

Redline

MAGAZINE



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CONTENTS

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p/ 03.
    Editor's Words
p/ 04.
    79 minutes of an e-commerce
    website; what to expect
    when you open shop
p/ 06.
    What is dropshipping?
p/ 12.
    Redtalks
p/ 22.
    Lipdubs
p/ 28.
    Client case study; Dr Pietro
    di Mauro
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EDITOR'S WORDS



LINE LYSTER
Director and Founder

Dear Readers,

Redline is already blazing a trail into 2019!

We're storming through this year and we've already launched a brand-new marketing and networking initiative – RedTalks - holding the first in a series of events at the end of January. We've also produced our first LipDub video to Queen's "Don't Stop Me Now"... an appropriate motto for the Redline team this year.

We've welcomed a number of exciting new clients from across a wide range of fields, such as medicine, gastronomy, online dating and a leading international e-cigarette company. We've also said "Hello" to several new interns who have joined us from South Africa, Belgium and Lithuania.

In this issue we show you just how important marketing is to the success of ecommerce businesses and share a case study of Marbella based cosmetic surgeon Dr Pietro di Mauro.

Last but 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 to the next level in 2019. Get in touch and find out how we can help you info@redlinecompany.com Enjoy the read...

Best regards,

Line Lyster Managing Director Redline



79 minutes of an e-commerce website: what to expect when you open shop

By Louise Kirk, Account Manager and Content Queen

Tuesday 8:41am. As I sip my second coffee of the morning, I quickly check the analytics of my client's e- commerce website. My eyes glance to the left of the screen where a bold yellow "1" displays in the "SOLD ITEMS" section. I can't believe it, my eyes are drawn back again as I consider it, not quite believing until I put down my coffee and click on the notification.

It's a sale. I let a smile cross my face. The customer has spent more than 200 euros on designer clothing, the clothing our client sells via his dropshipping website. We set up the shop from the getgo; creating the corporate branding, personality of the brand, plus the design and programming of the web shop. Since the AdWord campaign only went live a couple of weeks ago, a sale is incredibly positive. Dropshipping is a complicated process because you are bidding against the same products offered by competitors. You do not have the control of the products - how they look, the photography to use on your own website, the shipping process... but it is a long-term game and the results can be fantastic. Patience is key.

Leaving my coffee to go cold, I carefully scroll through the analytics. By methodically adding a series of codes when the Pay Per Click campaigns were set up, we can monitor exactly where the sale originated from and that means we can map the successes of every aspect of a campaign. The good news, this sale was the result of our Google Search campaign; the customer has searched for branded clothing online, seen our client's advert, clicked and then progressed to buying a number of different products.

9:02am. As the rest of the Redline team spill into the office and start their own morning routine, I continue to pour through the analytics. We have an AdWords campaign running, positioning our client's products against some realistic competitors, so we're constantly working to improve the adverts that we are running in terms of keywords and products we are pitching. It is working well, traffic is high and the views of the website are up month by month.

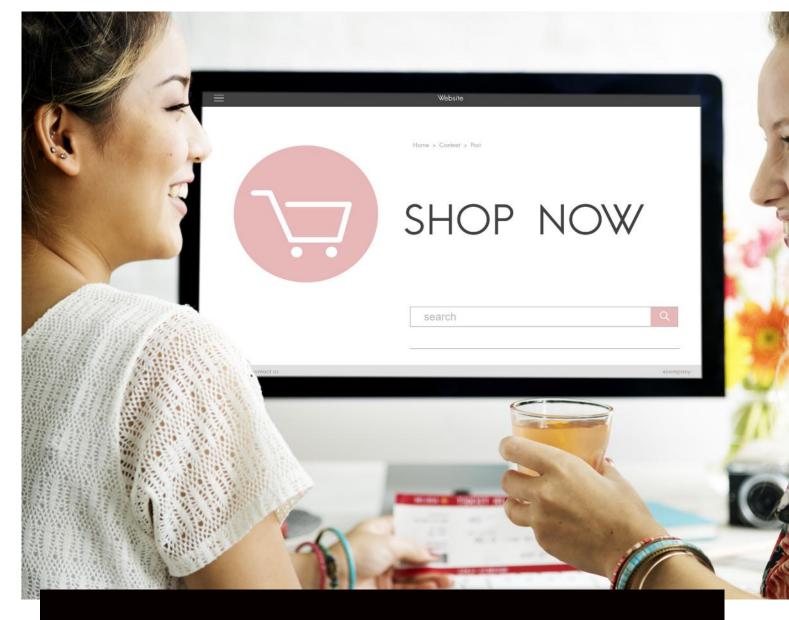


9:31am. The client calls, as we talk about the results, I reiterate that it is important to bear in mind that drop-shipping is a complicated game. Set up costs are typically high and it's essential to implement a marketing campaign so that the products "get out there" on the web. It is VITAL that an investment is made in marketing a web shop, if nobody knows it is there, no one will be able to find it.

9:50am. As my colleague brings me a hot cup of tea, my client concurs that we continue with the AdWord budget and goes with our recommendation of running advertising on Instagram, where we can show off some of the bestselling products; the handbags, the shoes. Coupled with our aggressive social media posts, this is starting to build a healthy following and the brand is gaining visibility.

10:00am. Time for a meeting with my colleague to devise the Instagram advertising strategy. Back to work.

What is dropshipping?



The biggest difference between "dropshipping" and standard online retail, is that with dropshipping, the store doesn't keep the products it sells in stock. Instead, when a store sells a product, it buys it from a third party who then ship it directly to the customer. This means that you, as the store, will never see or handle the product. This method has a number of positives and negatives. Positives include that it is relatively quick and easy to get started as you don't have the added headache of managing stock and shipping. Another benefit is that you can stock a wide range of products. But, dropshipping typically has low margins and you face high competition.

How much budget should I allocate to get my web shop up and running?

Creating and running an online shop costs money, there is no point in beating around the bush with this one. Just like opening a physical store, you will have outgoing costs including buying the web domain, hosting, web health insurance, plus the cost to design and program the shop.

Once you have your new online shop, to forget marketing would be a critical error. It is simply not enough to have a website, you must invest in marketing to gain a brand awareness, to drive traffic and encourage sales. In terms of a budget, allocate at least the same as the cost for the initial set up, if not more.

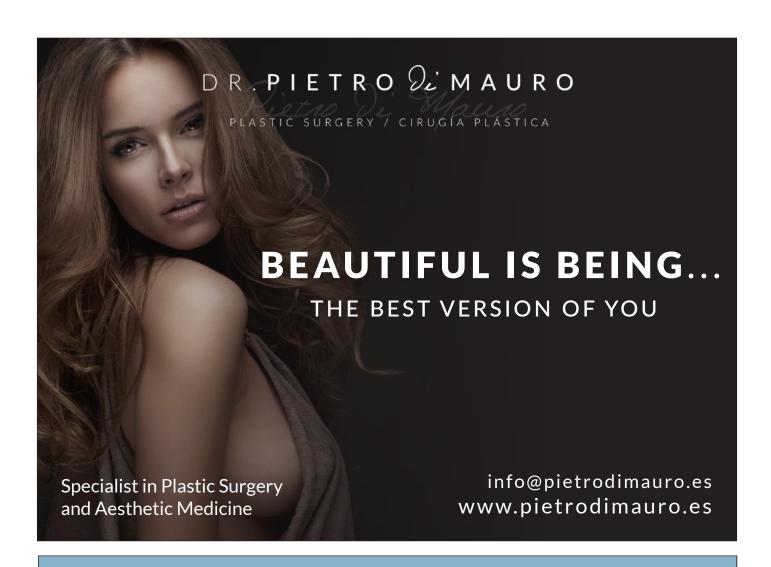


Do I really need to have a social media presence for my business?

Combining social media with web shopping is a match made in heaven and it is an effective strategy for e-commerce businesses. According to a study from Smart Insights, over half of companies using social media marketing find it increases revenue and the sales of their products.

Further to boosting profits, social media allows brands the opportunity to engage with their customers and get feedback on the products. Plus, it's a significant driver of traffic for websites.







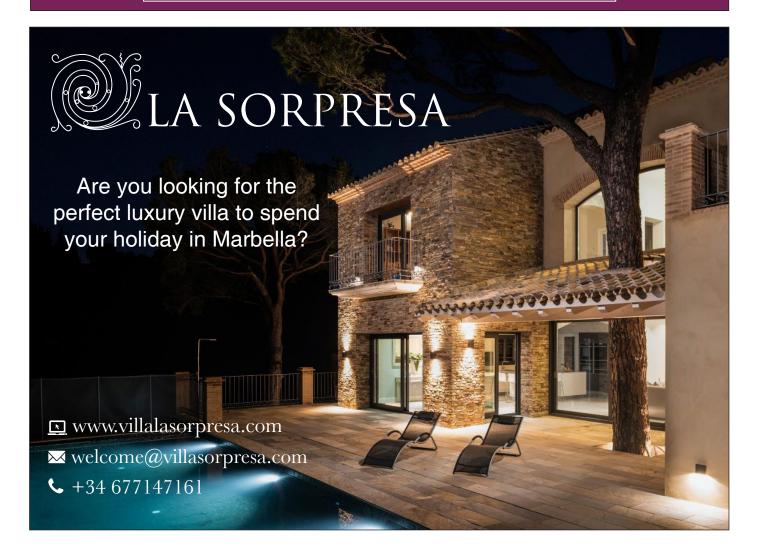
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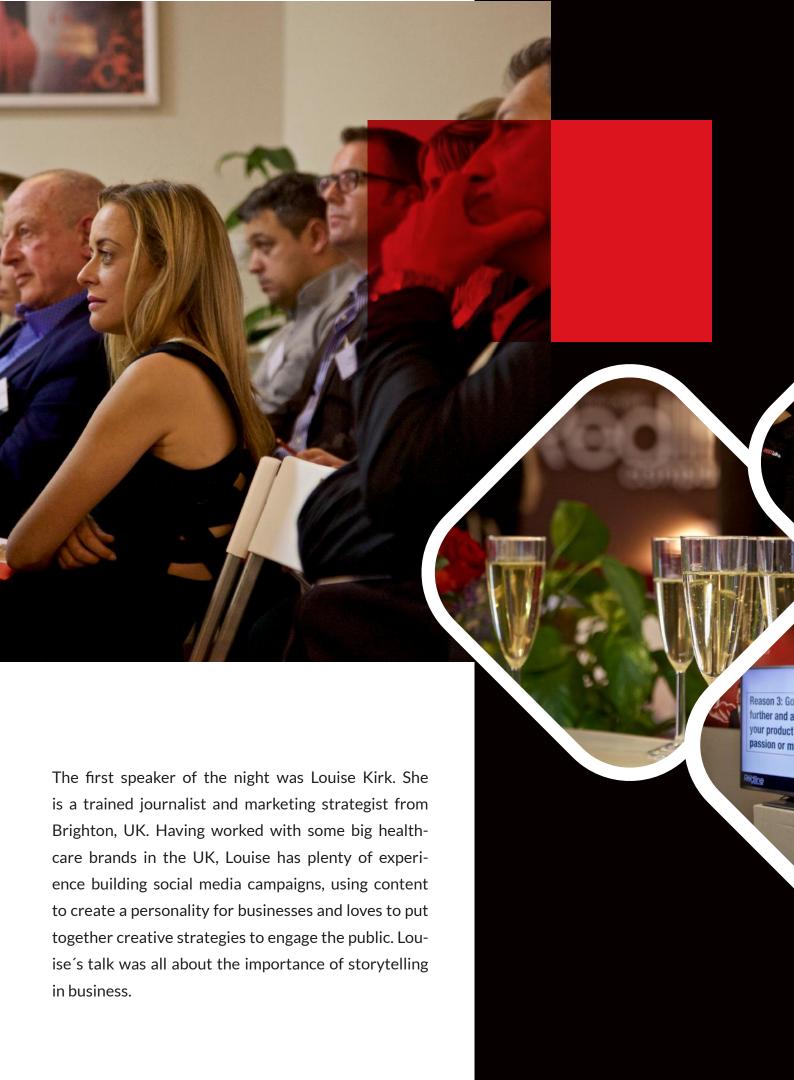


REDTALKS

On 30th January 2019, Redline Company launched the first RedTalks event, to help strengthen the business community on the Costa del Sol by offering valuable marketing advice and holding a networking event.



The evening was a huge success, with a number of local business owners and Managing Directors attending to hear three talks delivered by Redline Staff members and to network with other business owners. RedTalks gave the Redline team the opportunity to help businesses gain knowledge across a range of disciplines and help them tackle issues in order to move forward and grow. Guests enjoyed drinks sponsored by Property Mail magazine.









"3 UNCONVENTIONAL TIPS ON HOW TO TAKE YOUR BUSINESS TO THE NEXT LEVEL"



The last, but not the least, speaker of the night was Lucy Stokes. She is a Digital Marketing SEM & PPC specialist. She loves to combine her passion for creativity with her geeky love of data and analytics and believes that almost every situation in life can be improved with a spreadsheet. Lucy's talk was about how businesses can secure leads.

Owing to the success of the event, Line Lyster, Owner of Redline Company said, "We are so grateful that so many people came to the first of our RedTalks event and we hope it will help to take businesses through the roof and into a successful new year. We intend to hold the next RedTalks event in a couple of months."

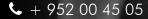


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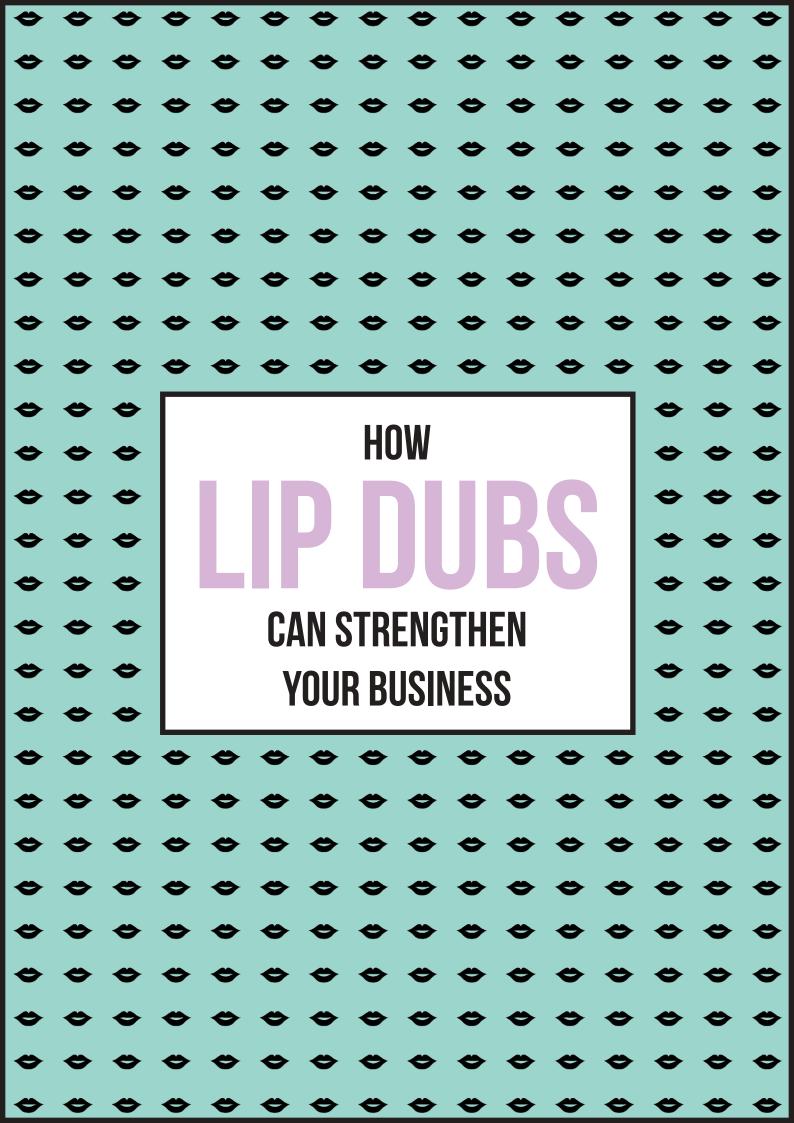


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VIEW THE VIDEO TESTIMONIAL HERE: HTTPS://YOUTU.BE/JCLDH6GKOWG





Lip dubs have become increasingly popular over the past years. First of all, you might ask yourself, what is a lip dub? A lip dub is a music video where someone lip-syncs to a popular song which should be shot in one take and not cut or edited!

So why is this something you should do and how can it help your business?

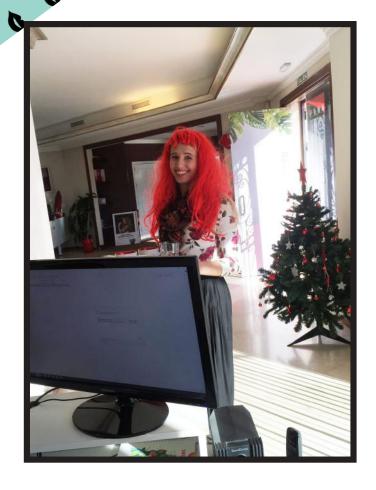
STRENGTHEN YOUR TEAM

A key reason for arranging a lip dub is the fact that it's a great way to develop companionship and to strengthen a team. Every person involved needs to be open-minded, cooperative and engaging. This is a way to feel more comfortable with our colleagues as well as bond on another level other than at lunch-break chats and meetings.



HAVE FUN

Lip dubbing is fun and only your imagination can set limits on the creativity of the project. Choose a song that everyone loves and get moving. Include accessories like balloons, hats and other fun props. Make sure the whole process from start to finish is fun and not a hassle, because if it becomes a chore, nothing good will come of it.





IT'S A GOOD WAY TO PRACTISE PROJECT MANAGEMENT

This project is the perfect way to practise project management skills. There are many things that need to be carefully planned before executing a lip dub, including the music, choreography, timing, purpose, involvement etc. It's a great way to strengthen your business's overall project management, recognise areas where your business excels and where extra support is needed.

OPPORTUNITY TO ACHIEVE 🗢



A lip dub needs a purpose. The fundament of all lip dubs is that they are enjoyable, but what's the actual point of the video? For example, as a business you may want to engage potential clients or employees. When project managing a lip dub it's also smart to set some goals and be clear about what you want to achieve. Should it be used to showcase on social media? Is the intention to take it viral? Alternatively, is it a motivational or teamwork exercise? The opportunities are ten-fold.

OUT OF THE COMFORT-ZONE

Singing and acting in front of a camera is an exercise that is outside of many people's comfort zones. It's very important to remember that this isn't an easy task, it takes patience and practise. People learn from mistakes, so there is no reason to lose motivation over a failed attempt, or 10!

There are many reasons to stage a lip dub with your colleagues. Even though it can be very

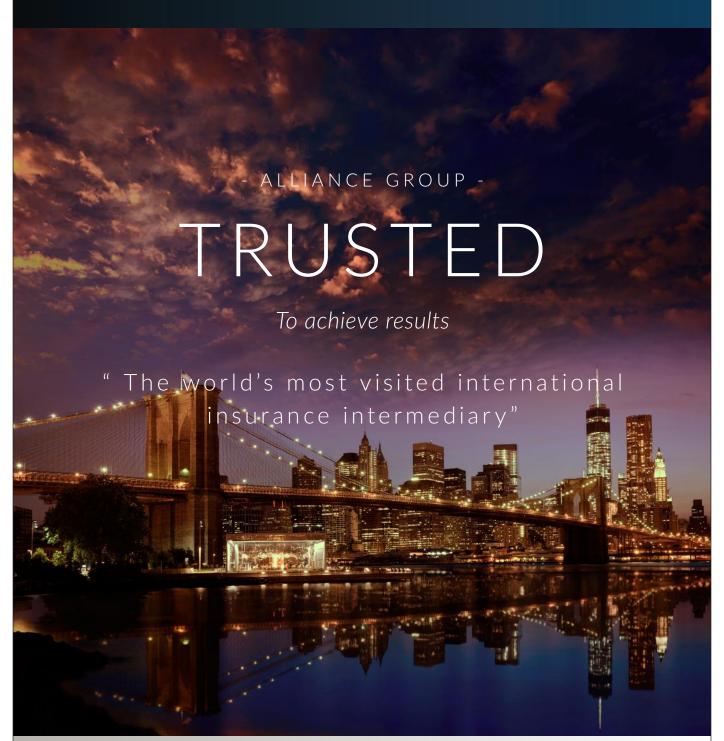
difficult at times, there's lots to organise and it takes a lot of practise, but we can guarantee that the outcome will make it worth it. It's a chance to bond and to show the world what kind of team you are. Remember to have a great time and push through those comfort zones together.











- CONTACT US -

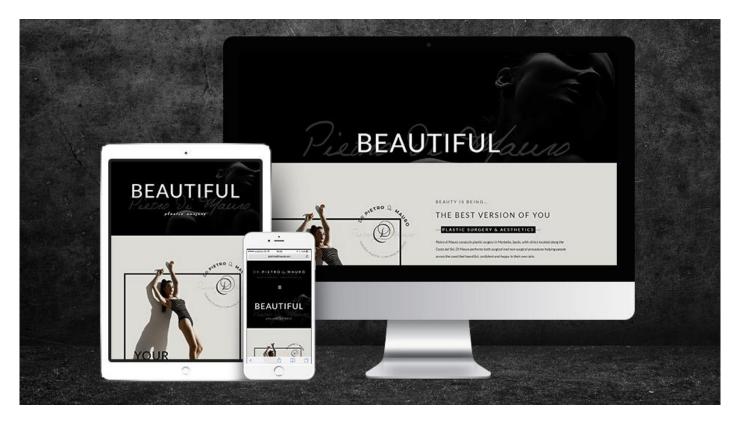
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CLIENT CASE STUDY: DR PIETRO DI MAURO

- · Logo and corporate identity
- Website design, programming and maintenance
- Business cards
- Patient forms and paperwork
- SEO optimisation
- Email marketing
- · Social media; regular posting
- Social media; advertising
- Online marketing campaign; Google AdWords
- Press outreach

Mauro



Dr Pietro di Mauro approached Redline Company in 2017. He was looking to refresh and revive his brand and gain some patients under his own name. Operating in theatres across the Costa del Sol, Dr di Mauro was known for his excellent patient repour and his highly skilled work.

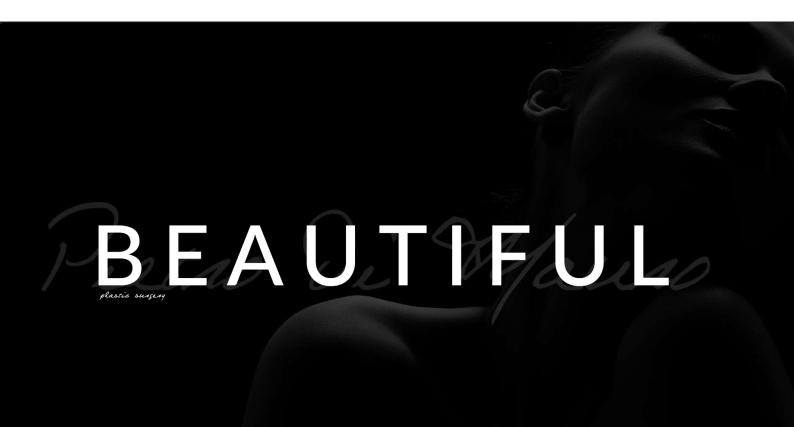
His existing website lacked personality and a strong brand, one that would resonate with women and portray the precision that he carries out on a day to day basis. Starting with the logo, Redline created a classic, bold logo using his name and signature, in contrasting black and white. The new website design was created with a similar idea; we wanted to create the same feeling a woman has flicking through a luxury magazine, drawing the eyes in with beautiful models and sleek banners.





Each of the surgery pages were carefully designed and optimised to work as landing pages so that specific Google AdWord campaigns could be run to gain new leads.

Since the website went live, Redline has continued to run both online and offline marketing activities, such as designing patient check-in forms and designing business cards through to running a high performing AdWord campaign, email marketing, social media activity and continual improvements and optimisation of the website. Redline continues to build on ranking; performing onsite SEO, blog writing, creating backlinks and keeping the Google MyBusiness listing up to date, as some examples.



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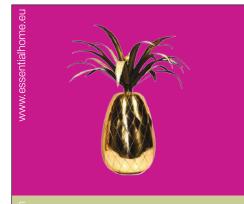
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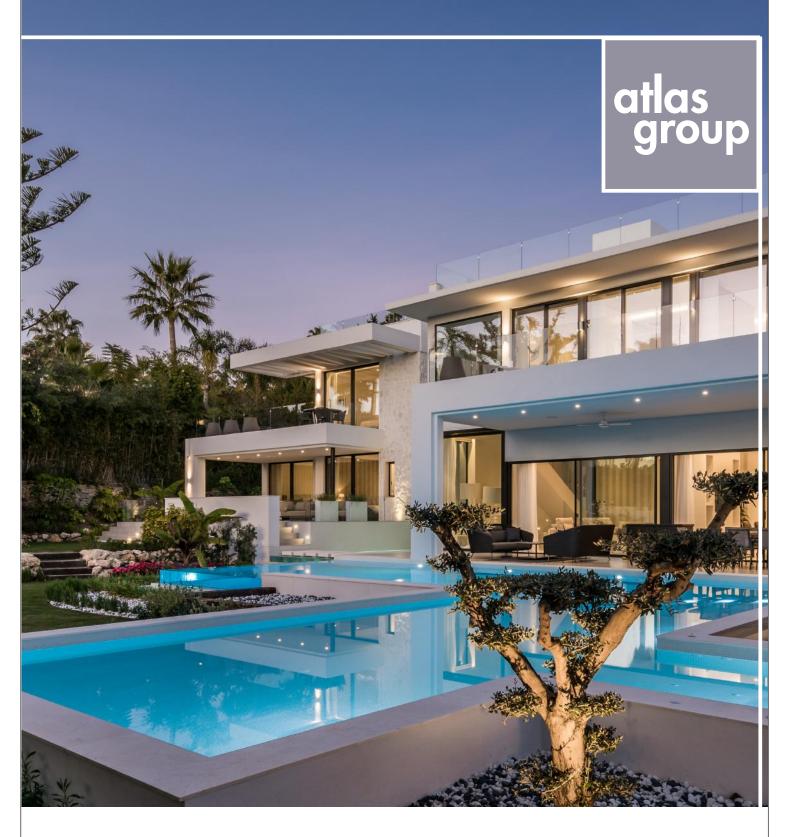






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