



cultivate
...the...
618
• LOVE LOCAL •
• SHOP LOCAL •

Peacock
Print & Marketing

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

PRESORT STD
U.S. POSTAGE
PAID
MT. VERNON, IL
PERMIT NO.48



Contact us Today
FOR YOUR PRINT & MARKETING NEEDS!

ENDORSE
FIRST LAST
COMPANY
ADDRESS 1
ADDRESS 2
CITY, STATE ZIP



THE
Peacock Periodical
SUMMER 2023

Bloom This
Summer

SIZZLING SUMMER PROMOS

Sunscreen
TSS-TC

Sunglasses
SG101

Cool Fiber
Cooling Towels
CPP7835-1C1L

Lip Balm
PLB-BS15

What's Inside

- 5 Solutions to Spruce Up Your Small Business
- Taking Professional Business Photos
- Print Corner: Bleeds

Peacock
Print & Marketing
www.peacockprinting.com

5 Solutions to "Spruce" Up Your Small Business



Just like our homes, businesses need a little freshening up every now and then. Today, we're going to talk about five solutions to spruce up your small business.

1. Update Online Presence.

Summer is a great time to either start or refurbish your online presence, both via your website and social media. Go through your website to make sure everything is up-to-date, and all information is correct. When it comes to social media, change up your profile picture a bit, make sure your "About" section is current and interesting and be sure your posts are on track. With today's technology, an online presence is the face of business, and you can make sure yours is fresh.

2. Assess inventory.

Warmer seasons are a great time for businesses to take the time and assess all products and services they have in stock. See what's on hand, what you need more of and

maybe what you should get rid of. With all the running about during the year, products can be damaged, aged or even expire without you knowing it, so take this opportunity to dig through and clean out the company junk. When you get rid of some old, unusable inventory you may be surprised at what you can expand and bring in as new.

3. Reevaluate goals.

Now is also a great time to go through your business plan step-by-step, see what needs to be readjusted, added or entirely deleted. Consider and reevaluate the long-term goals of your company and those involved. Perhaps your expectations and ambitions have changed since you last created the plan. Determine the steps to achieve your goals, where you're at and where you want to be. Working seriously now will prepare you for even better sales ahead.

4. Clean, literally.

If all else fails, you may find

satisfaction in just literally cleaning the office. A clean workspace supports a focused mindset, so break out the vacuum and dusting supplies. You can hire out a service for this or have some fun and make it a challenge for employees.

5. Consider employees.

Finally, consider the employees themselves. Take some time to do employee evaluations, meet with staff and hear their feedback. What is the business doing well, what could it improve on? Consider the roles each employee has, and whether there are any that could be adjusted, reallocated or added on. Employees keep an organization running, and making sure yours are fresh and ready for the coming months is vital to business success.

Get into the season by cleaning out your business. Whether it's updating technology, cleaning behind the printer or reevaluating your plan, embrace the summer by getting a fresh start to growing your business today.

HOW TO TAKE PROFESSIONAL BUSINESS PHOTOS

When it comes to managing, working with or marketing for a business, a professional image is everything. You want customers to see the brand and identify it with a company they can trust, rather than think of it as suspicious or even uncredible.

One way to present the business brand in a positive light with clients and potential customers is through the photos shared in various marketing avenues. Whether you choose to take photos with a quality camera or a simple smartphone, there are specific ways to ensure pictures turn out clean, crisp and professional. Here's how to take professional business photos.



1. INVEST IN QUALITY PICTURES.

First and foremost, consider your goals for the professional business photos. Do you want to use them in a marketing campaign? Maybe just for a social media post. Or, perhaps on the website. No matter how you decide to use them, consider the investment you want to make. If these pictures will help gain a significant return, then it's probably worth it to invest in a quality camera for the business. Even if you choose to use a smartphone to take the pictures, it could be worthwhile to invest in editing software, a photography light or even a nice backdrop for headshots. Whatever your goals are for the photos, the investment should align with the expected return.

2. TAKE ADVANTAGE OF NATURAL LIGHTING.

Natural lighting is almost always better than the lighting indoors or with a flash, particularly for amateur photographers. Whenever possible, shoot outdoors when developing any stock photography for the business's marketing efforts. If you must take pictures indoors, try to avoid using flash whenever possible. Instead, use a steady light, such as a light ring or a professional photography light. Whatever the source of light, always

make sure subjects are facing it rather than having it behind them, to brighten up their faces and avoid dark pictures with low contrast.

3. REMEMBER THE RULE OF THIRDS.

Every good photographer knows the rule of thirds. This simple principle will help photos look more professional without much adjustments. Photos tend to look best—and less amateur—when subjects are just slightly off-center. For instance, visualize two horizontal lines and two vertical lines crossing the image area of the photo. When taking a photo of a person or an object, place it where the lines cross. Consider the picture of a sunset. You wouldn't want the horizon in the exact middle of the picture; instead, the land should cover the bottom third of the picture, the sunset in the middle third and the rest of the sky in the top third. These areas are the best spots for subjects because it gives the photo a stronger sense of movement, urgency and interest.

4. HAVE A CLEAR SUBJECT.

When it comes to developing marketing photos in particular, it can be easy to take "busy" photos—images with lots of people, lots of products and lots of stuff going on. These pictures can be overwhelming for customers, and definitely appear

unprofessional. Instead, identify a clear subject for the photo and focus it on one object, interaction or person in the shot. This draws viewers' eyes into one specific spot, so they can quickly and easily grasp the concept of the photo and connect with it.

5. KEEP EDITING SIMPLE.

Finally, editing. In addition to taking quality photos, you will also want to use quality editing software. This editing software might be the built-in filters which come with the smartphone; they could be a free online editing program like PicMonkey; they could even be the industry standard, Photoshop. Whatever you decide to use, keep editing decisions simple and clear. Use software to crop, adjust brightness and color, but don't go overboard with extreme filters, extra frames or text. Editing should enhance the photos, not completely overpower them.

If you want to enhance business marketing, don't be afraid to step out of your comfort zone and experiment with photography. Take advantage of these tips to learn how to take professional business photos which can enhance your marketing efforts and grow the business.

PRINT CORNER



Bleed is a term that refers to printing that extends off the edge(s) of a printed piece. Any printed elements – photos, color blocks, text – that bleed, must extend 0.125" beyond the trimmed edge of the piece.

-University of Minnesota

