



2019  
Local Businesses



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No matter how cutting edge the technology gets, nothing will replace the feeling of a book in your hand. At King City Books in Mt. Vernon, IL, you'll find a staff who is just as passionate about books as you are. Owner Kendra Peterson, and manager Julie Kubitz are just a couple of King City Books' staff dedicated to serving you. Whether you're looking for a timeless classic or the latest chart-toppers, you'll find it on our shelves. With a coffee shop conveniently located inside of our store, it's easy to spend an entire afternoon enjoying King City Books.

**Come in and shop for:**

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PEACOCK PRINT & MARKETING PRESENTS

# INK LINK

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## Red, White and Blues

### Like All Good Things, Summer Vacations Must End

All work and no play could make for a dull summer. But be warned—taking time off for fun can have its downside as well.

Getting back to the 8 to 5 grind after a vacation can be difficult. In fact, psychologists at the University of Granada in Spain have researched a condition called Post-Vacation Syndrome, which they describe as a general feeling of discomfort with going back to work after some time off. Sufferers experience symptoms like tiredness, lack of appetite, muscle aches and anxiety.

If you find yourself experiencing some post-vacation letdown during the summer months, here's how you can ease your entry back into the work world.



#### Plan a buffer day.

Especially if you're traveling, plan to have a day at home when you can mentally and physically adjust from vacation mode to work mode. You may need to catch up on laundry, sleep or both. Whatever the case, allow a day or so for transitioning.

#### Make a list.

Before you step foot back into your office, have a plan. No doubt you'll have an inbox overflowing with emails and perhaps a dozen voicemails to return. Returning emails and phone calls may be your number one priority—or not. Decide what needs your attention first, and don't let other things distract or overwhelm you. Take tasks one at a time. You *will* eventually catch up.

#### Exercise.

A workout in the gym or on your treadmill will counteract the post-vacation blues by releasing endorphins, your body's natural "feel good" chemical. Plus, if you indulged in a few too many summertime treats, well, a few laps around the track may take care of that too.

#### Reclaim your lunch break.

If you've somehow lost that little one-hour luxury, try to get it back. People tend to take better care of themselves on vacation, whether it's spending more than five minutes on a meal or reading a much-anticipated book. Plan some "me time" into your schedule and take a little one-hour retreat each day.

#### Plan your next time off.

Maybe it'll be a long weekend trip next month or a "mental health day" the month after. Whatever it is, having a break to look forward to can help you re-enter your workplace with a positive attitude.

### IT'S WHAT'S INSIDE >>>

- Make Your List and Check It Twice: Plan Now for the Holiday Season
- Three Videos You Should Have on Your Website
- How to Market to Generation Z



# Make Your List and Check It Twice

## Plan Now for the Holiday Season

You might not be decking your halls yet, but when it comes to your marketing plans, those sugarplums better start dancing. The holiday season is not far away, and it's time to plan your marketing strategy if you haven't already.



### WORDS TO LIVE BY

*"People do not buy goods and services. They buy relations, stories and magic."* —Seth Godin

Email marketing is particularly effective during the busy holiday season (when people are watching their inboxes for special sales and promotions) and can be easily integrated with a direct mail plan. Here's where to start.

#### Update your mailing lists.

Even if you're using the best email marketing software, you still need a good list in order to get results and avoid being accused of spamming. Use this time now to collect and update your customers' emails and physical addresses.

#### Focus on one key message.

One of the most common mistakes is planning a holiday campaign with too many messages. People have a short attention span when they're busy. Plan now for the one main message you want to convey or the particular call to action you'd like to include. Create all your assets based on that message.

#### Give your emails a hook.

Shoppers love to think they're getting a bargain—tap in to that desire by offering your customers a special deal. This can include free shipping, a bonus product or a coupon. Even the smallest incentive can go a long way in attracting more business.

Don't think of email marketing as a last-minute channel to bolster sales. Make it an effective part of your holiday marketing plan, and most importantly, be sure you have updated lists so your message will end up in the right place.



## Three Videos You Should Have on Your Website

Many marketers and business owners spend considerable effort driving traffic to their websites, but then don't deliver the type of content that speaks to their visitors.

If you want to engage the online crowd more, consider video. Video content helps businesses increase brand awareness, generate leads and ultimately increase sales. Plus, part of Google's algorithm for search rankings considers the amount of time visitors stay on your website. On average, visitors stay on sites with video two minutes longer than those without.

Stuck on what to show? Here are three types of videos that will get your visitors' attention.

### 1 Testimonials

Positive reviews help build trust and credibility. You may already have testimonials on your site with strong quotes from happy customers. But a video will bring life and authenticity to your testimonials in a way that text-based testimonials can't.

### 2 "Who we are" or "How it works"

Explaining the benefits or function of a product (or service) can help you connect with potential customers by delivering a clear message about your company. Explainer videos have become a popular marketing tool due to their affordability and effectiveness. They increase conversion rates, clarify your business and help to boost sales.

### 3 Company culture

Stiff corporate videos are outdated; today, it's all about letting the personality of your company culture and employees shine. The goal of a culture video is to show the human side of your brand and connect on an emotional level with your viewers. In addition to being a great marketing tool, culture videos help companies attract the best and brightest job candidates.

#### 5 TIPS FOR PLANNING YOUR MOBILE MARKETING STRATEGY

- 1 Include video.
- 2 Consider SMS marketing.
- 3 Produce high-quality content.
- 4 Design mobile-friendly email campaigns.
- 5 Schedule posts and emails for the early morning.

## How to Market to **Generation Z**

Raised fully in the age of technology, members of Generation Z (those born after 1995) know the world only as a digital one—where they can connect with anyone, anytime and anywhere. And they're growing up fast: This generation is on track to account for 40% of all consumers by 2020, according to Fast Company.

All the talk of millennials has overshadowed this up-and-coming generation, but soon Gen Z will be wielding significant purchasing power. If you want to draw their attention to your brand or business, here are five tips to consider.

- 1 **Go digital to reach them.** They tend to be indiscriminate with their media choices and are more likely than other generations to trust online communications, including social and mobile media and email, according to a report by Forrester Research. They will likely be the first generation to consume more media online than offline.
- 2 **Get to the point.** Increasingly tech-centric, Generation Z is accustomed to making decisions quickly. They have short attention spans, which is a byproduct of having instantaneous access to virtually anything. When talking to Gen Z, communicate your message and value proposition clearly and quickly.
- 3 **Practice participation, not persuasion.** Generation Z grew up with two-way brand conversations, so a traditional one-way sell won't work. These guys know social media. Invite them to participate in your social networks and build trust by engaging with them.
- 4 **Deliver a consistent brand experience online and offline.** Gen Z sees no distinction between the online and offline worlds, so the experiences you offer must be consistent with your brand, whether it's in the real or cyber world.
- 5 **Give them info.** They like to be informed consumers and want to know who they're doing business with. Share your company message. Be transparent about your products. They do their homework before purchasing because they've grown up in a world with Yelp and Amazon reviews, so give them information, and make sure it shows up well on mobile.

### PROOF POSITIVE

Integrating print alongside your digital marketing efforts can boost your company's exposure more than if you stick with digital only and never introduce print advertising to your marketing plan.



### SOMETHING TO THINK ABOUT

72% of customers would rather learn about a product or service by way of video. (HubSpot, 2019)

