound trite but we are 'all in it together'. Your customers may not be using your services or buying your products at this moment but it's important to reach out to let them know that you care and that you will still be there for them when they are ready to return.

This could be individually or via your database. Engage via newsletters or social media in creative ways to give updates, advice and ideas, that will help them to trust in your business. Now that lockdown has ended, it is possible to start introducing posts featuring gentle promotion, but lay off the hard sell techniques to avoid being seen as tacky. Keep messages simple, uplifting, amusing, informative, but most of all keep the communication going.

PARTNERSHIP

Be honest if you need help, whether it is to plan a strategy, implement new systems or to add to your product line. Marketing or IT services are obviously better handled by experienced professionals, but maybe you should also consider collaborating with other local businesses.

Going into partnership with another company, be it for a one-time promotion, or a longer-term collaboration could give you instant access to new customers and new markets.

Think about what type of businesses are related to yours and which businesses have a common client profile, and then consider how you could help each other. At times like this, those who dare always win!

PLAN AND INVEST

It may seem counter intuitive to plan and invest in developing new products, new marketing campaigns or a new website etc but it couldn't be further from the truth. Utilising this time wisely is how you can move ahead of your competition.

While other companies are licking their wounds and waiting for the crisis to pass, those who have been working hard to review, stabilise and improve, will be ready to shout loud and proud when the time comes. This is how you can stand out from the crowd.

NEVER GIVE UP

Not everything you try will be a success, but without taking a chance you will never know. If you find that your product doesn't work for you, drop it and move on. If your online shop isn't projecting the right image for your business and isn't generating sales then maybe it's time to change the website.

Now is the time to research, experiment and to take action and to find the products, suppliers and solutions that will work for you.

Even James Dyson needed to produce lots of vacuum cleaners before he hit the jackpot with his cyclone bag-free models, showing that persistence pays off. If you don't succeed, try, try and try again.

A CASE STUDY

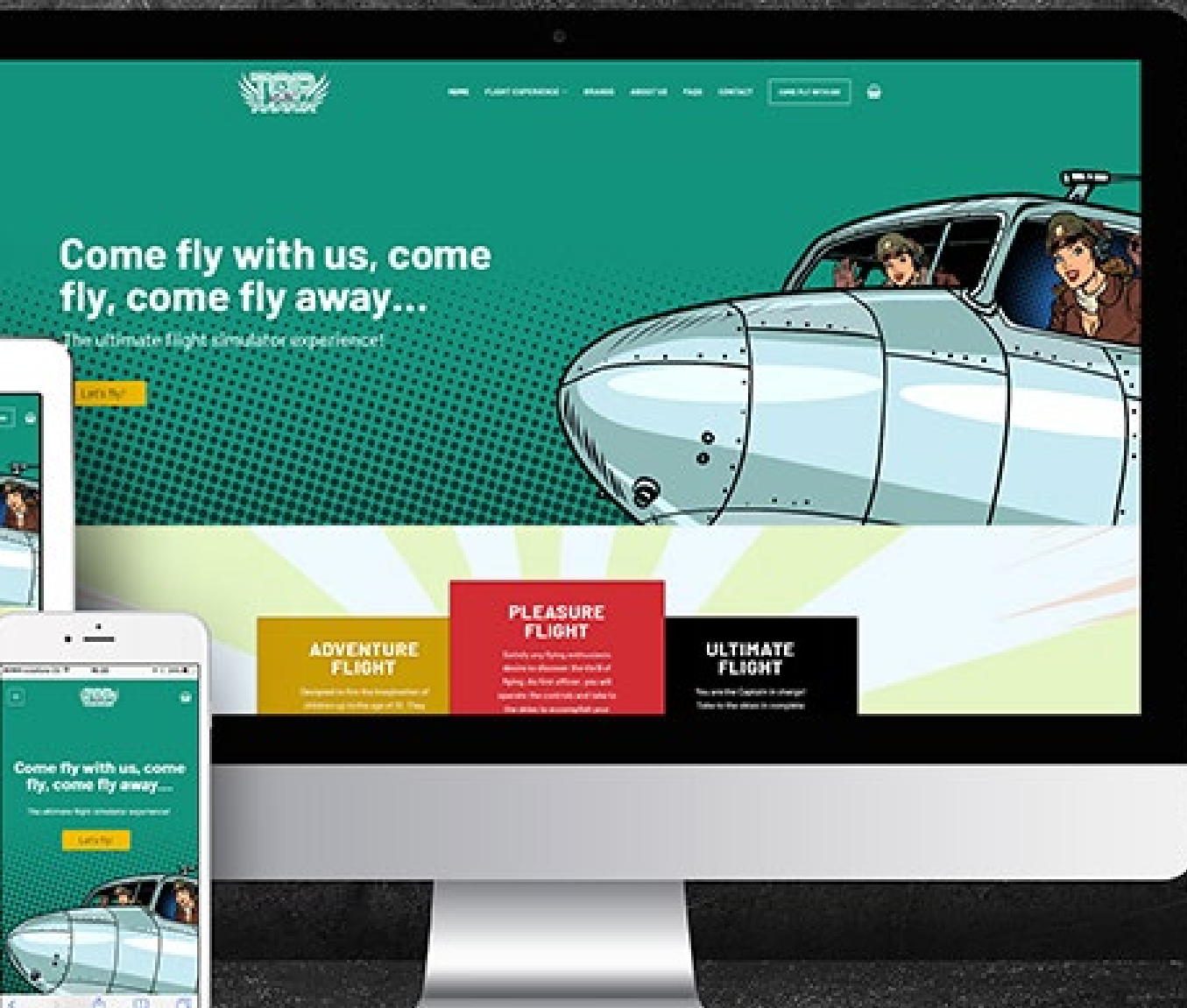
Top Aviator

This client's flight simulator experience centre and aviation shop in Puerto Banús, needed Redline's help to rebrand and relaunch as Top Aviator.



The first step was to create a new playful but corporate branding to be followed through in all subsequent marketing material.





A new website was designed and developed by Redline as the foundation for building the Top Aviator brand and as the first step to gaining new clients.

Redline also provided overall project management, copywriting, graphic design of all marketing materials including printing, shop exterior and interior design, web development, digital marketing, social media and lead generation services.



- Concept creation
- Branding: create a new brand, logo design
- Graphic design: logo, website, Facebook styling, newsletters, shop interior & exterior vinyl, loyalty cards, flyers
- Web design & development: design & programme responsive website in English & Spanish
- Keyword research
- SEO: meta descriptions, titles, keyword rich content
- Copywriting: web content, newsletters, social media posts, social media adverts
- Social media management: create and brand accounts and create posts
- Print management





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