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WITH LOGGED
HOODIES!

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Print & Marketing

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THE

Peacock Periodical

winter 2022

JOY to the
WORLD

Conception and Birth of Jesus

¹⁸ Now the birth of Jesus the Messiah was as follows: when His mother Mary had been betrothed to Joseph, before they came together she was found to be pregnant by the Holy Spirit. ¹⁹ And her husband Joseph, since he was a righteous man and did not want to disgrace her, planned to send her away secretly. ²⁰ But when he had thought this over, behold, an angel of the Lord appeared to him in a dream, saying, "**Joseph, son of David, do not be afraid to take Mary as your wife; for the Child who has been conceived in her is of the Holy Spirit.**" ²¹ She will give birth to a Son; and you shall name Him Jesus, for He will save His people from their sins." ²² Now all this took place so that what was spoken by the Lord through the prophet would be fulfilled: ²³ "**Behold, the virgin will conceive and give birth to a Son, and they shall name Him Immanuel,**" which translated means, "God with us." ²⁴ And Joseph awoke from his sleep and did as the angel of the Lord commanded him, and took Mary as his wife, ²⁵ but kept her a virgin until she gave birth to a Son; and he named Him Jesus.

Matthew 1:18-25

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- What to Do With All Those Extra Lego Parts
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2023

JANUARY

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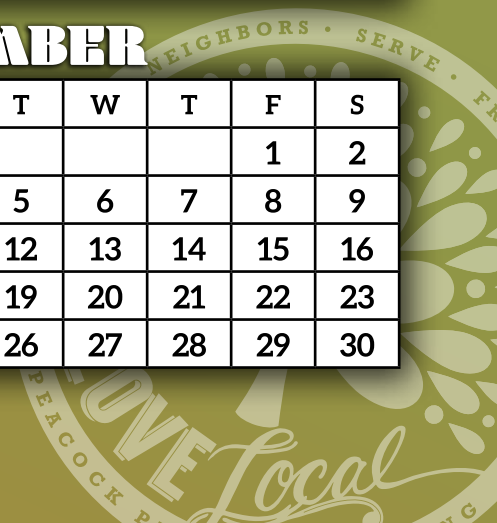
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"He has made everything BEAUTIFUL in its time."
ECCLESIASTES 3:11

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How To Make A Perfect Snowman (or Snowwoman)

We never gave it much thought — pack a good, firm snowball and roll it around the yard until big enough for a base. Repeat two more times. Stack one on top of another. Boom: a snowman.

But that doesn't fly in the modern world, where you can find YouTube videos and 14-step how-to articles on snowman-building. And if you were interested in such things, snowman-building does involve a bit of science.

Case in point: snow needs to contain three to five percent liquid water in order to be malleable and gluey enough to hold shapes, says the *New York Times*. The perfect snow can be found around 32 degrees Fahrenheit in regions closer to an ocean, like the Northeast or the Sierra Nevada.

If you pat the snow as you go, you compact it and squash individual snowflakes, causing melting around the edges. As they refreeze, they bond. This makes the snow a lot more solid — and your snowman a lot more sturdy.

A few more tips:

- Remember to face your snowman away from the sun, unless you were going for the melted face look.
- Pack extra snow around the base to give it more stability.
- Flatten the tops of the bottom snowballs so they're easier to stack. Spheres are also a good shape to help prolong melting because less surface area is exposed to the sun.
- Try to roll the snowballs around the area you plan to place the snowman, then stick him in the middle. Avoid building a snowman on a driveway, which absorbs heat (does that even need a reminder?).
- Aim for a diameter ratio of 3:2:1 from bottom to top — like three feet, two feet, one foot.

What To Do With All Those Extra Lego Parts

As anyone who has stepped barefoot on a stray Lego can attest, the first inclination is to slam dunk the offender into the trash. Followed by any of its kin.

Every Lego set comes with extra parts, which, in addition to the main set itself, can quickly add up to hundreds of parts in any one house. Beyond the larger rectangular building block-style bricks, it seems nearly impossible to do something that feels productive with the remainder of the pieces; they're often not suitable for Goodwill and who wants these things anyway?

You've got some options.

You actually can sell. Someone really does want those things. You can sell whole sets apart or together (especially if you have the box and instructions) and bags of extra pieces. Try Facebook Marketplace for Lego sellers and buyers.

You can return parts to Lego itself. Visit the Lego website to get a prepaid return address label, box up your bricks, and ship. Lego Replay works with Give Back Box, a logistics company that helps reuse discarded shipping materials. Give Back Box sorts and cleans the pieces, then helps send them to nonprofits and charitable organizations.

A handful of other groups do similar work:

Brick Recycler; The Giving Brick; and BrickDreams (less active). You can also sell them on BrickLink. As for whether they're recyclable, Legos are made of a type of plastic that's hard to recycle, so they wind up in landfills instead. The company has said it intends to make the classic toy from a sustainable material by 2030.

Does your local elementary school have a STEAM club?

Chances are they would love to receive donations of Lego pieces of all shapes and sizes.



Evaluating Your Marketing Plan for 2023



Photo by Ian Schneider on Unsplash

It's beginning to look a lot like 2023! While we aren't quite ready to ring in the new year, January is coming quickly. That means as we finish out 2022, it's time to reflect on what marketing efforts have been working in the past year and what we hope to achieve in 2023. 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 2023. More mobile marketing? Less emails and more direct mail? Make sure to thank your audience for doing business with you in 2022, 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 2023. 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 2023 marketing plan into shape by evaluating how you did in 2022. 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 2023 with your best marketing success yet!

PRIMO PROMO PRODUCTS

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Invest in a giveaway item that is a cut above the rest! This mini bamboo cutting board is ideal for serving fruits, veggies, and cheese.



This custom pizza cutter will look sharp with your company logo! Perfect idea for promoting any food related business or club. Used to cut pizza, sandwiches, brownies, cookie dough, salads and more. Features an FDA approved BPA-Free removable plastic blade for easy cleanup.



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