

# Redline

issue 3 - august 2014

company

## MAGAZINE



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the agency with the big heart

# Redline

since 2004

company



## editor's letter

### **The 3rd issue of Redline Company's online magazine**

This year, in October, Redline will have been producing marketing magic on the Costa del Sol for 10 years! Living up to our strap line, "the agency with the big heart" we plan to celebrate the event by giving something back to the community (see page 4 for details). Last year we provided Red Kodiak with a brand new website, **so this year we want to raise the bar even higher by giving away a selection of gifts chosen from the services we offer.**

Over the last few months we've been busy working on projects for new VIP client, Glow Wellness & Fitness, Glow Café and Glow Beauty and we have helped Bang & Olufsen launch a new website, to name but a few highlights. We've also been out and about in Marbella, supporting clients, networking and generally keeping up to date with events.

Last but not least, you may recall our involvement in the 'Triple A' charity bag design. We're thrilled to report that it has been a great success, all the bags are sold out.. so we have been asked to create a second design!

Unlike many companies, Redline works normal hours throughout August so it's a great opportunity for you to revise your marketing strategy over the summer in preparation for the autumn.

Best regards

Line Lyster  
Managing Director

*For those who appreciate design...*



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# home &lifestyle MAGAZINE

## HOME & LIFESTYLE MAGAZINE BRINGS RESULTS

"We have advertised with Home & Lifestyle Magazine on a consistent basis because it simply works for us. It has been so effective that we regularly recommend this publication to others."

*Mike Gregory, Atlas Group.*

"Our collaboration with Home & Lifestyle Magazine has been very successful hence we have committed to advertising long-term."

*Pia Kuss, Pias Chimeneas.*

"We have advertised in many publications but Home & Lifestyle Magazine has proven to be very responsive and has brought us the most clients. We are very impressed with this magazine."

*Joaquín Serrano Díaz, Roman Windows.*



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## Redline Company reaches 10 year milestone in 2014

**Get ready to pop some corks!** We're super excited to announce that in October we will celebrate our 10th anniversary as the Costa del Sol's favourite external marketing department. Over the last decade, the support of our clients has allowed us to grow bigger, better and ready for the next challenge. Roll on the next 10 years!

### **Redline Company marketing services up for grabs**

Carrying on our tradition of giving something back to the community, over the next few months we'll be giving away a selection of gifts chosen from the services listed in our brochure.

### **How to win**

All you need to do is watch our 5 short videos and answer this question, "What is the Redline that connects each video?" Winners will be chosen at random from all of the correct answers received from now until the end of September 2014.

### **Charity**

What's more, if you want to donate your gift to charity, Redline will pledge the monetary value to Save the Children 1000 Club.

Three red balloons are shown. The largest balloon in the center has the number '10' written on it in white. Two smaller red balloons are positioned to the left and right of the central one.

# 10

## You can win...

**P**ress release: Written in English and distributed to the local Marbella press (180€+ IVA)

**D**esign a 1 page advertisement (85€ + IVA)

**N**ewsletter: Write the content, design a template and programme in HTML\*(155€ + IVA)

**S**et up a blog and write the first post (max 300 words) (285€ + IVA)

**S**et up 2 social media platforms and create 20 scheduled posts 199€ + IVA)

**W**eb hosting: 12 months Redline hosting and web health insurance (199€ + IVA)

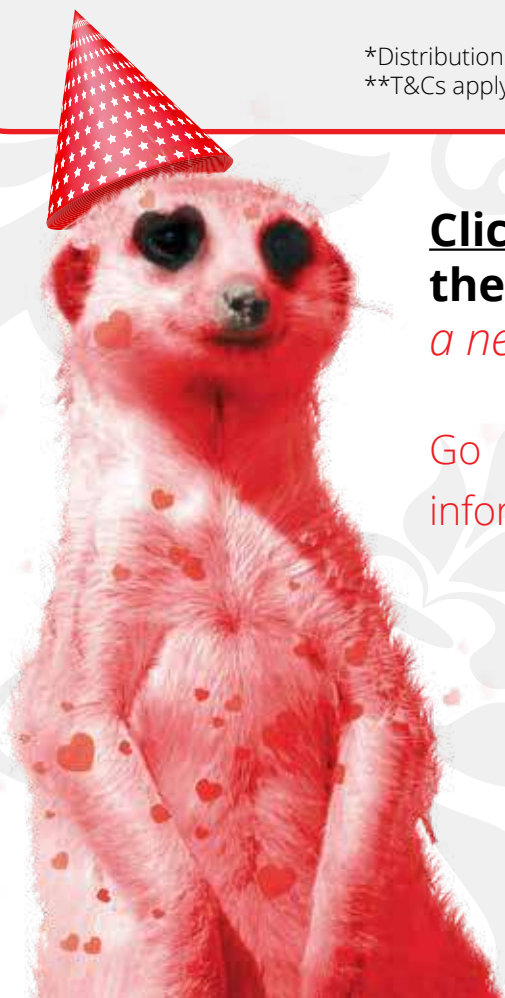
**C**orporate identity: Create an original logo. (390€ + IVA)

**M**arketing package (15-hour) for 1 month\*\* (499€ + IVA)



\*Distribution not included.

\*\*T&Cs apply. See website for details.



**Click here to see the 1st video and enter the competition.** *Each week (for 5 weeks) a new video will be added to help you answer.*

Go to **[www.redlinecompany.com](http://www.redlinecompany.com)** for more information.



## Redline makes Glow shine brighter

One of our favourite projects this year has to be Glow Wellness & Fitness based in Puerto Banús. Our appointment at the beginning of May coincided with their 2nd year anniversary, which meant that our first duties were PR and press liaison to generate coverage (in the English, German, Russian and Spanish press) about a day of activities and a swanky evening cocktail party.

As a VIP client, Glow has access to the Redline team for up to 100 hours each month, allowing us to get involved in planning and implementing marketing for all four divisions - Glow Wellness & Fitness, Glow Café, Glow Beauty and Rubikon (real estate) – making it a complex and exciting project.

Tasks so far have included designing a fresh new look and logo for the soon to be launched Glow Beauty Centre and creating new menus, price lists, flyers, billboards, posters, advertisements and merchandise...working in three different languages (English, Spanish and Russian) and much more.

Social media is another channel that Redline has taken in-hand. Introducing a cohesive plan of posts and interaction designed to increase engagement by broadening the subject matter and tightening the quality, so that a programme of regular blogs, Facebook and Twitter posts are relevant, informative and interesting.

The activities generated by Glow Wellness & Fitness division alone provide a wealth of photos and news about events, classes, schedules, tips on the best forms of exercise to burn fat, get fit or gain muscle etc....so imagine what we can achieve by adding Glow Beauty and Café are added to the mix. Since they pack such a punch, we have also encouraged the use of fresh up-to-date professional photographs and videos on social media and on the website. Check out the latest video.

And it doesn't stop there...we not only arrange and implement the campaigns, we have also attended the Glow Marbella Luxury Weekend beauty demonstration, Glow's 2nd year anniversary party and several exercise classes...Yoga, ciclo, zumba to name just a few!

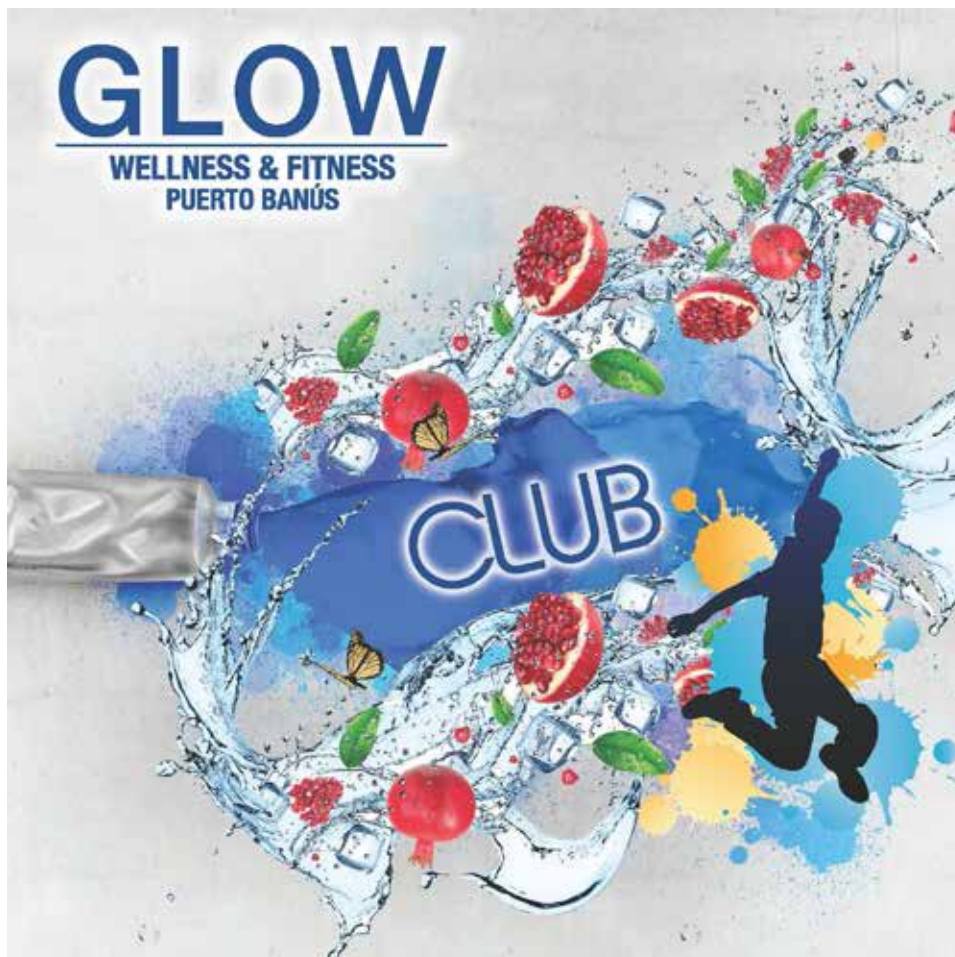
Contact [info@redlinecompany.com](mailto:info@redlinecompany.com) for details about our marketing packages.





# GLOW

**WELLNESS & FITNESS  
PUERTO BANÚS**



**Our centre for beauty, health and well-being in Puerto Banús**

## WELLNESS

### Activities for adults:

Flamenco :: Ciclo :: Cardio Box ::  
Pilates :: Stretching :: Yoga :: Body  
Power :: Toning :: Kickboxing ::  
Zumba :: Swimming :: Aquagym  
:: Aqua Power :: Aquagap ::  
Aquatraining :: Aquadance ::  
Tornado :: Kayak :: Paddle Surf.

### Activities for children:

Martial Arts :: Dance ::  
Swimming :: Waterpolo  
:: Kayak :: Paddle Surf ::  
Swimming lessons in the  
privacy of your own pool.

## BEAUTY

Signature treatments :: Hammam  
:: Facials :: Men's corner ::  
Makeup school

## CAFÉ

Breakfast :: Bakery :: Snacks  
:: Homemade cakes

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Tlf.: (+34) 952 90 85 07. [www.glowclub.es](http://www.glowclub.es)



# Redline paddles to

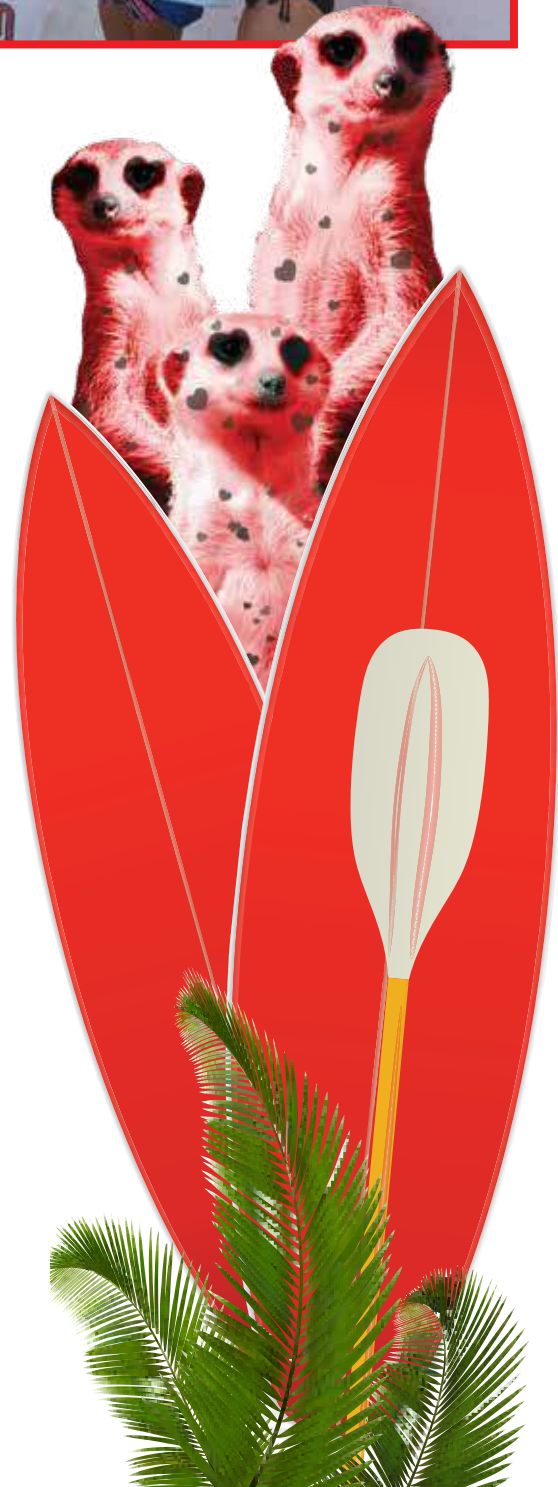
# *VICTORY*



No one can accuse the Redline team of sitting back and taking it easy, and this applies to our spare time too. At the beginning of June (2014) Tiffany, Lulu and Sophia decided to take up a water sport. Paddle surfing seemed like the most fun.

After just a couple of sessions with a Paddle Surf Marbella instructor, obviously feeling invincible, all three entered the Marbella SUP Festival (Stand Up Paddle), competing against seasoned 'paddlers' - think 3 years' experience against just 3 weeks!

Fast forward one month to Venus beach, equipped with branded Redline T-shirts but no more than a couple of hours practice, Tiffany took first prize in one heat and Sophia came in a close second in another race. It was a great result with the Redline girls bringing home two awards and some great surfing moves.







## Prices

Lessons are available by the hour or in 4-hour packages and group rates can be negotiated.

50€ per person 1 hour

40€ per person (2 people) for 1 hour

30€ per person (3 people) for 1 hour

Initiation classes:

120€ - 4 hour package for 1 person

100€ - 4 hour package for 2 people

Competition entry fees: Pro: 45€ / Amateur: 25€ / Kids: 10€

For more information about paddlesurfing visit [www.paddlesurfmarbella.com](http://www.paddlesurfmarbella.com) or [www.paddlesurfmarbella.com/2013/07/11/1er-marbella-sup-fest](http://www.paddlesurfmarbella.com/2013/07/11/1er-marbella-sup-fest)



- a lifestyle choice

## Restaurante El Campanario

**Make the most of your weekends...  
Great food, good company and a relaxed  
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Join us for dinner and live entertainment every weekend throughout the summer.

Thursdays we have Sam Oliver

Fridays are for sizzling Spanish guitar or flamenco

Saturdays we present live music from Howard Grant

Dine in the restaurant or arrive later to enjoy the show at 10pm  
3-course menu 25€ or a la carte

### Summer Happy Hour

Pop in between 5pm-7pm Monday to Friday and get a free tapas with each drink.

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[www.elcampanarioresort.com](http://www.elcampanarioresort.com)**



## The power of video

From its first inception film was destined to become one of the most powerful forms of communication responsible for creating stars, dictating trends and forming opinions, in other words selling ideas, people and products to an eager audience.

Later the popularity of TV gave businesses the means to deliver sales films – adverts – directly into homes. Today, the internet is the favoured medium, as watching online content has now overtaken traditional TV viewing and video streaming accounts for almost 40 per cent of all internet usage.

### Types of videos

Corporate videos fall under two distinct categories; “relationship videos” that seek to engage and inform and “sales videos” designed to provoke action. There are numerous advantages of including videos into your business plan, whether specifically for marketing your product, training staff or to drive traffic to your website with a ‘how to’ tips.

72% OF POTENTIAL CUSTOMERS ARE MORE LIKELY TO BUY A PRODUCT AFTER VIEWING A VIDEO

89% DECIDE TO BUY ON THE DAY THE VIDEO IS VIEWED

94% OF THOSE WHO PURCHASE WILL SHARE THE VIDEO WITH FRIENDS AND FAMILY

*Source: Wharton School of Business, Pennsylvania University, USA*





**WATCH  
OUR  
VIDEOS  
HERE >**



## Reasons to use videos in business

### **Increase sales**

Videos can play an important role in generating sales, through both in-depth content and by equipping sales personnel with a consistent sales message. It can transform a potentially dull subject into a compelling interactive presentation, demonstrating complicated components or difficult technical aspects of a product or service.

### **Increase credibility**

There is a perception that only large successful companies are willing to invest in producing professional videos about their business, which suggests longevity and credibility.

### **Branding**

Elevate your brand above your competitors by showcasing your staff and products on film as a method of achieving greater recognition, familiarity and ultimately to engender customer loyalty. Check out Redline's corporate branding video.

### **Who, what and why**

Tell your clients who you are and what you do, but most important of all, you need to tell them why they should do business with you.

### **Emotional connections**

You can enhance the connection to your audience by including sales videos in your marketing to illustrate a product or service. Audio and visual information makes it easier to learn and a greater understanding leads to quicker purchasing decisions and more sales. And just as important, whenever possible film client testimonials...if they say it on camera, potential customers are willing to listen.

### **Perceived value**

Corporate videos and DVDs have a higher perceived value than printed marketing, for example they have a response rate six times higher than Direct

Mail. Most people will view a video out of curiosity whereas junk mail is generally discarded unread. Videos suggest a monetary investment in the client, the product and the company.

### **Multipurpose**

Once a video has been produced it can serve several different purposes. Depending on the content it can be used as a sales tool, training aid or branding exercise to build trust and familiarity and to demonstrate products and services. Videos are extremely popular on social media as a means of driving traffic to your website.

### **More reach for your money**

Video allows you to communicate with audiences that you wouldn't physically be able to reach and sets you above your competitors, by introducing the viewer to your company, staff and products.

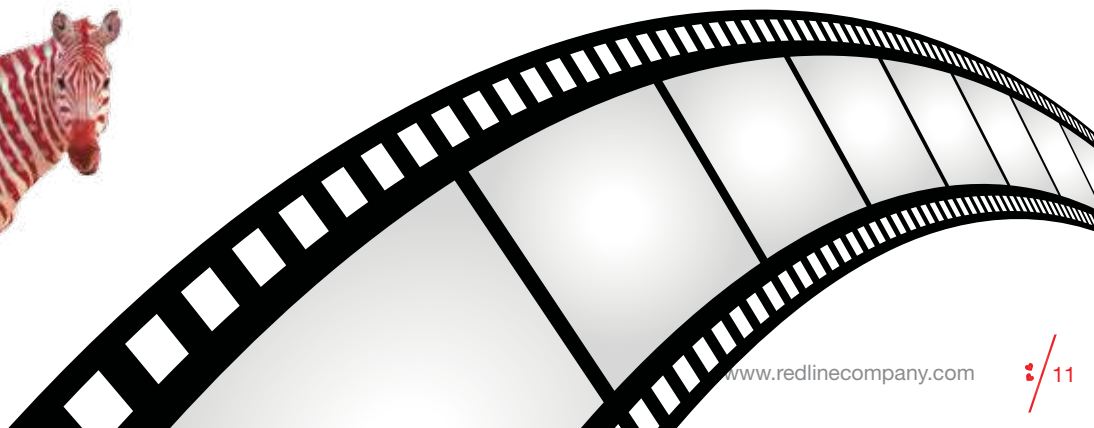
In fact, the advantages of incorporating video into your business plan are almost too numerous to mention.....

### **Innovative, fresh and funky**

An experienced professional videographer will work with you to get exactly the right tone, look and feel, and will have the technical know-how to produce something modern and relevant that shows your business in its best possible light.

The importance of using professionals to create a video can't be stressed strongly enough. Visual media is an extremely powerful tool and if you get it wrong it could prove an extremely costly mistake. It is an investment in your company's future, so it should be done right.

Redline Company works with professional videographers who are up to date with the latest technology, with experience of producing sales and relationship videos.



# Why web hosting health insurance is a

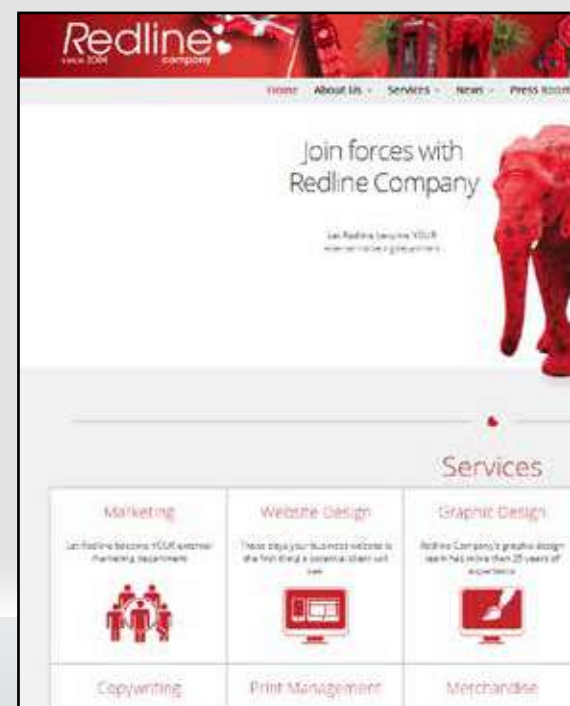
**Do you know that you need to renew your hosting every year otherwise your website will disappear? What's more, unless you have a recent back up of all your web files and database it cannot be restored and will simply cease to exist.**

Let's start at the beginning. When launching a website you will need to register a domain name (www.redlinecompany.com) to give your site an address. The next step is to open a hosting account to provide access to a server where you can store your web files, so whenever anyone types your domain name on a browser they will be directed to your website. Similar to a parking space or a hotel room, you are renting space for your website.

Once you have your website up and running, you need to ensure that your Content Management System (CMS) is updated otherwise your site will be vulnerable to hackers. Failing to keep your CMS up to date can turn out to be a costly oversight, not only resulting in your site going offline but also with the theft of sensitive information and valuable client databases.

This is where we get slightly technical...when a domain name is typed into your browser (Firefox, Chrome, IE etc.) it is translated into your server's Internet Protocol address (IP) and directs your enquiry to where the files that make up your website are stored. Unless you are an IT wizard with unlimited funds, setting up and running your own server isn't a realistic option, so most people prefer to pay a small annual fee to a web hosting company to literally rent them space on their server – like renting a garage space to park your car - and deal with maintenance and backend issues.

However, that is only half of the story. Contrary to popular belief, a hosting company won't automatically back up your files and database. If your hosting renewal is delayed, even by a couple of days, you are in danger of losing your website and database, and of course you will be offline. This is not only costly in terms of downtime and lost sales, you would also have the expense of creating a new website from scratch.





# good investment

## How to keep your site online

- 1 Use a reputable hosting company that will give you plenty of warning that the hosting is due to expire, provide adequate storage space and will attend to maintenance quickly.
- 2 Invest in a web maintenance service, so that you don't have to worry about backing up data or technical issues.
- 3 Protect your site against hackers by investing in web health insurance to ensure that your CMS system is update, making it more difficult for unauthorised backend access.

*\*There is no guarantee that a new website won't be hacked.*

## Glossary of terms

**Domain name:** A domain name is simply the name given to your site for people to find your site and view it. For example, [www.redlinecompany.com](http://www.redlinecompany.com)

**Hosting server:** An online storage facility which provides rental space for your website files. Without it you would simply have a domain name with no way of connecting to it.

**Website files:** Your website comprises a number of different types of files; jpegs, photos, music files, PHP scripts and html pages which are read by the server and presented as a web page to the viewer.

**Redline hosting and web health insurance**  
Redline Company's professional IT team will back up your files and update your Content Management System in order to protect you against hacking, leaving you to get on with running your business.



# Do you have a realistic marketing budget?

**Monthly marketing spend should be between 7% and 30% of sales**

The importance of marketing provision within a company's budget was established in 1954 by accountants at international household products giant Procter and Gamble, who specified that all promotional and other advertising costs should be viewed as fixed costs.

Budgeting for marketing costs is one of the trickiest aspects of starting a business. Due to oversight or choice, quite often the entire start-up budget is eaten up with traditional fixed costs with no allocation for marketing. This is not the way to start a business!

For example, if you're starting a new restaurant with an initial budget of 100k; premises, staff and materials should be taken into account but you also need to factor in the cost of establishing yourself within the marketplace. Restaurants and retail businesses in particular require a larger marketing budget due to the highly competitive market and the need for promotions and publicity.

Regardless of size, every new business needs to allocate sufficient funds of around 7 or 8 per cent of the overall budget to the launch. Once you are up and running, as a rule of thumb, monthly marketing activity should also be calculated at 7 or 8 per cent of sales (sometimes up to 30 per cent), to raise awareness, communicate your USPs, build your brand and motivate your target audience to buy into your product or service, which requires an initial capital investment and subsequent monthly expenditure. The amount will depend upon on location, footfall and competition. Start-up ventures need to calculate monthly marketing spending based on sales forecasts.

Sticking with the restaurant theme, a regular budget allows for more consistent and creative engagement. For example, photographs of a busy dining room featuring attractive models is more appealing than an empty restaurant, as you are selling a lifestyle and aspirations, not



**At least 7% of your start-up budget should be allocated to marketing**



**A business can only succeed if your market knows about your product or service**

just gastronomy. Similarly, if you are promoting live entertainment then it should be marketed as a fun and engaging activity, like videos, audio clips, photos and interviews etc.

On a fundamental level, marketing costs can be compared to renting a telephone line that needs to be paid monthly in order to keep the lines of communication open. Any interruption to the service will prevent you from reaching your audience and vice versa. If you aren't prepared to go the extra mile, customers will be lost to your competitors who are willing to make the effort.

Consider marketing as another running cost alongside premises and power. It should not only be 'thought' about each week, you need to 'do' something about it too!

**Consistent communication is the key to gaining and retaining customers**



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# Tiffany about town...

**Redline's social media mascot is a meerkat...**impossible to keep quiet, full of chatter and always popping up in the most unlikely places, which is also the perfect description for Tiffany our social media manager or as we call her, 'Tiffany about town'. Here are just some of the places that she has been spotted over the last few months:



**Marbella Luxury Weekend.** Supporting Glow Beauty's fashion and make up show

**Glow indoor cycling.**  
Trying her hand at cycling



**A sad farewell to Danish intern Jonas ..**

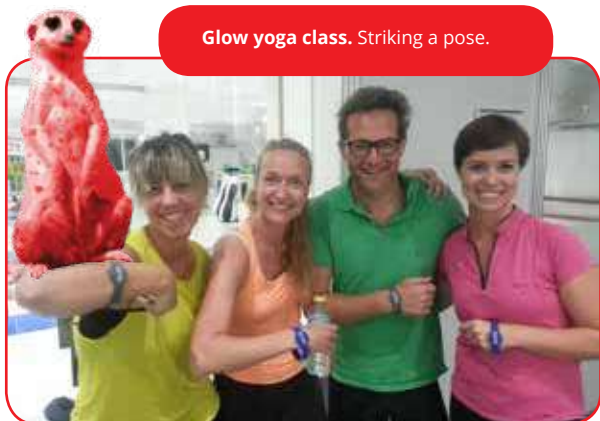
**TukTuk 1<sup>st</sup> year anniversary.**  
Part of the Redline posse.



**...and goodbye to Gerda.**  
We're sorry to see you both go!



**Glow yoga class.** Striking a pose.



**At the World Cup matches.** Vital research for any self respecting football fan and social media addict.



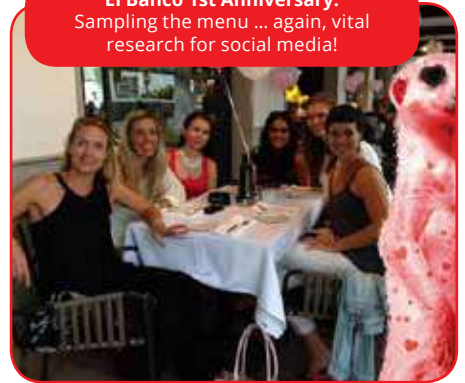


**Glow 2nd Anniversary.** Supporting new client, taking photos and getting the gossip for social media.

**Home and Lifestyle magazine summer party.** Mingling in Marbella.



**El Banco 1st Anniversary.** Sampling the menu ... again, vital research for social media!



**Redline girls competitive?**  
Yes, this is the 1st Prize trophy!



**Paddle surfing lessons and Marbella SUP Festival.**



**Pan de Lux 5th anniversary.** In charge of photos to publish on social media.

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# Painting the town Red

**Tuk Tuk (25th June 2014)  
1st year anniversary party  
and 'Triple A' raffle**



**Glow (3rd May 2014)  
2nd year anniversary**



**Restaurante El Banco (1st July 2014)  
1st year anniversary, with ceviche  
and Argentinian dancers**

So far 2014 has been a very busy year for Redline Company. We've been painting the town red, both socially and professionally, out and about in Marbella and supporting our clients' milestone events. Within the space of a few months, Pan de Lux celebrated 5 years as Marbella's favourite wholesale bakery and we helped Tuk Tuk and Restaurante El Banco recognise their first year in business.

Glow Wellness & Fitness, one of Redline's VIP clients, marked their second anniversary with a day of sports activities followed by a glittering evening cocktail party. And of course, last but not least, Redline will shortly celebrate 10 years of providing marketing and design services on the Costa del Sol...and way beyond.

**Pan de Lux (17th May 2014)  
5th anniversary and launch  
of new B2B brochure**







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**Redline**  
since 2004  
company  
redlinecompany.com  
the agency with the big heart

# A DECADE OF MARKETING MAGIC



In 2004, Line Lyster saw a gap in the market for a flexible multilingual marketing agency to address the needs of the international business community on the Costa del Sol. Redline set itself apart from other agencies, by introducing innovative marketing packages that give businesses access to their own 'external marketing department' for an agreed number of contracted hours each month, without the hassle of hiring their own staff.

Redline Company also assists international companies reach a Spanish audience by providing a bridge between UK, Spanish and Catalan markets. High profile clients such as ghd – who have been with Redline client since their launch into Spain a decade ago - Bio Sculpture, B&O and San Roque Golf Club are just some of the clients to benefit.

Today, Redline Company has a reputation as one of the most effective and hardest working professional marketing agencies on the Costa del Sol, boasting a client base spanning as far as Scandinavia and Australia.

Redline would like to thank all clients and collaborators for their business over the last decade. Running a business – for 10 years – is a major achievement which would not have been possible without their loyalty, trust and support.

“This important milestone has been achieved by Redline Company’s shared vision, work ethic and creativity, which translates into the quality of service we provide to each and every client. I have enjoyed every minute and look forward to another wonderful, dynamic, fun packed 10 years.”

Director and founder  
Line Lyster



**-Club1000**

**Save the Children**

**TRIPLE A**  
BARCELONA - SAN PEDRO

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the agency with the big heart  
**Redline**  
since 2004  
company