



2019
Local Businesses



COUNTRY BLACKSMITH TRAILERS

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Country Blacksmith Trailers is a family owned trailer sales and service company with over 800 trailers in stock in Mt. Vernon and Carterville, IL. **It is our goal to follow the "Golden Rule" and treat others as we would like to be treated!** We have been in the trailer business since 2001 and have the experience necessary to help you with your trailer needs.

We sell trailers, truckbeds, and repair all brands of trailers and offer over 900 New Trailers, Used Trailers, and Pickup Flatbeds for Sale.

We have Used Trailers, Utility, Gooseneck, Dump, Tilt, Aluminum, Enclosed, Cargo, Equipment, Hotshot, Livestock, Pen System, Horse, Car, Rolloff Dumpster, and Car Hauler trailers!

CHECK OUT OUR 84" WIDE DECK TRAILERS!

Bradford Built and CM flatbeds, as well as CM Service Bodies and bodies for your truck are also available! We stock PJ Trailers, Diamond C, Load Trail, Aluma, Eby, Featherlite, Frontier, Imperial, Country Blacksmith, Delta, Calico, Bradford Built, CM Truckbeds, CM Service Bodies, eConoBody Trailers, Midsota, Floe CargoMax, and more!

We have years of experience and would like to help you find a trailer! **CALL US TODAY! You will be glad you did, and that's a promise.**

618-242-0800 or info@countryblacksmithtrailers.net

**2 Stores in IL.
Mt. Vernon &
Carterville**



PEACOCK PRINT & MARKETING PRESENTS

INK LINK

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On the Road Again

The Ultimate Road Trip Essentials

The sun is shining, the air is warm and the car has a fresh tank of gas. It's time to hit the road this summer. But before you explore the wide-open countryside, make sure you're equipped with these road trip necessities.

*We will be closed
JUNE 28TH - JULY 5TH
so that we may allow our dedicated
employees time to celebrate
with their families.*

First aid kit.

Hopefully you never have to use this, but it's nice to have...just in case. You can buy a kit online or create your own with basic items. Include essentials like burn cream, band-aids, gloves and disinfectant. If you want to get really advanced, add a tourniquet, wraps and blood clotting solution.

Roadside emergency kit.

This is a good staple to have at all times, not just for road trips. Stock your kit with jumper cables, light sticks and a warning triangle if you have to pull over at night. It might take up extra space in the car, but you'll be glad you have it should you ever break down.

Journal.

Road tripping can be an enlightening experience, so you could have existential thoughts along the way. Or, you might bump someone's car and need a piece of paper to slip them a note. Either way, bring along a journal to jot down your ideas and observations throughout the trip.

Snacks.

It's not a great road trip without a plethora of food and drinks in the backseat. You already have emergency kits already made, so be sure to add a food kit in case you need energy along the way. Pack a cooler full of your favorite junk food items, but add in healthy options too.



Paper maps.

We know, we know: These days, everyone uses their phones. But there are still places that can't access a satellite for GPS. In that case, it's safe to have a physical map or atlas for backup. If you really love your phone, try the app Maps.Me to download maps that can be used offline without service.



IT'S WHAT'S INSIDE >>>

- 5 Insightful Secrets to Making Friends at Work
- Heat Things Up: Sizzling Summer Marketing Ideas
- Big Brand Benefits of Promotional Products



5 Insightful Secrets to Making Friends at Work

Whether you're starting a new job or have been at the same place for years, making friends at work can be pretty intimidating. But it's also healthy to have work friendships, so how do you make the connections? We have some insider tips.

- 1 Go to work events.**
Whenever possible, get out of your day-to-day work environment and get to know your coworkers on a personal level. Attend a get-together at a coffee shop, restaurant or the annual summer barbecue.
- 2 Eat lunch with others.**
It's tempting to work straight through lunch and get ahead on things, but you won't meet other people that way. Branch out and ask your coworkers to grab lunch together. Or head down to the break room and join others there.
- 3 Ask questions.**
People love talking about themselves. If you're not sure how to begin a conversation, just start with a question. Then a follow-up question. The more opportunities you give someone to open up, the more likely the conversation will flow naturally.

- 4 Add them on social media.**
This one's tricky, but if it feels appropriate, add your coworkers on social media. Maybe start with LinkedIn, then work your way over to Facebook. This is an easy way to show them you "like" their friendship.
- 5 Find things in common.**
Once you have ideas for what to talk about (example: they posted a picture of their dog on Facebook), find things you have in common. Before long, you'll bond over shared interests outside of the office space.



Heat Things Up: Sizzling Summer Marketing Ideas

Summer is officially here, so it's time to soak up the sun and the sales. Check out this quick list of marketing ideas that will get you embracing the heat for your business this June.

Host a family event.

With the kids out of school, parents everywhere are looking for fun (and free) ways to keep them occupied. Put your business on the map by hosting a family night. Go big for a once-per-summer event, or have a weekly special just for kids.

Hit up the holidays.

Summer is full of holidays to use to market your business (we're looking at you, Fourth of July). Make a list now of all of the holidays you want to include with promotions, and plan a marketing strategy around each. Get creative! For instance, June 27 is National Canoe Day. That sounds like a boatload of fun!

Offer summer loyalty cards.

Keep customers coming back during the summer with your own loyalty program. Provide a discount or reward when cards are completed by the end of the summer. Better yet, put all completed cards into a drawing for a grand prize.

Update your blog.

Seasonal content is huge during the summer months, so embrace the opportunity by adding relevant articles to your blog. We're talking holidays, weather, applicable products and services, the whole shebang.

WORDS TO LIVE BY

"The cost of being wrong is less than the cost of doing nothing."

—Seth Godin

Upgrade your social media.

With great natural outdoor lighting, summer is the perfect time to spruce up your social media presence. Try coordinating a product photoshoot, take pictures at an event or produce an outdoor video for engaging content customers can connect with.

Send direct mail.

In the midst of online marketing, don't forget about the big wide world of print. Stand out from the crowd by sending a catchy direct mail piece to your customer mailing list advertising a unique summer sale.



Big Brand Benefits of Promotional Products

Odds are you have a koozie, hat or frisbee in the back of your closet with a logo printed on it. In the U.S., 80% of consumers have 1 to 10 promotional products. If you want to stand out from the crowd, you need a unique and useful promo product that can tie back to your business. Here's why your business should jump on board the train with branded items.

Cost-Effective Marketing

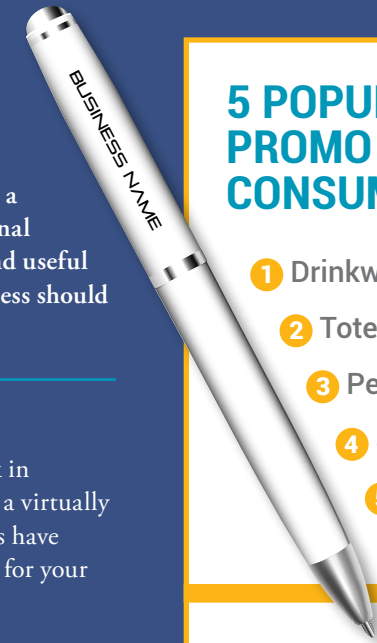
Promotional products are a great way to get the biggest bang for your buck in marketing. With a one-time cost, you create a walking advertisement with a virtually infinite shelf life. According to Inkwel Global Marketing, promo products have an average CPI of \$0.004, making them the least expensive form of media for your business to use.

Brand Recognition

Promotional products are kept for long periods of time (up to two years on average), and even by different people. When finished with a product, the majority of people actually give it away, increasing the brand's exposure. This creates a strong reputation for the business and helps you stand out from competitors.

Customer Retention

HuffPost found 89% of people who received a promo product in the last 24 months remember the name of the company associated with it. Constant exposure makes it easier for customers to remember the brand, making them more likely to do business with you. Consumers can also feel a sense of gratitude and connection to the brand, thus initiating a feeling of reciprocity.



5 POPULAR PROMO PRODUCTS CONSUMERS LOVE

- 1 Drinkware
- 2 Tote bags
- 3 Pens
- 4 Sunglasses
- 5 Journals

PROOF POSITIVE

Promotional products are usually imprinted with silkscreen or pad printing. If you plan to create a promo item, keep costs low by using single-color versions of graphics and logos.



SOMETHING TO THINK ABOUT

Still not sure about promo products? Consider this: According to PPAI, after receiving an item, 79% of consumers researched the brand, while a massive 83% were more likely to do business with the brand.