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Local Businesses



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PEACOCK PRINT & MARKETING PRESENTS

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Swing Into Spring!

6 Lively Things to Do This Season

Do you hear the birds chirping? See the trees starting to bud? Feel the little bit of warmth in the air? Spring is around the corner, which means it's time to swap out your winter coat for a light jacket. Check out these ideas for how to dig into the season after hibernating all winter.



- 1 Explore a park.**
The best thing to do as the weather warms up: Get outside into the great outdoors. Take a day to go explore a park near your home with a hike, walk through the woods or play fetch with your dog.
- 2 Start a hobby.**
Spring signifies new beginnings and clean slates. Embrace this time of year by adding a new hobby to your list. Try something original like rollerblading, knitting or painting. You might find an adventure along the way.
- 3 Go to a festival.**
While most outdoor festivals and markets take place in the summer, many actually begin in spring. Check your local event calendar and enjoy foods, art and music while supporting your area's small businesses.
- 4 Have a picnic.**
And of course, as you explore the park, you can't forget to pack some food for the excursion. Gather your friends and family together for a casual, relaxed lunch outside in the sunshine.
- 5 Take a trip.**
Naturally, it wouldn't be spring break without a trip! Vacations don't have to be somewhere fancy or expensive. Plan an expedition to somewhere near or far—wherever you can get away to relax and enjoy the season.
- 6 Support a cause.**
Just as spring embodies a fresh start, it also brings renewed hope. Give hope to others this season by getting involved with a cause you care about through volunteering or donating to a local nonprofit organization.

“ **WORDS TO LIVE BY**
Spring is nature's way of saying,
'Let's party!'
—ROBIN WILLIAMS ”



IT'S WHAT'S INSIDE >>>

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- Worthwhile Words for Designing a Business Brochure
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New Twists on Traditional Spring Cleaning

As the weather warms up, it's time to get the musty smell of winter out of the house and welcome in the fresh air. Just because spring cleaning is a tradition doesn't mean you have to do everything the old-fashioned way. Try out these techniques as you battle dust bunnies and clean out closets.

Make a checklist.

Step one: Define the steps. Spring cleaning can feel overwhelming, but not when you have your handy-dandy checklist ready to tell you what to do and where to start. Identify the biggest priorities, then leave the other tasks for summer.

Break it up.

Whether you're a one-room-at-a-time kind of person, or want to see the chore through to completion, break up the cleaning when you can. Once chores are sorted into multiple days, they won't seem as daunting.

Embrace social media.

If you plan on cleaning out your closet this season, then why not use technology to your advantage? Sell gently-used items on social media and see if you can earn a couple of extra dollars, all while tidying up.

Think green.

Keep your home and body clean this spring with the products you use. Don't expose yourself to unnecessary chemicals and toxins. Try using a steam cleaner for your floors, appliances, bathrooms and outdoor areas. When in doubt, combine white distilled vinegar, baking soda and water for a mean, green cleaning machine.

Make it easy on yourself.

For a house with multiple floors (or even a long walk down the hallway), keep your cleaning products readily accessible. Make one set for upstairs and one set for downstairs, so you never have to look too far for a rag and a spray bottle.



Worthwhile Words for Designing a Business Brochure

Brochures communicate with customers personally and effectively. Whether you want to share more info about your business, explain your services or tell a story, the design is critical to a brochure's success. Keep these words in mind throughout the design process.

BRAND. Who you are defines the brochure. Identify your brand and the personality you want to portray through the brochure, so you have a starting point for designing.

COPY. When it comes to brochure copy, it is both what you say and how you say it. Draft the copy in advance, making sure to use succinct sentences, tell a story and stay on brand.

IMAGERY. Choose a few high-quality images to include alongside the copy. While stock photos can work well, consider using your own pictures to really personalize the brochure.

FORMAT. Once you identify the purpose behind the brochure, choose the format that fits those needs. Evaluate different templates and practice laying out the content to get a variety of ideas.

FINISH. When you feel confident with the content and the design, it's time to finish. Decide on the type of paper and finish you want to use as you finalize the brochure.



5 BRAND COLORS (And Emotions They Elicit)

- 1 RED:** evokes power, authority and attention.
- 2 BLUE:** elicits trustworthiness and calm.
- 3 GREEN:** represents health, goodness and money.
- 4 YELLOW:** symbolizes optimism and happiness.
- 5 ORANGE:** denotes energy, ambition and novelty.

PROOF POSITIVE

While colors can invoke specific emotions, it's much more important to align your brand's colors with the personality you want to portray. First, discover your brand personality. Then, choose colors that match it.

The Magic of Guerrilla Marketing How to Make It Work for You

Guerrilla marketing: You're not quite sure how to explain it, but you know it when you see it. It's unconventional, unique and stops you in your tracks and makes you say, "Woah. That's clever." This type of marketing includes techniques that are innovative, unconventional and low-cost, aimed at obtaining maximum exposure for a product or service. Here's how to make the magic of guerrilla marketing work for you.

1 Location, Location, Location

When it comes to guerrilla marketing, it's all about location. Consider foot traffic, surrounding areas and even physical environment to decide how to cleverly display your message. For instance, a crosswalk is a common guerrilla marketing example because of its visible placement.

2 Buzzwords

Ever heard of *The Blair Witch Project*? The film launched one of the biggest guerrilla marketing campaigns ever, all through word of mouth. People trust their friends, so create marketing buzz by releasing rumors about your brand or products.

3 Inspired Artwork

If you know an artist, now is the time to hire them. Display your brand's artwork on buildings, landmarks or signs in unconventional places to draw viewers' attention and pique their interest. Of course, do your due diligence by checking city laws beforehand and considering weather or potential theft.

4 Social Butterflies

Social media is a must for any guerrilla marketing campaign. Build hype and interact with customers all with the click of a button. Consider Facebook Live. Take a live video of unveiling a new product for an avant-garde product release.

5 Event Hype

No doubt events are already happening in your city, so ride the wave by incorporating them into your guerrilla marketing. Conferences, concerts and sporting events are all perfect opportunities to link your business, products or services with popular events.



SOMETHING TO THINK ABOUT

In the study *Impact of Color in Marketing*, research found that up to **90% of snap judgements about products are based on color alone.**