

# Redline

company

issue 7 - october 2015



# MAGAZINE



It's a jungle out there

follow us on:



[www.redlinecompany.com](http://www.redlinecompany.com)

the agency with the big heart  
**Redline**  
since 2004 company



Your one-stop-shop  
for property related services  
on the Costa del Sol

- Properties for sale
- Property management
- Project Management
- Interior Design ....and much more.



Angels Property Services Sales office, Urb. La Alzambra, 29660 Marbella  
(+34) 952 81 92 59 | [info@angelsproperty.com](mailto:info@angelsproperty.com) | [www.angelsproperty.com](http://www.angelsproperty.com)  
Call for a free consultation or pop in for a chat. We speak English, German and Spanish.

## authentic traditional italian cuisine



the best views in the port of estepona

# *Rosatti*

[www.restauranterosatti.com](http://www.restauranterosatti.com)



# Content



1

**Gorilla  
Marketing**  
- PAGE 6 -

Top 10 tips  
for successful  
marketing

- PAGE 11 -

2



3

**New  
Launches**  
- PAGE 11 -



# Editor's Letter

It's all change as usual at Redline... since the last edition our clientele has become even more diverse and has a distinct international flavour. New accounts include a UK online doctor service and a flight compensation company based in Holland - both VIP clients. Closer to home we are now working as the external marketing department for a pet furniture supplier, an international fashion model, Pilates studio, expat insurance company, and a mix of start-up and established real estate agents, to mention but a few.

In this issue we provide you with 10 tips that can help make your business more profitable and more enjoyable to run. You can also see the new websites that we have developed and helped to launch for our clients over the summer.

We would also like to confirm that as 'the agency with the big heart' we will once again be assisting the Triple A animal charity by designing their 2016 calendar free of charge and we have chosen a new charity ... which will be revealed in the Christmas issue.

Enjoy the read!

Best regards

*Lina Lyster*

Managing Director

# Costa del sol living

YOUR KEY TO SPANISH PROPERTY

## Your first choice for buying, selling and renting property on the Costa del Sol

We also provide a key holding, furnishing and interior design, legal and mortgage services... and much more.

- Holiday and long-term rentals
- Access to thousands of properties
- Client list of motivated buyers
- Property management, maintenance & key holding service



Call us on **952 928 982** and let us know how we can help you!

[info@costadelsolliving.com](mailto:info@costadelsolliving.com) | [www.costadelsolliving.com](http://www.costadelsolliving.com)  
Calle Dorada 12 | Benamara Pueblo | 29680 | Estepona | Málaga



## Perfect Marbella



### Perfect Marbella ...the name says it all

#### 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.

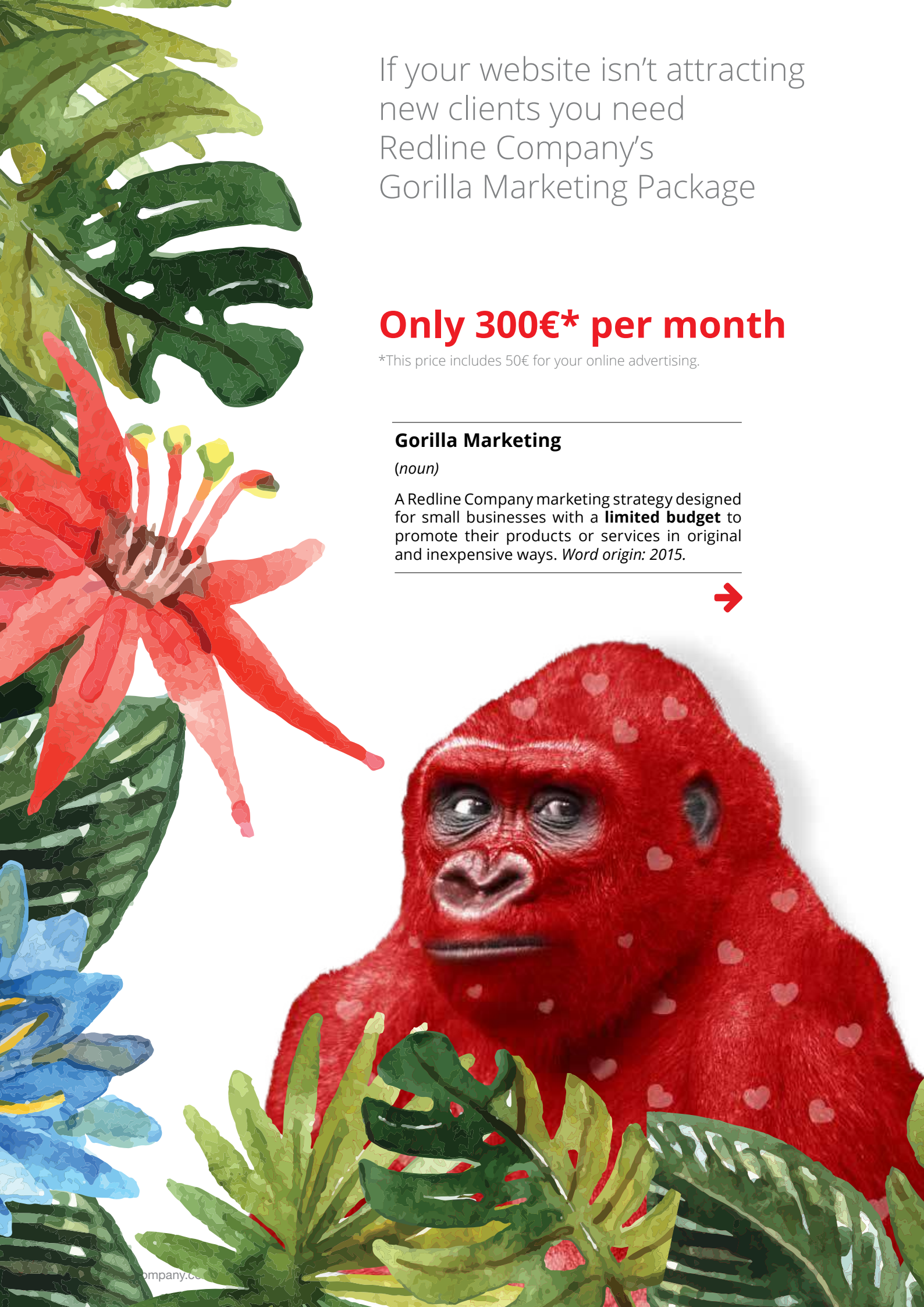
#### Let us help you find your Perfect Marbella property.

Call our friendly multilingual team on 952 857 563 or pop in to our Marbella office for a chat.



Check out our new website:  
[www.perfectmarbella.com](http://www.perfectmarbella.com)

Avda. Virgen del Rocío, s/n C.C. La Colonia, Local 19 Oficina 9  
29670 San Pedro de Alcántara. Marbella, Málaga  
[info@perfectmarbella.com](mailto:info@perfectmarbella.com) | [www.perfectmarbella.com](http://www.perfectmarbella.com)  
**+34 952 857 563**



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.

### **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**.



Local laws, news, views, events and interviews

Broadcasting to the English Speaking Community

MiMarbella  
WITH NICOLE KING

English Language Radio

From Monday to Friday  
15.30 to 17.30 on 107.6 fm

MarbellaNow  
WITH NICOLE KING

English Language TV

Every Thursday 19.30



www.rtvmarbella.tv



✉ MiMarbellaRTVM@gmail.com

🐦 @\_NicoleKing\_

📘 Mi Marbella With Nicole King  
Marbella Now - RTV Marbella

**VILLANOVA**

*Now is the time to buy*

☎ +34 952 595 099

www.villanovaspain.com

✉ info@villanovaspain.com

# ←GATE28

WHEN YOUR FLIGHT IS DELAYED

HAS YOUR FLIGHT BEEN DELAYED,  
CANCELLED OR WERE YOU DENIED  
BOARDING?

GET COMPENSATION  
UP TO €600

Find out how much money  
you can claim

[WWW.GATE28.EU](http://WWW.GATE28.EU)



## *The Power of* Home & Lifestyle Magazine

Thousands of copies distributed all over the Costa del Sol  
and Gibraltar every two months

Loyal affluent readers who are homeowners and passionate about design

Great value advertising rates

A couple of weeks after our ad was published in Home & Lifestyle Magazine, we got a guy entering the shop with your magazine in his hands pointing with his finger at our ad. He said, "This is exactly the pergola I want for my home". The deal was closed the next day. So thank you again.

*Daniel Rodriguez López,*  
- Director of Outdoor Concepts -

**home  
&lifestyle**  
MAGAZINE



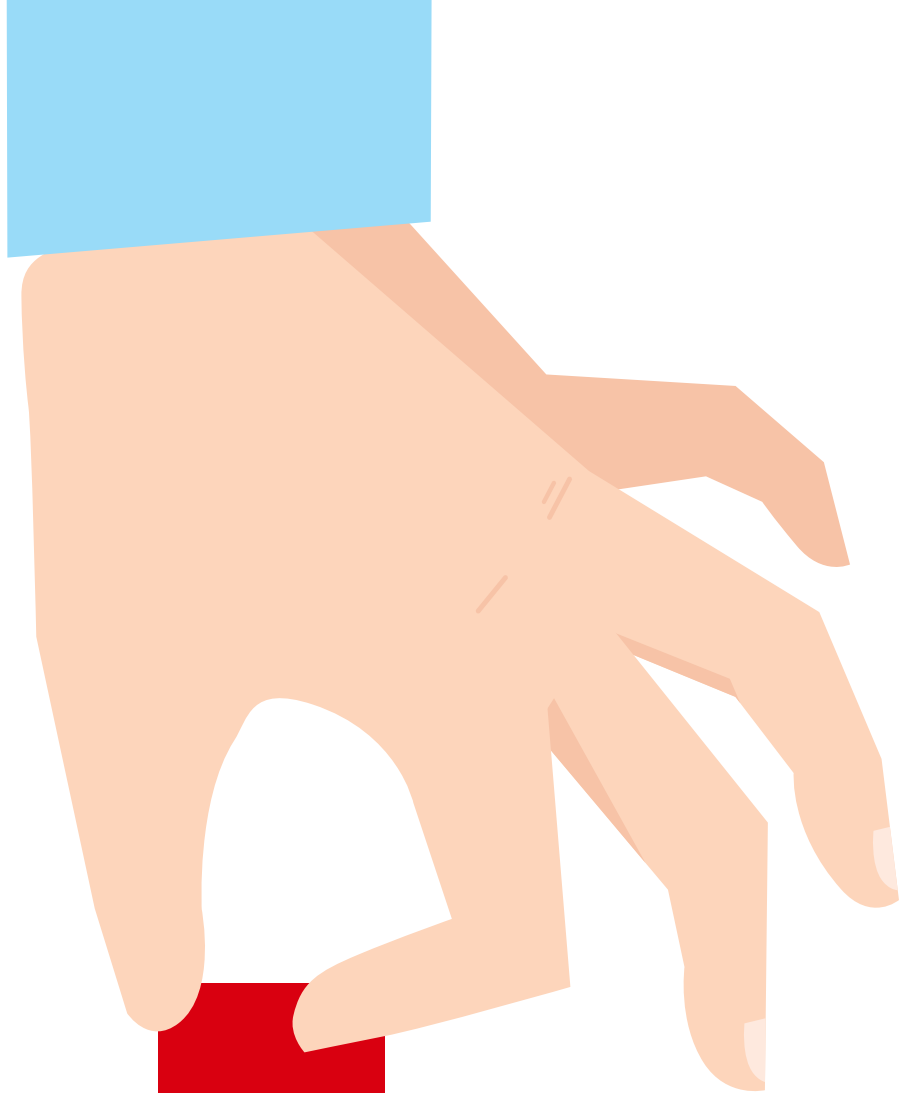
Find out how Home & Lifestyle Magazine can benefit your business by calling us today!

Tel. (+34) 952 905 000 Email. [advertising@homeandlifestyle.es](mailto:advertising@homeandlifestyle.es)

# TOP 10 t

TO MA  
YOUR **BU**  
MOF  
**PROFIT**

# MARKETING tips TAKE BUSINESS RE TABLE





we  
do

**TOP 10**  
**MARKETING**  
**TIPS**

# CONSISTENT

**"In marketing, as in life, consistency is king when creating anything with staying power."**

In marketing, as in life, consistency is king when creating anything with staying power. Once your corporate look has been created, you have approved your logo and colours and defined your corporate identity you need to stick to it – forever. Your company's corporate branding needs to be visible in everything you do, from the tone of your text, merchandising, business cards and website, even in the way you present yourself, everything must be easily recognisable. We're constantly bombarded with information, especially online, so you also need to make sure that your communication strategy is consistent across all channels - online, in print and in person - so you don't have to spend more money than necessary promoting your brand.



**TOP**10  
**MARKETING**  
TIPS

# REAL

**"As with most things in life,  
if you aren't real you will be  
found out."**

# 2

**A**s with most things in life if you aren't real you will be found out. So it makes sense in business to be genuine in your desire to succeed and also to provide a good product or service rather than taking short cuts. A good example of how 'being real' can help rather than hinder you is Google ranking. Once upon a time it was sufficient to produce ill-written web content stuffed with keywords aimed solely at search engines. Luckily for the 'humans' visiting website, Google's new algorithm penalises this practice. This is great news for businesses that want to get ahead and care about their clients. Rather than taking short cuts to achieve high ranking web content, text must now be written with both people and search engines in mind.

**TOP 10**  
**MARKETING**  
**TIPS**

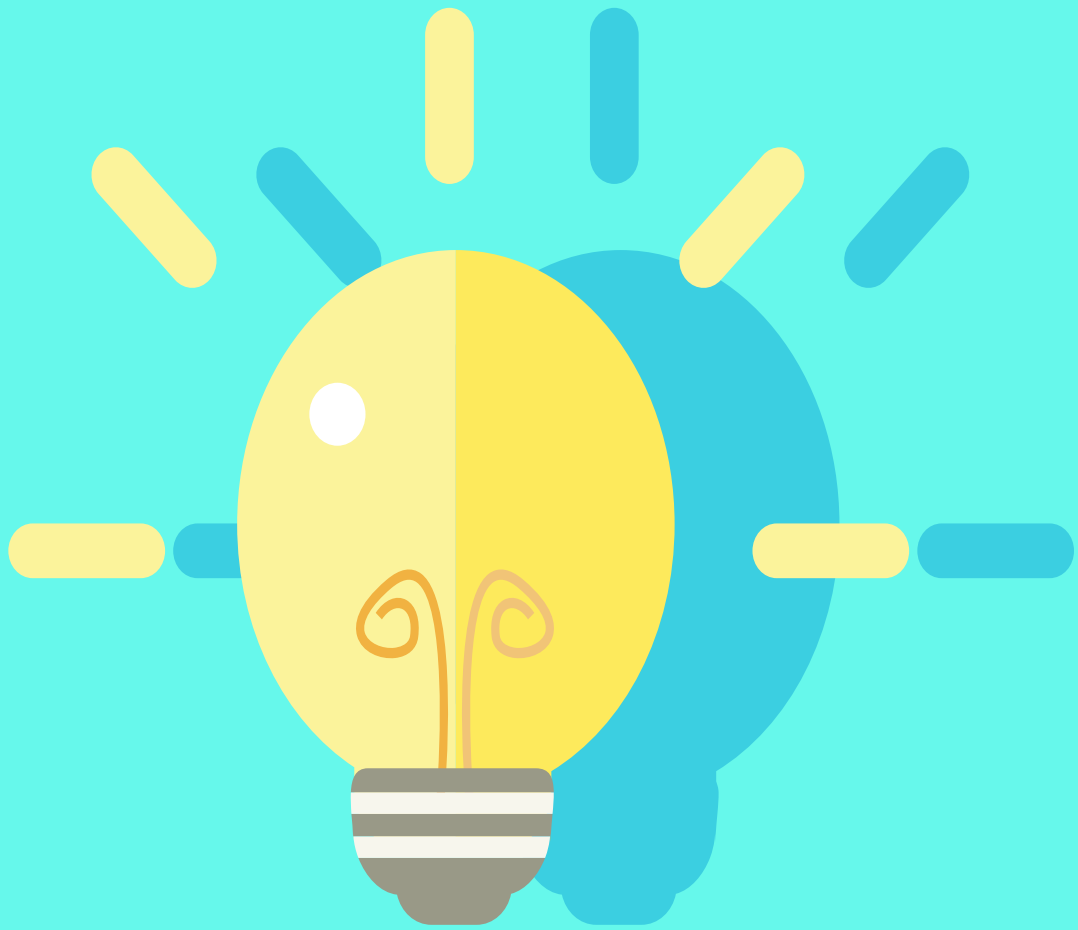


# NEVER

**"If you care about your business and clients you should always use the best resources possible."**

# 3

**W**hen starting a new company it's tempting to save money by asking friends or family for favours. This may seem like the cost effective option but in the long run it is often a false economy. Regardless of their capabilities they will prioritise paying clients and will only deal with your project as an afterthought. If you care about your business and clients you should always use the best resources possible, be it legal, financial or marketing services. As in construction, you need to build strong foundations before you start to build upwards, and they must be strong enough to sustain further growth and to weather all storms. The money you spend employing professionals will save unnecessary expense further down the line.



**TOP**10  
**MARKETING**  
TIPS

# THE NEW REF F F OF

**"At the end of the day, if you dare to be different it will make your brand stand out from your competition."**



**T**his is something that companies in all industries struggle with as it requires some courage. At the end of the day, if you dare to be different it will make your brand stand out from your competition. You may be providing a familiar product or service but you can be different in your approach to managing and marketing your business. Differentiation in the market is vital. Your customers need to know why they should buy from you. Identify the points that make your company unique, integrate the core values of your business into your brand and make sure you get the message across with innovative marketing.

**TOP**  
**10**  
**MARKETING**  
**TIPS**



we

# SIMPLE

**"Your marketing should provide the path of least resistance to potential clients."**

# 5

The world's most successful businesses offer clearly defined products, a simply buying process and easy to understand offers. Your marketing should provide the path of least resistance to potential clients. No one wants to read long winded text or to go through complicated registration and buying processes, so why not make it easy for them and you'll get a better response.

You'll find that most successful businesses sell just one type of product. We've all been frustrated by restaurants offering long complicated menus as we know the food and service would be much better if they would just concentrate on fewer dishes – keep it simple. Once you have sorted out your product you need to make it as easy as possible for people to buy it in the least amount of steps. Make life even easier by thinking through special offers from your customers' point of view – make offers simple, straight forward and easy to put into action.



**TOP**10  
**MARKETING**  
TIPS

we

# PROFESSIONAL

"Professionalism in every aspect of your company's operations is essential in order to convey the message that you mean business and you're in it for the long haul."

**P**rofessionalism in every aspect of your company's operations is essential in order to convey the message that you mean business and you're in it for the long haul. When it comes to the information that you provide and how you respond to clients, even smallest details can set off alarm bells, if incorrect.

**Timely response:** If a client has made the effort to fill out a form, they are a valued lead and should be treated accordingly – get back to them ASAP. If you don't response they'll buy from someone who will. The key is to be honest; if you're a small company don't promise a reply within 24 hours if it isn't possible, instead let them know an approximate timeframe so they don't feel neglected. If you don't, you will be wasting your marketing efforts and you may as well throw your money down the drain.

**Contact details:** ColaCola doesn't provide a Hotmail email address or a mobile number as the company's corporate contact details and neither should you. It looks like you consider your business to be more of a pastime than a professional concern.

**Links and forms:** If you're asking potential clients to click through for more information or to complete a form, make sure it works. Nothing hints at a sloppy unprofessional service than unloved websites with broken links.

**Consistency:** In order to present a professional image you need to project a consistent corporate presence throughout all marketing activity. If your corporate branding is haphazard, inconsistent or your marketing is badly executed it all reflects negatively on your professionalism. It suggests a cavalier attitude towards the products you sell and the service you provide to clients.

## Monitor your business 24-7

Do you know what goes on in your business when you're not there?

See  
what happens  
day and night  
from only  
**749€\***

SPECIAL OFFER WITH ALARMA UNIVERSAL

[www.alarmauniversal.com](http://www.alarmauniversal.com)



# YNOT



FASHION WEEK | FASHION  
SHOWS | MODEL CASTING  
CALL | DESIGNER SHOW  
ROOM | SUPER MODEL  
TRAINING | PHOTOGRAPHY  
... AND MUCH MORE

**YNOT FASHION WEEK  
IN USA & EUROPE 2015/16**

[WWW.YAMAIIONLINE.COM](http://WWW.YAMAIIONLINE.COM)





## THE ULTIMATE IN TELEVISION VIEWING: EXP-TV

### EXP-TV

UK Channels: BBCs, ITVs, Ch4s, Ch5s, Etc. Etc. Sports, Movies, Video Club, Catch-up, & Recording. Just everything you could wish for direct from The Server.

**ONLY**  
**20.66€\***  
**per month**

### EXP-TV +

plus Scandinavian  
or Russian channels.

**ONLY**  
**27.27€\***  
**per month**

**You only pay  
when you are  
here!**

EXISTING MAG BOX  
OWNERS SET UP AND  
INSTALL FREE, NO  
ANNUAL FEES WE ARE  
HERE TO SERVE YOU AND  
STAY HERE HAVING BEEN  
ON THE COAST FOR 45  
YEARS.

Our TV Operates with Telefonica/Vodafone landline internet, 4G Internet and Fibre optic Internet. Also installers of 4G Internet, Satellite Internet, All satellite systems, Sonos and Denon Sound systems

*\*all prices excluding IVA*

**+34 952 885 379 | +34 952 883 168 | [www.internetandalucia.com](http://www.internetandalucia.com)**

[alanj@experiencegroupspain.com](mailto:alanj@experiencegroupspain.com)  
Centro Comercial Benavista 16, Estepona



Head Office: Centro Bena Vista, 16  
Urb. El Paraiso, Estepona, Malaga

[www.experiencegroupspain.com](http://www.experiencegroupspain.com)  
Tel: +34 952 883 168

O V E R   4 0   Y E A R S   S E R V I N G   T H E   C O A S T



**PROPERTY RESALES**  
**NEW DEVELOPMENTS**  
**PROPERTY RENTALS**  
**PROPERTY MANAGEMENT**  
**CONSTRUCTION & HOME REFORMS**  
**CONVEYANCING & FISCAL ADVICE**

**COME & SPEAK  
TO THE PROFESSIONALS!**

+ 34 952 883 168 | [sales@experiencegroupspain.com](mailto:sales@experiencegroupspain.com)

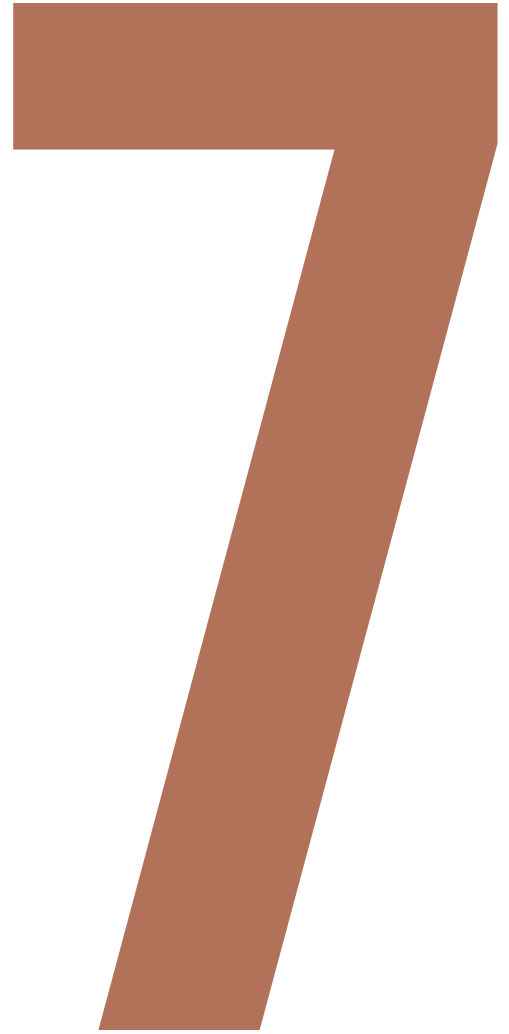


# WU

**TOP 10**  
**MARKETING**  
**TIPS**

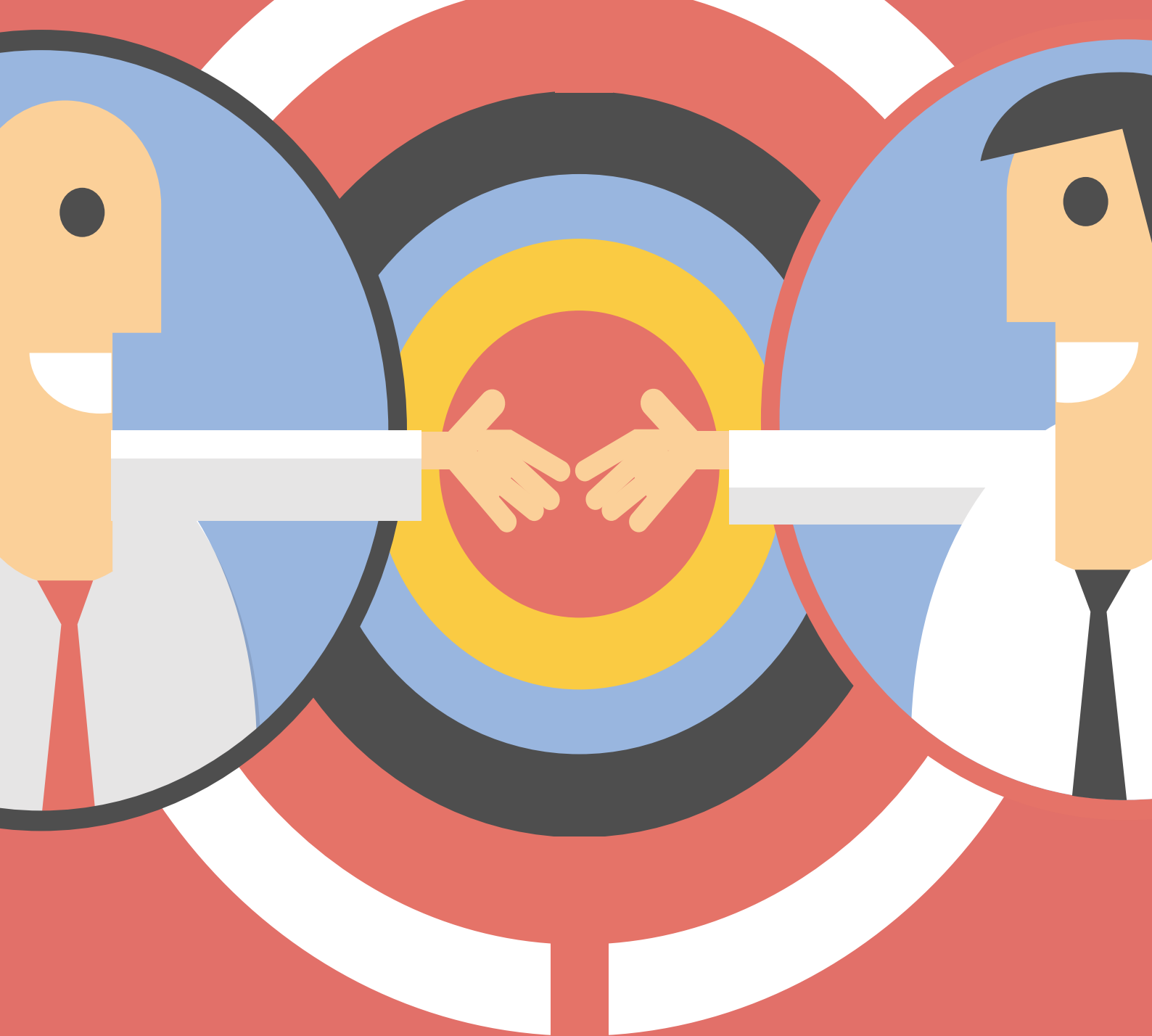
# HONEST

**"It's always better to under promise and over deliver."**



**B**lowing your own trumpet is fine but don't over egg the pudding! Making grandiose claims that you can't live up to is going to reflect badly on your business. Honesty is the best policy. It's always better to under promise and over deliver. Make sure your marketing will delight rather than disappoint.

If you acknowledge your own strengths and weaknesses, you can set yourself apart from the rest. This applies to both your products and services and the way you market them. For example, if you play to your strengths of providing a great service and leave other aspects that you're not so adept at, such as marketing, to the professionals.



# we

**TOP** 10  
**MARKETING**  
TIPS



**"Rome wasn't built in a day  
and if you put in the ground  
work you should reap the  
rewards."**

# 8

**D**on't get despondent if things aren't progressing as quickly as you had hoped. You need to be patient with yourself and your staff. Rome wasn't built in a day and if you put in the ground work you should reap the rewards.

Also, remember that running a business is about more than profit, it's a lifestyle for you and provides jobs for your staff.

Your company can also benefit the local and wider community by supporting charities. This is an act of kindness that will not only provide much needed funds to the benefactors, your business will benefit from tax relief and with the right marketing assistance you can generate positive PR. And just remember, what goes around comes round, so you should always be kind to people on your way up....

# TOP 10 MARKETING TIPS





# BEING SOCIAL

**"Regardless of your personal opinion about social media you need to have a presence on the most appropriate platforms, otherwise you're missing the opportunity to connect with your customers."**

# 9

If you want your business to grow you need to be social. Regardless of your personal opinion about social media you need to have a presence on the most appropriate platforms, otherwise you're missing the opportunity to connect with your customers. Social media is a vital part of online marketing campaigns; paid ads, fire fighting, special offers and sharing videos. Similarly, if you're in the hospitality or travel industry you must be vigilant and respond to any online posts about your company, particularly on TripAdvisor.

There is also the aspect of 'being social in person'. Networking is a great way to grow your contacts and ultimately your business. Customers and suppliers alike make value judgements about businesses and the people behind them. When someone says 'it's not personal it's business' think again! If customers don't feel like you care, they will go elsewhere.



[www.kzw-petinterior.com](http://www.kzw-petinterior.com)

Tel: +34 952 822 212

Email: [info@kzw-petinterior.com](mailto:info@kzw-petinterior.com)



## RESORT STYLE LIVING

Captivating golf properties overlooking the Mediterranean Sea



Prices from €103,390 + IVA

**VALLE ROMANO**  
RESORT STYLE LIVING

Premium apartments offering stunning sea and golf views and a range of facilities

*A new point of view*



Prices from €132,500 + IVA

**BENALMADENA**  
HILL VIEWS

## Your port of call

Walking distance to the beach and the famous Puerto de la Duquesa marina



Prices from €142,000 + IVA

**residencial**  
**DUQUESA**

Come and visit our 6 new show flats

Tel (+34) 952 939 460  
[enquiries@bromelyestatesmarbella.com](mailto:enquiries@bromelyestatesmarbella.com)

**Neinor**  
HOME

# INSPIRATION PILATES

STRENGTH | CONTROL | POWER

PILATES FOR  
PREGNANCY

PILATES FOR GOLFERS

REHABILITATION PILATES

**BOOK YOUR SESSION NOW!**

info@inspirationpilates.com

+34 620 583 144

Calle Jacinto Benavente

Las Terrazas de Marbella

Edf. 29, Bl 7, Locale 31. Marbella, Spain

## HAPPY DAYS ARE HERE IN SAN PEDRO

Family fun,  
all year round.  
Happy days!

ASK ABOUT  
FAMILY DISCOUNTS.

### OPENING HOURS

MON-FRI: 4 PM TILL LATE

SAT-SUN: 1 PM TILL LATE

**GREAT FOOD  
ICE SKATING  
& MINI GOLF**

ALL IN ONE PLACE

**THE BEST FAMILY FUN  
YOU'LL HAVE IN SAN PEDRO!**



[www.happydayscostadelsol.com](http://www.happydayscostadelsol.com)

[info@happydayscostadelsol.com](mailto:info@happydayscostadelsol.com)

San Pedro Boulevard (Marbella side),  
San Pedro de Alcántara, Marbella

**+34 693 745 454**

The ideal  
new spot  
for your  
Birthday  
parties!

**...on the  
San Pedro  
Boulevard**



we

TOP 10  
MARKETING  
TIPS

"People who are grateful for what they have, personally and professionally, give off positive vibes which in turn attract more abundance."

# GRATEFUL

# 10

Looking on the bright side will help you to appreciate the progress you have made already and what can be achieved in the future. People who are grateful for what they have, personally and professionally, give off positive vibes which in turn attract more abundance.

It may seem obvious but if you are grateful for the clients you currently have, you'll do a good job and it will lead to more clients. Again a fairly obvious assumption, you should be grateful to your staff and the suppliers who make it possible for you to run your business. Finally, you should also be grateful to your competitors, as they are saving you the job of educating your potential clients about your type of product, so you can concentrate on defining yourself in the market.

We've all heard the saying, "smile and the world smiles with you" and guess what... it's true!

# NEW LAUNCHES

Redline  
since 2004 company  
[redlinecompany.com](http://redlinecompany.com)







Marbella based real estate agent Vega Property Group asked for our help in rebranding the company, which involved creating a brand new corporate identity including a new name lovespain.com and logo. The next step was to develop and programme a super cool bespoke website incorporating a unique map search facility and each page features unique graphics designs specifically for lovespain.com. Social media links, keyword rich web content and blogs, press release production and distribution, videography and media liaison have all been provided so far.

#### Special features

- SEO copywriting services
- Custom website design, development and programming
- Responsive website design
- Digital content marketing
- PR press release distribution and press liaison

# NEW LAUNCHES



Redline understood my brief to create a brand that conveys the company's ethos – a love for Spain. They followed my instructions to the letter with regards to the website design and content to produce a truly unique website. lovespain.com is the perfect mix of modernity, fun and yet extremely professional.

A Aparicio  
Founder of lovespain.com

# Costa del sol living

YOUR KEY TO SPANISH PROPERTY



Redline was contacted by long standing client Developments Worldwide with the brief to help them to launch a new specialised lifestyle and property company, Costa del Sol Living. We created a new corporate identity including a logo which was then incorporated into a landing page and the responsive website; designed, developed, programmed and populated by Redline. As a retainer client, Costa del Sol Living also benefits from ad-hoc online and offline marketing services including copywriting and graphic design of newsletters, flyers, brochures, external branding for their new office and print management etc.

#### Special features

- Bespoke website design, development & programming
- Keyword research in English
- SEO Copywriting services, meta descriptions, meta tags & headings
- Responsive website design
- Digital content marketing
- Graphic design
- Copywriting

# NEW LAUNCHES



“ We have worked with Redline for many years so they were the obvious choice when we needed assistance with the launch of our new company. Line’s team provides all of the necessary marketing activity under one roof and they always deliver good quality work on time. ”

L Preece  
Founder of Costa del Sol Living



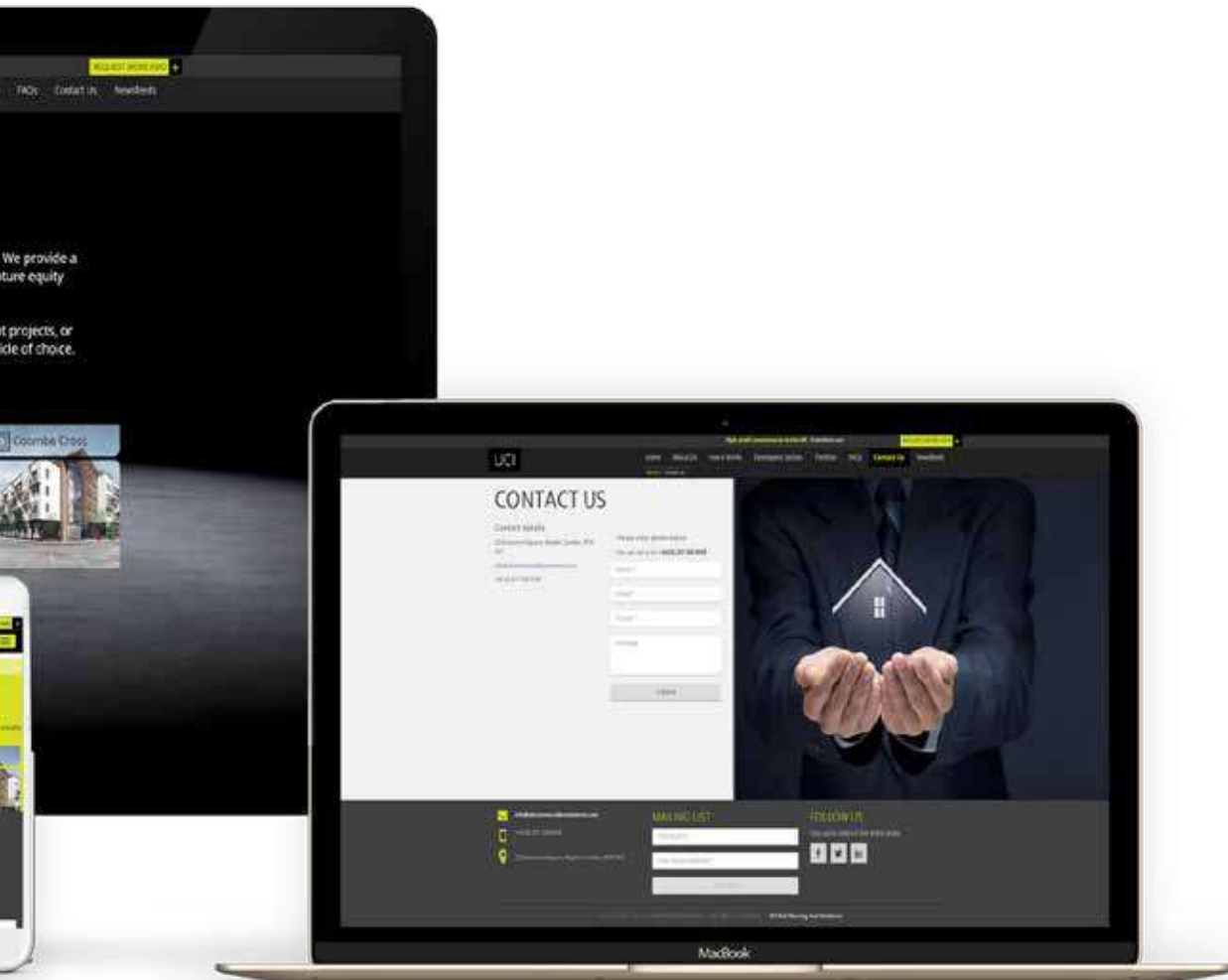
UK Commercial Investments (UCI) contacted Redline for assistance in rebranding a UK based equity investment company. Redline was tasked with creating a corporate identity including a logo and to develop a bespoke website aimed at both property investors and HNWI equity investors. The second stage is to develop a highly sophisticated unique self-certification system. Other activity includes setting up and managing PPC campaigns, copywriting and social media.

[www.ukcommercialinvestments.com](http://www.ukcommercialinvestments.com)

#### Special features

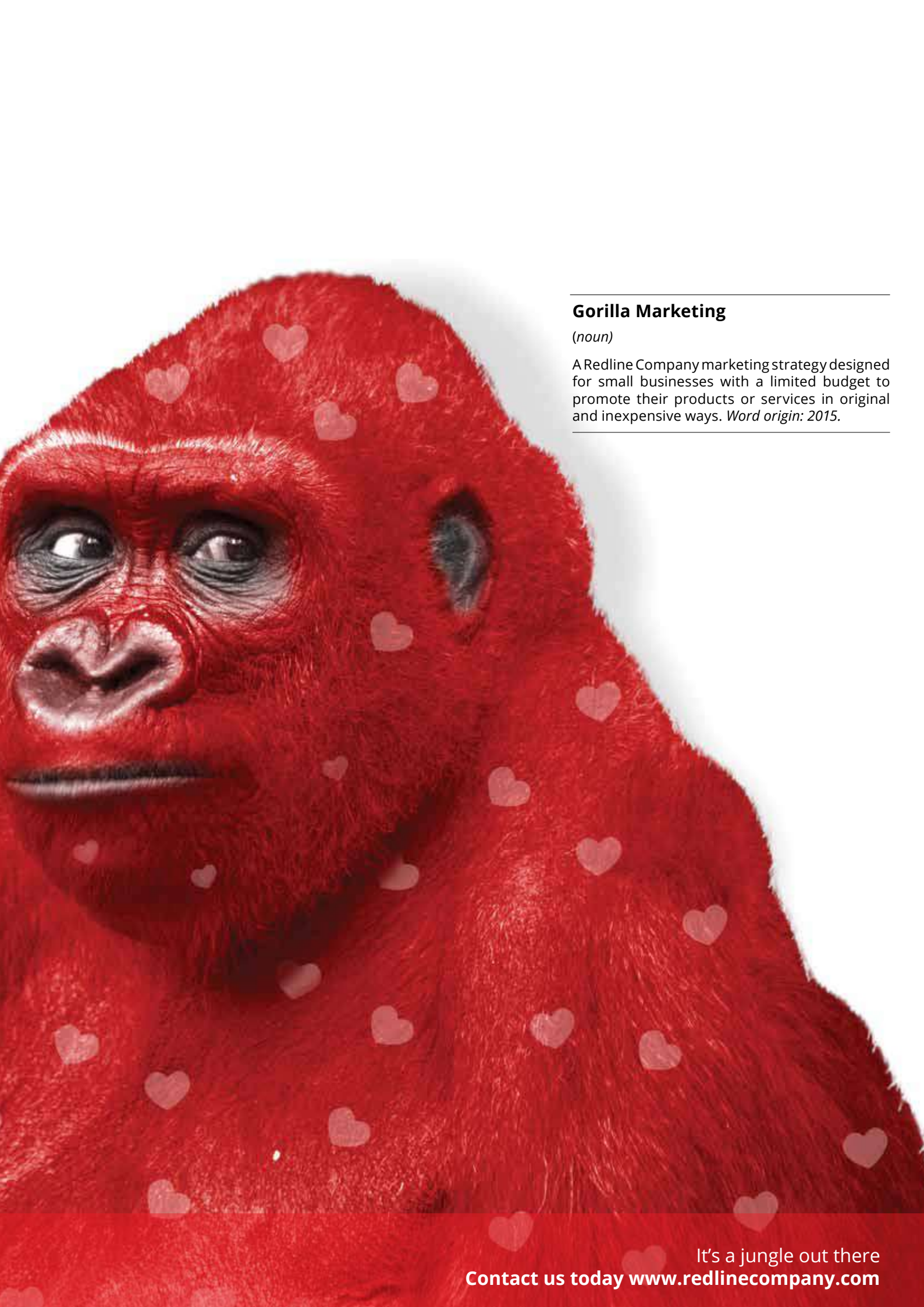
- Bespoke website design
- Website development & programming
- Keyword research in English
- SEO copywriting including meta descriptions, meta tags & headings
- Responsive website design
- Create and manage Google Adwords campaigns
- Copywriting for SEO content articles
- Press release production and distribution

# NEW LAUNCHES



“ I approached Redline to help me rebrand UCI and to create a website befitting my field of operation – matching HNWI investors and property developers. The company has a reputation for delivering high quality innovative work and they didn’t disappoint. I have been impressed by the work they have produced so far and the team’s efficient working practices. ”

G Hardacre  
Founder of UCI



---

## 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.*

---

It's a jungle out there  
Contact us today [www.redlinecompany.com](http://www.redlinecompany.com)