

Redline

company

issue 4 - november 2014



MAGAZINE

10

2004-2014

redlinecompany.com
the agency with the big heart



10 year anniversary

Thank you!

follow us on



www.redlinecompany.com

the agency with the big heart

Redline
since 2004 company

Editor's letter

Last time we announced Redline's 10th anniversary and the launch of our video competition giving local businesses the chance to win marketing services (including a 15-hour marketing package for one month, new corporate branding, set up social media platforms and create scheduled posts and 12 month web hosting to name a few) or to donate their gift to charity.

The competition closed at the end of September and the winners (chosen at random) have been notified and we're looking forward to helping give their business a boost.

Of course it didn't stop there, we celebrated in typical Redline style by throwing a party to say thank you to everyone who has helped us over the years. It was a great turn out, with fantastic food, free flowing drinks and lots of fun. See page 10 for details.

In this issue we give you the low down on Redline's graphic designer, Lulu Berretta, who celebrates her 5th anniversary with the company. We also ask if it's worth buying 'likes' on Facebook and take a look at the new 'save' feature. Also, with the end of year fast approaching we've taken a look at predictions for website designs in 2015.

Until next time...enjoy the read!

Best regards

Line **L**yster

Managing Director



Contents

Issue 4 - November 2014

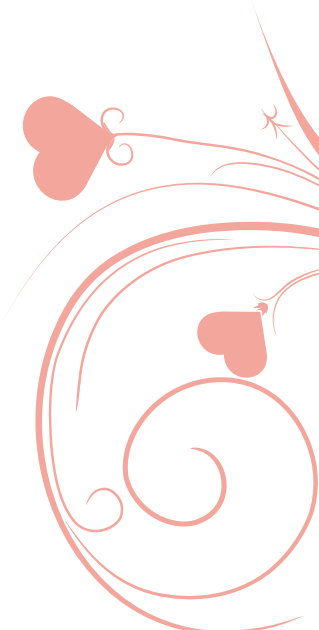
Lulu's 5 year anniversary	4
Redline's 10th party	10
Facebook's 'save' feature	15
Expert Corner: Web design 2015	16
Case study	18
Should you buy Facebook likes?	22

images by: www.imageguru.es





Lulu has worked for some of
the world's most
famous creative agencies
including BBDO
(previously Ogilvy & Mather)
and JWT.



Lulu's Redline quantum time theory

If you have ever wondered how we come up with so many original design ideas, look no further than the partnership between founder Line and graphic designer Lulu, who this year celebrates 5 years with the company.



Lulu's singing voice
is so lovely....

every time she sings

Line turns the music up

Originally from Argentina, Lulu has 14 years of design experience, learning her art whilst working for large international brands such as Alfa Romeo, Ford, Sedal and Lux, undertaking demanding, intense tasks that needed attention virtually 24-hours a day. Living on a heady mix of adrenalin, stress and the satisfaction of a job well done!

Once she had earned her design stripes she moved to Spain, where the pace of life outside work is much slower but inside the Redline office it is just as fast, furious and great fun.

Lulu explains her 5 years working at Redline, as 'quantum time' - the days are like hours and the hours are like seconds, saying *"Five years at Redline is like 10 at a 'normal' agency. The environment is fantastic. I feel completely at home working with a unique group of people, starting with my 'boss' who is one of a kind. We all have the same ideals and understand the power of solid team. It's a totally different lifestyle and I love it!"*

Lulu has a dog

that's always looking
over the garden fence...

which is why she's called 'Maruja'
or nosy neighbour in English ...

and she also starred in a

Redline corporate video



It's a little known but true fact...

Lulu is virtually addicted
to eating bananas



Lulu often gives the team
helpful advice in English
like

'take your arms to Malaga to be safe!'



dw
Developments Worldwide



ASK ABOUT
OUR 3 STEP
FORMULA FOR
A SUCCESSFUL
HOUSE SALE

**CALL 952 928 982
TODAY**

**Why sell your house with
Developments Worldwide?**

- Achieve a fair market price
- Access to a proven sales formula
- Personal, professional and attentive service
- Benefit from our up to the minute market knowledge
- Innovative marketing campaigns
- Access to a database and network of people actively looking to buy property
- Direct client contact at international property exhibitions including "A Place in the Sun"

**We are actively selling properties
in these developments**



DO YOU NEED HELP SELLING YOUR SPANISH PROPERTY?

The best way to sell your property is to make sure it's seen by the right people, at the right price. This is exactly what Developments Worldwide has been doing successfully for home owners on the Costa del Sol since 2007.

We don't make extravagant promises, instead we offer realistic advice based on our local knowledge and broad experience of the Spanish property market.

Call **952 928 982** or email info@developmentsworldwide.com or pop into our office for a no obligation informal chat and find out how we can help you.

Opening hours:

Monday to Friday: 09.30 – 19.00
Saturday: 10.00 – 14.00
Sunday by appointment

Local 4, Playabella Hotel, Costalita
29680, Estepona - Málaga
www.developmentsworldwide.com



REACH OUT to the **Scandinavian** market

Contact the Scandinavians in their own languages. We publish monthly magazines in Danish, Swedish and Norwegian distributing them all along the coast. With more than 20 years of experience, Norrbom Marketing provides the best possible tools for your business to benefit from the extensive Scandinavian community on the Costa del Sol.



**NORRBOM
MARKETING**

// TEL.: +34 952 581 553

// NORRBOM@NORRBOM.COM // WWW.NORRBOM.COM

// CENTRO IDEA // CTRA. DE MIJAS KM. 3,6 // 29651 MIJAS

The editorial backbone of our publications is based on current events, news, reviews, politics and finance, while other sections cover in-depth and topical information on subjects that concern Scandinavian readers living in and visiting southern Spain.

New generation hair transplants



Pioneering minimally invasive hair restoration techniques
Hair transplant specialist Dr Panno

For more information:
+34 952 586 286

www.pannohairtransplant.com

Hair Transplant Specialist
DR. PANNO 

DO YOU NEED FAST AND FLEXIBLE FUNDING FOR UK PROPERTY DEVELOPMENT?

No need to rely on high street banks, we can give you access to development funding not advertised or available directly, at extremely competitive rates.

- 24-hour response guaranteed
- Quick decisions and efficient service
- Innovative products
- Loans from 100k to no maximum
- Competitive interest rates
- Access to hedge funds and private investors



All types of development projects considered; new housing, refurbishments, bridging loans, mezzanine finance, conversions and mixed residential and business property finance.

 **TAURUS**
DEVELOPMENT
FINANCE
"Lending without the Bull"

For initial enquiries call +34 622 926 468



Redline

*throws party to say
'thank you' for 10 years
of support*

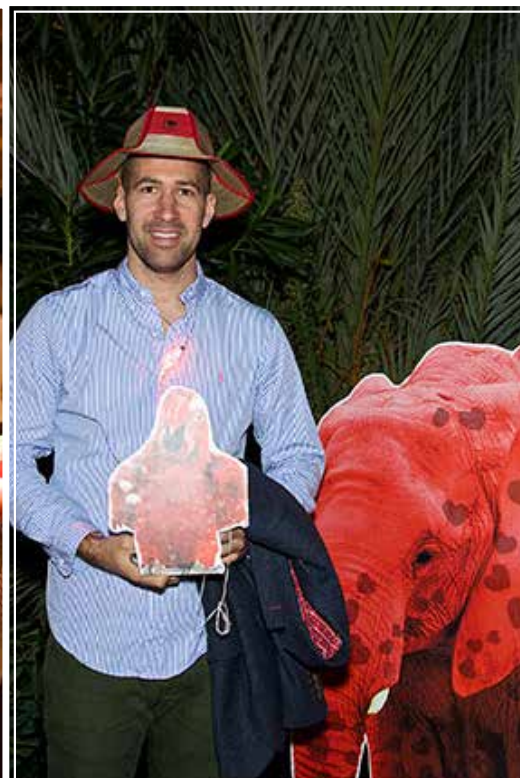
On Friday 17th October, Redline Company celebrated 10 years as the Costa del Sol's favourite external marketing department by throwing a party at La Dolce Vita chiringito in Marbella to thank clients, suppliers and the press for their support. Using the slogan from their marketing packages - 'it's a jungle out there' - as the theme, guests were greeted by a menagerie of Redline's animal mascots and given a tropical hat, then directed towards a free bar, a vast selection of tasty tapas and an incredible 3-tier birthday cake.





It was great turnout with guests mingling amongst the bubbly, beer and nibbles, as congratulations were offered to Redline's founder Line Lyster, who was instrumental in building an international team with a reputation for providing creative professional marketing campaigns. Redline is also known for its love of a good party, which is why Italian chiringito La Dolce Vita was a great choice of venue for a relaxed, friendly get together. Decked out in red and white balloons with everyone wearing a glow-in-the-dark necklace with a big red heart, Redline's style was reflected perfectly.

Line explained that she feels the success of Redline is due to her team's international origins, comprising South American, South African, European, Scandinavian, Spanish and English marketers, plus a constant stream of interns from all over the world who bring their own fresh ideas. She says, "I am thrilled to have reached this important milestone and I would like to thank everyone who has played a part in Redline's achievements, including my team. Their dedication to their art, clients and 'the business' has made Redline the success it is today."







or go to:
<http://www.redlinecompany.com/portfolio/video/redline%E2%80%99s-10th-anniversary.html>





Facebook *launches* *new 'save' feature*

It's important to keep on top of new developments and to pass on useful information to our clients. Here is some interesting news about Facebook...they have recently added a new feature!

It used to be that if you didn't check out a video or link when it's posted in a newsfeed immediately you wouldn't be able to. Now, Facebook has introduced a new feature that lets you flag items to view later at your leisure. The feature launched at the end of July, is available on Android, iOS and the web. You will find it under the 'more' tab on Facebook's mobile app and on desktops you'll find it in the Facebook side bar under 'save'.

Facebook confirmed that all 'saved' content is private and can only be seen by the person who flagged it unless you share it with your friends. But you will need access to the internet to view the links. Grateful as we are, it should be mentioned that Facebook aren't simply being magnanimous by introducing this feature, it will serve as an effective tool for tracking your preferences and interests.

WEB design Trends in 2015

by Redline Company

In the 1990s websites were flooded with flashing and blinking banners and the mid-2000s saw a proliferation of rounded corners which today look extremely dated. Yet, it isn't just the aesthetics that are constantly evolving, it's important to take into account increased connectivity, how visitors will access your site and their browsing habits.

It's amazing how technology and tastes move on so quickly. One minute you have a perfectly acceptable website and the next you're worrying whether it looks retro or just plain old-fashioned... an out-dated website design can be a real turn-off and damage your credibility. So as we approach the end of the year, we've taken a look at predictions from a range of 'techies' and design professionals for website design trends for 2015. Here are Redline Company's top five predictions:

Make sure your website doesn't scream 'old-fashioned and out of date' by talking to Redline Company. We'll tell you how to bring your website bang up to date and ready for business.



1 Responsive templates (optimised for mobiles and iPads)

If current trends continue, 2015 will see mobile devices overtake traditional computers as the preferred method of accessing websites. This is massive, as it means that 'mobile first' responsive templates will be more important than ever. A responsive design detects the size of the screen used and adapts accordingly.

Redline's web designers have been recommending responsive templates instead of apps and mobile sites for a while now. It's no longer considered to be best practice to create a general information website using different templates for the desktop and mobile sites, as updates for new mobile devices don't happen automatically and often leave the mobile sites out of date. A responsive template saves you future development time and money by adapting to constant technological changes, whilst providing the required user experience.



4 Individual typography

Everything has its day and now is the time to say goodbye to generic typeface and familiar fonts like Ariel, Ventura and Times New Roman. The future is all about mixing it up, using different fonts and typography to draw attention to specific areas of text and to give it some personality.

5 Flat design

The introduction of Windows 8 has set the stage for 'flat design' to become the preferred choice. Today's minimal designs don't have shadows, bevels or textures instead colour is used to attract attention. The benefits of this type of design are twofold; you get a great looking clean modern site and the simplicity of the design makes the sites quick to load for the viewer.

** Dr Ruth Rosenholz, Principal Research Scientist, Massachusetts Institute of Technology*

2 Greater emphasis on creative visuals

There is a definite trend towards using more imagery supported by well-chosen words, rather than text with a few photos. It's all about large images, icons and info graphics. Combining text with videos and photos delivers the message, entertains and holds the attention. Research undertaken by MIT's Department of Brain and Cognitive Sciences* has shown the brain to be remarkably adept at processing this type of information.

3 Fewer pages and more scrolling

Today's mobile users are driving the trend towards increased scrolling functionality as the preferred method of accessing information. Even though multiple pages are good for SEO, you need to accommodate your visitors, who are likely to be using a tablet or smartphone.



LEAD GENERATION AT ITS MOST LUCRATIVE

Taurus D

There's nothing quite like seeing the results of a successful campaign to get us excited and this is certainly the case with start-up company Taurus Development Finance.

Redline was approached by founder and director Jerard Phillips to help him set up a brand new company that would act as a bridge between investors – venture capitalists, hedge funds and private individuals - actively looking to finance development projects between 100k to 1million and developers looking for short term flexible funding in the UK.



ION OST IVE

Development Finance



to see what Jerard Phillips says
about his experience of working with
Redline Company.

<http://www.redlinecompany.com/portfolio/video/taurus-development-finance.html>

The first task was to produce an eye-catching corporate branding that is both relevant to the product and easily identifiable for the company, creating a feisty looking black bull to reflect the stockbroking term 'bull market' and to match the client's favourite strapline... 'lending without the bull'. That done, the next step was to implement an online marketing plan to target and capture developers seeking finance, which was achieved by writing and designing a fully optimised landing page complete with a strong call to action and data capture.

In order for the campaign to produce good quality leads, we researched keywords for both optimisation and to feature in a Google Adwords campaign specifically written to reflect the service offered to drive precisely targeted traffic to the landing page. A combination of A/B testing, close monitoring and fine tuning was adopted to ensure the best possible returns, resulting in loan applications worth over £100m in just over 1.5 months.

Alongside the landing page, we also designed and built a brand new stand-alone website to provide information about Taurus Development Finance. Working closely with the client we produced all of the content including a strong call to action and data capture form on each page. In due course, we will look at creating a dedicated PPC campaign for the website. More information about Taurus Development Finance can be found on the website at **www.taurusdevelopmentfinance.com**.



"Lending without the Bull"

The URBANVILLA

BOUTIQUE HOTEL - MARBELLA
www.theurbanvilla.com



An idyllic Boutique villa hotel with five stunning individually designed suites above the city of Marbella. A haven of peace with breathtaking Mediterranean views and yet so close to Marbella.

You don't have to be a guest to join us for dinner or tapas and indulge in our delicious locally sourced menu & superb wines on our panoramic terrace.

Romantic weekends
Yoga retreats
Culinary courses & wine tasting
Wedding & honeymoon packages

Ask about our corporate Christmas lunches throughout December, special Christmas & New Year celebration dinners.

We serve Afternoon High Teas & can accommodate special occasions & private parties for up to 25 people.
Special group rates and tailor made menus
Advanced reservation required.



Hacienda Los Canesteros Nº 5 - Carretera de Ojen - 29610 Ojen / Marbella, Spain
info@theurbanvilla.com - www.theurbanvilla.com
Tel: +34 952 113 955 - Mob: +34 622 277 691

It's time to face facts.

Without effective professional marketing your company is more likely to flatline than flourish.

Only serious contenders survive in today's business environment. If you can't accept that marketing is the main factor that can make or break your business, we can't help you.

But if you're serious about your business and understand the importance of marketing call Redline to arrange a free 30-minute consultation and we will advise you the best way to move forward.

**YOUR FREE 30-MINUTE
CONSULTATION**



WISE UP AND MAKE THE CALL TODAY! TEL: 952 816 678

Tel: 952 816 678 | info@redlinecompany.com | redlinecompany.com

follow us on:



the agency with the big heart
Redline
since 2004 company



BOLLYWOOD INDIAN RESTAURANT, BAR & TERRACE
Authentic Indian food on your doorstep

Enjoy the exotic tastes of India in stylish relaxed surroundings.

You'll find us at the heart of Nueva Andalucia just a few minutes from Puerto Banús and the Aloha Golf Course.

Open every day from 6pm.

Ask about special occasions and private parties.
Call 952 90 67 48 to make a reservation

Check out our menu online at
www.bollywoodmarbella.com

For those who appreciate design...



**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.

ONE OF THE MOST HIGHLY DISTRIBUTED PUBLICATIONS ON THE COAST
FOUND IN ALL GOOD RESTAURANTS, BARS, SALONS, SPORTS CENTRES AND MUCH MORE INCLUDING
LA ZAGAleta AND EL CORTE INGLÉS PUERTO BANÚS
TEL: (+34) 952 905 000 | WEB: WWW.HOMEANDLIFESTYLE.ES | EMAIL: INFO@HOMEANDLIFESTYLE.ES

SHOULD YOU BUY Facebook LIKES?

Everyone wants to be liked but the saying “you can’t buy friends” applies equally to your personal life and social media. In both instances, you’ll find that dubiously acquired ‘likes’ have very little real value. However, as it’s one of the most hotly debated issues in online marketing we’ve laid out the case for and against, so you can make up your own mind.

Why you need ‘likes’

If you’ve just started a Facebook or Twitter page your first concern will be to increase followers and likes, either by fair means or foul. But why do you need those likes?

- **Credibility:** It may sound obvious but the more followers you have, the more people see your posts and the more credible you appear. If people see that you are of interest to other followers, they will want to follow you too.

- **More likes increase your opportunities for interaction:** When a user likes your Facebook account, your posts will be seen in their feeds creating a snowball effect. You’ll be seen by an ever increasing number of users, which can result in a lot more sales. By offering incentives to share, your posts will expand your reach even further. Again the more people you reach, the bigger your potential market and the further you can spread your message.



Pros and cons of buying bulk 'likes'

What would you say if you were offered the chance to generate thousands of likes for very little cost? Apart from Facebook's disapproval, the practice is extremely controversial and it is only meant to give an initiation advantage.

How buying likes can help your Facebook account

Advocates of the practice suggest that buying likes in bulk can give you an immediate presence, an instant audience and potential for brand growth.

- **Perceived success:** you can buy between 100 to literally 1000s of likes that can give your account instant gravitas and increases your credibility.
- **Build a community:** the likes you have, the more users will be interested in your account and will help grow your community. It is suggested that you can expect a forty per cent increase in organic likes.*
- **Increase sales:** By installing Facebook widget or counter on your website you will increase sales.**

How buying likes can harm your business

It may seem like an easy way to get ahead but in reality it could do more harm than good. Unfortunately if you go down this route the likes are often generated by inactive or fake accounts, by people who were duped and aren't remotely interested in interacting.

Cheap software designed to trick users into liking your account by clicking a link or generating new users who automatically like your page are two of the most common ways. There are many scams and a number of third world 'click farms' where low paid workers indiscriminately click on pages.

- **Lose visibility:** Facebook's algorithm determines the value of your posts by how often your friends interact. If everyone who previously liked your page continues to engage, Facebook will boost your page. However, if you bought 1000s of likes which don't engage, you will be downgraded.
- **Your likes won't grow:** Fake and duped users will not share your posts and won't be interested in your account.
- **Lose credibility:** You will alienate genuine followers who feel that you care more about the numbers than the community.
- **Funding dubious behaviour:** Likes are generated via fake accounts, users tricked into liking your account and click farms. Although not illegal, it's not good practice.

Regardless of whether you buy your likes or build them up, the only way to sustain and increase followers, likes and the desired level of interaction is to post regularly, providing innovative content such as competitions, videos and links to interesting and amusing content that people will want to share. The key is to be creative, consistent and of course it always helps to make people laugh.

** Organic reach is the total number of unique people who were shown your post through unpaid distribution. Paid reach is the total number of unique people who were shown your post as a result of ads. (Facebook)*

*** A Facebook widget will allow you to add plugins such as 'like' buttons and activity feeds on to your website.*

Call 952 816 678 or
info@redlinecompany.com
to ask about
Redline Company's
social media packages
and find out how you
can increase your
online presence.

Top quality photography and videography Offer

up to
50%
savings
for Redline clients

Nothing is more effective than **high quality** professional photos. They capture the imagination and make that vital positive first impression.

Take advantage of this unique opportunity to work with internationally renowned **professional photographer / videographer Peter Staes** from Image Guru to dramatically raise your company's profile.

Get **10 hours** of professional photography and/or videography including digital editing service for just **750€!** (normal price 1000€)



And you can save even more when you book Image Guru for 3 or 6 months!

Save 40%: 10 hours x 3 months
Price is only 600€ per month

(normal price 1,000€ per month)

Save 50%: 10 hours x 6 months
Price is 500€ per month

(normal price 1000€ per month)



About Image Guru

Image Guru was founded by Peter Staes, a specialist in food photography who has worked with **Michelin starred restaurants** many of which has appeared in **The World's 50 Best Restaurants list**; including **El Buli** and **Quique Dacosta in Spain**, **La Crillon in Paris**, **Noma in Copenhagen** and **The Berkeley in London**. He also has a reputation amongst corporate and lifestyle clients including multinationals such as MIO, AVEVE, DOBLA and many more. **See more images here: www.imageguru.es**



T&Cs Payment must be received before videos and photographs are delivered.