

Redline

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EDITOR'S WORDS

Dear readers,

In this summer edition of the Redline Company magazine, we take a closer look at social media, in particular Instagram and influencers.

We also welcomed Jerome, Redline's very first professional influencer, who joined us as an intern earlier this year. We asked him to share his experiences and insights, which you can read about in our Q&A session, "When Redline met Jerome". We also explain how influencers are becoming one of the most cost-effective marketing channels and offer some tips on how to avoid fake influencers!

You can also take a look at Redline's latest case study, all about Three Palms Bed & Breakfast, to see how we helped them get their new venture off the ground...

Last but definitely not least, don't forget that Redline is still offering one-hour business clinics where you can get advice on how to take your business through the roof before the end of 2019 – completely free of charge!

Get in touch and find out how we can help you:
info@redlinecompany.com.

Until the next issue, enjoy the read....

Best regards,

Line Lyster
Managing Director
Redline Company



WHY INSTAGRAM IS GREAT FOR BUSINESSES

Unless you live on the moon, you'll know that social media is one of the most important online marketing tools around, as it allows businesses to connect directly with potential clients.

4.



One of the most exciting platforms is *Instagram*, as attested by the 1 billion active monthly users.



Launched in 2010, Instagram is the third most popular social media platform in the world, snapping closely at the heels of the two market leaders Facebook and YouTube.

5.

Impact of Instagram on businesses

From a marketer's point of view, Instagram offers tremendous scope for users to discover new content, which means companies can get their brand seen whilst creating the desired visual impact.

If you consider that 83% of users say that they heard about new products and services on Instagram (Facebook 2019), you get an idea of just how effective visual posts can be.



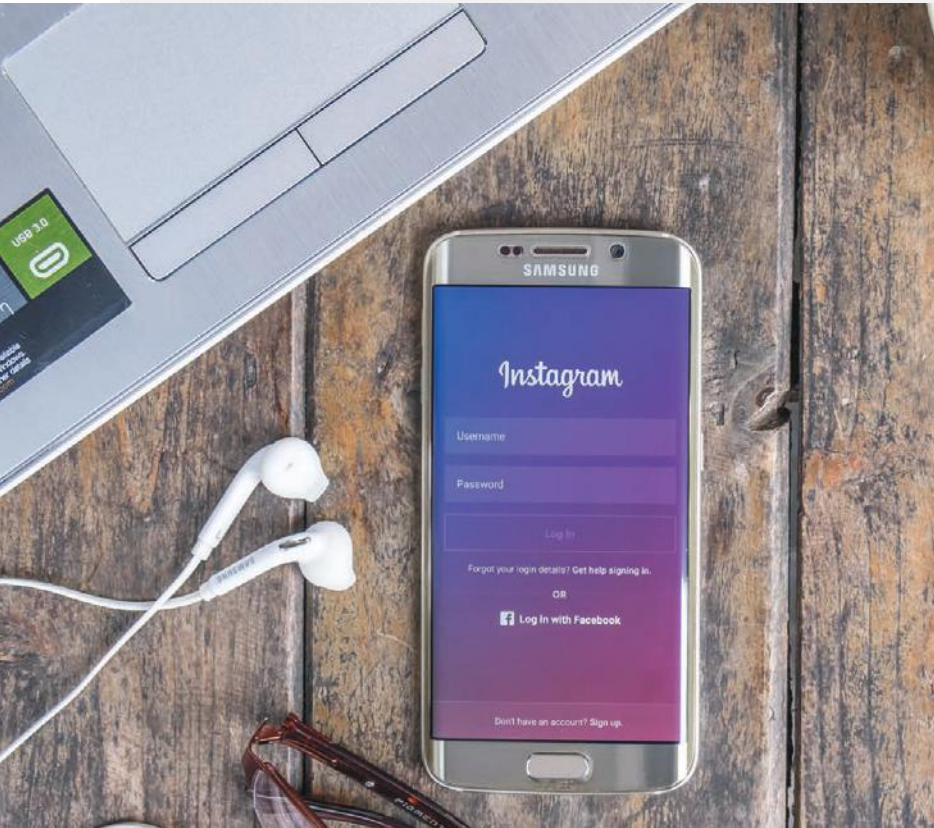
6.

And the addition of Instagram's Story feature in 2016 allowing users to post temporary videos and photos that will be deleted after 24-hours has encouraged even more sharing. According to Instagram stats, there are over 500 million Instagram accounts using Stories every day and almost one third of these Stories are posted by businesses. Stories has been a runaway success, making Instagram the favoured story-sharing platform for advertisers and influencers.

Engagement between users and brands (comments, likes or shares) increased by 29% from Q4 2017 to Q2 2018 (Socialbakers). The visual nature of the platform means that you can be creative in your content, which in turn generates greater interest, and the more engaging the content the more connections you will make.

Instagram is constantly evolving, introducing new services like Instagram Checkout which makes it possible to buy products from a post. This is fantastic when you consider that 72 per cent of users say that they purchased something based on what they saw on Instagram, which means Instagram is covering each stage of the customer journey, from the initial inspiration, through to research, the decision and finally the purchase.

REASONS WHY **INSTAGRAM** IS VITAL TO HAVE FOR YOUR BUSINESS:



Engagement with your customers

There is no doubt that social media is a fantastic tool for influencing and interacting with your audience. Direct communication with customers is the best way to get their attention, it is also the easiest way to respond to any questions, queries or criticisms instantly. Customers appreciate an instant reply, as it makes them feel more valued and stimulates trust in the company. It's a great way to grow customer satisfaction and loyalty.

Return on investment

The relatively low advertising costs and potentially vast reach, make social media an important online marketing tool. Take Instagram; setting up an account is quick and easy, and like other social networking platforms it is free. There is also the option to include paid adverts in your Instagram campaigns, alternatively you can spend the time being active, sharing your content, products and comments to naturally reach people who are interested in your business.

Lots of brands have made their Instagram accounts a real pleasure to follow and with right combination of imagination, skill and professionalism, you can do the same for your business.

*Having an Instagram account gives your company a visual identity which can help **increase brand awareness**.*

The company's social media page provides the opportunity to project ideas, values and images which support your company's vision, so that your audience can identify and ultimately engage with your brand.

8.

—“—

**Businesses are
MAKING \$6.50
for every \$1 spent
on influencer
marketing**

—”—



TIPS FOR ROCKING INSTAGRAM

#Giveitsomepizzazz

You'll get more engagement if you're sharing interesting stuff, such as live streams, videos, events or fantastic photos.

#Behindthescenes

Show the people behind the brand.

#Keepitfresh

Make your followers want to find out what's going on. Give them news amongst the fabulous photo updates and tease them with the details.

9.

#Keepitreal

Don't be fake and don't try too hard. You want people to trust your brand and relate to your company.



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HOW INFLUENCERS CAN HELP YOUR BUSINESS

As a company owner you are constantly bombarded with advice, mostly from people trying to sell you products and services. The key is to see through the timewasters and to focus on the activities that will benefit your business.

12. There are differing schools of thought, some are for and others are against, as to whether an influencer can help raise the profile of your brand. In this instance, we would like to point out the benefits of a collaboration.

Here goes... Social media platforms like Instagram allow businesses to portray a visual identity that will reflect their ethos and resonate with their audience. This is where an influencer can help. Having built their own community of followers, a successful influencer has a high reach and this can be of great benefit to your company.



In simple terms, when an influencer posts about your product they are providing an endorsement that goes out to all of their followers. This means that their followers become aware of your product and start to trust in your brand.

Influencers tend to have a niche audience, so the key is to collaborate with one that can target your desired audience. It is also a more subtle way of advertising, sharing content about products and things that people like to see and do, gives exposure to the company without overtly advertising.

13.



—“—
40% of people
BOUGHT
something after
seeing it on social
media
—”—

HOW TO
IDENTIFY
A REAL
INFLUENCER

—6
86%
WOM
check
media
before
a purc
—9

14.



6—
% of
MEN
social
advice
making
chase
9—

You've probably heard of those who operate by buying fake likes, fake followers and inactive bots accounts. Unfortunately, some companies are taken in and as a result fall into the trap and end up employing people who are cheating the system.

Don't panic, not all is lost, there are ways you can recognize the difference between a fake and a bone fide influencer.

Engagement rate. The higher the rate of engagement, the more loyal and interested followers they have.

10% Likes. Real influencers must have an average of 10% likes in proportion to the number of followers.



15.

Proportion of comments. If there are 4,000 likes but very few comments, it suggests that all is not as it should be.

Statistics. Request screenshots that show the real stats, as they may show amazing numbers on their images but not on the stats.



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WHEN REDLINE COMPANY MET JEROME

This summer Redline Company decided to take a closer look at influencers, so it was a case of extreme serendipity that at the same time we were approached by Jerome Carlier, a successful influencer from Belgium, about an internship. Of course, we jumped at the chance and the rest as they say is history.





20.

Jerome is a visual and graphic communication student and he is also micro influencer on social media. So, it was the perfect opportunity for him to share his experiences and to provide an insight into how he grew his audience and the importance of working with social media influencers.

Jerome's trajectory is impressive, his Instagram profile was only launched in 2018 and he already has over 40,000 followers.

Naturally we wanted to find out more, so we put together a series of Q&As to provide an insight into the business.

Redline: How did you become an influencer?

Jerome: I started with a personal account like everyone else and used it to share images, just for fun. After posting some photos and using hashtags I started getting some likes, then more and more as the weeks went on. It was a bit like a game, each week I kept trying to beat my scores with each post.

Redline: How did you take it from personal to a professional activity?

Jerome: After a few months of posting I had several thousands of followers, small business and brands started contacting me to request collaborations. It was super easy, I just had to choose my favourite products on the webstore and they would send it to me. I would then post a photo and comment with the brand's hashtag.

Redline: How did you attract more brands?

Jerome: It was a natural progression. The more posts I made; the more collaborators approached me. It has been the same with the followers, the more I got, the more engagement, likes and comments.

Redline: What is your secret to attracting collaborators and followers?

Jerome: Regular, consistent posting and high-quality images. Today I post a photo every day, this is what is expected from the large brands that pay me to promote their products.

Redline: How many people see your posts?

Jerome: When I post a picture on my Instagram profile, at least 20,000 people see it and the 'best posts' can reach up to 70,000 people. My best posts appear in the "best post" for my location and hashtags for few days. So, if I post a picture in Marbella, it will probably be seen by users who are looking for photos of Marbella, or a specific hashtag.

Redline: What are demographics of your audience?

Jerome: My audience is around 20 to 35 years old, of which 49 % are men and 51% women. It's a broad spectrum, for only one photo. Instagram makes it possible to create a real identity and to convey a very personal lifestyle, on a daily basis, almost instantly. I even use Instagram like a business card sometimes, giving people my username on Instagram. It's why working with influencers is a really cost-effective and attractive targeted audience strategy.

—“—
**70% of
TEENAGERS
trust
influencers over
celebrities**
—”—

Jerome began his Instagram career which started from a simple social media account and now it is growing into a successful business!





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Spacious apartment overlooking Rio Real golf course, Marbella

This exquisitely spacious and light apartment is set in the tropical landscaped gardens of Rio Real, overlooking the prestigious 18-hole Rio Real golf course. The property has contemporary décor and has been finished to a very high standard, using the very best materials. You will live in complete luxury and comfort.

Rio Real Gardens is a smaller urbanisation, giving the feeling of privacy and seclusion, yet it is just a 5-minute drive from the lovely Los Monteros beach, and just a 10-minute drive from popular La Cañada shopping centre and the heart of Marbella town. Boasting two communal swimming pools, beautiful tropical gardens and an enviable location, this is a must-see property.

3 double bedrooms | 3 bath | 185m² | 695,000€



7 STRATEGIES TO GROW YOUR INSTAGRAM ACCOUNT

Instagram is a great way to share your company's values and to encourage interaction. You should never use it as a tool for hardsalesandspamming, instead try tempting followers with interesting images and content.

25.

Never buy fake followers, likes or use bots. Instagram uses an algorithm to detect anyone trying to beat the system. Infringements will be penalized, by pushing you down and diminishing your reach.

Do share your exciting, interesting and beautiful images. First and foremost, Instagram is all about sharing photos, they must be high quality and should reflect your company's core values and vision.



Be natural and informal in your posts, comments and messages, never try to make a sale or come across as a “spammer”.

Continuity is the key. Be active, as it's important to regularly post images, follow, like and comment on other people's posts that are of interest to you.



26.



Use hashtags in your posts. It's really important to be seen by new people who don't yet follow you.

Check your hashtags popularity, use a combination of hashtags, ranging between popular, not so popular and intermediary.

Use stories as much as possible to increase interaction with your followers.



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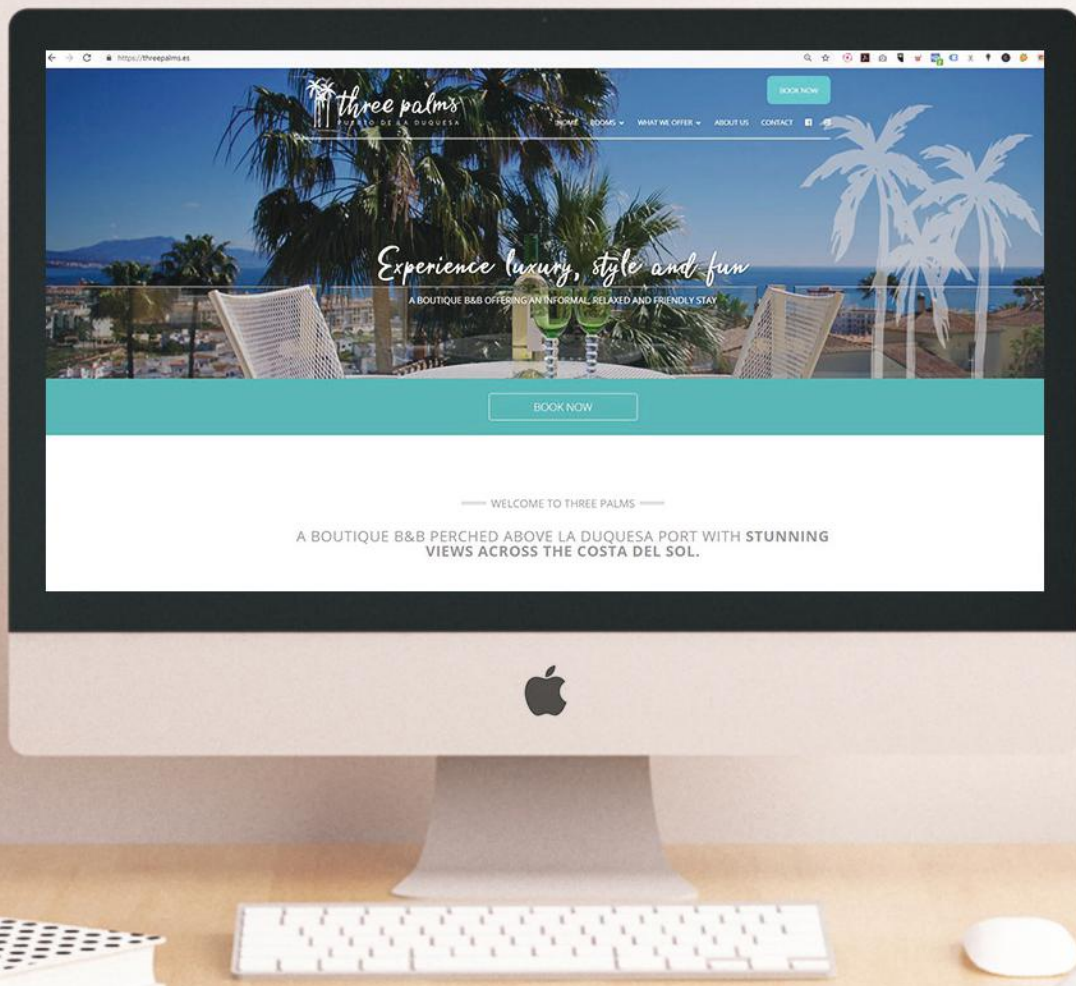
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CLIENT CASE STUDY: THREE PALMS BOUTIQUE B&B

At Redline Company, we love helping startup businesses. Our creativity is let loose as we can prepare all the marketing elements from scratch and connect it all together to form a brand!



30.





This is why we were particularly thrilled when Julie from Three Palms, a new and luxurious bed and breakfast in La Duquesa, approached us to help create the corporate branding and implement a marketing strategy to drive bookings.

Three Palms is named after the trees in the garden and so to begin the marketing, Redline created several logo options to make the homely connection back to the villa. Once the logo and the concept were decided, Redline got to work preparing a brand manual, including fonts and a colour scheme to tie everything together and bring Three Palms to life.

Redline's inhouse photographer took photos of the villa and each bedroom, highlighting each of the room's special personalities like the secret garden, the palm inspired décor and the lemon tree courtyard.

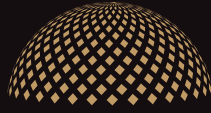
THREE PALMS

Julie wanted the website to ooze glamour, luxury and fun. Redline quickly got to work on designing the full website and writing the content, before developing the site and integrating a third-party booking platform. Once the website was live, Redline implemented onsite SEO, set up Google Analytics and integrated a newsletter platform, so that Three Palms can build a database of subscribers to inform about offers and events.

- Logo and corporate identity
- Website design, programming and maintenance
- Business cards
- SEO optimisation
- Website hosting
- Social media account creation and strategy

32.





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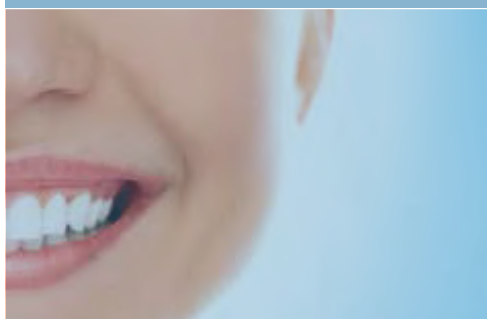
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