



Heroes

Peacock
Print & Marketing

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



RELAY FOR LIFE OF JEFFERSON COUNTY

2018 was different from any others in the past. This year just as the tents were being set up a thunderstorm hit the park and it was decided the event would be in the Rolland Lewis Building. The Luminaria were placed in an oval in the center and the teams were set up all around the track. It really turned out pretty good except it was hard to let the town know we were still having it. But of course, Peacock Celebration team was there in full force. We sold cake, punch, cookies, beef sticks and had 10 raffle baskets that were the hit of the night. As you can see from the picture, we all looked great in our team shirts (Displaying our theme “Strike Out Cancer”) *We were actually a JADE team earning over \$10,000! Putting us in First Place!* Mary Lee Holloway, who could not be there, raised the most for the county at \$3,728. Shannon Willis, Barb Williams, and Dana Bourland each raised \$1500. Lea Mooney raised \$600. It was a true team effort! Our most successful fundraisers

were Bonnie Café Team Night, Elks Chicken Dinner, Kingdom Seed, Pampered Chef, and the Raffle Baskets. We would like to thank Peacock Print & Marketing for sponsoring our team and providing our printing needs for the team and supporting the American Cancer Society!



- Barbara Williams
Committee Chair



PEACOCK PRINT & MARKETING PRESENTS

INK LINK

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How to Make Your Farmers Market Haul Last Longer

Autumn may be approaching soon, but there's still plenty of time to take advantage of summer's fresh fruits and veggies. With a shout-out to National Farmers Market Week (August 5–11), keep this month's menu chock-full of nature's good stuff with these easy tips to make your produce last longer.

- Some fruits and veggies produce a gas called ethylene as they ripen, which can prematurely ripen foods that are sensitive to it. Keep ethylene-producing foods away from ethylene-sensitive foods. Avocados, bananas, cantaloupes, kiwis, mangoes, nectarines, pears, plums and tomatoes, for example, should be stored separately from your apples, broccoli, carrots, leafy greens and watermelon.
- Keep potatoes, onions and tomatoes in a cool, dry place, but not in the fridge. The cold will ruin their flavor.
- Store unripe fruits and veggies like pears, peaches, plums, kiwis, mangoes, apricots, avocados, melons and bananas on the counter. Once they're ripe, move them to the fridge—even bananas. The peel may brown, but you'll slow down the ripening process and the fruit will last longer.
- Store salad greens and fresh herbs in bags filled with a little air and sealed tightly.
- Cut the leafy tops of your pineapple off and store your pineapple upside down. This helps redistribute sugars that sink to the bottom during shipping and also helps it keep longer.
- Avoid washing berries until right before you're ready to eat them. Water encourages mold growth.
- If you like to wash, dry and cut your fruits and veggies all at once, store them in covered glass containers lined in paper towels. You'll not only be able to see them—which reminds you to eat them—but you'll also be keeping moisture out.

Another quick tip:

If you notice any rotten produce in your fridge, toss it or compost it immediately. It can spoil the rest of the produce.



IT'S WHAT'S INSIDE >>>

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How to Add a Twist to Your S'mores

Nothing says summer like a classic s'more, and now is an appropriate month to celebrate this gooey goodness. Get your jumbo marshmallows skewered—National S'mores Day is August 10.

Of course, the typical s'more is made by squishing a roasted marshmallow and a chocolate bar between two graham crackers. But there are a hundred different ways to add a twist. Here are a few.

Chocolate and Peanut Butter S'mores

Spread a tablespoon of peanut butter onto a thin, crisp chocolate wafer, then squish a toasted marshmallow on top with another chocolate wafer.

Nutty Banana S'mores

Make these s'mores with graham crackers, a Reese's Peanut Butter Cup (or Nutella), sliced banana and a toasted marshmallow.

Strawberry and Chocolate S'mores

Add a fruity twist by pairing strawberry slices with graham crackers, dark chocolate squares and a melty marshmallow.

Ginger and Caramel S'mores

Give your taste buds a kick when you squish a caramel-filled chocolate square and a roasted marshmallow between two ginger snaps.

CUSTOM T-SHIRTS

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Influencer Marketing: What It Is and How to Find the Right People

Looking for some attention? There's a marketing buzzword you may have heard called "influencer marketing." The term is relatively new, but the concept behind it is not. At its most basic level, influencer marketing is a hybrid of old and new marketing tools. It takes the idea of celebrity endorsement and mashes it up with a modern-day content marketing campaign—and it's designed to draw more eyes, ears and, ultimately, wallets to your brand and business.

To be clear: Influencers, unlike celebrities, can be anywhere, and they can be anyone. What makes them influential isn't their latest blockbuster hit or rise to superstardom in sports; it's their large following on the internet and social media as well as their ability to affect people's decisions and actions.

Where do you find influencers for your business? Here are five places to start:

1 Email lists. That's right—you may have an influencer or two already associated with your business that you don't know about. These would be people who have already interacted with you, like what you do and what you offer and would probably be inclined to share content for you. Start combing your lists.

2 Google search. This isn't exactly rocket science, but if you're looking for a specific type of influencer, search engines may be your friend. Get to Googling.

3 Analytics. Use your social media analytics to see your brand or company's top Facebook and Twitter mentions. Look at which of those mentions have a significant number of shares or retweets—that person could be a potential influencer.

4 Social media. Scan through Instagram or Twitter hashtags related to your brand, company or products. You may find an influencer worth exploring.

5 Networking. If you know specifically what or who you're looking for in an influencer, start asking around: your staff, social networks, customers, other businesses, community members, local networking events. Good old word of mouth can sometimes be the most effective tool for connecting you with the right person.



SOMETHING TO THINK ABOUT

Twitter has 330 million monthly active users, about a 4% increase over last year.

Here's the Deal About Google Chrome and Its "Not Secure" Warnings



If you want to stay on Google's good side, it's time to be sure that your website is encrypted—or, in other words, enabled with HTTPS. Last month, Google's browser, Chrome, started labeling all HTTP sites as "not secure" if a user is on a page where they're inputting data. Your website visitors will see that label loudly and clearly if they try to give you any information and it's not yet encrypted.

What's all the hoopla about encryption? In a nutshell, HTTPS encryption protects the channel between your browser and the website you're interacting with, which means that nobody between the two is able to tamper with the traffic or see what you're doing. Without that encryption (or with HTTP), someone with access to your router or ISP could grab the information you send to that site or inject malware into otherwise valid pages.

If you feel a little pressure to acquire the necessary SSL/TLS certificates because of Chrome's security warning, well, that's exactly what Google wants. They've been pushing site owners toward HTTPS for months now. And there are definitely benefits to doing so. Your website visitors will feel a sense of security and trust when they hand you sensitive information. Most online users now associate online security with the lock icon or green address bar that displays with an SSL-secured website. Also, Google rewards sites using HTTPS with a slight search ranking boost.

And lastly, many industries have strict compliance requirements to help protect those whose personal information is stored by organizations. Encryption is part of staying compliant if you're in an industry with compliance requirements.

FIVE WAYS TO INCREASE DIRECT MAIL RESPONSE RATES

- 1 Make your direct mail piece stand out with an unusual shape, size or color.
- 2 Make your core value proposition clear and obvious.
- 3 Choose better images that evoke emotion.
- 4 Sell benefits, not features. "Sell the sizzle, not the steak."
- 5 Include a clear call to action: Visit website, call to order, bring postcard in for a discount, etc.

WORDS TO LIVE BY

"The web isn't really made up of algorithms. It's made of people. In all their frustrating, imperfect and complicated glory."

—Sonia Simone



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.