



**NEW**  
Business  
Apparel

# An On-Line Logo Apparel Store For You!

It's super easy!

Here's how:



Choose your apparel  
and price



We create your  
branded store



People order and  
pay online

We're now offering you your own branded online store to help with sales and the process of ordering apparel. You can easily send your employees the link to your store to take care of event apparel, offer better apparel choices, and spend zero time collecting orders or chasing payments.

Call or email us before your next print order to get your store set up!

618.242.3157 [customerservice@peacockprinting.com](mailto:customerservice@peacockprinting.com)

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PEACOCK PRINT & MARKETING PRESENTS

# INK LINK

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## Let's Party!

### How to Throw the Best Holiday Party This Year

Let's face it: We've all been to boring holiday parties before. How do you pump your party up and make sure it stands out from the crowd this season? If you're ready to rock some jingle bells, here's how to throw the best holiday party this year.



#### Pick a theme.

Part of the problem with holiday parties is they tend to blend together. Instead, get creative by choosing a theme that's festive, but still unique. Try an ugly sweater party, a pajama party or even a classy soiree.

#### Send invites early.

The holidays are a busy time of year for everyone, so make sure your guests can attend by putting the date on their calendars early. Send invites as soon as you can, then check back in on reservations.

#### Get festive with food.

Food and drinks can make or break any holiday party. Choose food that's simple to make and can work for a variety of palates so everyone can enjoy the tasty treats. And of course, stay on theme.

#### Decorate and delegate.

Decorations are critical to a holiday party, but don't feel like you're in it alone! Plan the decor items you want, then delegate them to friends or family you trust. Before you know it, the party will look amazing and you won't be stressed out of your mind.

#### Include activities.

Activities aren't always necessary for holiday parties, but it helps to have some in your back pocket in case things start to get slow. For example, get in the spirit by hosting a poker tournament with candy canes.

If you're planning a holiday party this year, stand out from the crowd with these tips and make sure your party is the talk of the town as we head into 2019.

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## Where in the World? Top Tips for Fun (And Safe) Travels Abroad

The holidays are a busy time for travel, and nothing is more intimidating than traveling abroad. If you're headed overseas this winter, here are the top tips to keep in mind for fun (and safe) travels abroad.

**1 Have your passport ready.** The State Department recommends renewing your passport no less than nine months before it expires. Before you go overseas, check the expiration date for your passport and allow up to six weeks for the application process.

**2 Notify your bank.** You definitely don't want to run into financial issues abroad. Let your bank and credit card companies know about your travel plans before you leave, and check for any foreign surcharges to keep in mind.

**3 Fill prescriptions.** Prescriptions are easy to forget, but hard to fill when you're in a different country. Check your travel dates and the dates on your prescriptions before leaving to see which ones you need to fill beforehand to take with you.

**4 Pack light.** This one's tough, but worth it when you don't have to haul a huge suitcase with you through the airport. Other than a few necessary electronics, don't bring valuables with you, or keep them directly on your person as you travel.

**5 Learn about the culture.** A little knowledge goes a long way in a new country. Study the culture of the country before you leave and learn about any key differences you should take note of. You will be glad you did later.

Traveling overseas—especially during the holidays—is intimidating, but it doesn't have to be. Feel confident and use these tips for your next trip this season.



## What to Write for Your Next Blog Post

If you have a business blog, you know how much consistent posting matters. And sometimes coming up with ideas is tough. But don't worry; we have you covered! Here are ideas for what to write for your next blog post.

**Share about a customer.** With a customer's permission, write about why they decided to use your products or services, and the experience they've had with the business.

**Talk about industry news.** Promote yourself as a thought leader by talking about news happening within the industry. Show readers you're up to date, knowledgeable and informed.

**Highlight a product or service.** Take time to highlight and detail a specific product or service you provide. Make it a popular item, or choose something customers might not know about.

**Write about your why.** Why did you decide to go into this business or industry? Share your "why" through the blog to make yourself more relatable and engaging for customers.

**Profile a team member.** A strong team is critical to any business, so get personal on the blog by profiling a valued team member who makes a difference in the company.

**Recap an event.** If you hosted or participated in a recent event, give a quick recap through your blog post for any customers—or team members—who weren't able to attend.

**Provide a download.** Create relevant content customers can use for themselves by offering a downloadable template, tip sheet or checklist on the blog.

**Run a contest.** Everybody loves free stuff, so use your next post to announce a contest or a giveaway for customers to enter.



### SOMETHING TO THINK ABOUT

**43%** of marketers say blogging is their most important type of content.

## Designing the Perfect Business Card

Even in the digital age, business cards are critical to in-person networking... when done correctly. In fact, 72% of people judge a company by the quality of the person's business card. Keep these tips in mind when designing your perfect business card.

- 1 Remember design principles.** Keep copy at least 1/8" from the trim edge, work at 300 dpi for best image reproduction and maintain minimum font size recommendations for legibility.
- 2 Choose colorful or monotone.** Decide whether you want the card to use a variety of your brand colors or remain simple, but be sure to stay in line with your company's branding efforts.
- 3 Think about embossing.** Embossing creates a 3D effect, which can elevate the elegance and style of the business card.
- 4 Consider size.** The typical business card is 3.5" x 2", but other sizes or proportions might be appropriate. Unusually sized business cards have become more acceptable as companies try to stand out.
- 5 Check the bleed.** When designing business cards, provide a bleed as specified by the printer (commonly 1/8").
- 6 Decide on a finish.** Finally, decide on your finish. The finish can make the card more memorable, so talk to us about interesting options the next time you're ready to print.

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## 5 FAMILY-FRIENDLY HOLIDAY PLANS (That Don't Break the Bank)

- 1** Put on your favorite pajamas and watch holiday movies together.
- 2** Have a baking contest to see who can make the best cookies.
- 3** Use leftover popcorn from your movie night to make popcorn garland.
- 4** Make up your own holiday story and write a book together.
- 5** Have a hot chocolate buffet with toppings for your cocoa.



### PROOF POSITIVE

The holidays are a crazy time, but don't slow down your marketing efforts once they're done. Carefully time your direct mailings to keep customers engaged as you finish out 2018 and head into the New Year.



### WORDS TO LIVE BY

"People don't notice whether it's winter or summer when they're happy."

—Anton Chekhov