

# Redline

M A G A Z I N E



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# LETTER

## *from the Editor*

Dear Readers,

A few months ago, we suggested that businesses were more confident and coming to life. Now as we approach summer, there is a definite buzz in the air, things are really starting to hot up and we don't just mean the weather.

We're seeing more and more old friends return for help with new marketing initiatives and brand- new companies launching with fresh new ideas. It's an exciting time to be the Costa del Sol's favourite marketing company.

Speaking of Redline, in the last issue you were introduced to our latest international interns, so in this issue we thought it would be a nice idea to give you an insight into the Redline Company core team. On page 13 you can find out what makes our team tick and click with each other.

As you know, we like to share our insights and to offer advice that can help you gain a greater understanding of marketing. Read about how your marketing budget will affect the success of your business on page 3.

We also introduce you Andara Villas a highly successful partnership of property developers and high-end real estate agents specialising in the Dutch market on the Costa del Sol. And there is more... we have squeezed in a second case study to present Danish online course provider's new logo and website (page 13).

Last but not least, we've welcomed lots of new clients ranging across many fields, from law to clearance, finance, recruitment, green energy, real estate, software and IT to name a few.

Until next time... enjoy the read, have a great summer and we'll see you on the other side!

Best regards,

*Line Lyster*

Managing Director

### **Redline will be open throughout the summer**

Don't forget Redline will be operating as usual throughout the summer and will be open Monday to Friday normal office hours. If you would like marketing assistance, get in touch online, by phone or by WhatsApp. We'll be here!

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# How your *marketing budget* affects the **SUCCESS** of your business

A good marketing plan can either make or break a business. Not convinced? Well, you might be more receptive to this fact if you knew that more than 90% of small businesses fail within the first three years of launch.

According to Forbes Coaches Council member, Chris McIntire, a 22-year study into entrepreneurial success rates in Texas (USA) found that the unsuccessful businesses managed to hang on for just under 3 years before closing. These figures are also representative of the rest of the US and Europe.

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## PLAN, INVEST AND IMPROVE

So, the big question is...what can you do to make sure your business does not fail and become just another statistic.

We're all familiar with Benjamin Franklin's wise words, "By failing to prepare, you are preparing to fail" and it couldn't be more appropriate. The solution is forward planning, marketing and intelligent budget allocation.



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## SET YOUR MARKETING BUDGET

The size of your marketing budget will depend upon your goals and also the amount of money you have to spend. However, as a rule of thumb, when starting a new business, you should expect to allocate between 12-20% of your gross estimated revenue for marketing, as you need to establish the brand and also work towards gaining loyalty.

Whereas a more established company would expect to spend between 6-12% of gross revenue. Marketing is still needed but may not be such a hard push, as your target market most likely already know your brand and loyalty has been established.

### 5 STEPS FOR CALCULATING YOUR MARKETING BUDGET

- Calculate revenue (gross and estimated revenue).
- Company size.
- New – 1-5 years or 5+ years with brand equity and market share.
- New companies – between 12-20% of gross revenue.
- Established companies – between 6-12% of gross revenue.

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## SET MARKETING GOALS

No matter the size or type of business, it is important to plan ahead and to set goals. This is crucial to the success of your marketing and subsequently your business. By the end of 2021, you should already be drilling down on your long-term strategy for 2022. To a large extent, the size of your budget will determine your strategy and the channels used.



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## CREATE A LONG-TERM MARKETING PLAN

Now you have your budget and you have set your goals you need to consider your target market. You need to understand the buyers' journey. You need to understand how will your marketing activity will reach potential clients and how it will affect their perception of your company. In other words, how will your marketing drive them from first discovery through to becoming loyal to your brand.

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## RETURNS ON INVESTMENT (ROI)

Working within the confines of a relatively small budget requires a savvy marketing plan, as you need to put your money where it will work most effectively. Choose the activities that will provide the best ROI, which could be SEO, PPC, your website, email marketing, social media etc. Don't worry there is an accepted guideline of the ratios for marketing budget allocation: 70/20/10.

70% - proven strategies

20% - new strategies to help business grow

10% - emerging and experimental strategies

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## CALCULATING ROI

To measure the effectiveness of each channel, the first step is to estimate costs and ROI. This calculation must include all costs, including professional marketing fees, third party costs and marketing channels that haven't converted (delivered any results).

Industry benchmarks can be used to estimate the ROI, for example, Google Ads on mobile search is around 3.48% across all industries (2018). Obviously, this varies depending upon the nature of a business, but it provides a useful benchmark.

Here is an example of how you may want to split your budget based on the 70/20/10 calculation:

- You have a fully functioning website but would like to improve the quality of the leads, so you increase your conversions (make more sales).
- 5,000€ monthly budget.
- Proposed activity:
  - 3,500€ PPC
  - 1,000€ Conversion rate optimisation (improving the site for a better conversion)
  - 500€ SEO to improve ranking



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## KPI - REPORTING

Once you have implemented your marketing strategy, it is essential to track the activity and this is done using Key Performance Indicators, such as increase in revenue, higher spend, lower cost per lead, higher ranking or increase in unique visitors to your website, to name a few.

Of course, this is just the tip of the iceberg, every business is different and every marketing plan and budget must be tailor made to suit specific requirements. The takeaway has to be, if you believe in your business, you need to invest in your marketing.





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A close-up portrait of a woman with long, wavy brown hair, looking directly at the camera. She has her hand resting under her chin. She is wearing a white off-the-shoulder top. The background is a textured grey.

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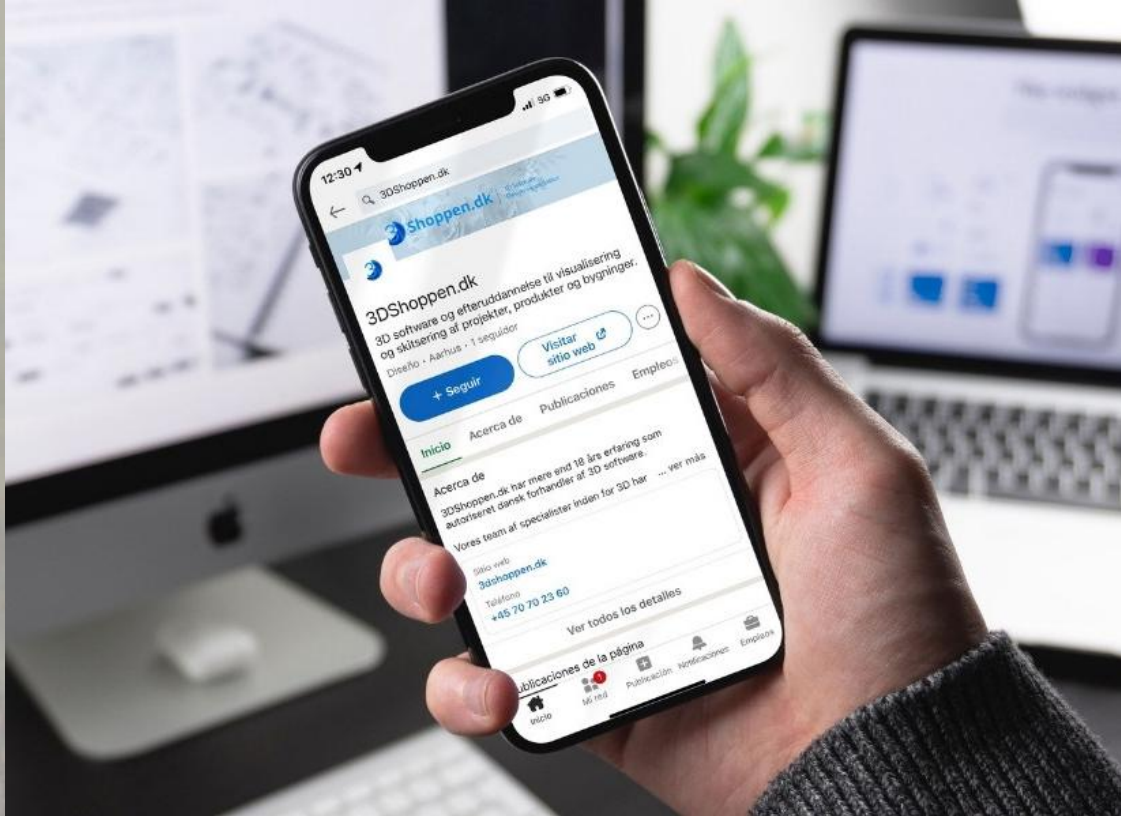
# A CASE STUDY:

## 3Dshoppen.dk

3dshoppen.dk is a subbrand of FutureCompany A/S and has 18 years of experience in sales and consulting across a range of 3D software. This Danish software and online course provider required a web shop that would reflect the company's products and improve the user experience. The first step was to create a logo to be carried through in all subsequent marketing material.







## OUR ACTIONS

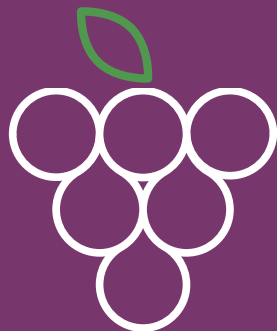
- Project management
- Brand creation
- Graphic design: logo design, website design
- Website design & development: designed and programmed an online web shop.



It's always a pleasure to work with skilled, committed people who know their stuff. This is how I experience Redline Company. Digital marketing fills a large part of our marketing work. Therefore, it is crucial to have a partner who not only performs the task but also advises, spars and is not afraid to challenge us on old habits.

Redline has solved tasks for our two brands in Denmark: 3Dshopp.dk and FutureCompany.dk within SoMe advertising, Google Ads, new website and optimization of existing and graphic material. It's no problem that we're in Denmark and Redline is in Spain. Communication often takes place several times a day. Line and her team are always professional, helpful and serious in their work. I can only recommend Redline to others!





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# THE STRENGTH BEHIND REDLINE COMPANY

As usual, the last couple of months have flown by again, but no matter how hectic it gets our team gets us through. Since the beginning, Redline's the secret of Redline's strength and success with our international team from all over the world.

In the last issue we met the interns, but what about our beloved team?

Of course, we know them for their expertise in marketing, graphic design, copywriting and much more, but what are they like besides these skills? What do they like? What do they fear? And what advice do they have in store for us?

We are always talking about our varied clientele located here in Spain, the EU, UK and even as far as Asia. However, we should also explain that this is only possible due to our diverse multilingual team. Allowing us to find common ground and a greater understanding....and often can speak to them in their own language!

Redline has been around for over 18 years, so it is time to dedicate some pages to Redline's greatest asset, the team.









# GET TO KNOW LINE

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Line Lyster, the owner of Redline Company, is originally from Denmark. She has been in Spain for over 20 years and in her view, it is the 'best place ever'. This is really saying something because she has lived in Argentina, Turkey and worked on many cruise ships. She's been all around the world and still she ranks Spain as the best. She explains, "It's international but not a big city with a lot of dust". Nothing makes her happier than the diversity, the palm trees and of course the sun!



Three words to describe Line would be everything is possible. "I hate it when people say it isn't possible. Everything is possible. There will always be a way".

Speaking of possible, if Line could pick up a new skill an instant, she would want to be an interior designer. Who would have thought! The reason? "It's very important to have good energy at where you live".



Line has already travelled a lot, but if she could go anywhere, it would be to French Polynesia or to the Easter Island to see the big heads. "It is on my bucket list. I normally always do what's on my bucket list". But to travel, you first have to work hard. What motivates Line to work hard? "It's the creation of stuff that I like. I like to create. It's never about money or prestige, in my head it's always about creating".

## Easter Island



## Casual Camping Cava



When she finally has a day off, she loves to go camping with her family. Line also loves a good road trip or a cruise is even better, but nothing beats camping. This year the team even got her camping proof cava glasses for her birthday. Now she can combine her two favourite things!

“Everything is possible.  
There will always be a way”

Luckily, Line doesn't miss her favourite things from Denmark. She can eat rye bread in Spain every day. "This is very important to me. If I don't have my rye bread, I get a little bit angry".

## Best thing from Denmark





# EVERYTHING WE WANT TO KNOW ABOUT **LORNA...**

Lorna is our copywriting superstar and project manager from England. She has a degree in Footwear and Accessories design and Marketing from Cordwainers College and City University, London. In June she will be with Redline for 10 years.



## **Black Cats... Books, Beach and a Boozy Lunch**

When Lorna has a day off, she loves to go to the beach to relax with a book followed by a long boozy lunch. She also has two cute black rescue cats Apollo and Artemis (Yes, she holidayed in Greece the year she adopted them!) that have taken over her house.



## **Me? A multi- million-lottery winner?**

Don't you dare to wake Lorna up from here beachy dreams. The only reason and way there is to wake her up is to tell her she is a 'multi-million-euro lottery winner.

**The best way to start a day?**

**'ALIVE!'**



## — OMG! You should try this

When you ask people what they think everyone should do at least once in their life, you expect an answer like bungee jumping, travel to a faraway land or make a helicopter tour... But this is not the answer Lorna gave. According to her everyone should at least once in a lifetime try to make a difference. Do something nice without expecting anything in return.



## — Can't wait...!

The next couple of months Lorna is looking forward to the holidays. What she will definitely be packing? Apart from the obvious excessive selection of sandals, she will be taking her credit card! This is an essential luxury that she would definitely find it hard to live without. In another life she would have been an incredible personal shopper...



## — Best thing from England

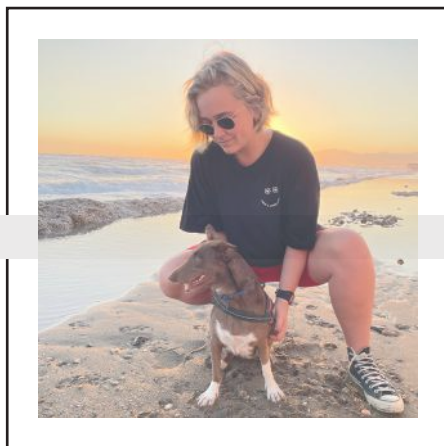
England, the country of Roast Beef, the Royal Family and the Rolling Stones. What Lorna loves most about England? "Sarcasm... and the weather".



## — Guilty pleasures

As an accessory designer, Lorna makes no secret of her love of high-quality footwear and bags and can find a million and one reasons to justify why she must have them...



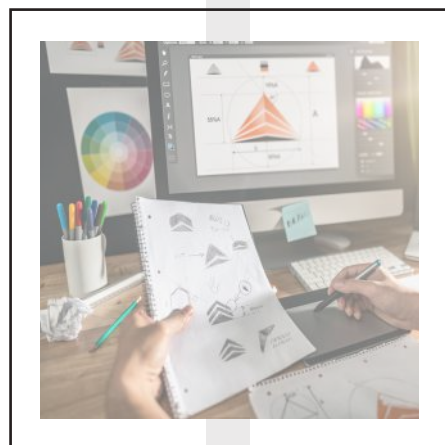


## MEET BRITT

Britt is Redline's graphic designer. She moved to Spain when she was 5 years old and she always had a big love for creating anything artistic. "When it comes to art, I can start at 9AM and still be working at 1AM."

When Britt has a day off, she loves to spend it with her dog. "I adopted her from an animal shelter where I was working. She came in with two broken legs and was super unhealthy. It was a long process but she is now a healthy dog and so happy to have a loving home. It's the purest kind of love!" Of course, she also loves seeing her friends or go to the movies. "I'm quiet of a cinema freak, I can tell you any movie from A to Z".

As already mentioned, Britt loves graphic design. At a quite young age she realised that this is what she likes to do and she's always improving. "I would say, I was lucky to find what I like and I'm good at so quickly. And my goal is to always improve, because I think as a creative person you never stop learning". Another detail about Britt is that she has a huge collection of minerals!



'I really  
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on the  
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When it  
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Crocs. "T  
man!"







### Guilty pleasure

I like being on my own. Because I'm anti-social or shy, but sometimes when I'm alone my brain is so full of thoughts and noise. I'll just put on the TV and start drawing. It's my moment of relaxing. When it comes to materialistic things like phone cases and shoes. They're so comfortable



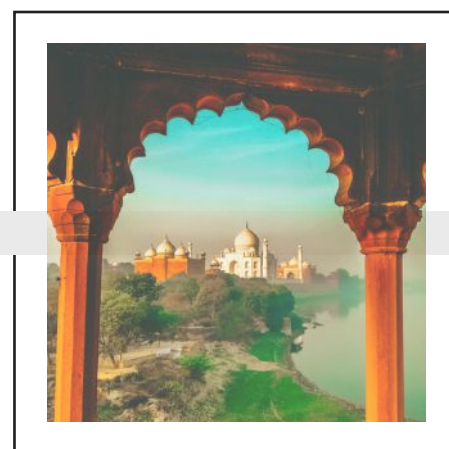
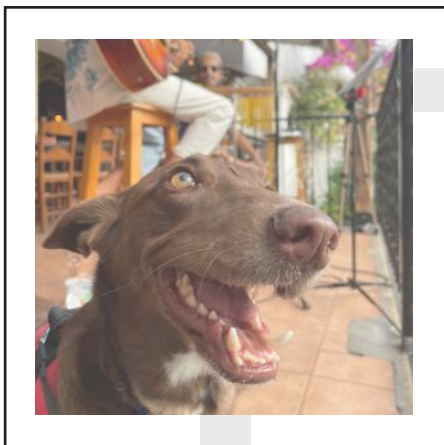
### WARNING

If Britt had a warning label it would say: Extremely honest. 'I think it's a good thing and a bad thing. Sometimes people don't like to hear the truth and on the other hand I prefer to say what I think, because when I say something positive, you'll know that I mean it'.



### Best Dutch Thing

According to Britt the best thing from the Netherlands is the openminded spirit. "I miss that in Spain. I think the Dutch are more open to different cultures and more welcoming".

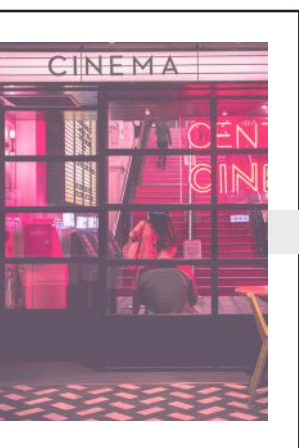


Everyone has some good advice, so let's hear Britt's!

"Even when you don't have people around you who believe in you, if you feel you can get more out of life or you can be better, do it. Sometimes people around you don't want you to succeed. They prefer you to be less than them, because they'll feel better about themselves. If you feel it's for you, do it".

“If you feel  
it's for you,  
do it”

The most interesting place Britt has ever visited is India. "My dad was a pilot instructor and he had two Indian students who passed. In their culture when you pass, you're really grateful to the teacher. So, we were invited to India and they treated us like royals. And my dad was so confused, the students passed because he was doing his job. India was so different, people are extremely rich or extremely poor, there is no 'normal' society. I would recommend India to anyone who is used to European culture just to see what's out there apart from our standards".



# ABOUT VICTORIA

The online superhero of the team is Victoria. She's from England and moved to Spain when she was 8 years old. She grew up in a small village in inland Málaga. After high school she studied Marketing and Market research and since 2016 she's been working in Marbella.



Depending on the season Victoria loves to spend a day off at the beach with friends. In the winter she's not sure what to do but spending the day with friends is always good.

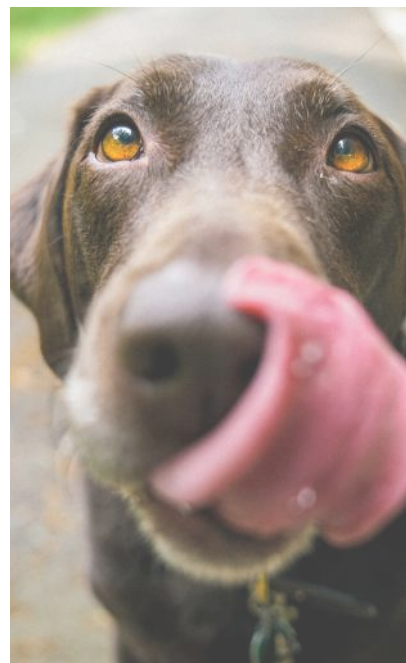
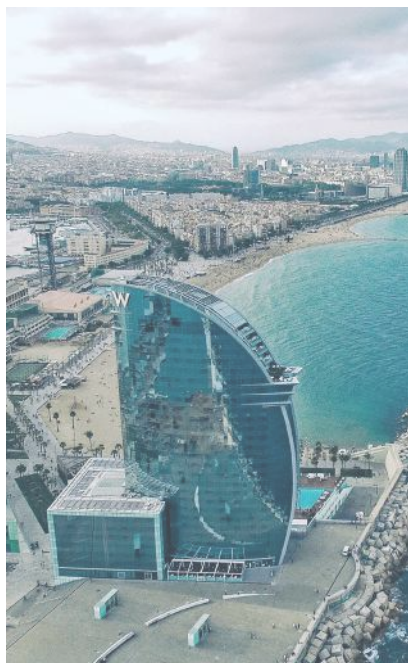
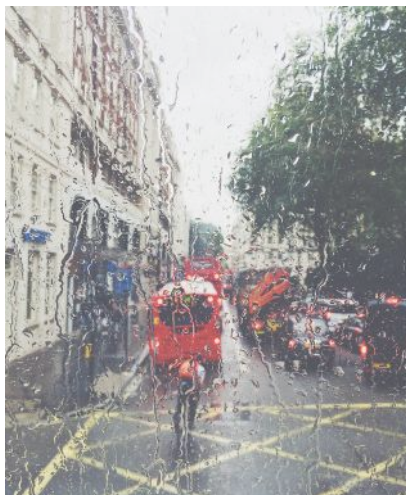
She also loves to dance, "I have been dancing my whole life. I did Flamenco when I was in school, and now I have moved on to Zumba".





How to relax after a long day of work?  
“Normally I don’t really relax, but if I do, I just watch TV”.

Even though Victoria is from England herself, there’s not much she really likes about the country. “The best thing from England... ask Lorna, the weather certainly not! Maybe the history, the historic cities, but apart from that... I am not that keen on the food either”.



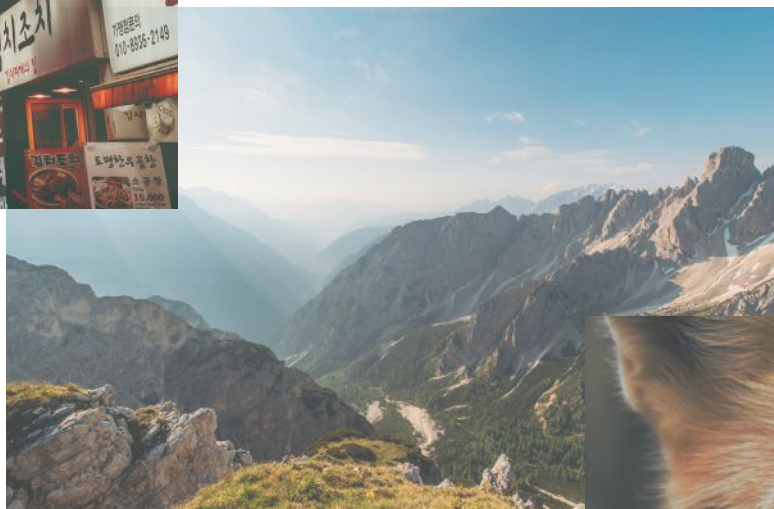
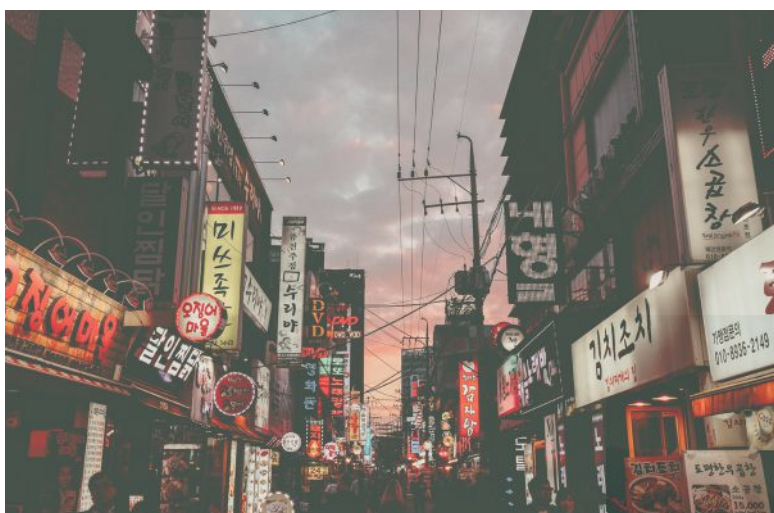
#### Would to live in which city?

It doesn't really matter to Victoria in which city she lives as long as it has a beach or easy excess to the sea. "I don't think I would move out of Spain, maybe Australia".

#### Looking forward to...

Going on holiday. But I'm not going anywhere, because I'm moving. Oh, and festivals!!

#### Favourite animal



# FIND OUT ABOUT ALEXA

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**A**lexa is a 26 years old developer from Russia. She has lived in Spain for almost 6 years now. "When I finished high school I went to South Korea, where I lived for 10 months, studying the Korean language". Alexa didn't know what profession she wanted to enter, but then she met her future husband who is also a programmer. "I decided it looked interesting and I started to learn different things. Everything I know, I basically learned at home". How impressive! "Same with Spanish by the way".

When Alexa has a day off she loves to sleep in. 'I need 10, maybe 12 hours of good sleep'. However, when it comes to mountains she can wake up as early as needed. 'I love mountains, even it's quite difficult to hike. In this case I can wake up very early and go there with my friends'.



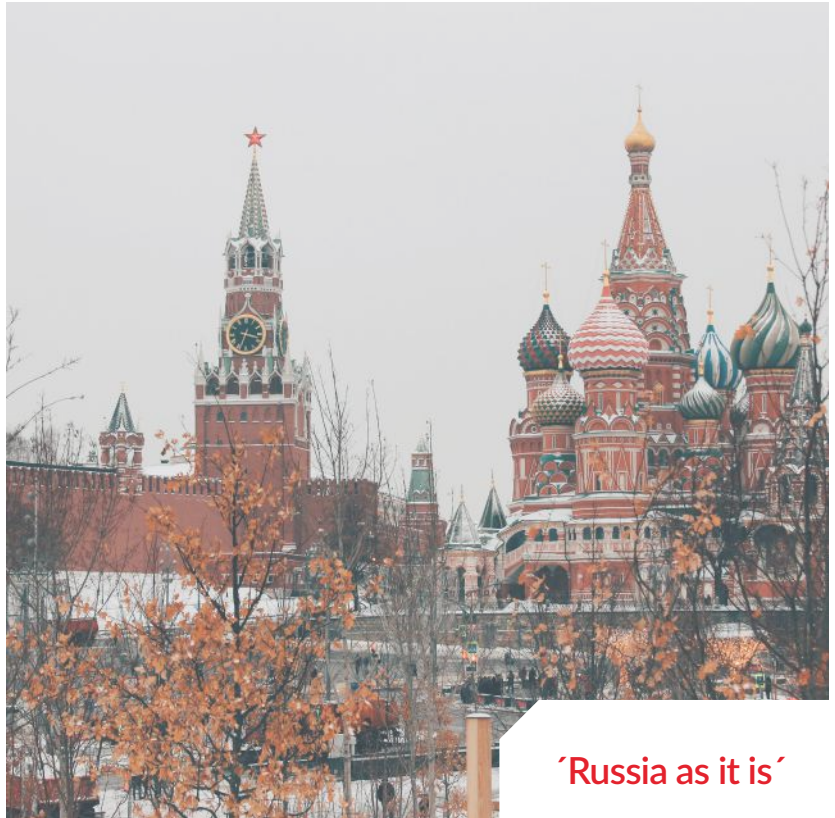
# “Think. Turn on your head”

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## Use your head

The best advice Alexa could give someone? “Think. This is what my husband used to tell me when I started to do something bad or have a lot of doubts. He always said: ‘Turn on your head’. So, when I have any doubts and don’t know what to do I like to use some kind of meditation. Just sit down with a piece of paper and think. Make some questions for myself and answer them. That really helps”.



## ‘Russia as it is’

### From Moscow to Madrid

“I’d like to visit my family, because I haven’t visited them for three years and I really miss them. All my family is still in Moscow. I’m here with my husband and my mother-in-law. I’m also planning to go to Madrid. We’re going to visit my grandmother, she’s 85 and lives there alone. I also have some friends there, so I’m going to visit them as well”.

### ‘Foxy’

When I came to Spain, I had red long hair. A lot of my friends, and my husband, started to call me Foxy. I’ve changed my style a lot since and still people call me Foxy. Then I started to collect everything related to this animal. I even have two onesies of two different foxes!

The best thing from Russia according to Alexa is just Russia as it is. ‘I think every country has its good and bad things. And lots of people’s opinions are made of all these spectres or experiences that you’ve seen or heard. The same I could say about Spain or Korea. I miss Russia and Korea a lot, I love my country and I would love to go there again. But I cannot find only one thing to find the best.



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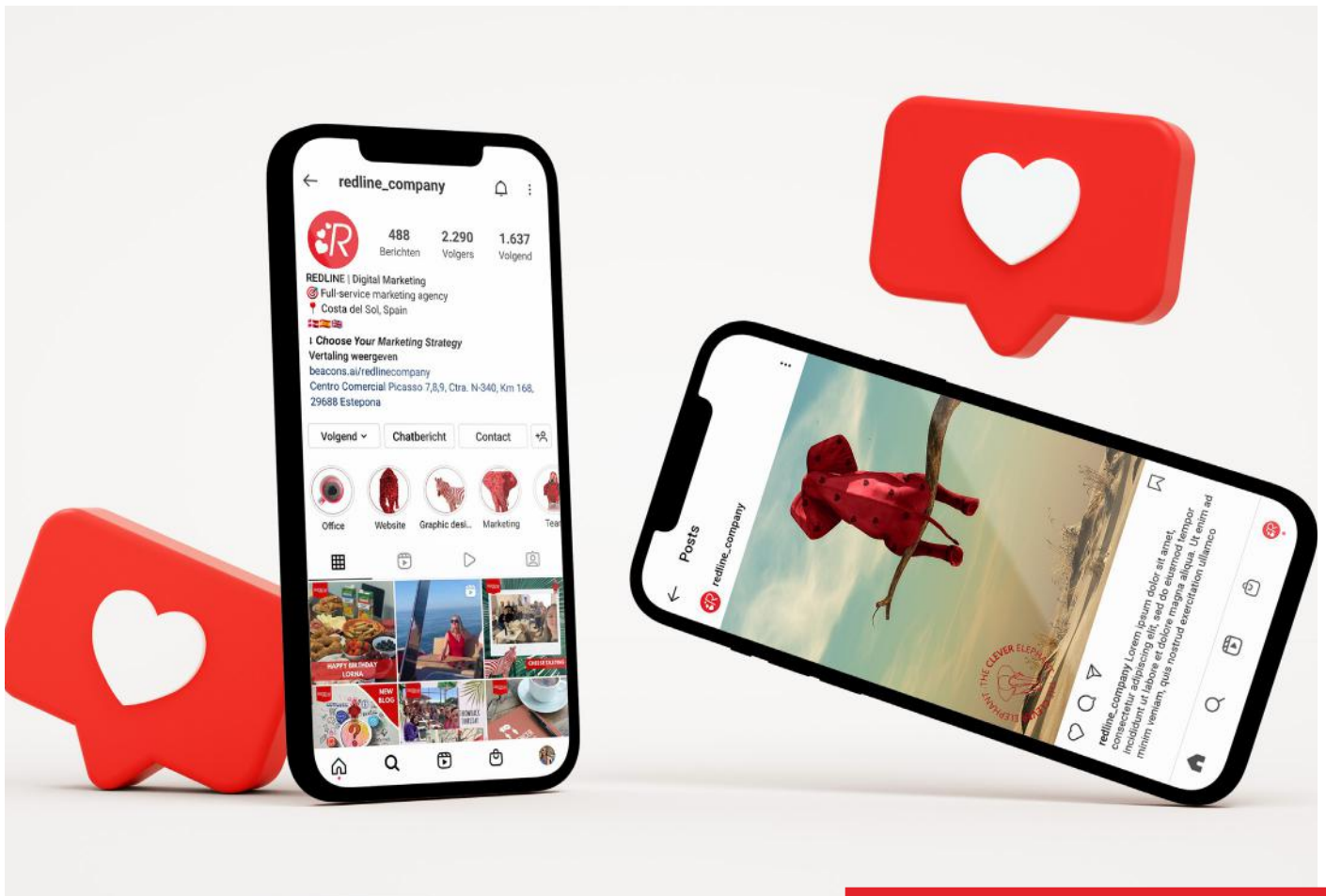
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**CHECK THIS OUT!**

We have started a new series on our Instagram!

The CleverElephant philosophy helps us all to stop, think and reflect for a second .... to prevent us running around like headless chickens through our life and business.

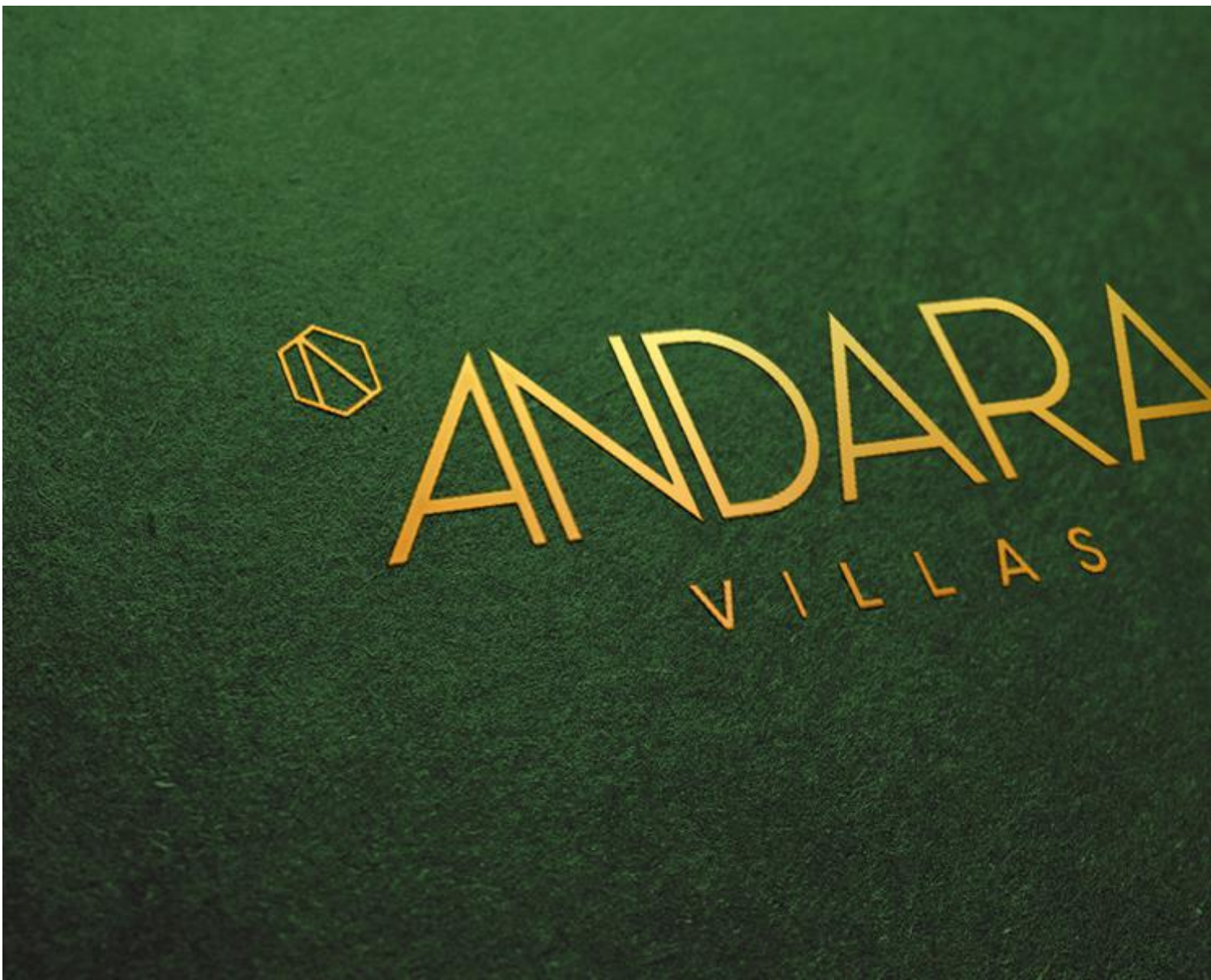
An elephant never forgets, never rushes in and its opinion carries a lot of weight!

Check out the CleverElephant every month on @redline\_company



 @redline\_company





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# A CASE STUDY:

## Andara Villas

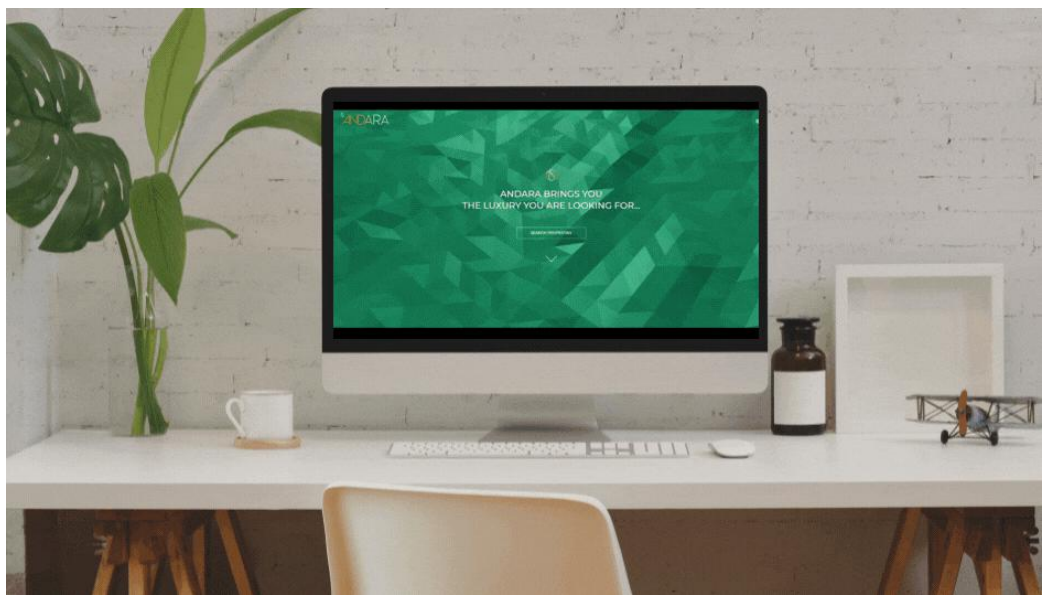
Andara Villas is a premium real estate development company founded in 1996 by Eric Muller & Paula Tempelaar from the Netherlands. They fell into developing property by chance, having arrived in Spain with four children but couldn't find a suitable family home. So, they decided to buy a plot and develop their own dream home.

At the time they had no idea that they would sell this property or that it would become the first of many development projects to win an International Property Award for 'Best Villa in Spain'.



## ABOUT ANDARA VILLAS

Andara Villas asked Redline to create the corporate branding for a new luxury property venture. Once the logo was designed, the web design and development was undertaken including keyword rich original content. Redline is also responsible for creating and implementing a social media strategy, providing all content including text and graphic design. Professional photographs were also taken by Redline to be used on the website and in other marketing materials.



## OUR ACTIONS

- Brand creation: design logo
- Graphic design: website, logo, social media content
- Design & develop new website
- SEO: Keyword research, keyword rich text, meta descriptions
- Search Engine Marketing: Set up campaigns
- Copywriting: Original web text, social media content
- Photography: photoshoot of the directors
- Social media: strategy, set up, content creation and management







# ANDARA

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