

Redline

company

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MAGAZINE



www.redlinecompany.com

the agency with the big heart
Redline
since 2004 company



WHAT'S INSIDE...





01

Redline Company celebrates 11 years by pledging support for Fuengirola Bioparc's conservation programme

11TH B-DAY



02

Learning how to be a Super Hero (Online)

HERO CONF



03

Gate28, Yamaia & Happy Days

NEW LAUNCHES



Editor's Letter

As usual it's been a hectic few months at Redline. However, we haven't just been busy with clients, we also celebrated our 11th birthday. So in true Redline style, mindful of continuity in our campaigns, we marked this important milestone by hosting an event on the 11th of November at 11.00am at Fuengirola Bioparc. We also presented a cheque for...wait for it...1.111,11€ to the director of the Bioparc Foundation animal charity.

We chose this charity as it benefits the Fuengirola Bioparc and also works to save gorillas in their natural habitat in Africa. This fits perfectly with our view of the business world - "It's a jungle out there" - and with the recent launch of our Gorilla Marketing Package. Check out our press release and photos of the event.

We also report back from the first ever international Hero Conference to be held outside of the USA - in London. Redline attended the event to keep up to speed with the latest techniques and initiatives in Paid Search Advertising, so that we can adapt the techniques for clients' and our own campaigns.

Last but not least, we can confirm that Triple A's 2016 animal charity has been designed, printed and it is available now.

All that remains is to wish you a very happy and prosperous New Year.

Enjoy the read!

Best regards

Line Lyster

Managing Director

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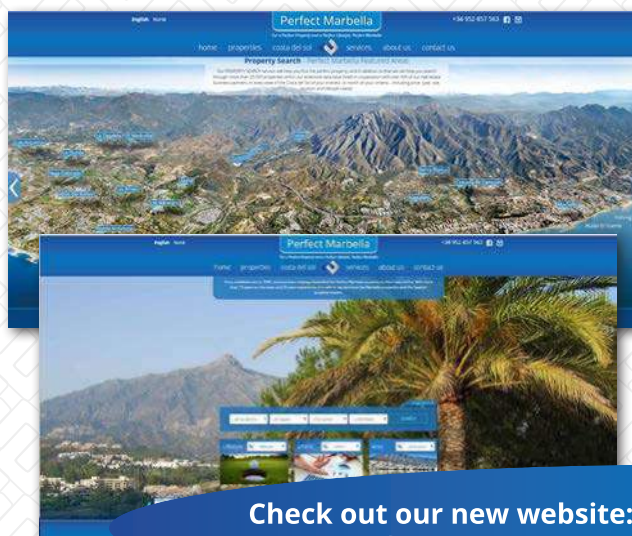
The Costa del Sol property experts with an international outlook

Perfect Marbella is one of Spain's largest Norwegian real estate agents and a favourite amongst Scandinavian and international buyers since 1999.

Formerly known as 'Spanord', in January 2015 we changed our name to Perfect Marbella to reflect our connection to Marbella, the coast and the property. As part of our rebrand, we also have a smart new look and a state of the art website... but don't worry our excellent standards of service remain the same and we're as committed as ever to helping our clients to find their own perfect piece of Marbella.

Let us help you find your Perfect Marbella property.

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Daniel Rodriguez López,
- Director of Outdoor Concepts -

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2015

THE COSTA DEL SOL



IT'S A JUNGLE OUT THERE

REDLINE 11TH BIRTHDAY





Redline Company celebrates 11 years by pledging support for Fuengirola Bioparc's conservation programme

On the 11th November 2015, Redline Company marked the team's 11th year as the Costa del Sol's favourite 'external marketing' department. Rather than throw a large party, Redline celebrated the occasion by hosting a reception at Fuengirola Bioparc and donating funds to the Bioparc Foundation. Members of the local press and VIP clients were invited to join Redline at the Bioparc at 11.00am on the 11th of November, when Redline presented a cheque for 1.111,11€ to the Director of the foundation. After which guests tucked into a specially baked birthday cake and were treated to a guided tour including entry into the Lemur enclosure.

Redline's official strapline 'the agency with the big' heart refers to the company's commitment to social responsibility, locally and in the wider community. As a marketing agency with a reputation for innovative ideas, when deciding upon which charitable cause to support, Redline took inspiration from the long running "it's a jungle out there" campaign. The Bioparc Foundation works with the Ebo Forest Research Project in Cameroon to protect endangered species - including Gorillas - within their natural habitat by implementing breeding and conservation programmes and working to prevent illegal hunting. It is also a perfect fit for Redline's jungle themed marketing packages, in particular the new Gorilla Marketing Package.

Redline Company's founder Line Lyster explained her delight at the company's continued success after 11 years, "I am extremely lucky to enjoy my job and to be surrounded by a team who feel the same passion for producing creative, high quality work and care about our clients' success.

We wanted to mark our 11th year by sponsoring a Gorilla. Fuengirola Bioparc's conservation programme - the Ebo Forest Research Project - is an extremely worthy cause which helps the Gorillas in their natural habitat and also the people who care for them".

Who is behind Fuengirola Bioparc

Fuengirola Bioparc is owned by Rain Forest SL a consortium of like-minded individuals (biologists, veterinary surgeons, artists and engineers) with a desire to design, develop and manage a new style of zoo where the well-being and protection of the animals is paramount. The Fuengirola Bioparc has been designed to provide the animals with an authentic habitat and to create the illusion of being alone in the jungle for visitors as they get up close to the animals (without touching them).

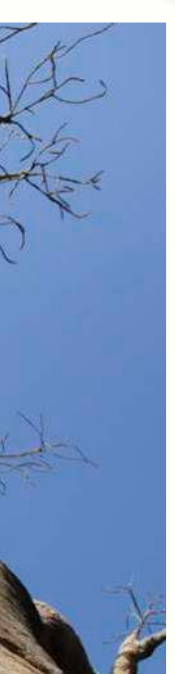
Bioparc Foundation

Bioparc Foundation was formed to help prevent the numbers of endangered species from depleting beyond an acceptable population by preserving their natural habitat, implementing breeding programmes, regular observation and working to prevent illegal hunting.

Ebo Forest Research Project

The Ebo Forest covers over 2,000kms for semi-deciduous forest and is one of the most important in the Cross-Sanaga region for its biodiversity and is home to populations of endangered and understudied species, including chimpanzees, mona, red eared, red-capped mangabeys and putty-nose monkeys, Preuss's red colobus and gorillas.

The largest threats to forest's population are from the bush meat trade, illegal logging and hunters. In 2003 the forest was proposed as a protected area and is expected to become a National Park.









Bioparc Foundation's collaborations

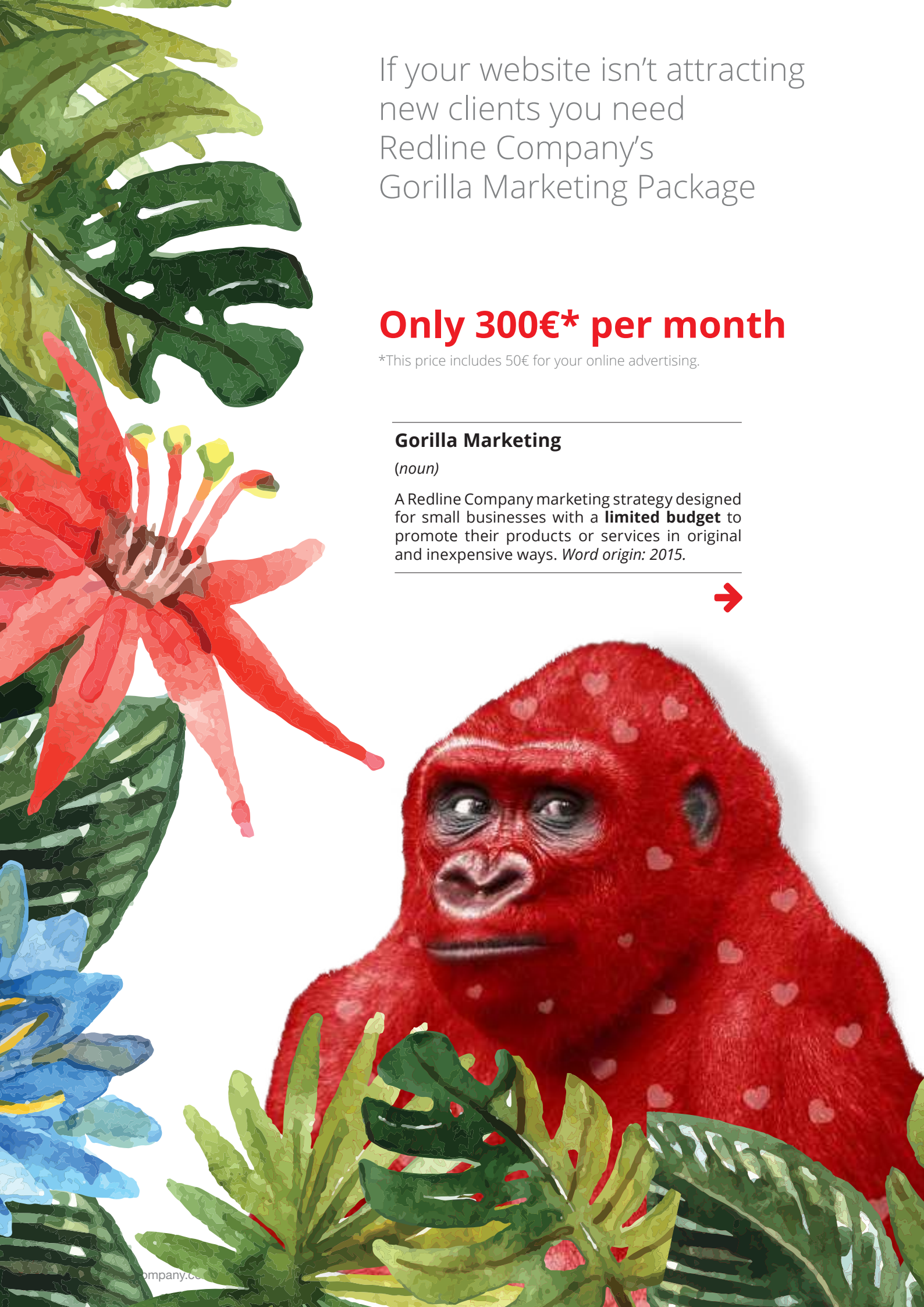
- Ebo Forest Research Project - <http://www.unafas.org.uk>
- EAZA Ape Campaign - <http://eaza.portal.isis.org>
- Last Great Ape Association - <http://www.laga-enforcement.org/>



Further information about the Ebo Forest

http://www.sandiegozooglobal.org/News/cameroons_ebo_forest_wins_a_green_oscar/

<http://www.berggorilla.org/en/gorillas/protected-areas/articles-protected-areas/gorillas-of-the-ebo-forest-conservation/>

The background of the entire page is a vibrant, painterly illustration. It features a red gorilla in the lower right, looking towards the left. The gorilla's fur is a deep red, and its face is a lighter shade of red. It is surrounded by lush green foliage, including large, dark green monstera leaves and a bright red flower with long, thin petals on the left. A blue flower is also visible in the bottom left corner. The overall style is artistic and tropical.

If your website isn't attracting
new clients you need
Redline Company's
Gorilla Marketing Package

Only 300€* per month

*This price includes 50€ for your online advertising.

Gorilla Marketing

(noun)

A Redline Company marketing strategy designed for small businesses with a **limited budget** to promote their products or services in original and inexpensive ways. *Word origin: 2015.*



This strategy provides you with access to a range of inexpensive activities designed to make sure your online presence is up to date. If you don't have the budget for an intensive SEO campaign this is a cost effective alternative that will allow you to keep your website current.

Each month we focus on one area of your online strategy to generate visits, leads and ultimately sales. This could be achieved by creating new web content such as blogs or keyword rich text to improve ranking, setting up online advertising campaigns, reporting on current activity etc. Activity is fluid from month to month depending upon the focus.

Onsite Optimisation

Keeping your website up to date and relevant is vital. New blogs, web content with keyword rich text or meta-descriptions will make it easier to find your website in **organic rankings** and for visitors to access the information they want.

Online Adverts

Online advertisements (for example on Facebook or Google) are an effective method of **generating new leads to increase sales**. Online advertising is a vital component of the Gorilla Marketing Package as this will help visibility and generate leads. A minimum budget of 50€ per month is required. This cost is included in the 300€ per month cost.

Landing Pages

A landing page designed and programmed to promote a specific product and targeted towards your market segment can **generate leads and increase sales**.

Social Media

It is important to review, monitor and manage your social media accounts and to post regular content. Redline will create original content to encourage interaction with your customers. Alternatively we can concentrate on strategies designed to increase Facebook likes.

Research and Assistance

If you already have campaigns in place, we can assess their effectiveness, research new trends, your competition and offer advice on how you can make the most of the opportunities available to you.

Report Results

It's important to monitor the performance of your current campaigns in order to assess their success and to identify action needed to **produce the best results**.



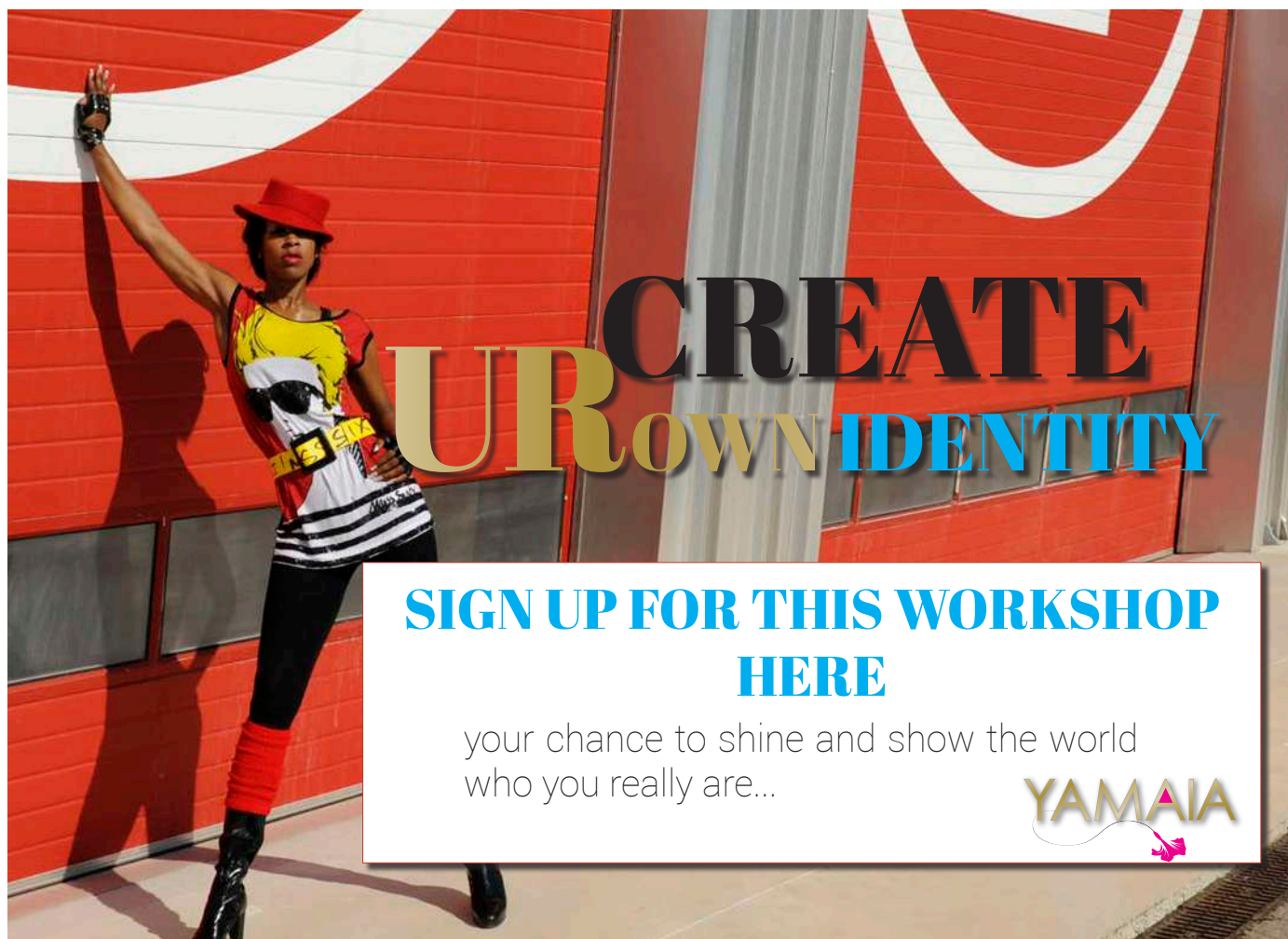
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MARKETING ON THE NEXT LEVEL

To say we were excited is an understatement. This is how it went down...

OK. We're in London baby. The clock is ticking...only 4 minutes to go and the excitement is palpable. In only 3.27 minutes we'll hear the guru of Google and prophet of PPC: Brad Geddes is due to speak. Geddes, the keynote speaker was about to open the first ever Hero Conf. outside of the USA and Redline is on front row, ready to soak up all of the wisdom that he and the other speakers are willing to share with us.

As we will look around, it becomes clear that we're surrounded by some of the world's biggest geeks. All are eager to lap up the words of giants from Google, Bing and Facebook. And to borrow a phrase from a well-known burger chain - "we're loving it".

The reason we're here is because Redline Company is all about moving forward. When we started 11 years ago marketing was completely different than it is today and online marketing was in its infancy. The task for any marketer today is to keep up, to stay one step ahead of clients and their prospects.

New platforms are being introduced every quarter. And never before have there been so many different opportunities, which is both exciting and confusing at the same time. Social media, PPC, remarketing, Google Analytics, audience segmentation, mobile devices, Twitter, Facebook and Bing are just the tip of the iceberg.

...As the conference starts, it becomes clear, with a show of hands we see that most people have only been involved with paid search marketing for a couple of years. This is a new but very powerful marketing technique that is constantly changing and developing, and is becoming a brilliant alternative or add-on to the normal marketing mix.

There is only one way to handle an event of this size and that is team work: one person to attend the super nerdy tech seminars and the other to soak up the fluffy stuff.

Here's a summary of what's hot in online marketing - now.



SUPER HERO (ONLINE)



PHOTOS BY: BRIAN BIRZER PHOTO AND HERO CONF.

GOOGLE IS GOD (OR IS IT?)

Google Adwords is a brilliant marketing platform which gives you access to billions of users worldwide. The Adwords campaign can be constructed using specific keywords and phrases, so that they will only be shown to people who are actually searching for the product that you are selling. However, if the campaigns are not set up correctly, it can be very costly.

The key to success with Adwords is to know what you are doing. Most people don't have the time to study this art/science in detail. Clients often tell us that they tried to set up a campaign, but they ended up paying Google a lot of money for no results. Whereas well-managed campaigns can deliver incredible results.

But wait, Google has a problem. It became clear during the conference that they don't have the monopoly. Google doesn't know enough about the people searching, thereby leaving the door open for their competitor in the paid search arena – Facebook. The social media giant has a bigger market share, offers a much more targeted campaign solution and it is also cheaper.

Without even having to ask us, Facebook already knows everything about us: when you get engaged, when you 'Like' a company in your area and even if you're shopping for new shoes. And the beauty is that we volunteer this information willingly. As a result, their segmentation is more detailed, which makes their paid adverts more targeted than Google is able to offer, at the moment.



FACEBOOK ADVERTISING

The more we hear the more it becomes apparent that Facebook is a powerful and effective tool to be used to advertise to your target market. There is a fundamental difference between Google and Facebook adverts. Google adverts are targeted towards people who are actively searching. Special offers or USPs are used to differentiate your company from other advertisers on the search engine results page (SERP).

On the other hand, Facebook users are passive. The adverts are shown according to their interests, status, location etc. So the adverts need to stand out amongst potentially cluttered timelines in order to grab the attention in those crucial first seconds. Facebook advertising is cheaper than Google (at the moment). Depending on the product and correct targeting incredible results can be achieved.

On balance, the type of product should determine where you should focus your advertising. You need to evaluate whether it's a luxury or a necessity. People are more likely to search for necessities, as opposed to non-essential or luxury items that would be nice to own but aren't really needed. Ideally there should be a mix of digital advertising on Facebook and paid search and display.

SPOTTING THE UNICORNS

If you hate Facebook, don't see the purpose of posting, or find it too time consuming but grudgingly admit that you need to be on it, you're in good company. It's time to admit that you need help.

Social media involves sharing information about you with others. People like people. It's a well-known fact that people buy from people, not faceless organisations.

They want to know about the person behind the business in order to trust you. This is where Facebook and social media in general comes into its own, giving you the opportunity to connect with and to listen to your current and potential customers. Essentially it is the best way to start a two way conversation.

But how do you reach your potential clients and how do you turn them into loyal customers? The first step is to increase your 'likes'.



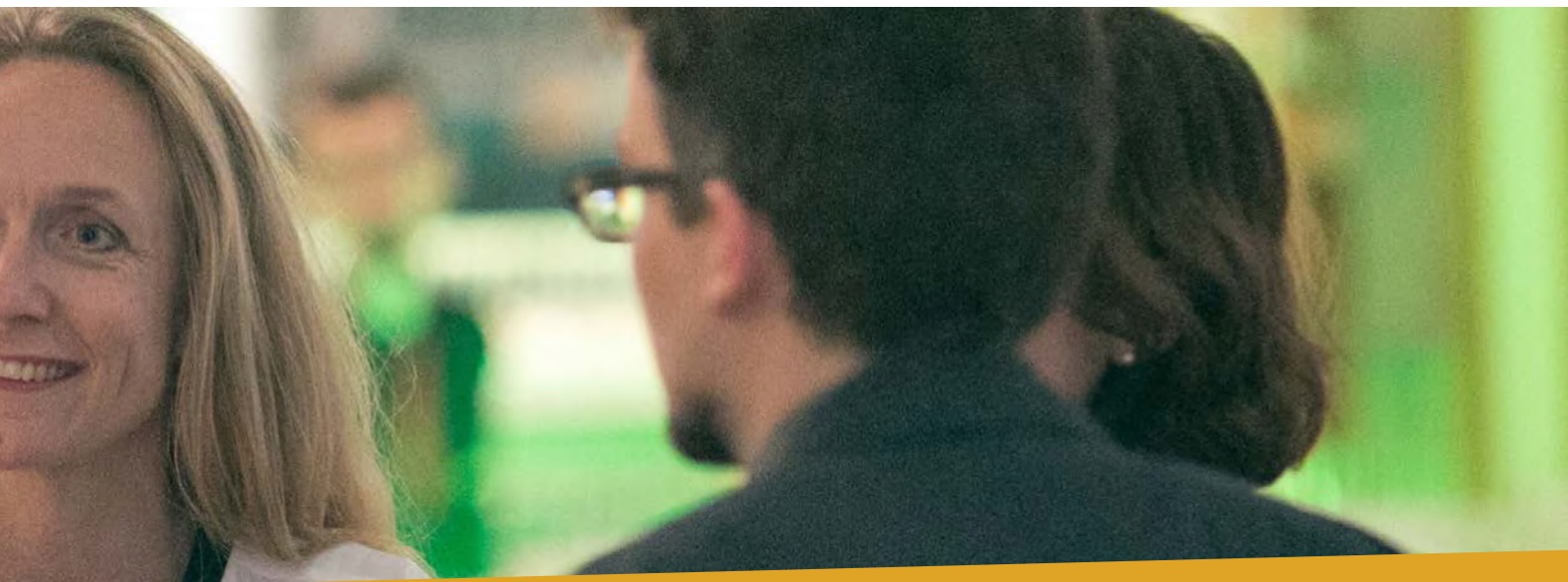
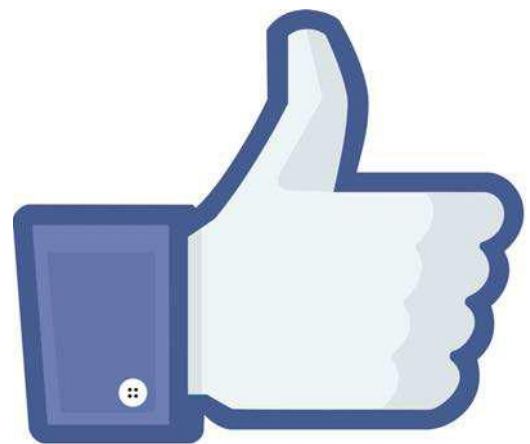
There are two ways to do this:

1. Run a 'like' campaign on Facebook targeting people who would be interested in your business.

2. Post content which is interesting and useful, rather than sales messages. When a particular post proves more popular than 90% of your posts, you have a unicorn. You should then 'boost' this post so that it can reach more people who could 'like' it. When people like your post, they are more likely to like your page, and it all snowballs from there.

Obviously the aim of any marketing activity is to make sales but Facebook works differently. Rather than the big sell, instead it coaxes your customers through the buying funnel. Even if they weren't initially aware of your company, Facebook campaigns can introduce your products to potential clients and help them to understand how they could be useful. You should then boost the 'unicorns' to make sure popular posts can reach even more potential clients. The 'unicorns' are clear signs which type of posts people react to and 'like' more. Your followers will start to trust you resulting ultimately in a sale.

People power cannot be overstated. When a friend on Facebook follows a particular page and interacts with the content, their friends see this activity and think...hey if my friend likes this brand then they must get her/ his stamp of approval. I'll like the page too!





REMARKETING: EFFECTIVE OR JUST PLAIN CREEPY?

Remarketing does exactly what it says on the tin. It's an opportunity to remarket to your visitors and it can be done on Google, Bing and Facebook. It's such a simple yet brilliant concept. Just imagine: a prospect visits your website, views a few pages and leaves without purchasing. End of story. Now remarketing allows you to advertise specifically to those people, giving you another chance to get them back to your website, possibly with a discount, to entice them to buy. And it gets even better, you only pay when a user clicks on your advert, so you are effectively getting valuable free branding.

However you have to be careful and to plan your campaign well, otherwise potential customers may feel like they are being stalked by your company. There is a fine line that can be very easily crossed, which has already led to an increase in 'adblockers' which are designed to prevent this type of advert from being viewed. Therefore it's essential that you have the right settings and advertising messages.

Remarketing can be done on Google, Bing and Facebook

This year Google has taken it one step further by bringing out native ads. The process involves uploading your client database and Google will then crosscheck the email addresses to Google accounts. It provides an excellent opportunity to either upsell to current clients who have already purchased or you can reach potential clients who have yet to do so. Those targeted will then see adverts offering tailor made discounts to entice them to purchase. This is people marketing, communicating on an individual level.

With Facebook you can also upload your database and remarket to clients (and potential clients) by cross-referencing their email addresses to their Facebook account email accounts.



Did you know..?

Germany currently has the highest number of 'adblockers' installed.

BING...THE UNDERDOG



We all know that monopoly isn't good for consumers and this is also true within the world of paid search and display. This is where Bing comes in.

Bing is an alternative to Google. It is difficult competing against a giant like Google, which is why Bing and Microsoft have come up with an ingenious (or disingenuous depending on your point of view) way of gaining market share. All Microsoft products that are sold today have Bing integrated as a default. This means when you purchase a new Microsoft computer...you get Bing as the default search engine. And it's the same story with Samsung Smart TVs. So unless you actively choose to search with Google you will automatically search with Bing.

It is very healthy to have competition in any industry, especially for marketing purposes. It forces compliance and reduces the opportunity for taking advantage of users. Currently CPC on Bing is cheaper than on Google and with their rapidly increasing market share, advertising and SEO for Bing ought to be considered an essential element of your digital advertising plan.

Cross device marketing

How many of you have a smartphone? How many of you own a computer? OK and now how many people use a tablet?

Statistics of growth in cross device usage

"The number of smartphone users worldwide will surpass 2 billion in 2016, according to new figures from eMarketer—after nearly getting there in 2015. In 2015 there were over 1.91 billion smartphone users across the globe, a figure that will increase another 12.6% to near 2.16 billion in 2016."

Stats from www.emarketer.com

The days of using only a computer to search, compare and buy online are long gone. Now your buyers' journey looks more like something like this...

...In the morning you are on your phone checking Facebook. Then at work you are on the computer. On your lunch break you are perhaps on a tablet and then on your commute back home or on your way at to the shops you are back on your mobile. Constantly researching, comparing, on Facebook, buying etc...

As a business owner you need to interact with your clients on all of these devices. Every stage of their online activity is an opportunity for you to sell to them and to create relationships. Your marketing strategy should reflect this.

It would be madness to try to cover everything in just one article, so watch out for future updates on:

- Buyer's Journey
- Mobile is King
- Testing and Adjusting





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NEW LA



UNCHES

NEW LAUNCHES

Testimonial

We approached Redline because they have a strong online presence and a demonstrable knowledge of the leading online advertising strategies. We have been impressed by the quality and the speed of their work and we're looking forward to continuing our collaboration throughout 2016.

Pieter Paul Ploeg

Project Manager Gate28



Gate28

Barcelona based Gate28 asked Redline Company to raise their online presence in the Spanish market. The first task was to review their website and to assist with producing a Spanish version.

The launch was announced by creating and distributing press releases in English and Spanish to the relevant media throughout Spain, achieving lots of coverage in print and online (which also served to provide valuable back links to the website vital for Search Engine Optimisation).



WHEN YOUR FLIGHT IS DELAYED



Redline also manages Gate28's social media and online advertising campaigns including a remarketing strategy. Check out the website at www.gate28.eu

Activity

- Social media management and posts
- Online advertising strategy
- Campaign planning for 2016
- Keyword research in English and Spanish
- SEO copywriting including monthly topical blogs
- Press release creation, distribution, press liaison and clippings service

NEW LAUNCHES

Testimonial

As an American business women based in Marbella, I feel comfortable working with Redline's international team. I am extremely happy with the advice and the work produced so far and I'm impressed by their wide range of skills, professional standards and their creativity. I have no hesitation in recommending their services.

Yamaia Faye

Director of Yamaia



Yamaia

Marbella based international model, fashion and beauty entrepreneur approached Redline Company to help restructure her marketing. The aim was to present her multiple fashion and beauty brands in a more cohesive format with clear calls to action.

We were tasked with creating a website which would reflect her high fashion credentials in time for an imminent fashion tour. This involved sourcing and modifying the right website template and updating the content within a matter of a couple of weeks.



As a retainer client, Redline is involved in all aspects of the Yamaia's marketing, including graphic design for the website, newsletters and brochures. Take a look at her new website at **www.yamaiaonline.com**.

Special features

- Website design and programming
- SEO copywriting services
- Keyword research in English
- Graphic design services
- Project management
- Design, writing and programming mailouts in HTML

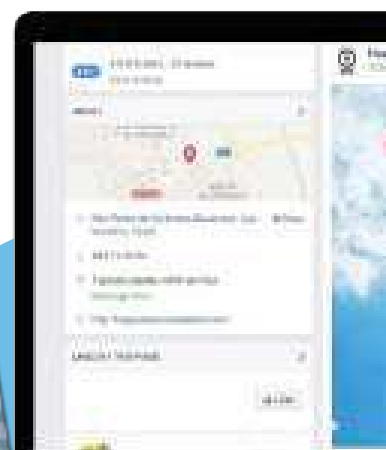
NEW LAUNCHES

Testimonial

Redline is based in Marbella and has a bold online presence so they were the obvious choice for advertising a fun activity on the new boulevard in San Pedro, Marbella. The team has proved to be extremely efficient and has delivered all aspects of the marketing on time and to a very high standard.

Pascal

Director of Happy Days



Happy Days

Redline was asked to help launch and publicise this brand new synthetic ice rink, mini golf and Airstream trailer burger bar on the new boulevard in San Pedro. The client already had a website, so the first task was to tidy up the text in English, and then arrange for it to be transcreated into Spanish.

We arranged for professional photographs of the attractions to be taken so that they could be used on the website. We have been involved in all areas of the marketing, including creating and distributing press releases, designing flyers and print adverts, setting up and managing their social media campaigns.



One of the most noticeable features we added to the marketing mix is a fun cartoon penguin. Check out the website at www.happydayscostadelsol.com

Special features

- Graphic design of press, adverts, flyers and social media
- Keyword research in English and Spanish
- SEO copywriting in English and Spanish
- Press release creation, distribution and press clippings service (English and Spanish)

