

Redline

issue 9 - 2016

company



MAGAZINE



EDITOR'S LETTER

So far, 2016 has been proven to be a hectic year for Redline. To keep abreast of our ever increasing workload, we've welcomed 3 new members to the team: graphic designer Diana Rodriguez – a former intern who just didn't want to leave - and web developers Daniel Skinner and Alberto Gutierrez.

We've also signed up a number of exciting new clients including luxury beauty salon PureSkin Boutique Spa, US investment specialists Prime Asset Investments and bespoke interior design company Femont Galvan to name but a few.

In this issue we conclude our report from the Hero Conference in London, by explaining why it's vital to have a web presence for mobile devices. We introduce Google's new algorithm RankBrain, review the benefits of branding versus lead generation and consider the 'buyer's journey'. We also include a case study of how we have helped PureSkin launch a salon and a brand new website.

That's it for now....enjoy the read!

Best regards

Line Lyster
Managing Director



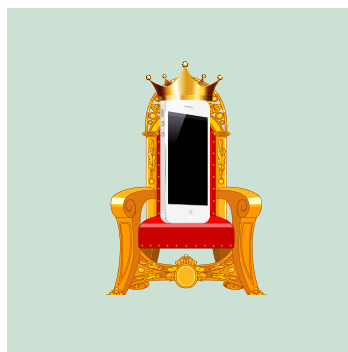
Having fun with the
Redline team...

WHAT'S INSIDE...



RANK BRAIN

pag 10-11

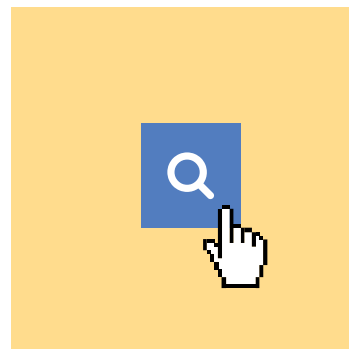


THE BUYER'S JOURNEY

pag 20-24

ONLINE LEAD GENERATION VS. BRANDING

pag 6-7



MOBILE IS KING

pag 12-15



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Online lead generation versus branding



Your team of sales people are hungry for leads that they can convert into sales and commission – as soon as possible. Of course, you as the boss want to see a return on your investment. So you may wonder why your marketing should be focused on branding at all.

It's simple. A brand strategy is the key to setting your company apart, especially in a crowded market place. If done right, it can bring you significant market shares. A brand strategy defines your business, provides consistency, creates trust and adds value to your company.

Your brand strategy makes a clear statement about what your company stands for including the logo, corporate colours, slogan and more importantly the everyday interaction with your market. It applies to everything your company communicates, be it on social media, in a brochure, website, video, advert or any other type of marketing material. Successful branding can often result in consumers willing to pay more for your product just because of the brand it carries.

What is brand strategy?

A brand strategy is by definition a long-term plan for the creation of a successful brand in order to obtain specific goals. Your brand is so much more than your product, logo, website or name. It's a feeling that promises to set your company apart from the rest.

The first step to creating a brand with strong values is to have a defined objective. The purpose of the large well-known brands is clearly defined, think of **IKEA, Apple or Nike.**

What is brand strategy?



The foundation of a brand strategy is consistency, which means that you must clearly define your purpose in all elements of your marketing. Look no further than Coca Cola, for strong branding and consistency. Every element of their marketing has been considered to work harmoniously together, resulting in one of the most recognisable international brands.

So next time you upload a photo on Facebook, before you press "go", make sure the message is consistent with your branding and the values you stand for.





So as you see a brilliant brand strategy can and will directly affect your ability to generate leads.... and the new leads you generate can then go on to convert over and over again.

The key is to make sure your brand strategy is considered carefully and implemented correctly from the start. Once you have your strategy in place you are ready to set up your online lead generation campaigns, making sure to implement the elements of your defined purpose in all elements.

Emotions

Branding is all about emotions. The aim is to manage the emotions of your target when they come in contact with your brand. What they perceive will decide how much they are willing to pay for your products and to what extent they are willing to commit.

Clever brands such as SMART create a complete culture making each owner of a SMART car feel part of a "club". The SMART customers are some of the most loyal customers and more often than not, if they are in the market for a new car they will repeat SMART. Another brilliant example of this is Apple. By creating an emotional connection with their customers, Apple has achieved the near impossible, it has acquired a loyal following. Brand loyalty is the key factor in the company's global success.

Brand loyalty

Once consumers have really connected with your brand, they will go out of their way to recommend your products and tell their friends about it – becoming your brand ambassadors. Your clients will feel the culture that your company has created and identify with its values. If you manage to create a very strong brand loyalty, it can go through generations, resulting in returning customers.

What is online lead generation?

Online lead generation is an internet marketing term that refers to the generation of prospective consumer interest or an inquiry into a business' products or services through the Internet.

https://en.wikipedia.org/wiki/Lead_generation

When we refer to online lead generation, we're usually talking about attracting potential buyers via PPC (Pay per Click) campaigns on Google or social media. Leads can also be generated through organic lead generation by optimising web pages so that they become tools for converting users into leads.

Online lead generation should be the cornerstone of all businesses today. Creating a landing page and a corresponding PPC online advertising campaign is one of the most effective methods of generating leads – when done correctly.

Returns on investment (ROI)

Businesses sometimes say, "Never mind that fluffy stuff, we need leads". They want to jump right into creating PPC lead generating campaigns. The benefit of this approach is that you are able to identify prospects quickly and can provide measurable results.

This is because a PPC campaign allows us to accurately assess your return on investment. Whereas, a branding campaign is so abstract the results are difficult to measure and therefore offer no clear ROI.

But let's think about this for a moment. When running a lead generating campaign, what tools are we using? We are using a landing page, text adverts or display banners. The text on the landing page and downloadable brochures or other marketing materials, is generated to convey a feeling, be it trust, strength or confidence. You need to tap into the right emotion to get them to fill out the form or purchase.

The marketplace is a crowded space so you need a USP (Unique Selling Point) to differentiate yourself. Users have the power to research different companies, so it's important to think about what makes your company different from a competitor offering the same product or service. What makes them stand out from the others? When you do get leads, what is the process to convert them? Do you have a certain timeframe to contact them back in and how do you speak to them?

All of this should be determined by your branding. The aim is to convey your company's unique qualities and to generate loyalty. If you don't have a brand foundation, you may not be able to tempt users to interact with you, which could render lead generation campaigns ineffective.

So you see, when used effectively, the two strategies complement each other. Brand awareness is often necessary for lead generation to be effective, and content used for lead generation can reinforce customers' awareness of your brand. It's a two-way street.

To conclude, a good consistent long term marketing strategy should include both lead generation and branding.



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RankBrain



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What is RankBrain? ▾

RankBrain is a new learning system that will change the organic search engine results arena. It will analyse web pages for relevance and score them between 1 and 10 (1 being worst and 10 being the best). It is very similar to the quality score given to Google Adwords search ads.

How does this affect your business? ▾

This change in Google's Algorithm supports our view on SEO for websites. The content on your sites should be relevant and informative for users. Gone are the days of stuffing your web content full of keywords and back-linking to irrelevant sites. Google wants to show relevant content as the result of all searches, thereby putting the consumer in charge. If you don't follow this practice from the get-go you could lose your website.

Google is rolling out this change and watching what we're searching for. The final D-Day will be in September 2018 – give or take a couple of months.

Strategies to make your website RankBrain proof ▾

1 **Focus** on high CTR (Click Through Rates) from organic search

The more users click through to your site from the SERPs (Search Engine Results Page) and stay on your site the better. This is a signal to Google that your content is relevant to what the user was searching for.

2 **Optimise** your SEO (Search Engine Optimisation) titles and descriptions

We are referring to the title and description that shows in the organic SERPs. See each (meta) title and description as an advert,

an opportunity to attract users to click on your organic listing.

How do you do this? Research has proven that users respond better to emotions. Tapping into their emotions will get the users to react. Combine keywords and emotions and you have a recipe for success.

3 High conversions

Google can see if users are interacting on your page, whether they fill out a form, watch a video, download or share content, bounce rates etc. Therefore the more relevant content you have for the users the more they will engage with it.

4 Increase search volume and CTR with online ads (social and display ads)

The more a user is aware of your product and brand, the more they will search for your site and click through to your website. Therefore running brand campaigns on social media such as Facebook and display ads on Google, the more people will know you and your product exists and then they will search for you.

There are many SEO specialists who will think they can outsmart Google. But we have seen over and over again that Google is smarter and will penalise you heavily for

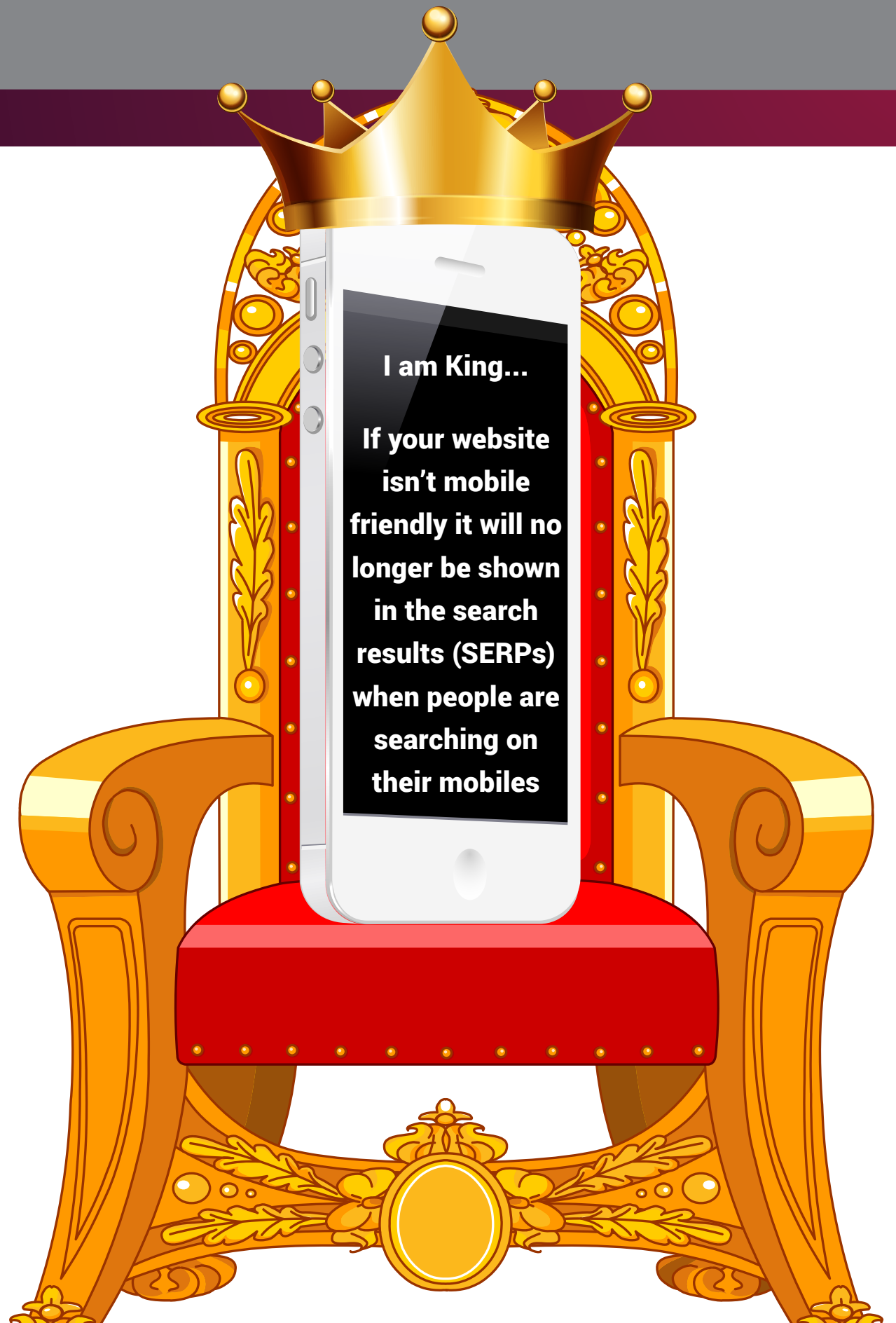
trying to trick them, the worst case scenario being, removing your website from their search engine completely. If you don't exist in Google then you practically don't exist at all.

As Larry Kim from Wordstream says, "A word to the wise: Don't go down this road. **DO NOT try to outsmart RankBrain using bots.**

RankBrain is very strong. Google has been building PPC ad click-fraud detection systems for over 15 years now. You cannot beat a bot at their own game."

Worried about your site not complying with Google and the consequences to your business? **Contact us and we will review your website to make sure you are not affected negatively.**







MOBILE IS KING...

Once upon a time, there was a King called Mobile...

All good fairy tales start like this... but this is not a fairy tale. This is the brutal truth as specified by Google 2016.

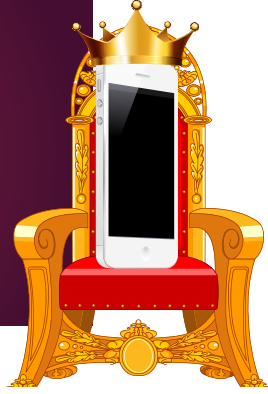
If your website isn't mobile friendly it will no longer be shown in the search engine result pages (SERPs) when people are searching on their mobiles, which equates to approximately 60 per cent of all users, depending on the country and demographics. You simply will not be found.

There is just no way around it any more. In many countries smartphones have overtaken the number of PCs in use.

In the USA 94 per cent of people with smartphones search for local information on their phones, but the strange thing is that 77 per cent of these mobile searches happen either in the home or at work, places where it is likely that there is a desktop computer available.

*stats from developer.google.com

Google's main objective is to optimise the search experience for all users to make sure they find what they are looking for. Since 21st April 2015, Google has used mobile-friendliness as a search ranking signal.



How to make your site mobile friendly

There are various options for making your website mobile friendly: either responsive or by creating a separate mobile site. How you optimise your website for mobile devices will depend largely upon the type of business and the products you sell.

Responsive

For some websites it is enough to use what is called a responsive template that scales and "cleans" the information up for mobiles or iPads. There are many advantages to using a responsive template. One of them is cost - it doesn't have to cost extra as such, if you have included it in the original price of building the website. Of course if your website is old you might have to scrap the complete site, and start from scratch rather than trying to make the old technology become responsive.

The other big advantage is if you update something on your website, the mobile version will automatically update as well. A responsive template takes the main elements of your site, identifies the important information and displays the elements in a user-friendly size for mobile users.

When buying a template for a website that has this automatically done, it is however recommended that you check whether the responsive adjustments are suitable for your business, will serve the right purpose and allow the right call to actions to be set up. If not, you can adjust the look to accommodate it. In general it is an important rule to test and adjust your responsive design regularly to optimise for mobile conversions.

Google actually recommend using a responsive web design as opposed to a special site built only for mobile.

Separate mobile site

Another option is to build a specific mobile version of your site. The biggest advantage here is that you can design the site exclusively thinking about the mobile

user experience – and you don't have to consider the content that is on your desktop site. Of course the downside is that you will have to maintain this mobile site separately, so any updates must be done on both desktop and mobile websites, and there will normally also be an extra hosting cost.

Google has made a tool called the Mobile-Friendly Test Tool to help check if your site is mobile friendly. (<https://www.google.com/webmasters/tools/mobile-friendly/>)

No matter which option you go for, the most important thing when going mobile, is that you consider the following points:

1. **Navigability:** Make it easy for the user to navigate and to do what you want them to do on your site. The colour choice should take into consideration that the user may be outside when looking at their phone. The buttons should be big enough to be clicked on with a finger or the thumb, and the user shouldn't have to load any information such as heavy images that isn't essential for the user experience. Take into consideration the customer's journey – what is it he/she (and your business) want to achieve?
2. **Prioritise:** Mobile sites are all about prioritising. You have a lot less space, so you should only choose to show what is essential. If you have an online shop, it is all about making the process of buying as easy as possible for the user. This is what mobile users care most about.
3. **Conversions:** Make your visitor convert! With the right call to actions you can make sure your user goes through the buying or contact process and converts on your mobile site. For example, if you want the user to call your business, this can be done much easier than on a desktop version as they can simply click call on their phone - if this is set up right – it can lead to more conversions than on the desktop version.


If you are unsure if your website is optimised for mobiles, contact Redline today and we can help you analyse your current site to see if it is up to speed.

And they lived happily ever after...

"Google's main objective is to optimise the search experience for all users to make sure they find what they are looking for. Since 21st April 2015, Google has used mobile-friendliness as a search ranking signal."



The End

A vibrant illustration of tropical foliage and flowers. In the top left, there are large green monstera leaves. Below them, a large red flower with long, thin petals and yellow stamens is in bloom. In the bottom left, a blue flower with yellow centers is partially visible. The background is white, making the colors of the plants stand out.

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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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**"To illustrate
this change we
introduce George
the Gorilla. He is
looking to buy some
bananas."**



THE BUYER'S JOURNEY

What is the buyer's journey?

Modern marketers have learned that the purchase process is a journey, and consumers advance through a process the industry has called 'the buyer's journey.'

The buyer's journey is a framework that acknowledges their progression from the research and decision process ultimately culminating in a purchase.

Transformation of the buyer's journey

The consumer buying journey has been in a state of transformation in the last couple of years due to worldwide smartphone and tablet adoption. Today consumers are choosing and creating their own buyer's journey.

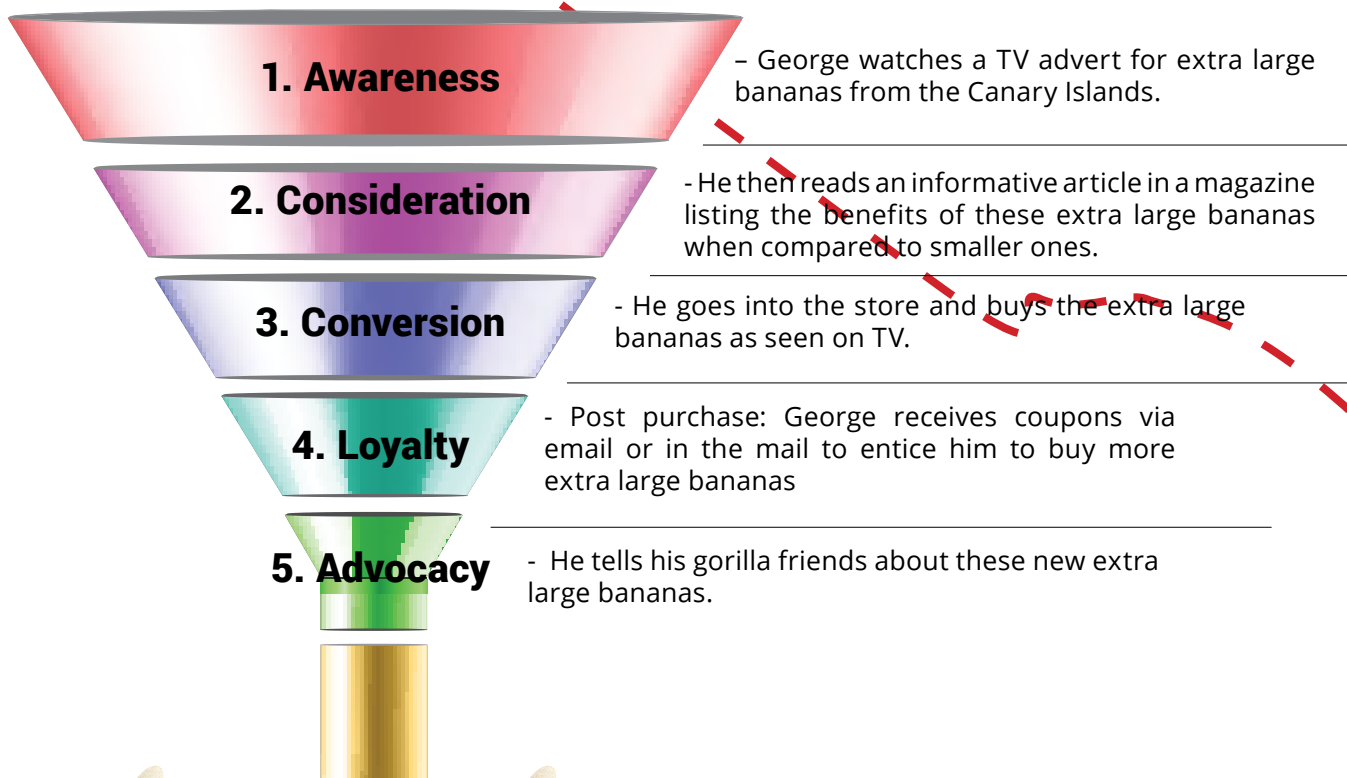
To illustrate this change we introduce George the Gorilla. He is looking to buy some bananas.

**"Today consumers are
choosing and creating
their own buyer's journey."**





Back in the day George's buyer's journey was linear... This was a heavily brand controlled process.



"This was a heavily brand controlled process."

I love bananas...



Today's buyer's journey

Then the internet came into the picture and turned everything upside down. The buyer's journey is now non-linear, more dynamic, personal and chosen by the consumer.

Nowadays, George's buyer's journey might look similar to this:

1. Awareness

George sees a post of a friend with some extra large bananas on his Facebook page on his mobile device.

1.

2.

3.

4. Purchase

Finally, when he is home, he decides to purchase the extra-large bananas on his computer with next day delivery

2. Online research

- He Google's it and clicks on an advert in the SERPs (Search Engine Results Page)
- He reads up on this new extra large banana
- He is remarketed to by the banana website he has just visited
- At lunch time he visits a banana review page

... The journey does not end here. As a client, George starts seeing relevant display ads and newsletters with client specific discounts and promotions etc... to entice him to buy more products. It is worth noting the markets with longer buying cycles will see this the most.

3. Offline awareness

- On his walk home he sees a billboard promoting the extra large bananas





We are able to track the consumer's journey from the beginning, through research, comparisons and right up to the purchase phase. At every different stage we have a chance to entice the consumer to convert.

How does this impact our marketing efforts

From a consumer's point of view this new process is great. You are in charge. However from a business tracking point of view this can prove to be problematic to analyse.

Google Analytics helps in this regard with the USER-ID tracking functionality. This works with a business that requires the user to register and login.

Each user is assigned a unique ID number that is tracked on computers, smartphones and tablets enabling the marketers to follow their various actions.

We are able to track the consumer's journey from the beginning, through research, comparisons and right up to the purchase phase. At every different stage we have a chance to entice the consumer to convert.

Of course, the buyer's journey will differ according to the type of product, available avenues for purchase and target market. If you need assistance in identifying your customers and creating the most effective buying journey options, contact Redline Company.





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NEW LAUNCHES

Testimonial

As an established business owner I am aware that nothing should be left to chance, so I asked Redline to take care of all of the marketing activity required when opening a new spa and launching a new website. The process has been a terrific team effort, with excellent communication. I am delighted with the results and would recommend Redline to any company looking for a professional and creative marketing service.

*Sofia Saide
Founder of PureSkin.*

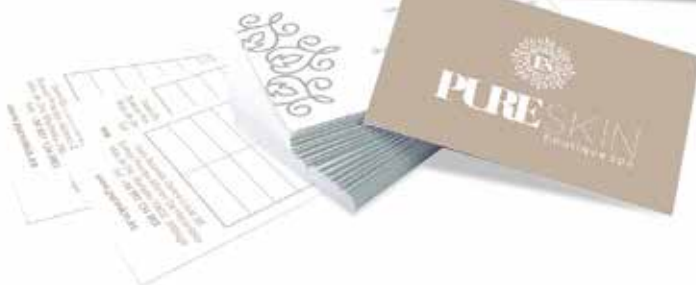


PureSkin has to be one of our favourite projects this year. We were asked to help with the launch of a brand new boutique spa, which included updating the company's corporate identity and creating a new website ...in fact the whole marketing package. Redline worked with the client to produce a clean look, feel and concept, resulting in an elegant logo and simple slogan. We also undertook website design, development, programming, content and SEO keyword research in English and Spanish.

Other graphic elements include the creation of magazine adverts, business cards, a brochure / price list, bags, gift cards and signage. Redline also manage the PR activity including press release creation and distribution, press clippings and press liaison for the launch event.



PURESKIN
boutique spa



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- SEO keyword research
- Marketing strategy (online and offline)
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- Signage

SETBACKS WALKERS





PURESKIN
boutique spa



