



Give Thanks

Let us come before him with thanksgiving and sing joyful songs of praise. Psalm 95:2

In observance of **Thanksgiving**, Peacock Print & Marketing will be closed: **Thursday, Nov. 23 & Friday, Nov. 24**



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THE Peacock Periodical

fall 2023

6 SWEET OCTOBER MARKETING IDEAS

Happy October! This month is known for many qualities: cool fall weather, pumpkin carvings and the ever-favored hay rides. October is perfect for apple picking, big sweatshirts and toasty hot chocolate as we prepare for the cold winter ahead.

For small businesses and individual professionals, October provides the perfect opportunity to increase your marketing efforts, connect with potential customers and grow your organization. Are you feeling stumped on how to market this October? Check out our 10 ideas to get started marketing and growing this month.



1. Hold a costume contest. Because who doesn't love a good old fashioned costume contest during October, right? It gets customers engaged, having fun and intrigued with your business.
2. Sponsor a Halloween event. If you're not into the costume contest idea, a simple Halloween event is always a good route to go.
3. Decorate your storefront. Go all out and have some fun with decorations this month.
4. Give out Halloween goodies. More than just candy, giving away Halloween goodies is a spooky way to interact with customers and remind them of your business. Don't be afraid to throw in some swag items branded by your company!
5. Do trick or treating. Whether it's handing out business cards with candy or keeping your storefront open, trick or treating is a great marketing opportunity for your business.
6. Give back to a cause. October is the perfect month to support various causes in your community (e.g. Breast Cancer Awareness Month, Domestic Violence Awareness Month, National Diabetes Month). Give back to a cause this October and increase marketing efforts.




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BENEFITS OF SUPPORTING LOCAL BUSINESSES

Strengthen your local economy.

According to Civic Economics, for every dollar you spend at an independent business, 3x more money is returned into the local economy, compared to that spent at a larger chain (50x more compared to an online retailer). This money is going right back into the community you live and work in, helping to support valuable programs for yourself and your family.

Small businesses often give back to the community in other ways, whether donating, buying or financially backing other independent groups. When small businesses are strong, the community and local economy are strengthened as well.



Create more jobs.

Not only is your local economy strengthened when you shop locally, but you also help to create more jobs. According to the Small Business Administration, the 28 million small businesses in the U.S. have provided 55% of all jobs and 66% of all new jobs since the 1970s.

These jobs could go to your friends, family or neighbors—people who would probably experience much more competition at a large chain store. Or, these jobs could go to you, just from doing your part to support the community.

Reduce environmental impact.

Locally owned businesses often make more local purchases for their products, requiring less transportation and outsourcing. They typically consume less land, are located closer to residents and create less traffic and air pollution. All of this leads to less congestion, less habitat loss and less pollution. While this may not impact you immediately, it can definitely impact your children and grandchildren in the future.

Lower your taxes.

Everyone loves lower taxes, and supporting your local businesses can help do just that. With small businesses, more efficient land use and more central locations puts less demand on roads, sewers and safety services. Even more, independent businesses often generate more tax revenue per sales dollar. This means a greater percentage of local businesses helps to keep your taxes lower, as compared to mega-stores.

Improve your family's health.

When it comes to buying produce and choosing places to eat, local food distributors and restaurants are often the healthier choice for yourself and your family. According to GrubMarket, buying local foods has numerous health benefits, opening you up to the world of chemical-free fruits and vegetables, grassfed meats, fresh eggs and dairy provided by grass-fed cows. This means you and your family can enjoy a tasty meal, while supporting the local community and choosing the healthiest option. When it comes to choosing local businesses, helping the community means helping you, too. Whether it's aiding the economy now or building a better world for future generations, small businesses are here for you. But first, they need a little support too.



AWESOME AUTUMN ACTIVITIES in Southern Illinois

Downtown Trick-or-Treat

Mt. Vernon

October 25

Put on your best costumes and take a stroll through downtown Mt. Vernon as the streets fill with trick-or-treaters! Local businesses will gather along 9th Street in Mt. Vernon to pass out festive treats and goodies from 5PM - 7PM.

Eckert's Farm

Millstadt

Wed-Sun until October 31

Fun for the entire family awaits you at Eckert's Millstadt Farm. Whether you're looking to pick your own apples and pumpkins or ride down a giant underground slide, this is the place to be. Enjoy concessions, pig races, the corn maze, pony and parakeet encounters, and more! Open Wednesday through Sunday 9AM - 6PM.

Marlow's Pumpkin Patch

Opdyke

Everyday through October 31

Family fun every day of the season! Marlow's invites you and your loved ones to come out and enjoy free activities, with no obligations to spend any money. They are a safe, fun place for people and their loved ones to make their fall memories at, regardless of budget. Enjoy the playground equipment, farm animals, the haunted barn, hayrides, pumpkin picking, and more! Open Monday through Saturday 9AM - 6PM. Open Sunday 12PM - 6PM.

AutumnFest Arts and Crafts Show

Carterville

November 11 & 12

Annual craft fair with approximately 8,000 attendees shopping for the perfect gift on their holiday shopping list! The 48th Annual AutumnFest is a juried event with over 120 exhibitors of handcrafted arts, crafts, and specialty foods. It is held on the second full weekend of each November. Saturday, November 11th from 9AM - 4PM and Sunday, November 12th from 10AM - 4PM.

Organ Farms

McLeansboro

September 22-October 31

Enjoy some fall country fun this year at Organ Farms! Take a stroll through the corn mazes, hitch a tractor-pulled hayride, see farm animals at the petting zoo, relax in the picnic area, play some fun games, visit the gift shop, or a pick a pumpkin... and don't miss out on the fall festival! Open Monday to Friday for groups. Open Saturdays and Sundays from 10AM - 6PM.

Festival of Trees - Cedarhurst Center for the Arts

Mt. Vernon

November 18 & 19

Browse the decorated Christmas trees during The Lights! Admission to The Festival of Trees is included with all admission tickets Saturday and Sunday 5PM - 9PM. Visitors view for free 11AM - 4PM, and are welcome to bid for the chance to take home a tree.



Call today!

GET EXCITED ABOUT NEW APPAREL!

Place orders now for your decorated fall apparel!



Jerzees®

Adult NuBlend® Fleece Pullover Hooded Sweatshirt



ComfortWash by Hanes®

Unisex Crew Sweatshirt



Dri Duck®

Men's Cheyenne Jacket



North End®

Men's Glacier Insulated 3-Layer Fleece Bonded Soft Shell Jacket with Detachable Hood



Mercer+Mettle™

Women's Waterproof Rain Shell