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Print & Marketing

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THE Peacock Periodical

winter 2023



Merry Christmas
To You & Yours!

WHAT'S INSIDE

- Evaluating Your Marketing Plan for 2024
- Classic Holiday Recipes
- Promo Products
- 2024 Calendar

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And the angel said to them, "Fear not, for behold, I bring you good news of great joy that will be for all the people. For unto you is born this day in the city of David a Savior, who is Christ the Lord."

LUKE 2:8-14

QUALITY PEACOCK CUSTOM



20

24

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Evaluating Your Marketing Plan for 2024



It's beginning to look a lot like 2024! While we aren't quite ready to ring in the new year, January is coming quickly. That means as we finish out 2023, it's time to reflect on what marketing efforts have been working in the past year and what we hope to achieve in 2024. Then, it's time to come up with a plan! Check out these ways you can get a head start on succeeding with your marketing efforts in the new year.

START WITH ANALYTICS

When analytics and tracking are available, use it! Numbers are a great way to build your case for more marketing dollars or to back up the marketing tactics you're using. Analytics you should be tracking throughout the year include:

- Social media conversions
- Website conversions
- Click-through rates
- Email opens and click throughs
- Direct sales from marketing campaigns (QR codes driving to a specific landing page, etc.)

Consider the types of marketing avenues your company uses and what analytics may be available.

ASK FOR FEEDBACK

While analytics provide a solid story for what performed well and what drove the most business, it's also important to hear first-hand from your audience. You'll never know unless you ask! Consider sending a short survey to get a pulse on what your audience would like to see in 2024. More mobile marketing? Less emails and more direct mail? Make sure to thank your audience for doing business with you in 2023, and let them know that this survey is to give them what they value most in the new year.

CUT WHAT'S NOT WORKING

Sometimes marketers can get attached to campaigns when they've poured their hearts, souls and budgets into the final product. However, this is the time to truly look at the numbers and feedback and eliminate any promotional tactics that haven't provided a return on investment. At the very least, it's important to focus your marketing budget on tactics that are working best.

CONSIDER NEW TACTICS

Consider this your sign to try something new in 2024. The world of social media is evolving and marketing plans do, too. Consider your audience and what mediums they use to consume marketing materials. The survey you send them is a great opportunity to gauge if there are missed marketing opportunities. Test the new marketing measures using a smaller percentage of your budget to start and then reevaluate if you experience success.

Now is the time to get your 2024 marketing plan into shape by evaluating how you did in 2023. Don't be afraid to cut where necessary and add in new tactics. When in doubt, use the data to support your marketing decisions for the year to come. We're wishing you a happy 2024 with your best marketing success yet!



Classic Holiday Recipes

Sometimes, the best recipes aren't the newest or the most intricate, but the simple and tried-and-true. The winter holidays are the perfect opportunity to turn to the classic recipes and fill our meals with nostalgia and comfort. Here are two classic recipes to get your started this holiday season.

Fruitcake

The fruitcake can be traced to the ancient Egyptian tombs as an offering to sweeten their experience in the afterlife, to Ancient Roman warriors as an energy sustaining snack for long marches, and to medieval European crusaders during their treks to the Holy Land.

The modern fruitcake we know today came to America with the European colonists and gained its popularity and title as a "holiday-must" in the 1900s due to its long shelf life and dense texture, creating a rise of mail-order food businesses and dedicated fruitcake companies, and filling U.S. mail rooms with fruitcake tins. Let's keep this tradition alive and bake a fruitcake this holiday season!

Ingredients

- 1 lb Fruitcake fruit
- 1 cup Pecans (optional, but traditional)
- 2 cups All purpose flour
- 1 stick Butter
- 1 ¼ cup Sugar
- 3 Eggs
- 1 tsp Baking powder
- ½ tsp Salt
- 1 tsp Vanilla

Instructions

1. Use a 9x5" loaf pan. Coat the inside with non stick spray lightly and flour. Preheat oven to 300°F.
2. In a bowl whisk sugar, eggs, vanilla together and then add softened butter and whisk until smooth.
3. In another bowl whisk together dry ingredients. Then slowly incorporate this into your butter, wet, mixture.
4. Gently fold in fruit and pecans so it is incorporated nicely. Then pour batter into your pan and bake for 1 hour 10 minutes until toothpick comes out clean.
5. Cool in pan on wire rack for 15 minutes, then loosen slides with a knife and slide out. Set that on your cooling rack to completely cool.
6. Slice and serve.

Gingerbread

Gingerbread is an age-old tradition, inspiring whole categories of baked goods and even children's fairy tales. Not to be confused with the famously adorable gingerbread man cookies, or the delicious architecture of gingerbread houses, this old-fashioned gingerbread recipe is perfectly spiced and cozy - perfect for the winter holiday season.

Ingredients

- 2 ½ cups all-purpose flour
- 1 ½ teaspoons baking soda
- 2 teaspoons ground cinnamon
- 2 teaspoons ground ginger
- ½ teaspoon nutmeg
- ¼ teaspoon ground cloves
- ½ teaspoon salt
- 1 cup molasses
- ½ cup butter, melted
- 2/3 cup granulated sugar
- ½ cup applesauce
- 1 large egg
- 2 teaspoons vanilla extract
- ½ cup vegetable oil
- ½ cup whole milk

Instructions

1. Preheat oven to 350°F. Grease a 9x13" baking dish, set aside.
2. In a large bowl, whisk together flour, baking soda, cinnamon, ginger, nutmeg, cloves and salt. Set aside.
3. In a large bowl, combine molasses, melted butter, and sugar. Add applesauce, egg and vanilla extract, beating until well combined.
4. Beat in flour mixture alternating with oil and milk. Pour batter into prepared pan.
5. Bake for 40-45 minutes in the preheated oven, until a toothpick inserted in the center comes out clean. Allow to cool in pan before serving.

Primo Promo Products

Visit peacockprinting.com for more cool promo ideas!



Cook up some great marketing with this branded 3 piece BBQ set! Includes spatula, fork, and tongs. Packed in a durable zippered polyester case with handles and front open pocket. KU22



See your customers faces light up with this custom logo light-up wireless speaker! Rechargeable and equipped with a microphone for answering and making phone calls - in style! IT228

ORDER TODAY!



This 12oz Campfire Grid Tumbler is a perfect giveaway item for the winter season. It's double-wall stainless insulation makes it perfect for hot and cold drinks, making it an item for year round! Available in black, blue, gunmetal, and red. CM231



A cutting edge item to promote your company in a useful way. This Prime Line Everest Multi-Tool features pliers, knife, bottle opener, wire cutter, and carabiner.

T510

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