



Heroes

Love Local is our theme again for 2018, and this year we will be featuring Local Heroes. Our hope is to honor the local service men and women of the community.



1112 Jordan Street | Mt. Vernon, IL 62864
618.242.3157 | peacockprinting.com

PRESORT STD
U.S. POSTAGE
PAID
MT. VERNON, IL
PERMIT NO. 48

PEACOCK PRINT & MARKETING PRESENTS

INK LINK

A MONTHLY PUBLICATION • JAN 2018

On the Downhill Slope How to Save on Your Next Ski Trip

If you've been dreaming of white slopes this winter, it's not too late—there's plenty of time to lace up your boots, strap on your skis and spend a few days dashing through the snow. Here's how to do it cheaper.

Explore new destinations and dates.

Used to big resorts? You can still have a great experience skiing smaller mountains and resorts (though the vibe and amenities will range). From New Year's Day to President's Day, skiing can be less expensive, and there's usually great snow and smaller crowds. Pricing drops again around late March when the weather is more unpredictable.

Look for last-minute deals.

Booking early in the season means having the most choices, but booking later can save money. Call a month or less in advance and you may find relaxed nightly minimums and affordable last-minute rates.

Ski during the week.

Weekends on the slopes are always going to be the busiest times. If your schedule is flexible, do yourself a favor and compare rates on airfare, resorts and lift passes between weekends and weekdays. You'll likely find significant savings.

Buy trip insurance or pay with a credit card that offers it.

A foot of fresh powder is a gift from Mother Nature, but it can arrive at an inconvenient time, like while you're still at the airport. Airlines generally won't reimburse travelers for unplanned expenses and canceled flights caused by weather.



Book a house or condo, not a hotel.

The rate at a hotel may be lower, but if you're traveling with a family or a large group, it's best to stay in a place with a kitchen. Cooking even a few meals is one of the best ways to save money.

PRO TIP: Google Maps' Street View tool includes a range of top ski resorts. Whether you want to check out a favorite resort or scout out a new spot, Street View will let you investigate snow levels, new runs and lifts.

BE DIRECT.
Call us to get your next marketing campaign started.

— MEMORABLE DATES IN JANUARY —

- 1 New Year's Day
- 6 Cedarhurst - Family Center Ribbon Cutting
- 8 National Clean Off Your Desk Day
- 15 Martin Luther King Jr. Day
- 20 National Cheese Lover's Day
- 31 Inspire Your Heart with Art Day



IT'S WHAT'S INSIDE >>>

- How to Make Resolutions You'll Really Keep
- The Heart of Marketing
- Company Culture: By Design or By Default?



“A new year, a new you.” That’s the mindset of most people making New Year’s resolutions—at least, until February rolls around and the old doesn’t look quite so bad.

For many, the challenge in keeping resolutions lies in the resolutions themselves. Want to be your own success story? Make your goals attainable, according to the experts. Here are five other tips for personal success.

»1 **SET A VERY SPECIFIC GOAL.**

“Get fit” is not specific enough. “Work out for 20 minutes a day, four days a week” is.

»2 **SET A GOAL THAT HAS A MEASURABLE OUTCOME.**

If one of your goals is to pay off debt, sit down with your budget and determine a specific amount you’ll pay off each month. Then there will be no question as to whether or not you’re succeeding.

»3 **IDENTIFY SMALL STEPS.**

If you have a lofty goal, break it down into smaller goals. Major life changes don’t just happen—they happen one step at a time. “How do you eat an elephant? Once bite at a time.” Measure small accomplishments, then celebrate your ultimate success.

»4 **CREATE ACCOUNTABILITY.**

Tell a trusted friend or mentor what your goals are and give him permission to check in. Without accountability, you’re more apt to slack. If someone else knows how you’re progressing—or not—you may feel more motivated.

»5 **PLAN HOW TO HANDLE SETBACKS.**

Nobody’s perfect, but a minor stumble doesn’t have to mean a major fall. Give yourself permission to fail, but don’t dwell on it or give up if you veer off the path to your goal a bit. If you want to accomplish your goals, it’s important to try to fail small, not big.



The Heart of Marketing

While your left brain uses reason and logic to draw conclusions, your right brain taps into your intuition and emotions—and research has shown it plays a huge role in purchasing decisions.

It’s been studied time and again: fMRI (functional MRI) tests have shown that when subjects evaluate products or brands, their limbic systems (where feelings, memory and value judgments originate) light up, while the data processing and analysis centers of their brains are left largely unstimulated.

Think about this in terms of eating habits. A salad may be a healthier choice than a burger and fries, but many people grab the burger anyway. On an emotional level, a salad equals “doing the right thing” (boring) but a hamburger equals “pleasure and gratification” (fun). When it comes to brand loyalty, nothing is stronger than securing an emotional bond to your brand. Here’s how to do that:

“Many a small thing has been made large by the right kind of advertising.” —MARK TWAIN



SOMETHING TO THINK ABOUT

McCombs marketing professor Raj Raghunathan and PhD student Szu-Chi Huang did a study that showed that comparative features are important, but mostly as justification *after* a buyer makes a decision based on emotional response.

▶ **Sell the emotional benefits.**

First, understand the difference between functional and emotional benefits. Think about Starbucks: What consumers get, logically, are caffeinated beverages. However, the emotional benefit of a trip to Starbucks is indulgence. Many brands try to sell themselves on a functional level, but to be most effective, the emotional essence of your brand should play a key role in your marketing efforts.

▶ **Pay attention to color.**

On your marketing materials, choose colors that evoke the emotion you want your consumers to feel—color is one of the most important aspects of emotional persuasion. Because it quickly triggers memory, color can increase brand recognition and sway your consumer’s choice of product.

▶ **Know your target audience.**

Most consumers weigh both emotions and logic when it comes to making a purchase—they aren’t entirely impulsive, but they aren’t solely calculating either. Know what speaks to the heart of your target market through market research. What feelings does your brand elicit? Do these emotions connect with your audience?

▶ **Use the right words.**

A strong brand name should at least hint at emotional gratification. If your brand name doesn’t strike an emotional chord, consider adding a tagline. For example, if you run a spa, you might use words like “love,” “satisfy” or “indulge.”

Company Culture: By Design or By Default?

Every company has a culture, whether they realize it or not. The question is, was the culture built purposefully or did it just evolve? Ideally, you want a company culture that happens by design.

Some people think that company culture refers to workplace perks and benefits. While those things are part of it, culture runs deeper than fun holiday parties and free pizza on Fridays. In many ways, your culture is the foundation of your business. It protects and demonstrates your core values.

If you’ve wondered how to make your culture more focused and aligned with what you stand for, here are some steps to take:

- **Assign an owner.** It might sound unnecessary, but every company needs one person who is directly responsible for its culture. Ideally, assembling a small team led by the “culture owner” will help define and create the type of culture that reflects company values.
- **Be sure leadership sets the tone.** Do you want to have a culture of teamwork? Then your executive team must truly function as a team. If you want “fun” to describe your culture, then your leaders will need to embrace that value as well. You can’t build an authentic company culture if your leadership doesn’t buy into it.
- **Listen to your staff.** Ask them often how their job is going or if they have suggestions for improvements. Understanding what makes your staff happy begins with getting to know them better—they are the ones who will ultimately define and carry out your culture.
- **Be sure that your company’s culture allows people to make honest mistakes.** When a mistake is dealt with harshly, it dampens people’s passion and makes them fearful to try new things. This will breed a negative culture. On the other hand, an attitude of acceptance and positivity will encourage risk-taking and comradery, and ultimately, a positive culture.

TOP FIVE BEST PLACES TO WORK IN 2017

(BESIDES PEACOCK PRINT & MARKETING, OF COURSE)

- 1 Bain & Company (New York, NY)
- 2 Facebook (Menlo Park, CA)
- 3 Boston Consulting Group (Boston, MA)
- 4 Google (Mountain View, CA)
- 5 World Wide Technology (Edwardsville, IL)

—according to Glassdoor



PROOF POSITIVE

A live stamp (instead of pre-printed indicia or meter mark), short teaser copy and a name and address printed directly on a closed-face envelope will help get your direct mail pieces opened.