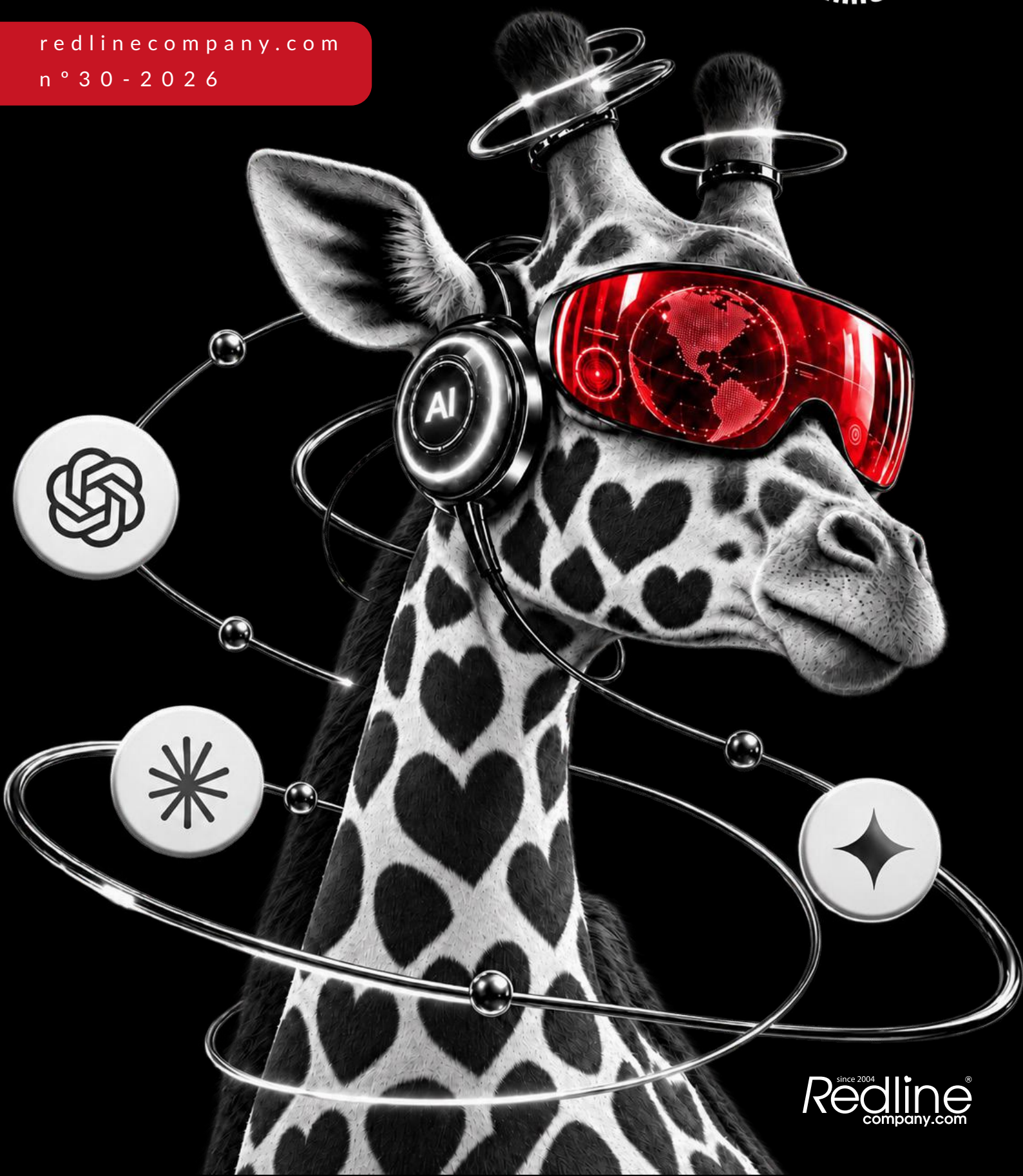
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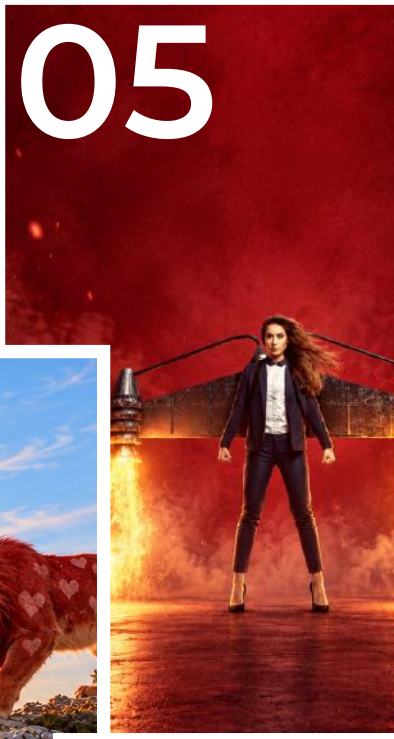
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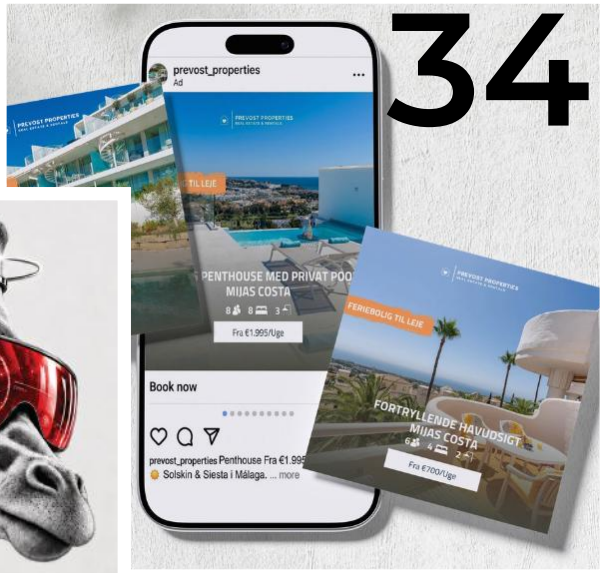
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EDITOR'S LETTER

Welcome to Redline's 30th online magazine.

One of the things I enjoy most about business is that there's always something new to learn. An idea that gets you thinking, a tool that makes life easier or a conversation that changes your approach.

There's plenty of that happening at the moment. It's exciting, although I've learnt to ask a few questions before jumping in. What will this improve? Does it suit my business? And does it live up to the hype?

Those questions run through this issue. "Who is running your company, you or AI?" (page 18) explores how we can make good use of AI while keeping our own judgement involved. "SEO in the age of AI" (page 26) looks at what changing search habits mean for businesses and how we can adapt.

A little investigation is just as valuable when spending money. "When cheap marketing gets expensive" (page 5) is a reminder to look beyond the initial price and understand what you're getting.



And with so much attention on technology, it's worth remembering the people we work with. "Why team building matters" (page 12) explores how better communication and stronger working relationships help us achieve more together.

Thirty issues in, I'm as excited by new ideas as ever. But the ones worth pursuing stand up to a few questions.

Enjoy the read... and if something in these pages catches your interest, get in touch, we're always happy to chat.

Call us on 952 816 678 or WhatsApp 609 646 088.

Line Lyster

WHEN CHEAP MARKETING GETS EXPENSIVE!

Every business needs to control costs, and there is nothing wrong with looking for a more affordable option. The problem starts when a decision made solely to save money today creates more expense, more disruption and more work in the future.



IF IT SEEMS TOO GOOD TO BE TRUE....

Marketing is particularly vulnerable to this because there are now so many quick and low-cost solutions available. For example, a subsidised website, AI-generated branding, an instant website builder, or a collection of freelancers can all look like sensible ways to keep budgets under control. And indeed, sometimes they are, but only if they still work for the business as it progresses. If they do not, the company can end up paying again to rebuild, redesign or correct something it thought had already been dealt with.

WHEN A SUBSIDISED WEBSITE STOPS BEING A SAVING

Spain's Kit Digital programme is a good example. The initiative was designed to help SMEs and self-employed professionals improve their digital presence by funding services such as websites, e-commerce, and social media management. For many businesses, the appeal was obvious. If government funding was available for a new website, why pay for one independently?

The problem is not the scheme itself, but choosing a provider mainly because the service is subsidised rather than because the solution is right for the business long term. Once the funded service period ends, the company still needs a website it can maintain, update and develop.

At Redline, we have been approached by businesses that reached this stage and found that their Kit Digital website no longer suited their needs. Designs had grown outdated, functionality was limited, or straightforward changes were difficult to make. In many cases, starting again was the most practical option.

THE HIDDEN COST COMES LATER

The cost is not only financial. Rebuilding a website takes time and can delay launches, interrupt the generation of leads, or leave a company relying on a site that no longer reflects the business properly. A website therefore needs to be judged not only on what it costs to create, but on how easily it can grow with the company.

AI DESIGN IS FAST, BUT SPEED DOES NOT CREATE A BRAND

AI has changed the creative process dramatically. It can generate polished imagery, layouts, and concepts in seconds, and, if used well, it can be an excellent tool for developing ideas and exploring creative directions.
The problem comes when AI is treated as a replacement for design, rather than part of the design process.

The same platforms are being used by thousands of businesses, agencies and individuals – often with similar prompts and visual references. As a result, AI-generated work can quickly start to feel familiar, with the same lighting, compositions and visual language appearing across completely unrelated brands. This is a problem given that the purpose of branding is to create distinction.



Saving money is good business. Paying twice for the same job isn't!

A GREAT IMAGE STILL NEEDS TO WORK AS A BRAND

There is also a practical side to design that an impressive image on a screen does not solve. Brand assets need to work across websites, social media, brochures, signage, advertising, business cards, and large-format print. They may need to be vectorised, resized, adapted into different formats, and prepared correctly for print and digital use. From this point of view, a professional designer will always be relevant. AI can help generate ideas and speed up experimentation, but a designer turns those ideas into a coherent identity that can actually be used consistently across all marketing.

The most effective approach is not to avoid AI, but to use it for what it does best; providing inspiration, concept development and visualisation, while keeping the final creative decisions in human hands.

Cheap and cost-effective are not the same thing.

A WEBSITE BUILT IN MINUTES CAN TAKE MONTHS TO FIX

AI website builders and automated coding tools create a similar temptation. The ability to describe a business and generate a functioning website almost instantly is impressive, especially for a temporary landing page or simple project. The problems often appear later, when the business needs to make changes.

Some AI-generated sites rely heavily on custom code, while others are built inside restrictive systems that are difficult to adapt. Adding new services, improving SEO, changing navigation, introducing another language or integrating new software can become far more complicated than expected.

WHAT HAPPENS WHEN THE WEB-SITE NEEDS TO GROW?

At that point, the inexpensive website starts to require a developer for even relatively simple improvements. In some cases, trying to adapt the existing site costs more than rebuilding it on a more flexible platform.

This is why established content management systems such as WordPress still work well for many businesses. A bespoke website can be professionally designed and developed, while giving the client straightforward access to update everyday content without needing a developer each time. AI can speed up development, but it should not leave the business with a website it cannot manage once the initial construction is finished.

THE HIDDEN COST OF MANAGING SEVERAL FREELANCERS

Freelancers can be an excellent option when a business needs a specific skill for a defined project. There are highly talented freelance designers, developers, writers, photographers, and advertising specialists, and there is nothing inherently wrong with working this way. The difficulty, however, comes when a company is, essentially, trying to build an entire marketing department from separate freelancers.

One person may be managing social media, another handling Google Ads, another looking after the website, while others work on photography, SEO, copywriting or video. Even if every individual is excellent, somebody still needs to make sure they are working towards the same strategy, using the same tone and meeting the same deadlines.

SOMEONE STILL HAS TO MANAGE THE BIGGER PICTURE

That job normally falls back on the business owner or an internal member of staff, who ends up coordinating suppliers, chasing updates, sharing briefs and checking that everyone has the right information. What initially looked like a cheaper solution can become time-consuming very quickly.

There is also a strategic issue. Freelancers are usually hired to deliver a particular piece of work, which means they naturally focus on that part of the project. Without someone overseeing the complete picture, marketing can become a collection of separate activities rather than one interconnected team working in line with a common strategy.



At Redline, clients have access to a complete team under one roof, including strategy, project management, design, web development, SEO, advertising, content, social media, photography, video, and PR as required.

The real benefit is that these areas are coordinated from the start. The designer understands the campaign, the copywriter understands the SEO objectives, the developer understands the tracking requirements, and the project manager keeps everything moving in the same direction.

CHEAP AND COST-EFFECTIVE ARE NOT THE SAME THING

None of this means businesses should automatically choose the most expensive option, nor that AI, freelancers, or subsidised programmes should be avoided. All of them can offer genuine value when they are used in the right way.

What initially looked like a cheaper solution can become time-consuming very quickly

The important question is what happens next. Can the website be updated easily? Can the branding be adapted properly? Who owns the working files? Will the system support future growth? Is somebody responsible for keeping the marketing consistent? If something needs changing, can it be improved or will it need to be rebuilt? Those questions often matter more than the initial price.

The cheaper option may still be the right one, but only if it continues to work once the business moves forward. If you have to pay someone else to redo it a year later, you have not really saved money. You have simply delayed the cost.

BUILD MARKETING THAT LASTS

At Redline Company, we bring strategy, design, web development, content and digital marketing together so that every part of your marketing works towards the same goal, and is built to keep working as your business grows.

Saving money is good business. Paying twice for the same job isn't!

Before you choose the cheapest option, talk to Redline.
We'll help you make sure what looks like a saving today doesn't become an expense tomorrow.

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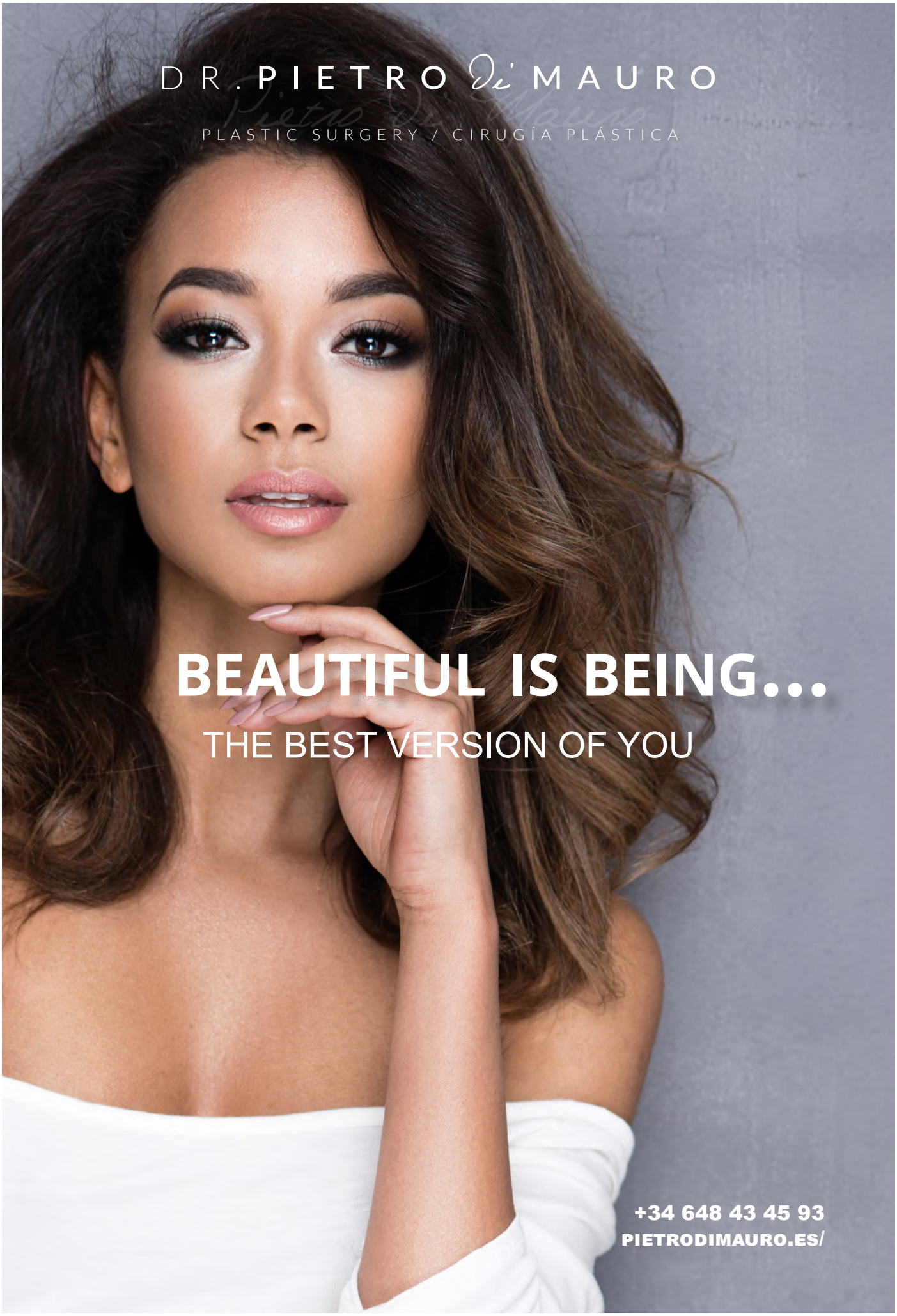
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WHY TEAM BUILDING MATTERS:

6 benefits for your business

A company can have talented people, a strong strategy and all the right tools, but if the team does not work well together, everything becomes harder. Projects slow down, communication gets messy and small issues can quickly become bigger problems.

When people trust each other, understand their roles and feel comfortable sharing ideas, asking questions and giving feedback, the whole business benefits. Work goes more smoothly; problems are easier to solve and clients get a better experience. That is why team building is about much more than the occasional day away from the office.

Done well, it can strengthen relationships, improve performance and create a healthier working environment.

TEAM BUILDING DOESN'T NEED TO BE COMPLICATED

Team building does not have to mean expensive trips, awkward icebreakers or over-the-top activities. Sometimes the simplest ideas work best.

It could be a team lunch, a workshop, a volunteering day, a shared challenge or simply giving different departments the chance to step away from their usual deadlines and exchange ideas.

After all, the point is not just to have fun for a few hours. It is to build stronger relationships that make every day working life easier. When people communicate well, trust each other and genuinely enjoy working together, it shows in the work they produce and the client experience.

So, perhaps the best team-building exercise is simply building a team that actually enjoys being one.



01 BETTER COMMUNICATION AND COLLABORATION

Good communication is at the heart of every successful team. When colleagues know and understand each other, they are more likely to ask questions, give honest feedback and speak up when something is not working. Good communication is crucial in businesses where several departments need to work together on the same project.

In a marketing agency, for example, one campaign might involve account management and strategy, copywriting, graphic design, photography, video, web development, SEO, and advertising. Everyone has a different role, but they all need to work towards the same objective.

At Redline Company, collaboration is part of everyday agency life. Ideas move between departments, feedback is shared, and different skills come together throughout a project.



Team building helps that process feel more natural. When people understand how their colleagues work and what they contribute, communication improves and projects tend to run more smoothly.

02 STRONGER TRUST AND FEWER UNNECESSARY CONFLICTS

Trust makes every day working relationships much easier. People need to know that their colleagues will meet deadlines, take responsibility and step in when support is needed. Without that confidence, employees may hesitate to delegate, share ideas or admit when they need help.

Getting to know colleagues beyond their immediate job role can also make disagreements easier to handle. Different personalities and opinions are part of any workplace, but when there is mutual respect, problems are less likely to become personal. No one needs to become best friends. Simply understanding how other people communicate, make decisions, and react under pressure can prevent small misunderstandings from becoming bigger issues.

03 MORE CREATIVITY AND BETTER IDEAS

People are more likely to share ideas when they feel comfortable, respected and included. A strong team environment gives employees the confidence to suggest something different, question an existing approach or offer a new perspective. Not every idea will be used, but open discussion often leads to stronger creative work.

Some of the best ideas also come from unexpected conversations. A designer may notice something a strategist has missed, while a developer may suggest a solution that changes the direction of an entire project. Team building creates more opportunities for those conversations to happen naturally, particularly between people who may not normally work closely together.



04 HIGHER MOTIVATION AND A STRONGER COMPANY CULTURET

Busy periods are part of any business. As deadlines approach, priorities change, and unexpected problems get thrown into the mix, they are much easier to deal with when you know the people around you have your back.

When colleagues feel connected, they are more likely to support each other, share the workload and stay positive when things get hectic. Spending time together outside the usual work routine can also give everyone a chance to switch off, reconnect and get to know each other better.

That all helps build a stronger company culture. And culture is not about a slogan on the wall or a list of company values. It is about how people communicate, work together and treat each other every day. Team building can help strengthen trust, respect, inclusion, and accountability – particularly when those same values are part of everyday working life.

As Line, owner of Redline Company, says: "A strong team is not only about having talented people. It is about creating an environment where everyone feels comfortable sharing ideas, supporting one another and working towards the same goal. When the team is connected, it shows in the work we deliver."

05 A SMOOTHER ONBOARDING EXPERIENCE

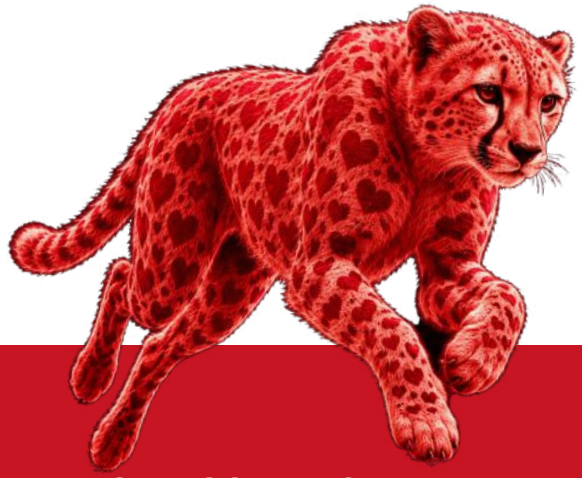
Starting a new job can be daunting, especially when you are joining an established team. Team building can make those first few weeks feel much easier by giving new employees a relaxed way to get to know their colleagues, understand how the team works and get a feel for the company culture.

It can also make it easier to ask questions or speak up when they need help. This is especially useful for businesses with international teams, freelancers, collaborators or interns joining throughout the year. Feeling included from day one can help people settle in faster, build confidence and feel part of the team much sooner.

06 A BETTER CLIENT EXPERIENCE

Clients may not always see what is happening behind the scenes, but they definitely notice when a team works well together. Good communication usually means projects run more smoothly, feedback is clearer, and problems are sorted out faster. Clients get more consistent updates and are less likely to experience delays caused by crossed wires or internal confusion.

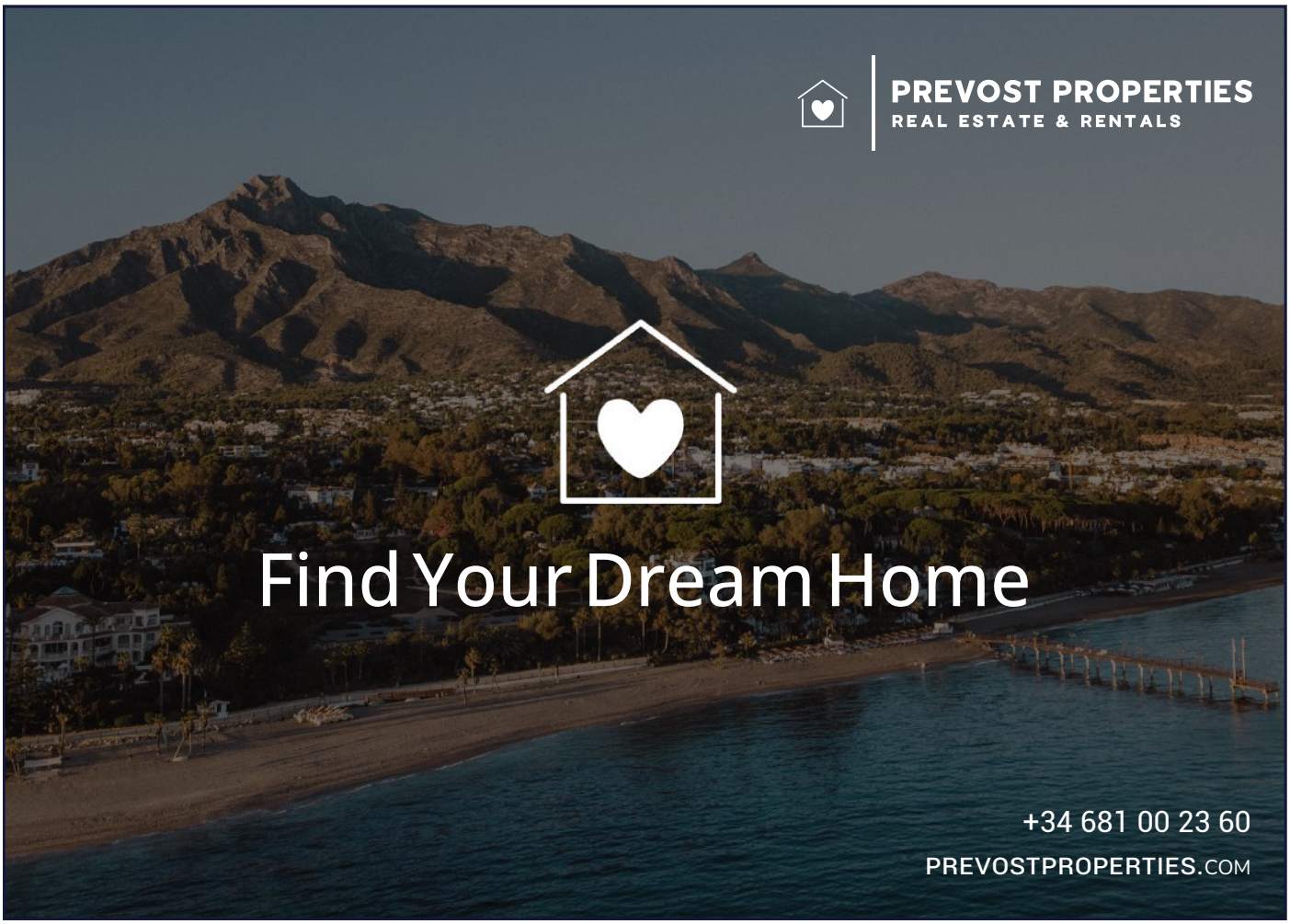
Strong teamwork also makes it much easier to adapt when a brief changes or something unexpected comes up. Put simply, when things run smoothly behind the scenes, clients feel the benefit too.



TEAM BUILDING DOESN'T NEED TO BE COMPLICATED

Team building does not have to mean expensive trips, awkward icebreakers or over-the-top activities. Sometimes the simplest ideas work best. It could be a team lunch, a workshop, a volunteering day, a shared challenge or simply giving different departments the chance to step away from their usual deadlines and exchange ideas.


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Who's Running Your Company... YOU or AI

Artificial intelligence has become part of everyday business life remarkably quickly. It can be used to help write emails, create content, analyse data, research competitors, answer customer questions, suggest pricing, draft proposals, generate images, plan campaigns and even advise us on what to do next.

Used properly, it can be an incredibly useful tool and tool is the operative word. AI is there to support your judgement, not replace it. The danger comes when we stop using it to help us make decisions and start allowing it to make those decisions for us, often without questioning how accurate, relevant or appropriate the answer really is.



The most effective use of AI is not to ask it to make decisions for you, but to use it to help improve the decisions you make yourself.


AI

YOU KNOW YOUR BUSINESS BETTER THAN AI DOES

AI can analyse information, compare options and make suggestions, but it does not truly know your business. It has not spent years dealing with your customers, working in your market or understanding why certain decisions were made in the first place.

It may suggest a price without knowing your margins, recommend a marketing strategy without understanding how your audience behaves or advise you to change a service without appreciating why it exists. It can work with the information you give it, but it does not have the experience, instinct or commercial understanding that comes from actually running the company.

This is important, because many business decisions can't be reduced to a simple calculation. You may know that one customer group will pay more for reliability, that a seemingly profitable service takes too much time to deliver or that a particular idea has already been tried and failed. Those are the details that rarely appear in an AI prompt, yet they can completely change the answer.

The same applies to content. AI can write a perfectly respectable website page or social media post, but if everyone is using the same tools in the same way, brands begin to sound increasingly similar. There is only so much "clarity", "elevating", "unlocking" and "taking things to the next level" that the world can take. Your experience, personality and point of view are part of what make your business different, and those are not things you should hand over too easily.

YOUR CUSTOMERS ARE USING IT TOO

It is also worth remembering that AI is not only influencing the decisions made inside your company. Your customers are using it as well. A potential client can now copy your quotation into an AI tool and ask whether the price is fair, whether they should negotiate or whether they could get the same service more cheaply elsewhere. The information they get may appear solid, but what does AI actually know about the value behind your quote?

It does not know the level of experience involved, the quality of the work, the service provided, your reputation, the local market, the overheads involved or the amount of time and expertise required to deliver what you are offering.



A website is not simply "a website", a legal service is not simply a number of hours, and a marketing campaign is not just a list of deliverables. Two businesses can appear to offer the same thing while providing very different levels of quality, expertise and support.

Of course, businesses should be prepared to explain their prices and communicate their value clearly, but an AI-generated opinion on what something "should" cost does not suddenly become more informed than the people who actually provide the product or service and understand the market in which they operate.

AI is a fantastic tool, and we use it every day as an aid, but it still needs someone who understands the business behind it. It can help you work faster and look at things from another angle, but it does not know your customers, your history or what makes your company different. The businesses that will get the most from AI are the ones that know when to use it, when to question it and when to trust their own experience.



Line Lyster

USE AI TO AID DECISIONS, NOT TO MAKE THEM

The most effective use of AI is not to ask it to make decisions for you, but to use it to help improve the decisions you make yourself. It can be excellent for research, summarising information, organising ideas, comparing options and challenging your thinking. You can ask it to identify weaknesses in a proposal, suggest questions a client might ask or point out gaps you may have missed in a campaign before you launch it. However, the final decision should still sit with someone who understands the business.

KEEP CHECKING THE WORK

Perhaps the biggest risk is that AI-generated work often looks finished. A statistic is neatly presented, a report reads well and content seems ready to publish, which makes it easy to skip the checks we would normally make.

If AI gives you a number, you need to verify it. If it provides legal, financial or technical information, you need to check it with an appropriate source or professional. If it recommends a strategy, consider whether the assumptions behind that recommendation actually apply to your business. And if it writes something in your name, read it properly before it goes anywhere near a customer. It is crucial to remember your business is responsible for the work you put into the world, and using AI does not change that.

KEEP CONTROL OF THE BUSINESS

That said, AI is not going away, and nor should it. It can save time, prevent repetition and give businesses access to useful information and ideas at remarkable speed. The opportunity is enormous, provided we remember how to use it.

Instead of giving AI the final word, think of AI as a very capable assistant. You would not allow a new employee with limited knowledge of your business to set your prices, rewrite your brand, advise your customers and make strategic decisions without oversight. AI should not be treated any differently simply because it can provide answers quickly.

Remember... AI may be changing the way we work, but it shouldn't change who is in charge.

NEED A HUMAN PERSPECTIVE ON YOUR MARKETING?

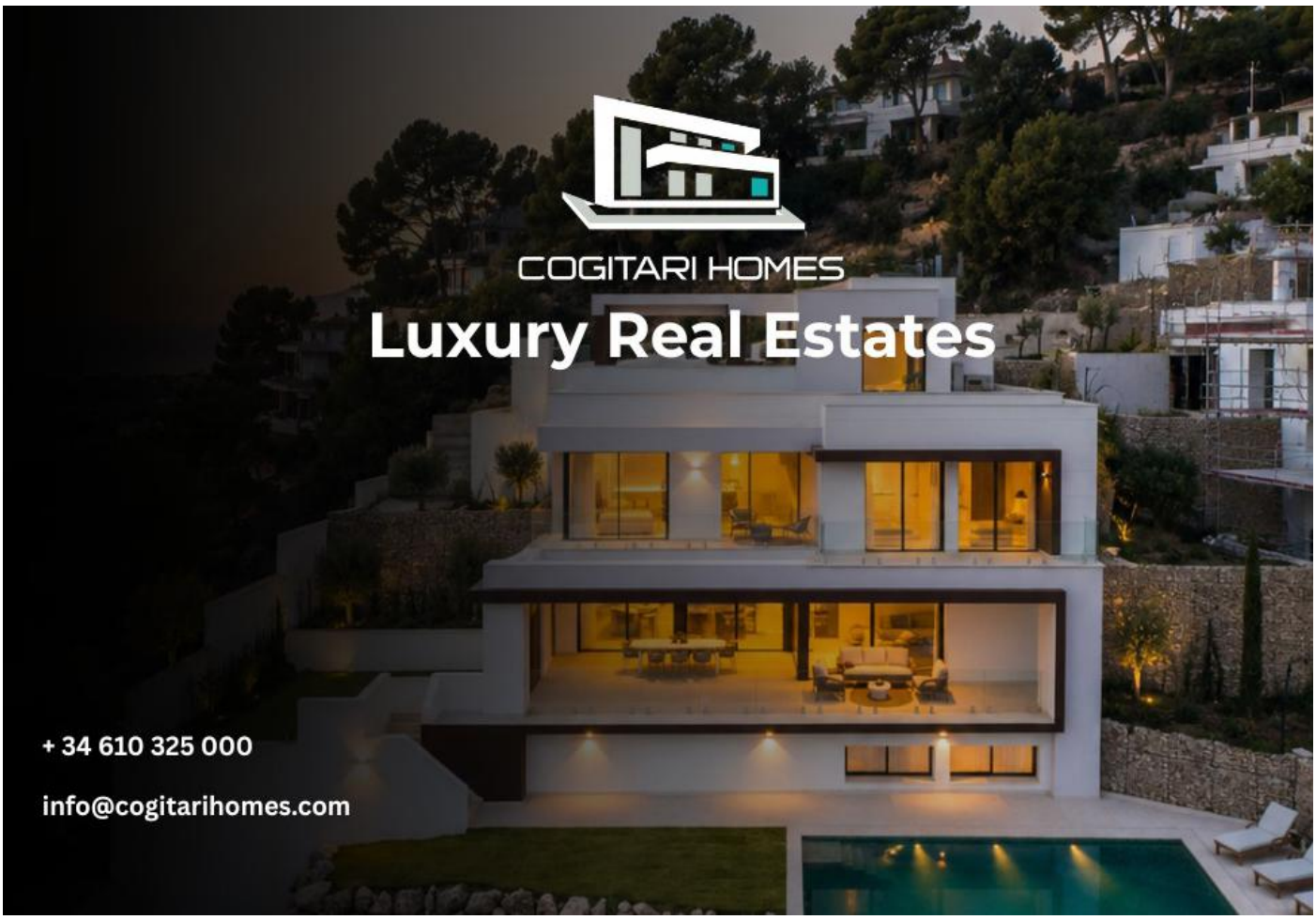
AI can generate ideas in seconds. Knowing which ones will actually work for your business takes experience, judgement and a proper understanding of your market. For marketing advice that is strategic, considered and built around your business, talk to Redline Company.

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SEO IN THE AGE OF AI

Google's Guide for AI Overviews and AI Mode



AI search is changing how people discover businesses, services and information online. With Google using Gemini models to power features such as AI Overviews and AI Mode, search results are becoming more conversational, detailed and capable of answering increasingly complex questions. Many companies are therefore asking whether they need an entirely new SEO strategy to appear in these Gemini-powered search experiences.

The good news is that the fundamentals have not changed. Google's AI features use the same Search index, ranking systems and quality checks that support traditional search. This means businesses do not need to chase a completely new set of tactics. Useful content, strong technical SEO, accurate business information and a clear, well-structured website remain the foundation of effective search visibility.

At Redline Company, we see AI search as the next stage of SEO rather than a replacement for it. In this guide, we explain what Google recommends, what businesses should continue focusing on and which new AI optimisation trends are not worth chasing.

TRADITIONAL SEO STILL MATTERS

Two relevant concepts are retrieval-augmented generation and query fan-out. In simple terms, Google retrieves information from indexed web pages and may run several related searches around the original question before producing an answer.

For example, a search such as "Where can I have brunch and cocktails in Puerto Banús?" might prompt Google to explore related searches covering brunch restaurants, rooftop bars, opening hours, menus and customer reviews.

This means a page may appear in an AI-generated result even when it does not use the exact wording entered by the user. For businesses, this reinforces the importance of covering a topic properly rather than repeating one exact keyword throughout a page.

USEFUL AND ORIGINAL CONTENT MATTERS MORE THAN EVER

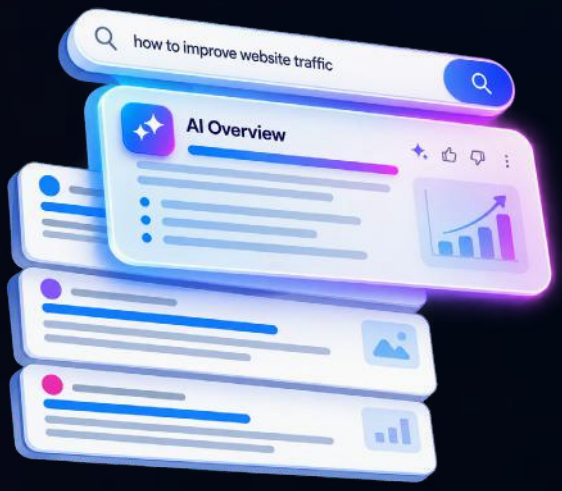
Google continues to favour content that offers something distinctive. First-hand knowledge, real experience, expert analysis, original data and a clear point of view are all valuable. The weakest type of content is often generic material that simply repeats what is already available elsewhere. An article titled "Ten Restaurants to Visit in Marbella" may be less useful than "How to Plan a Full Dining Experience in Puerto Banús, from Brunch to Rooftop Cocktails."

The second example is more specific, more practical and more closely connected to a real customer journey. The same applies to real estate. A detailed guide to buying a frontline golf property in Marbella is likely to be more valuable than another broad article about why someone should buy property in Spain. The aim should always be to create content that reflects genuine experience and answers a real question.

WRITE FOR PEOPLE, NOT FOR AN ALGORITHM

Google doesn't need a special writing style for Gemini, AI Overviews or AI Mode. Content should be easy to read, clearly organised and written around what the visitor genuinely wants to know. Helpful headings and concise answers can make a page easier to understand, but they should be used because they improve the user experience, not because they are believed to unlock AI visibility.

There is also no need to create a separate page for every small variation of a keyword. Google can understand related terms, synonyms and context. Creating many nearly identical pages simply to target different versions of the same phrase can lead to weak content and may cause pages to compete with one another. However, AI should support human expertise rather than replace it.



IMAGES AND VIDEOS STILL PLAY AN IMPORTANT ROLE

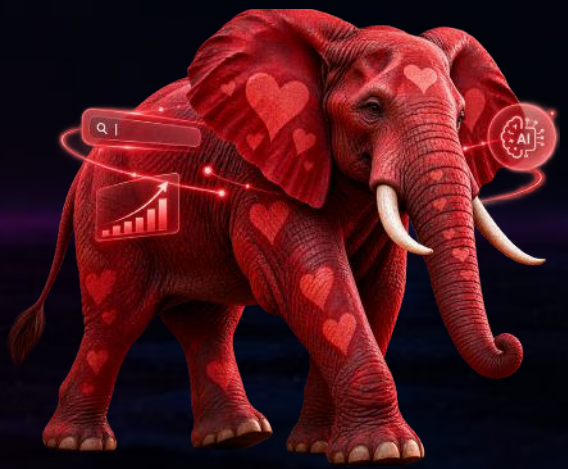
AI search is not limited to text. Google's AI-powered results can include images and videos, so visual content remains an important part of SEO. High-quality original photography, useful video, descriptive filenames, accurate alt text and supporting written context can all help Google understand the page. Depending on the business, this might include original venue and food photography, property images, walkthrough videos, floor plans or useful area content.

SOCIAL MEDIA IS BECOMING PART OF THE SEARCH ECOSYSTEM

Social media is becoming an increasingly important part of online search. Content from platforms such as Instagram, TikTok and YouTube can appear in Google results, helping businesses reach audiences beyond their own websites. Google has also introduced Search Console platform properties, enabling businesses and creators to track the search queries, impressions and clicks generated by their social and video content. Social media should therefore be viewed as part of a wider search visibility strategy, rather than as a separate marketing channel.

While likes and follower numbers do not directly improve search rankings, active and consistent social profiles can strengthen brand visibility and help search engines understand a company's identity, expertise, services and location. Original videos, expert insights, property tours, customer questions and behind-the-scenes content can also demonstrate genuine experience and authority.

Businesses should maintain consistent branding and contact information across all channels, connect their website with their social profiles, use clear and descriptive captions, and publish useful, original content. The strongest approach brings together SEO, social media, Google Business Profile and website content as part of one coordinated digital strategy.



TECHNICAL SEO REMAINS ESSENTIAL

The growth of Gemini and AI search doesn't remove the need for technical SEO. A page normally needs to be crawled, understood and indexed before it has a realistic chance of appearing in Google Search or an AI-generated result.

This means businesses still need to pay attention to crawlability, indexing, canonical tags, duplicate content, JavaScript, mobile usability, page speed and website structure. Search Console also remains essential for monitoring how Google sees the site.

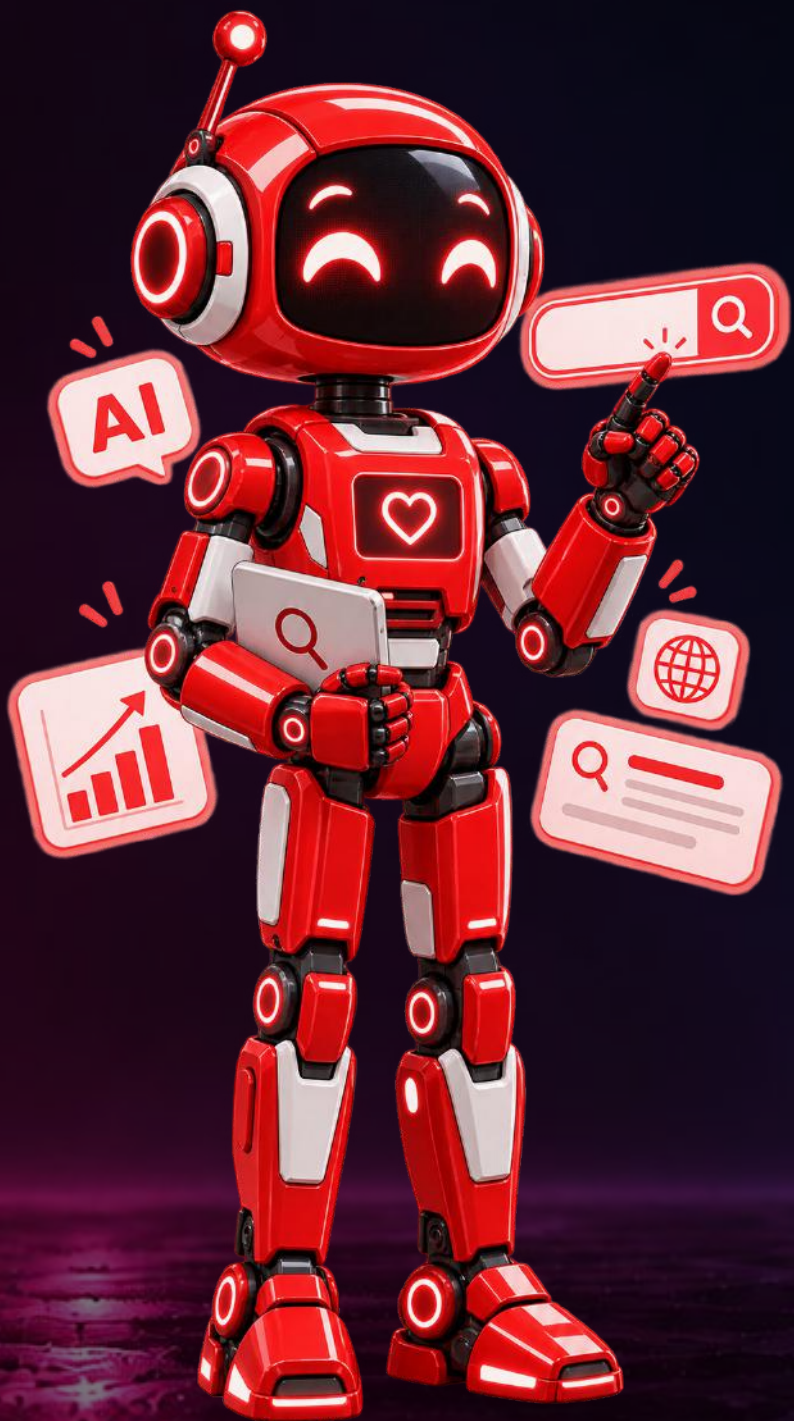
Meeting these requirements does not guarantee that a page will appear in AI Overviews or AI Mode. However, a page that Google cannot properly access or index is unlikely to appear at all.

LOCAL BUSINESS INFORMATION MUST BE ACCURATE

For local businesses, Google Business Profile remains an important part of search visibility. Opening hours, contact details, services, categories, location information and booking links should be kept accurate and up to date.

The information shown on the website, Google Business Profile and other trusted directories should also be consistent. Depending on the business, this may include current menus and dietary information, office addresses, areas covered, services, event details or links to available properties.

Consistency matters. The information on the website, Google Business Profile and other trusted directories should all match.



WHAT GOOGLE SAYS YOU DON'T NEED

The rise of Gemini and AI search has led to many new tools, files and optimisation theories, but Google has clarified that several of these are not necessary.

Google does not use llms.txt (a file intended to help AI tools understand a website) for Search, so adding one will not improve or harm visibility. There is also no special schema required for AI Overviews or AI Mode. Standard structured data can still help Google understand a page and support rich results, but adding more schema does not automatically improve AI visibility.

There is also no need to rewrite every page in an artificial "AI style." Natural language, clear explanations and useful headings are good enough.

Google also advises against trying to influence AI answers through spammy links, fake mentions or low-quality placements. Genuine media coverage, trustworthy reviews, expert references, reputable partnerships and original research are far more valuable than a large number of artificial mentions.

WHAT BUSINESSES SHOULD FOCUS ON NOW

Rather than chasing AI-specific tactics, businesses should continue investing in the fundamentals: publish original, helpful content, maintain a technically sound website, keep business information accurate and make it easy for both users and search engines to navigate the site. Regularly reviewing performance in Google Search Console and analytics will help identify opportunities for ongoing improvement.

THE MAIN TAKEAWAY

Google is not recommending a separate set of AI optimisation tricks. The best way to improve visibility in AI Overviews and AI Mode is still to get the basics right and build genuine authority through useful, trustworthy and consistent content across both your website and social media.

At Redline Company, we see Gemini and AI search as an evolution of SEO rather than a replacement for it. Businesses that already invest in strong content, technical quality, local visibility and real expertise will be in the best position as search continues to change.

Need help preparing your website for of Google Search and AI-powered discovery? Contact Redline Company to discuss how we can strengthen your SEO, content and online visibility.



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CASE STUDY

PREVOST PROPERTIES
REAL ESTATE & RENTALS

ABOUT
PREVOST PROPERTIES

Prevost Properties contracted Redline Company to work as their external marketing team, giving them access to a full range of marketing expertise, including a dedicated project manager to oversee and coordinate all projects.

The strategy included updating the Prevost Properties website and creating a buyer's guide to give potential clients useful information and support the sales process. For lead generation, our digital marketing team set up and managed Meta advertising campaigns, including ongoing optimisation. We also continue to support Prevost with email marketing and newsletters.

Our design team has created a range of materials for both digital and print, including social media ads, flyers, signage and a virtual exhibition stand. We have also managed the production of printed materials.

We have provided professional photography and videography, creating high-quality content for use across the website, advertising and other marketing channels. We have also provided GDPR-related marketing guidance and continue to assist Prevost as new projects and requirements come up.

The Challenge
Prevost Properties needed ongoing marketing support across a wide range of areas, from generating new enquiries to improving its website and creating professional marketing materials for both online and offline use.

Our Approach
Redline works as an extension of the Prevost team, bringing together website design, Meta Ad design, photography, video, print and day-to-day marketing support in one place.

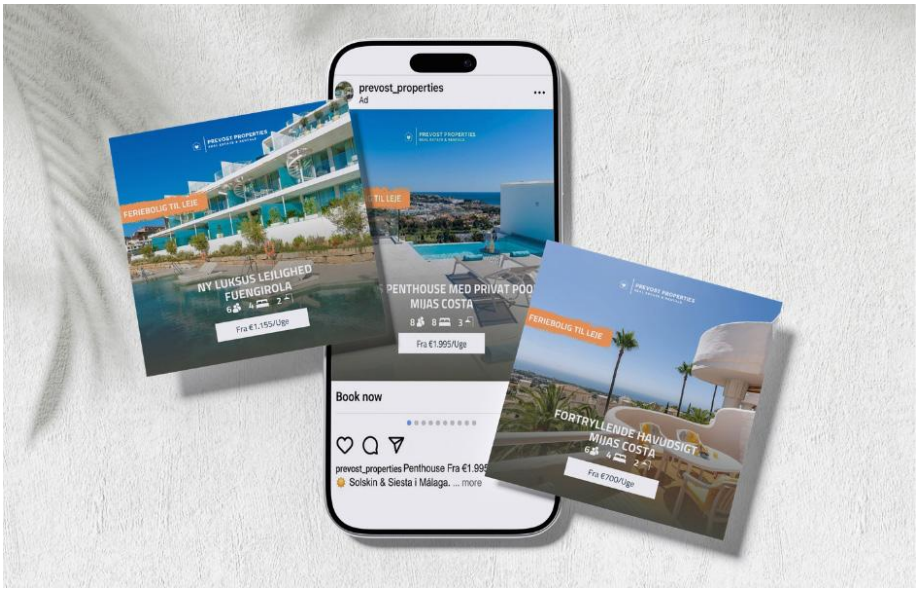
The Result
Prevost has a reliable external marketing team that can manage campaigns, create branded materials and support the business as new marketing needs come up.

43.3%
NEWSLETTER OPEN RATE

81.7%
LOWER CPL BETWEEN CAMPAIGNS

396K+
AD IMPRESSIONS

WATCH THE VIDEO



VIEW PORTFOLIO

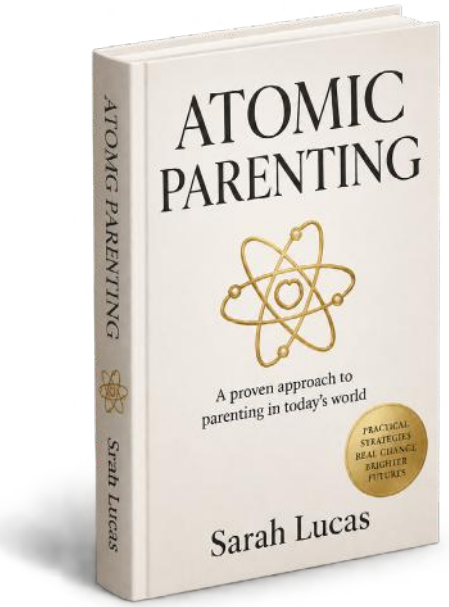
OUR ACTIONS

- **Project management:** Ongoing coordination of marketing projects and campaigns.
- **Website design & development:** Design and development of the Prevost Properties website.
- **Buyer's guide:** Creation and design of a buyer's guide for potential clients.
- **Meta advertising:** Campaign creation, management and optimisation.
- **Graphic design:** Ads, newsletters, flyers, signage and exhibition materials.
- **Email marketing:** Newsletter creation and distribution.
- **Photography & videography:** Professional content for digital and marketing use.
- **Print management:** Coordination and production of printed materials.
- **GDPR guidance:** Support with marketing-related GDPR requirements.

CASE STUDY

ABOUT

SARAH LUCAS ATOMIC PARENTING



Sarah Lucas contracted Redline Company to assist with the UK launch and promotion of her new book, Atomic Parenting.

Our work focused on generating awareness and media interest around the book through a targeted media relations campaign, supported by video content. We prepared the press materials, researched suitable UK media contacts and carried out direct outreach and follow-up with journalists and editors.

The campaign secured online coverage, created further article and interview opportunities, and included the production of three YouTube videos to support the book's wider promotion.

The Challenge
Sarah Lucas wanted to launch Atomic Parenting in the UK, generate media interest in the new book and create supporting content to increase its visibility

Our Approach
We created a focused UK PR campaign, developing relevant media angles, preparing press materials and contacting journalists, editors and publications directly. Alongside the PR activity, we also produced three YouTube videos to support the promotion of the book and provide additional content for Sarah's digital channels.

The Result
The campaign secured UK press coverage and led to further opportunities for contributed articles and an interview, supported by a series of professionally produced YouTube videos.

3
TARGETED PITCHES

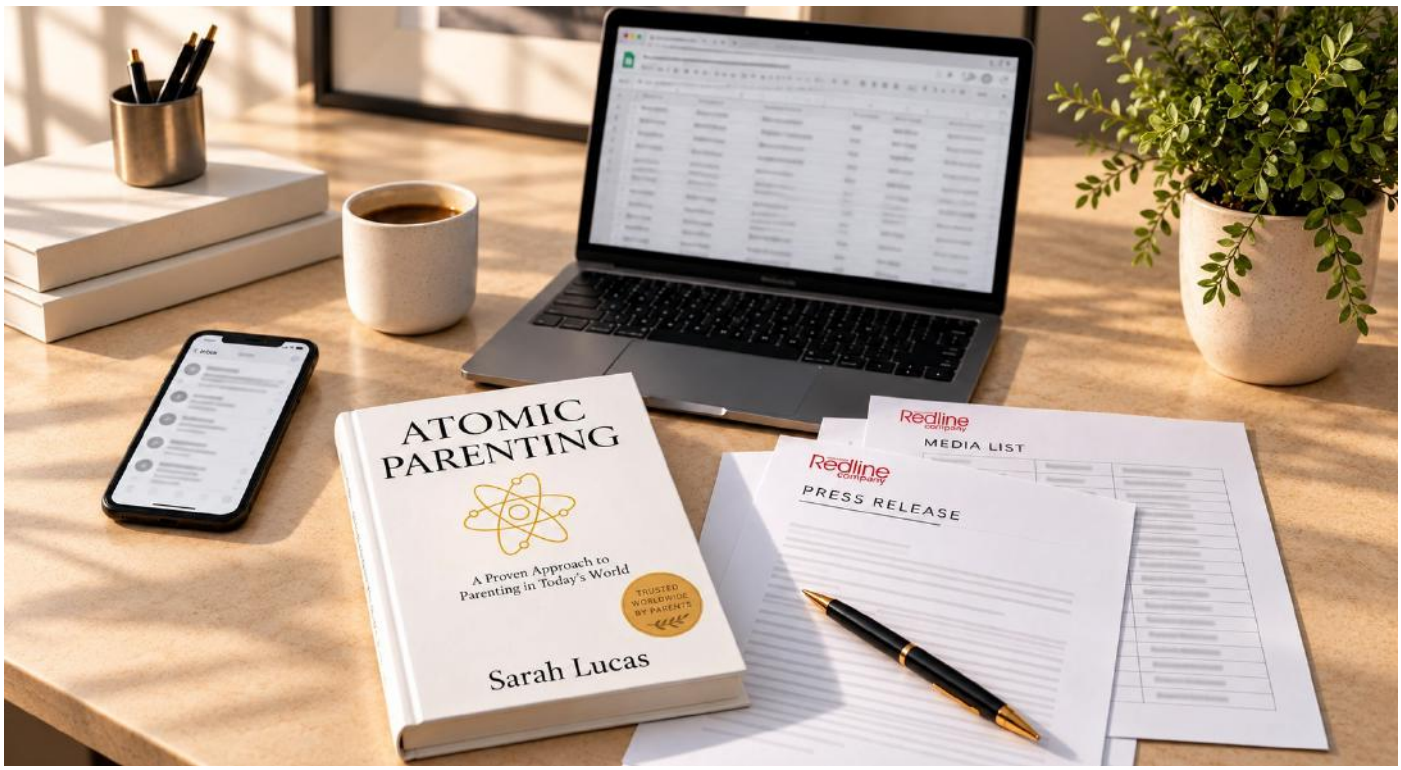
70
CONTACTS IDENTIFIED & VERIFIED

3
YOUTUBE VIDEOS CREATED

WATCH THE VIDEO

OUR ACTIONS

- **Project management:** Coordination of the UK PR campaign.
- **PR strategy:** Strong media angles for the UK market.
- **Press release**: Compelling English-language press release.
- **Media research:** Targeted list of relevant UK media.
- **Media outreach:** Direct contact and follow up with journalists and editors.
- **Press coverage:** Online editorial coverage secured.
- **Media opportunities:** Article and interview opportunities generated.
- **Professional photography & videography:** Three professionally produced YouTube videos created to support the promotion of Atomic Parenting.



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