

# Redline

MAGAZINE



redlinecompany.com

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since 2004  
**Redline**  
company.com

Boost your  
social media  
presence

Case  
study

Chat GTP



Internship  
Redline



Christmas  
dinner with  
the team



# Editor's Letter

Welcome to Redline's 26th online magazine.

In the fast and furious world of Redline, things are moving forward a breakneck speed. It only seems 5 minutes since the team celebrated the end of a fantastic year with a tongue in cheek awards ceremony and Christmas meal at Roostiq.

Starting as we mean to go on, 2024 is going to be a busy year. We've already welcomed new clients and including long-established luxury property rental company Time and Home and a brand-new property company Weber Estates, and also Vegavivo, a unique vegan supplement supplier run by the Marbella based Menschig family. We've also said hello to a new member of the team, Fatima, our super-fast website developer.

In this edition, we provide two case studies. The first is Tutum Energy, a B2B company that required Redline's help launching in the Spanish market, and Danish architectural practice, Frameworks Arkitektur (Pages 16 and 26) which needed website design and development services.

We also provide insights into the importance of Project Management (page 28), examine the pros and cons of ChatGPT (page 4), how to boost your socials (page 12) and explain the buzz around Reels (page 32). We also hear from our intern Nadien, about her experience of coming to Spain for an internship from the Netherlands (page 18).

And of course... it's not long before the Easter holidays, so if you want to get new marketing initiatives in place, contact us now and let's get started!

Call us today on 952 816 678.

Enjoy the read!

Line Lyster



# How to boost your social media presence

**Using social media for marketing is crucial for businesses today. It's a powerful tool that can make a huge difference, allowing companies to promote products, raise brand awareness and to reach and engage with potential customers. It can be time consuming and it requires patience but if you persevere, it can deliver significant results. So, the question is, how can you ensure the growth of your social media platforms?**

**Identify your goal**  
Obviously, it is desirable for any business to be able to harness the power of social media to help grow your business. For example, as mentioned briefly above, if your company sells a product, your main goal will be to increase sales. This doesn't directly mean that you need followers or likes. It means that you have to promote your product, so that people are aware of it in order to buy it. This can be achieved through social media campaigns or using UGC videos (user-generated content) to entice your audience to buy your product or service.

Whereas, you are an influencer or content creator, your aim will be to create a big community, obviously, your goal is not about selling a product, it is more about gaining and retaining followers through engagement.



By identifying your specific goals, you can decide upon the right plan of action to achieve the desired results. You can improve your tailor your content to suit your purpose to appeal to the right audience in order to increase engagement.

There are a number of different methods that can be adopted, here are some of the activities that you can undertake to improve followers, engagement and, most importantly, improve your content.

- **Identify your target audience**  
Identify and understand your specific audience and the platforms they use. Post content on these platforms and customize as needed.

- **Consistency is key**  
Success on social media hinges on consistency. People appreciate habits and consistency helps you know when your target audience is most active.

- **Utilise short, concise videos**

Reach new followers with short videos. These are essential for expanding your social media presence.

- **Interact with your followers**

Demonstrate interaction by responding to comments, following new accounts, and sending direct messages. These actions contribute to social media growth.

- **Strategic approach**

Set up an effective social media strategy by researching successful companies in your industry. Look at their hashtags, content types, and trends for inspiration.

- **Create a strong Profile**

In the midst of focusing on strategy and content, don't forget the importance of a professional-looking profile. It's your company's business card. Ensure a strong bio and an attractive profile in a clear style reflecting your company.

**Stay ahead of the game**

Like all digital marketing channels, social media never stands still, new changes are introduced virtually every day. If you want to improve your social media and not fall behind your competition, it's important to stay abreast of these changes.



# WHAT ABOUT SOCIALS

For example, take a look at Instagram Reels or TikTok; maybe ten years ago, nobody even knew about these platforms, and now they have become a very important part of social media, especially for marketing your product. Similarly, videos were once filmed mainly in a horizontal format, but today they are usually vertical. You have to stay up to date, or otherwise, you're missing out or even worse showing you are out of touch!

As a company, it's essential to consider which platform is best suited for your audience. For instance, if you're a nightclub, Instagram or Tik Tok should be your primary focus as it's where your (young) audience spends the most time. Identify the platforms most used by your audience and prioritize them in your strategy.

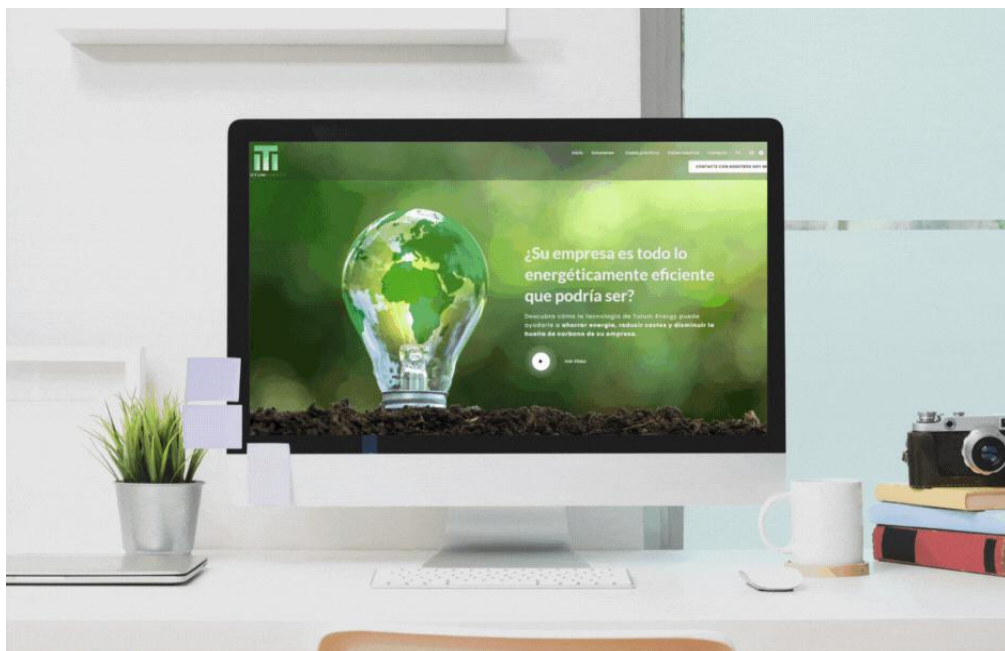
So, if you want to boost your social media but don't have time to do the task justice, you could get help from a professional marketing agency. Working together, you can identify your target audience, create tailor made content and campaigns, that will resonate with your audience and raise your company's profile.

Fancy finding out how your socials could boost your business? Get in touch with Redline!



# CASE STUDY

Tutum Energy required assistance entering the Spanish B2B market and asked Redline to create a new website in both Spanish and English, requiring keyword research, copywriting, web design and web development. The client already had a logo, which Redline enhanced by creating a logo reveal video. Branded marketing materials, including brochures, case studies and explainer videos which are available to view via the website. Graphic design, merchandising and print management was required to produce contactless metal (sustainable) business cards in keeping with the company's ethos. Redline also set up, implemented and is managing Google Ad lead generation campaigns on an ongoing basis and the company's social media channels



<https://tutumenergy.es>





# OUR ACTIONS

- Logo: Video logo reveal
- Website design & development in WordPress (Fully responsive for all devices in English & Spanish)
- Graphic design: Website, business cards, brochure, case studies
- Copywriting: Keyword rich text for website, editing and translations
- Merchandising: sourcing and managing the printing and delivery of contactless business cards
- Lead generation: Google Adwords campaigns creation, implementation and management
- Social media: Content design and creation.
- Video creation
- Project management

TUTUMENERGY

# Should I use **CHATGPT** AI for my business

ChatGPT is a hot topic and an even hotter tool for businesses and individuals who need assistance responding to clients and generating content. There is no doubt that this is part of the brave new world of AI and it is here to stay. But does AI leave room for a human response or will it usurp our role completely?

To answer this question, we're going to take a look at OpenAI's ChatGPT App, and explain what it is and how it works. We'll also outline the pros and cons of using AI as the voice of your business and steps you can take to protect your company's own original content.



## **WHAT IS CHATGPT**

Let's start with purpose and concept of ChatGPT. The developers OpenAI describe ChatGPT as a large language model (LLM) AI aimed at producing human-like text and holding 'chats' with humans. The 'GPT' in the name is an abbreviation of Generative Pre-trained Transformer, which is the learning model used by the app. Most people are using the free ChatGPT 3.5 and there is also ChatGPT-4, which is only available to account holders subscribing to ChatGPT Plus.

The difference between the free and subscription versions is that the 3.5 has a short-term memory of up to 8,000 words, whereas version 4's short-term memory is considerably larger, at 64,000 words. It can also scrape text from a website if you provide the URL and has multilingual functions.

## **HOW CHATGPT WORKS**

Using the App is simple, requests or questions known as prompts are typed into a text box and sent AI will respond to the request and provide suggestions. How the App is able to respond is not simple, it requires a large brain to come up with this state-of-the-art technology.

## **WHAT IS A PROMPT?**

In order to initiate the process, it is necessary to use a prompt, which is how you ask for the information or start a chat with ChatGPT. The more specific the prompt (or question), the better the answer will be. By providing ChatGPT with a clear and concise message, you get better answers and instigate better conversations.

## **TYPES OF INFORMATION REQUESTED BY A PROMPT**

ChatGPT can provide useful information that can help you with the every day running of your business, not just for writing articles.



**“Using the App is simple, requests or questions known as prompts are typed into a text box and sent AI will respond to the request and provide suggestions”**

It is possible to request information covering a wide spectrum of topics from responding to general information enquiries to problem solving techniques and rephrasing a tricky sentence to sound more formal. Here are just some of the ways in which ChatGPT AI can make your life easier:

- Information queries
- Problem solving
- Creative content
- Opinions or advice
- Language and writing
- Recommendations (products or services)

## HOW TO PROMPT?

Now that you know how much assistance you can get from AI, the next step is to learn how to prompt. As mentioned above, the more succinct and to the point your prompt is, the better intel you will receive.

Here are 4 simple steps to using ChatGPT prompts:

1. Specify the format.

Provide detailed and concise instructions or questions in order to receive the most accurate and relevant response.

2. Simplify complex questions.

Break down complex questions into several more focused enquiries in order to improve the response.

3. Provide feedback.

Where it is appropriate give feedback on ChatGPT's responses, indicating what worked well and what could be improved. The more data provided, the easier it is for the AI to provide better responses.

4. Verifying the data.

ChatGPT gathers information from all types of sources and subjects. You should always verify that the information is correct, as it could have been garnered from an incorrect source, and relevant to your query.

## REDLINE'S FAVOURITE AND MOST USEFUL PROMPTS

It can kick-start the creative process by providing ideas for campaigns, which can then be created by our team.

Here are some examples of our favourite prompts that we use to get the ball rolling:

1. Write 10 subject lines for emails about [insert topic].
2. Create 5 distinct CTAs and buttons for [insert your product]
3. Act as a translator. I'll submit a body of text in English and I'd like you to translate it to German and analyse it for spelling and grammatical errors.
4. Write a comprehensive guide to [insert topic]
5. Re-write this Instagram post for Twitter. Keep the post to 250 characters. [INSERT POST].

## PROS AND CONS OF USING CHATGPT FOR COPYWRITING

As a busy business owner or copy writer it can be both taxing and time consuming to produce regular original content. It requires thought, a modicum of knowledge and research, this is even before the task of writing begins.

**Imagine the time and brain-juice that ChatGPT can be saved by requesting information, suggests, blogs or social media posts about a specific subject.**

It is a great tool to have at your finger-tips that can provide nuggets of information that you may not be aware of and you save the time of research and writing.

client, it's crucial to know your audience and use the right tone. Unfortunately for ChatGPT, you need to be human to understand nuances such as tone and preferences.

Similarly, an interesting article may feature ambiguities, events mentioned may be out of date or the information could have been taken from a disreputable website and be completely incorrect. Just as bad, large tracts of text could be a direct copy, leaving you open to charges of plagiarism.

The sheer technical brilliance and labour-saving benefits of using AI for monotonous tasks such as creating social media posts, cannot be denied. However, the (sometimes) unnatural phrasing and obvious ChatGPT format alert the reader to your use of the App, and removes any sense of engagement.

The answer is to harness the power of ChatGPT as a resource to assist a human. This could be by generating ideas or writing the entire article,

- Limited knowledge of recent events
- Plagiarism
- Ethical issues

## HOW TO SECURE YOUR WEBSITE CONTENT

It is important to remember that ChatGPT is trained using website content, learning from all of the information, from product descriptions to articles and even reviews. In simple terms, they scrape information from other websites (like yours!).

## WHY YOU MAY WANT TO BLOCK CHATGPT

There are lots of reasons why you may want to block ChatGPT from accessing the content on your website.

- Plagiarism: Firstly, there is the issue of safeguarding your intellectual property rights, no one likes to have original content stolen.
- Reduced SEO ranking: There is also the real danger that your content will be used without your permission and to add insult to injury, when reproduced it will become duplicated content. This can hurt your SEO ranking.
- Privacy: There are also privacy issues at stake, some of the content may be sensitive and to be seen by authorised eyes only.
- Reduce server load: If you have a large website, as ChatGPT crawls your website it may impact upon the functionality of the site.

# but a real live person needs to review and edit every piece of text before it is published.

This can be as little as making sure the information is correct or to rewriting in the right corporate tone, or simply presenting the posts in less obvious ChatGPT format.

### Pros of ChatGPT

- Automate repetitive tasks
- Improve customer engagement
- Save time
- Improve content quality
- Increase productivity

### Cons of ChatGPT

- Inaccurate information
- Ambiguities
- Doesn't know audience interests or demographics

## STEPS TO SECURE YOUR WEBSITE CONTENT

1. Implement robot.txt files to stop ChatGPT crawlers and bots
  2. Only allow authorized users to view your site.
  3. Add a Captcha to your website
  4. Prevent bots from indexing with the Noindex Meta Tag
  5. Add copyright protection
- By the way, this article was not written with the help of ChatGPT!

If you would like information about Redline's copy writing services, please get in touch on [info@redlinecompany.com](mailto:info@redlinecompany.com).





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# Psychology tricks

## To help your social media

**2024 has began and obvoiusly we want to be the best version of ourselves. But how is our lifestyle now and what can we do to life a healthier life. Answer the following questions sincerely for personalized insights tailored just for you.**

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### Emotionally Engaging Content

Craft posts that evoke positive emotions such as joy, inspiration, or empathy. Emotional engagement makes content more shareable and memorable, as users see themselves reflected in it

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### FOMO Marketing

Generate a Fear of Missing Out (FOMO) by showcasing exclusive offers, behind the scenes content, or limited-edition products. Creating a sense of exclusivity stimulates user engagement and motivates potential clients to take action.



## Social Proof

Leverage the human tendency to trust and follow others by showcasing positive reviews, testimonials, and user-generated content. Demonstrating the popularity and success of your brand builds trust and credibility.



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## Exposure Effect

The exposure effect in marketing relies on repeated exposure to a brand or product to enhance consumer preference and influence purchasing decisions.



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## Reciprocity

Reciprocity in marketing involves giving customers something for free to encourage them to reciprocate with a purchase, leveraging the human tendency to return favors to drive sales.





# **Internship adventure under the Spanish sun**

**By giving me this opportunity, Redline helped to  
make my dream come true!**





**When I spontaneously took a weekend trip to Málaga last year, I was quickly impressed by this beautiful city and the splendid Spanish culture. I've always been an adventurous traveller. I love exploring different places and cultures, and I also enjoy meeting new people. At the age of 18, I went backpacking through Europe with a group of people I had met on Facebook. I love being far from home, and this wanderlust continues to chase me. When I visited Málaga, I fell in love instantly. The culture, the people, the nature, the weather, the sea, the nightlife, the language, and especially**

**The combination of everything this beautiful place has to offer make you never want to leave.**

By chance, I met someone from the Netherlands who enthusiastically told me about her internship in Málaga (it turned out to be through JongLeren.es). I had already been considering doing an internship in Spain, and after this conversation, I was sure. When I returned to the Netherlands, I immediately started looking for an internship in Spain.

Unfortunately, finding a company was not so easy, so I sought the help of JongLeren. They assisted me in finding an internship and accommodation. And this is how I ended up by Redline Company. I decided to seize this opportunity, and before I knew it, it was time to say goodbye to family and friends and board the plane.

Of course, I could have chosen to embark on this adventure with someone else, but I consciously chose to do it alone. What I like about traveling alone is that you get to know yourself better, become independent, and quickly make new friends. It's certainly nerve-wracking to go abroad alone, but I see it as a tremendous challenge and a beautiful experience. I am still very happy that I chose to embark on this adventure alone.



It's amazing how quickly you meet people here and before you know it, you've built a whole new life. With these people, you experience the most enjoyable things because there's plenty to do in a place like Marbella. I'm also picking up more and more words from the beautiful Spanish language. In the first week in Spain before my internship started, I took Spanish lessons. This was very helpful because it gave me a basic understanding of the language, and I could manage fairly well in Spanish. I have not regretted my decision for a moment, and I enjoy every day of my time here in Spain.

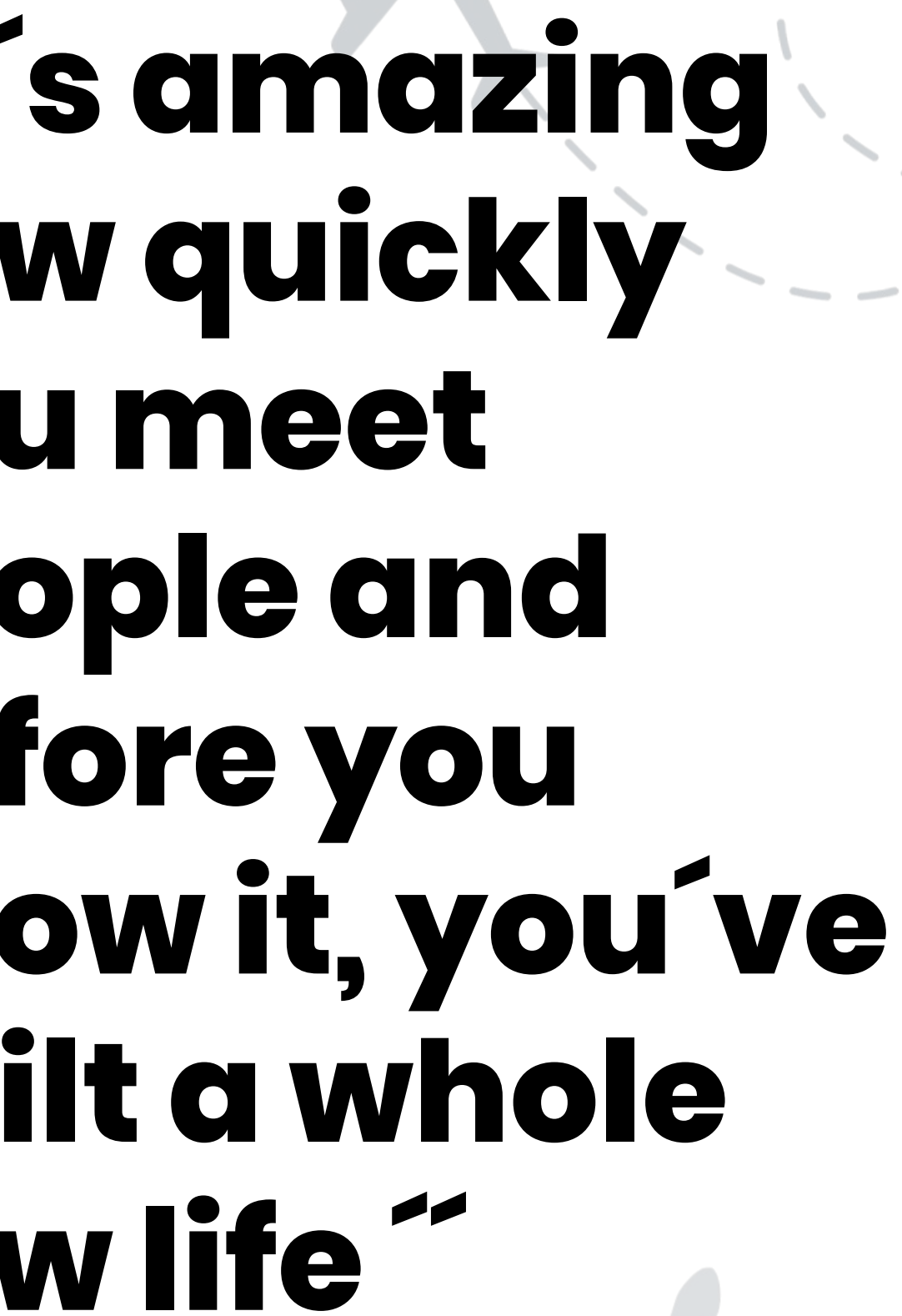
I am having a great time, and it is already an unforgettable experience that I wouldn't have wanted to miss for anything. I can truly enjoy being awakened every morning by the Spanish sun (which shines about 320 days a year) and then ending the day with an evening walk along the coast.

**I recommend this unique, exciting, educational, but above all, incredibly beautiful experience to everyone.**

But be aware of what you're getting into because once you're here, you won't want to go back!







**“It’s amazing  
how quickly  
you meet  
people and  
before you  
know it, you’ve  
built a whole  
new life”**

# Delicious Redline christmas dinner at Roostiq Marbella

COCINA A FUEGO





# *We love traditions!*



On the 25th of December, we gathered for a traditional Christmas lunch at the enchanting In Marbella. It was the perfect setting to bring the year to a close, celebrating the festive season together.

Our destination of choice was Roostiq Marbella in Puerto Banus. Armed with three little gifts each, we arrived at the restaurant, stored our surprises, enjoyed a delightful meal, and then engaged in our annual Danish game.





The traditional Danish game brought out the competitive spirit in each of us, revealing sides we hadn't seen before. Laughter filled the air as we doubled the dice, strategically claiming gifts without the liberty to open them. Once the initial stash of presents was exhausted, the real challenge began as we sought to nab gifts from one another. And emerged victorious, accumulating the most gifts. Following the light hearted game, it was time for a more serious moment. Line stood up, expressing gratitude to everyone for their hard work. Then came the highlight of the evening the awards ceremony. Each employee received a unique award accompanied by a tangible trophy, proudly displayed in our group photo.

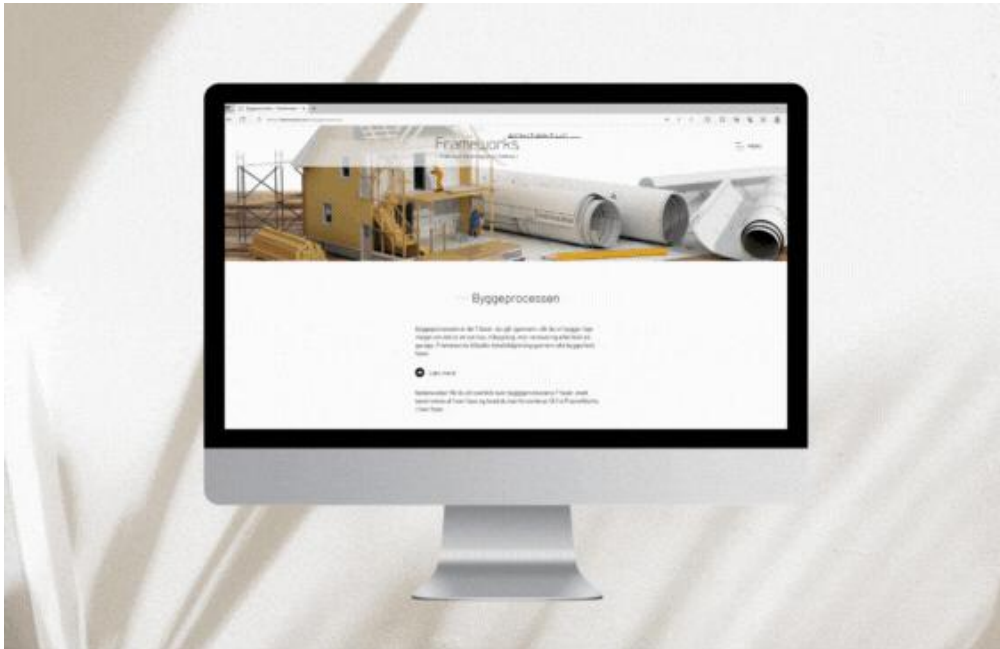
## *Christmas Dinner*





The afternoon proved to be not only amusing but also a fitting way to celebrate Christmas and reflect on a remarkable year for Redline. Amidst hard work and beautiful results, it was a year to look back on with a smile.





## CASE STUDY

This Danish based architectural studio requested Redline for assistance with a brand-new website, both design and development. This also included the creation of a new portfolio designed to showcase their previous projects to their best advantage. Redline is a Danish owned marketing agency, which allowed us to create the clean sophisticated layout, as preferred by many Scandinavian clients. We also included basic SEO and the installation of Google Analytics.

<https://frameworks.nu>

# OUR ACTIONS

- Website design and programming: Graphically designed a new website
- SEO: Basic search engine optimisation carried out on the new site.





# The succes of any project





# Why strong project management is the secret to Redline Company's clients success

## If you fail to plan, you are planning to fail

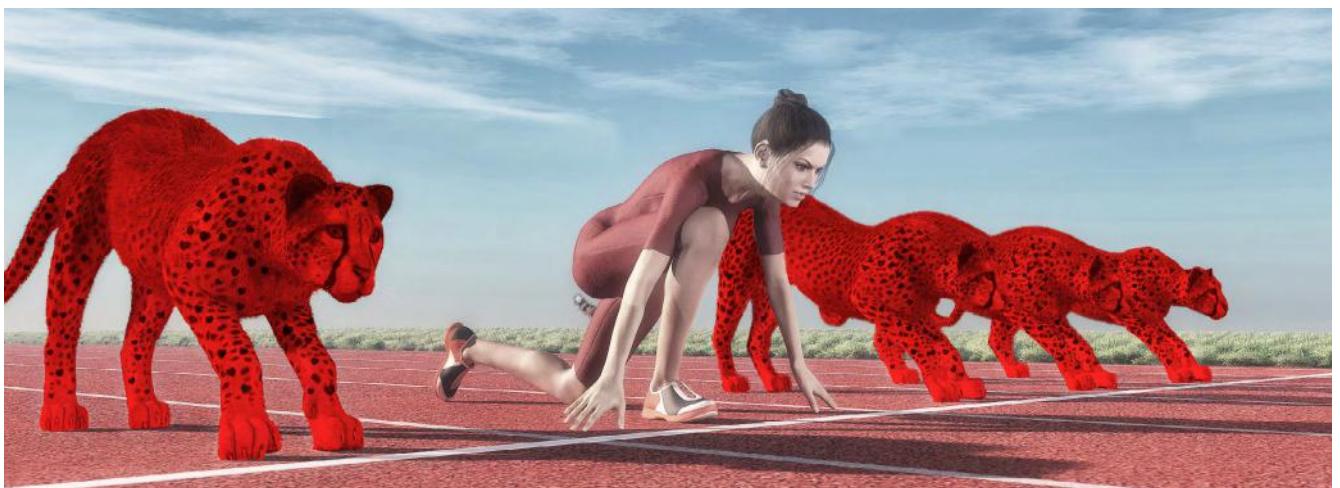
**As Benjamin Franklin once said, Planning is the principle behind project management.**


Project Management can often seem like a catch all phrase for admin tasks, but in reality, it is far more important. It is arguably the single most important element of any project be it online advertising, PPC management or website design and development; it could mean the difference between delivering work on time and on-budget or failing to reach targets and deadlines. This is why every Redline client is guaranteed a dedicated project manager, when outsourcing their marketing to us.

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Communication is the key  
The project manager is the gel holding the entire project together through regular and clear communication, liaising with all contractors and clients to bring the project successfully to a completion.

To manage a project successful, it is necessary to communicate with all parties effectively, to make sure they understand the brief and that there are no impediments to completion and deal with any issues as they arise.





Clearly defined responsibilities  
This process is the same regardless of the industry, whether project managing an interior design project or a digital marketing strategy, all goals, expectations, responsibilities and roles must be clearly defined. Each member of the team must be 100 per cent clear on their objectives in order to focus their efforts in the right direction.

Within Redline Company it is necessary to project manage multiple channels, for example, when designing and developing a website, it would be necessary to first plan the wireframe, create the website design, plan and produce the content, produce design files for the web developers to program the site, whilst the online marketing team work on search engine optimisation. All of these elements must be delivered at a specific time, if one person is late, it has a knock-on effect and could delay the completion.

#### 20/80 pareto rule

The pareto rule is a project management system used to improve efficiency based on the theory that 80% of results can be achieved by focusing on the most important 20% activities. By working smart, identifying and prioritising the most important elements it is possible to focus on the tasks that will achieve better results.

The principle should only be used as a guide line and the effectiveness will depend upon the type of client and project.


It is particularly pertinent to Redline Company, as we want to provide the most time efficient and cost-effective service to our clients.

Unlike an in-house marketing team who are paid by the company to work 9 to 5, Redline works on a contract basis which means time management is crucial in order to get optimum results within a limited amount of time.

Many of our clients have their own strategies in mind and would like us to assist with the implementation. If this is not the case, Redline Company works with clients to establish the most important goals in order to allocate the most time and resources to achieve them in the most efficient manner. A part of this process is to create monthly actions plans (similar to a statement of work) clearly prioritising work that will have the most impact on the project. The aim is to tackle the most important work within the parameters of the contract (the hours contracted for Redline to work for the client each month).

#### 5 stages of project management

Successful project management can be broken down into five essential components; initiation, planning, execution, monitoring and completion. These components together will help both stakeholders and the service provider to get a clear perspective of goals, budgets and timelines, minimize risks, save time and money, increase productivity and to also gain knowledge from the experience.



## **1. Initiation**

At the start of a project, it is crucial to understand the objectives, scope and deliverables. At this stage we will establish who is responsible for each activity, for example, whether Redline's copywriters be required to produce the content or will the client provide fully formed content. Any deadline's, roadblocks and possible expenses and budgets will need to be identified and agreed.

## **2. Planning**

Having established the goals, it is now necessary to plan how work will proceed. Communication is vital at this stage, as everyone involved needs to be on the same page in order to manage expectations and avoid delays caused by misunderstandings and constant changes, in order to deliver on the required deadline and on budget. This is when Redline Company will create an in-depth marketing plan / strategy in conjunction with the client, followed by monthly action plans.

## **3. Execution**

This is the stage when the project gets going, a project manager / account manager will allocate tasks, and ensure that the work is on track. This could involve managing freelancers or specialist assistance required for a specific part of a project.

## **4. Monitoring, management and communication**

Throughout each stage, the project manager will monitor the work of each team member to make sure it is on track and up to standard and according to agreed KPIs. Should any issues arise, these will be managed quickly and efficiently to ensure all milestones are achieved on time. Keeping the client informed of progress and of any issues as they occur is of paramount importance.

## **5. Completion**

Upon the completion of each stage, the project manager will review the work and seek the final approval / sign-off from the client. It is the project managers job to pull all threads together, to ensure that all team members have delivered their part of the project and that all checks (such as website quality controls) and required documentation are in place before closing the project.

If you want to outsource your marketing, Redline Company can become your external marketing department, giving you access to a full team of professional marketers, including a strong project manager.

Redline's services cover all marketing channels, including website design and development, search engine optimisation, lead generation, social media marketing, content marketing, photography and videography and much more. To find out how we could help to manage your marketing more efficiently, contact us on [info@redlinecompany.com](mailto:info@redlinecompany.com).





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# WHY USE REELS!?

**Wondering why there's so much buzz around Instagram Reels and whether it's worth incorporating them into your business strategy? The answer is a resounding yes! Reels offer numerous marketing benefits and currently stand out as one of the most effective ways to connect with a vast audience. While creating Reels can be time consuming, achieving visibility and views isn't always straightforward. So, how can you ensure your Reels garner a wide reach and engagement?**





First and foremost, focus on creating educational content. People generally seek value and learning when browsing Instagram Reels, and consistently providing insightful content establishes you as an expert in your field.

Keeping up with trends is equally crucial for reaching a large audience. Explore Reels, observe other content for inspiration, and pay attention to viral audio, filters, and hashtags.

Consistency is key to social media growth, a mantra you've likely heard repeatedly, and for good reason. To optimize results, aim to post between four and seven Reels per week. Additionally, encourage audience engagement by incorporating questions in your bios or prompting viewers to share and like. This proactive approach enhances visibility and interaction.

These tips offer a roadmap to maximize the impact of your videos. However, it's essential to remember that social media growth requires time and effort. Nonetheless, diligently following these guidelines will undoubtedly expand your reach and increase views.





**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 is wearing a white off-the-shoulder top and has her hand resting under her chin. The background is a textured grey.

DR. PIETRO D' MAURO

PLASTIC SURGERY / CIRUGÍA PLÁSTICA

BEAUTIFUL IS BEING...



# There's an elephant in the room.

Time to admit you need a professional marketing team?

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