

Redline

company

n° 12 - 2017

MAGAZINE



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Dear Readers,

It might be the height of summer here in Marbella, but there's no signs of slowing down at Redline.

It's full steam ahead at Redline HQ, we remain open all summer long and it's just as well, as we've welcomed a number of new clients spanning real estate, e-commerce and healthcare. In just the past few months, we have launched a number of new websites and created insightful branding – find us on social media to see examples of our work.

In issue 12, we tackle the subjects of advertising and debunk the myths surrounding marketing and advertising. Before you ask, no, they are not the same! You can read all about the importance of investing in marketing and how it can help to grow your business. See also our fun new advert which communicates the importance of getting a professional, rather than doing it yourself!

Next time, we'll investigate the importance of building a strong business from the ground up and we'll tell you all about the laws surrounding website translations.

Enjoy, readers!
Best wishes,

Line Lyster

Managing Director
Redline



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Cyber crime is a relatively new phenomenon, and although we hear about it all the time, very few companies are actually prepared to deal with the aftermath of a cyber, despite the fact that **32% of companies in Spain suffered a cyber attack in 2016**.

The costs associated with a cyber attack vary enormously from case to case but should you suffer an attack, you may be faced with some of the following costs;

- Breach costs
- Crisis containment
- Cyber business interruption
- Cyber extortion
- Hacker damage
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Daniel Rodríguez López,
- Director of Outdoor Concepts -

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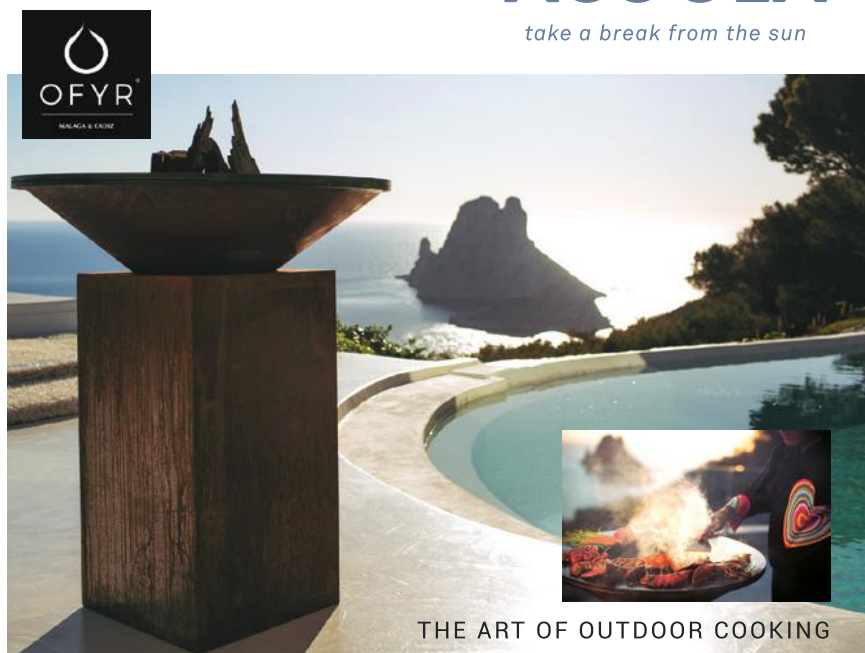
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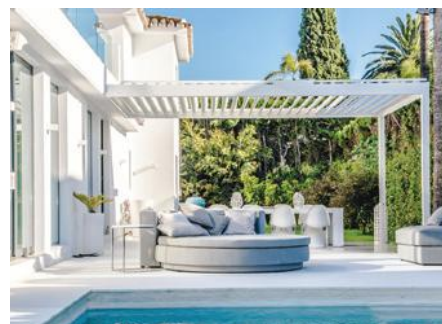


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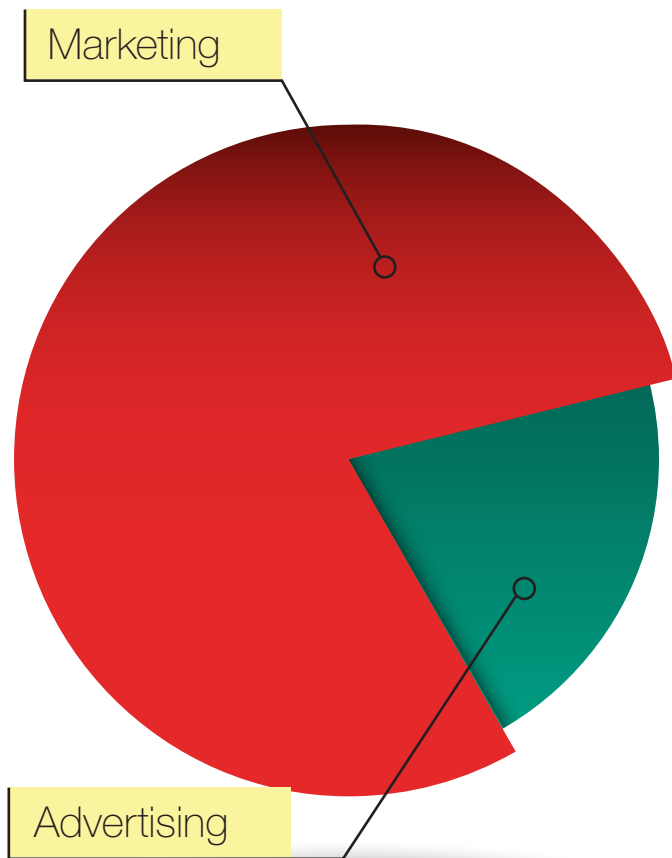
Is Marketing

just another word

for advertising?

In today's competitive marketplace, both marketing and advertising are essential contributors to the success of every thriving company. As a professional marketing agency, we've found that marketing and advertising are sometimes used interchangeably, but they are actually quite different practices. Let us explain...





Marketing:

A broad field employing many techniques with a simple objective; to shout about your company, product or service. If potential customers don't know you exist, what you are selling or don't know how to contact you, they can't buy your products.

Advertising

Specifically communicating a message to a customer. An advert promotes what you're selling with the aim of influencing a potential customer to go out and buy that product or service.

The crux of marketing

A successful marketing strategy focuses on several key elements and consistent activity. Branding is a key element of your marketing strategy. The right branding gives your company an identity and personality, which should be easily recognized and carried through all of your marketing, from the initial logo, tone of voice through to all printed, online and written communications and campaigns.

Once you've established that initial rapport, it's important to work on maintaining the relationship to keep the spark alive! Consistency is key when it comes to building trust in your business and keeping your audience engaged over time will pay its dividends. A marketing plan can help you to be steadily visible in the places where your target audience spends their time.

Elements of a successful marketing campaign can include:

- » Strategy
- » Branding
- » Research
- » Promotion
- » SEO
- » PR
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- » Analysis and reporting

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How does advertising fit in?

While marketing is an umbrella term for all the ways of getting your product or service noticed by a prospective customer, advertising is all about the way you specifically communicate with that customer.

According to research taken from the Technomic Index, Spanish adults spend up to 9 hours a day online, outside of working hours. So it should come as no surprise that utilising social media channels is one of the most effective advertising techniques in today's marketplace. In fact, we'd say that for most businesses, it's crucial to have an in-depth knowledge of relevant social media in order to maximise your advertising opportunities. Facebook, Twitter and YouTube have an increasingly wide reach as well as a high level of engagement - a combination that makes for a powerful yet affordable advertising plan that really adds to the likelihood of sales conversions.

Elements of a successful advertising campaign are:

- » A clear strategy
- » In-depth knowledge of your target market
- » Online advertising such as Google Adwords or Social media adverts
- » Offline ads such as billboards, print magazines
- » Analysis and reporting
- » Testing and adjusting

Marketing and advertising go hand in hand

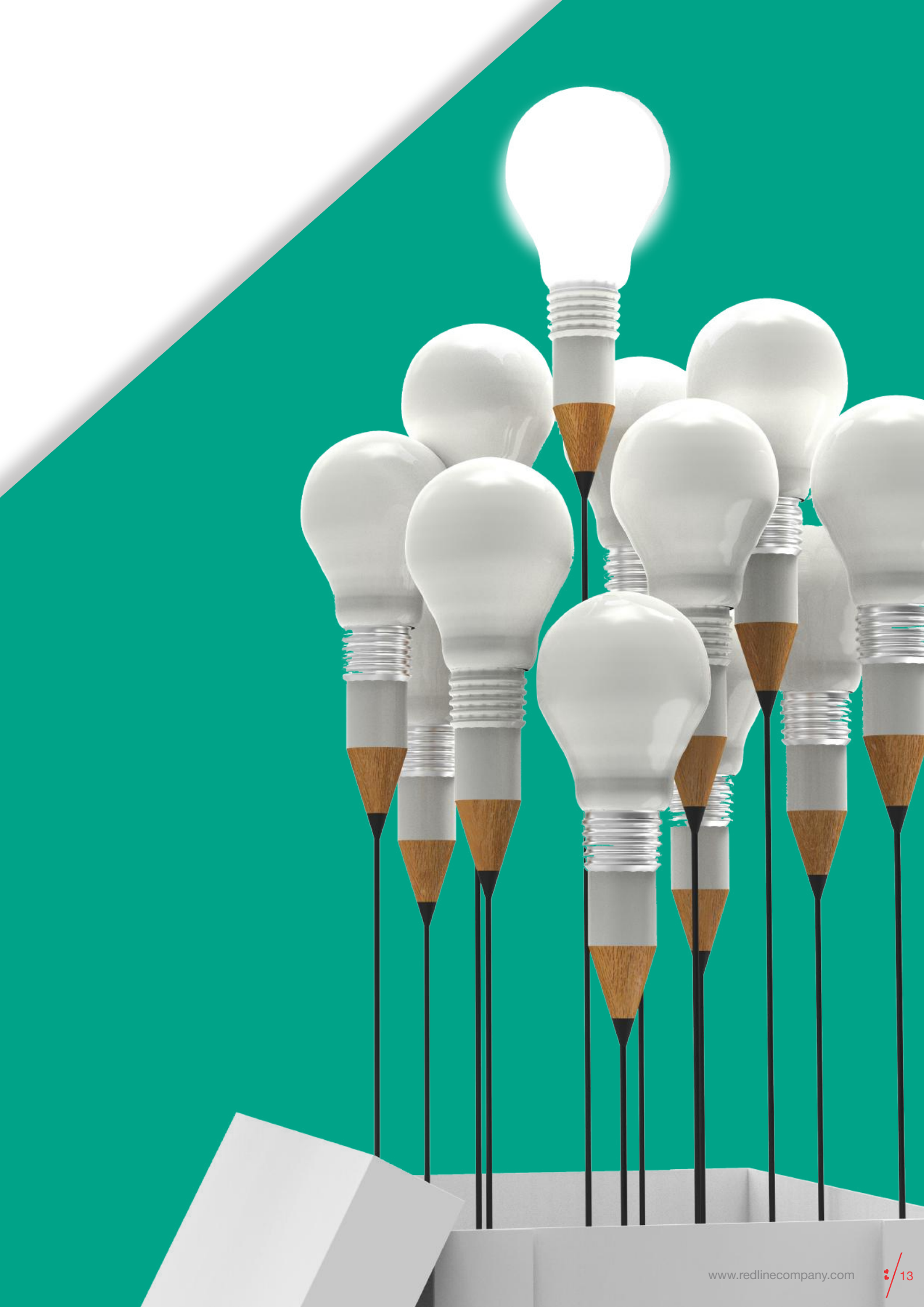
It's entirely possible to spend money solely on advertising without taking into account a wider marketing strategy. However, do proceed with caution if you decide to take this route. For example, spending your budget on Twitter advertising if you're targeting the over-60s could be a decision you live to regret!

On the other hand, a Twitter presence supported by regular, engaging blog posts which are easily shared on social media is likely to be part of a recipe for success if you're in the business of selling mobile applications.

Advertising is an important branch of the marketing tree and, as such, is often where much of a company's marketing budget is spent - a likely explanation for the confusion surrounding the definitions of marketing and advertising. What is crystal clear, however, is the fact that both disciplines are needed. That way you will send out a cohesive message about your product or service and to put it directly in front of the customers who want it.

Don't panic, you don't have to do all of this by yourself. Redline's team of marketing professionals can help you get to grips with your marketing. Call us today for a no-obligation chat about how we can help you generate more leads.

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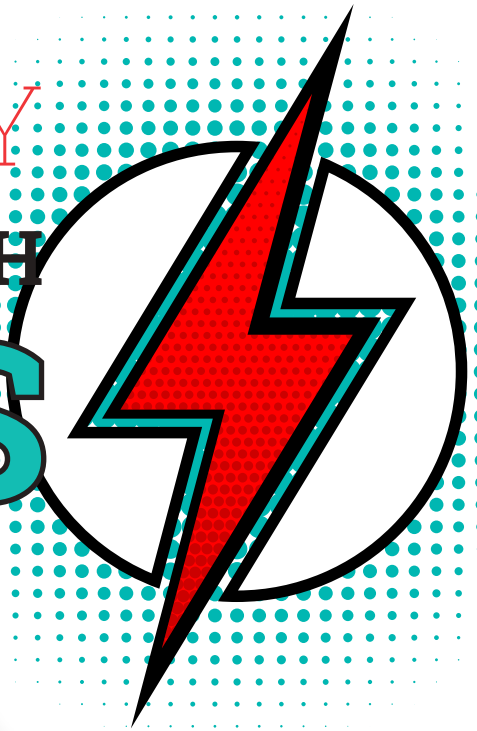
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6 REASONS WHY MARKETING RESEARCH ROCKS



First and foremost, marketing research is not to be confused with market research which is a general term referring to sourcing data about an entire business environment.

Marketing research, which we're interested in as business owners and marketers, is the process by which you gather all the data you need to be able to make successful marketing decisions. Those decisions lead to visible positive outcomes: a smoother customer journey, more registrations and better-targeted advertising. And, of course, all of this leads to more paying customers. With so many analytical tools at the modern marketer's fingertips, it's easier than ever to make informed business decisions, based on your marketing research.

If that's not enough of a reason to implement marketing research, read on.

Marketing research, which we're interested in as business owners and marketers, is the process by which you gather all the data you need to be able to make successful marketing decisions.





KNOWLEDGE IS KING

We all know how vital it is to make it as easy as possible for your target customer to buy your product or service. In order to find out whether you're attracting the optimum number of customers, you need to know exactly how hard your website, emails, advertising and other marketing processes are working for your business.

can often be surprising.

Split testing involves experimenting with various parameters in order to improve a particular aspect of the sales process, whether that's click-throughs, registrations or sales. Monitoring how your customers behave on your site or which design element encourages them to buy means that you can optimise your site's user interface, emails and adverts so that they produce a higher conversion rate – all based on proven experience rather than guesswork.



RESEARCH LEADS TO PROVEN RESULTS

The way that marketing professionals undertake research is by using measurable parameters to understand how well your marketing tactics are performing. This is how you find out, for example, whether Facebook advertising is far better for your conversion rate than Twitter. Or whether an email sent out at midday on Sunday with a large image is 50% more likely to turn your reader into a buyer than any other. This type of information enables you to get to know your potential customers better and to turn them into repeat purchasers.



IMPROVING ALONG THE WAY

As well as highlighting the positive aspects of your website and campaigns, metric-based research will give you a valuable understanding of what can be improved. That's why parameters such as Bounce Rate shouldn't be ignored. A potential customer is considered to have "bounced" if they click on your website and exit without visiting any other pages. Disappointing though it may be to learn that you have a high bounce rate, this metric is giving you some valuable information - that your homepage content, design or general user journey may need some work. The sooner you make the required changes, the sooner you will revert the bounces.



READING THE DATA

Measuring the results of marketing campaigns are one of the most important elements of the trade. Analysing your data is key to keeping your marketing efforts more profitable. The results will expose exactly how much your average customer is worth. Then you can optimise your efforts accordingly and tailor your marketing campaigns accordingly.



CONSISTENCY RULES

Your marketing continually needs fine tuning and testing according to changing customer behaviour, marketplace trends and the direction in which you want your business to go. This is why it's important to be consistent in your marketing research. So if sales take a sudden downturn in site visitors, you'll have all the knowledge at your fingertips to figure out why it's happened and how to reverse it.



TESTING, TESTING AND OPTIMISING

When you send out your marketing campaigns, it's good marketing practice to A/B test the success of different headlines, images and advertisements. This compares the performance of one version of your marketing materials against another, and you'll get to know what works and what doesn't and the results

When you consider the depth of knowledge that marketing research gives you about your business, it's easy to see why today's successful companies base their marketing decisions on the solid results of their research. In fact, you could argue that making a marketing decision without doing the necessary research beforehand is just like taking a stab in the dark!

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MARKETING

CAN YOU AFFORD NOT TO?

Some of the world's most celebrated companies - like Apple and Coca-Cola - can put their overwhelming success down to two surprisingly simple actions: great products and powerful marketing. Let's look at how a strong marketing campaign, or lack thereof, can make all the difference between success and failure.

Online advertising such as Google Adwords and Facebook Ads sends your website traffic – that's potential customers – within minutes.



At Redline, we are well aware that effective marketing lies at the heart of all successful businesses – even more so today, when online exposure is inescapable and so incredibly powerful. If you think your business can reach great heights without a solid marketing strategy in place then read on!

SO WHAT IS IT ALL ABOUT?

In simple terms, *marketing is about generating leads that can lead to sales*. You need clients to buy your products and services if your business is to succeed, let alone grow. Marketing is an essential part of any company's success; it is what makes your brand and products visible within the marketplace.

Contrary to popular belief, marketing is much more than choosing a pretty logo, placing an advert or launching a website. It encompasses many disciplines ranging from analytics, research, design and copywriting, to strategizing, monitoring and reporting. It is important to see marketing as an on-going activity that needs to deliver a consistent professional message in keeping with your brand in order to improve customer awareness and to get your message out there. *The best way to stay ahead* of the game is to ensure that your marketing is professionally executed and is in *keeping with your brand's message*, otherwise it can have a negative effect on your business.

BUILDING AWARENESS

Your business may offer the best services or products in the industry but if your potential customers don't know about them, sales simply won't happen. Talking, exchanging and engaging are all imperative to making people aware of your business, bearing in mind that some of your best customers might see your advertisements hundreds of times over before even buying anything. In fact, an eventual take-up is often based on something as simple as subliminal brand messages received over time.

Marketing campaigns help put your company on the radar of your target audience, raising awareness and building a base of potential customers who will get to know you and where to find you.

But awareness doesn't only come in the form of customers knowing about you; it has just as much to do with you knowing about them. *Solid, targeted marketing makes it easy for you to identify customers and add them to your database*.

Ideal customer profiles include variables like income, age, interests, location and occupation. Once you've marketed to hundreds or thousands of potential customers, it's time to look at your data carefully, searching for patterns and honing in on the trends that are working. In addition to the campaign's analytics, online polls and surveys can also help you get a clear view of what really makes your customers tick.

WORKING TO INCREASE SALES

Sadly your company won't last long if it fails to make sales. But if your marketing campaigns are working well, you'll start to see an increase in web traffic and a generation of leads.

Online advertising such as Google Adwords and Facebook Ads sends your website traffic – that's potential customers – within minutes. It also has the advantage of accurately tracking which campaigns are generating sales and which are not. This information enables you to focus on the tactics that work and modify the others accordingly.



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CONFIDENCE IN THE BRAND

There's a reason why people pay more for Coca-Cola than they do for supermarket branded cola: they've spent years forming a bond with the brand and, as a result, they trust it more.

Likewise, *the more your company is talked about, the more it will be recognised and trusted, and the more customers you will generate*. Facebook's Malorie Lucich confirms: "People share, read and generally engage more with any type of content when it's surfaced through friends and people they know and trust."

Unfortunately trust can't be built overnight. Years of advertising and positive exposure are often needed before people really have confidence in your company. Therefore, the earlier you start marketing to your target audience the better it is for business.

GROW A COMMUNITY WITH SOCIAL MEDIA

These are your contacts which, in this day and age are often dotted about on social media platforms. If you start building your contacts right away, in a few years you could have a powerful list, perfect for promoting your products and generating sales.

Whether you opt for an email list, an online (or offline) database or a Facebook page, your audience needs a way to connect with you if they are to buy. Social marketing campaigns help you gauge the type of products people are interested in so that you can tailor your future marketing efforts correctly.

Social assets can be segmented into different customer types - for example, conversions (those yet to buy), retentions (those you want to keep on buying), frequent customers, and high spending ones /VIPs. This powerful data can be used in future promotions and outreach programmes. Sending your Facebook followers targeted ad campaigns and promotions can greatly boost your company's potential for sales and help customers feel more connected to the brand.



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