



2019
Local Businesses



1112 Jordan Street | Mt. Vernon, IL 62864
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Farmhouse Bakery & Café

Come on in for Breakfast, Lunch or Supper with your friends at Farmhouse Bakery!

You will love their fresh Donuts, Cinnamon Rolls, Pies, Cakes, Cookies and Bread. Birthday Cakes are made to order.

They specialize in made from scratch Biscuits and Gravy, Pot Pies, Meatloaf, Lasagna, Soups, Sandwiches and Salads.

“Homemade is what we’re all about”

John High and JD High, Owners

Monday – Saturday 7am to 7pm
618-816-4001

February Feature: Farmhouse Bakery & Café



1812 Broadway
Mount Vernon, Illinois

PEACOCK PRINT & MARKETING PRESENTS

INK LINK

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Have an Atypical Valentine's Day Unique Gift Ideas for Him or Her

It's the season of love, which means everyone is out and about finding the perfect—and stereotypical—gift for their significant other. But you'd rather stand out from the crowd, and we have out-of-the-box gift ideas to get you started.

Favorite book.

Do you or your partner have a favorite book, or one you've been meaning to read? Give it as a gift this Valentine's Day for something unique, practical and special.

Creative print.

Everyone enjoys wall decor. Pick out a creative print or photo of the two of you for your loved one to hang on the wall. This way, every time they look at it they can think of you. Awwww.

Message board.

A message board is a simple way to accessorize your home and leave each other little love notes. Plus, for a few extra dollars, you can even find one that lights up.

Love letter.

Lots of people choose cheesy cards to give to their Valentine, but not you. Instead, write a heartfelt, personal love letter to your significant other, explaining what they mean to you and how happy you are to have them in your life.

Future event.

While Valentine's Day is great, take things to the next level by giving your partner a gift to look forward to. Choose tickets for a future event—like a concert, comedy show or even a weekend getaway—and they will be happy for weeks to come.

Board game.

Nothing says “fun and festive” like a board game for the two of you to play together. Pick one out that fits your personality as a couple, or choose one the entire family can enjoy.



“ WORDS TO LIVE BY
“All you need is love. But a little
chocolate now and then doesn't hurt.” ”
—CHARLES M. SCHULZ



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Banish the Winter Blues

How to Stay Positive in February

It's dark, cold and despite being the shortest month of the year, there seems to be no end in sight. There's no doubt about it: It's February. This month can be tough to suffer through, but there are a few ways to banish the winter blues. Here's how to stay positive in February.

- >> **Take a hot bath or shower.** This sounds simple, but nothing beats the feeling of a nice hot bath or shower after a long day in the cold winter. Not to mention, the hot water can relax any built-up tension in your muscles, making you physically feel more positive.
- >> **Listen to your favorite music.** Music can positively affect your mood. Make a playlist of your favorite upbeat and uplifting songs to listen to when you feel overwhelmed with negativity. As the beat picks up, your mood will too.
- >> **Get out and about.** If you work during winter, there may be days when you don't see the sun because you're in the office. Instead, get out and about whenever you can while it's light. Take at least 15 minutes per day to spend time in the bright outdoors and embrace the vitamin D and an upward turn in your mood.

- >> **Set—and keep—goals.** New Year's may be over, but that doesn't mean you have to give up goal setting. Goals give us something to look forward to and aspire towards, so embrace positivity by creating—and keeping—goals throughout the month of February.
- >> **Remember to exercise.** You've heard it before: Exercise makes you happy. Exercise releases endorphins, which produces dopamine, which improves your mood. If you want a boost this winter, hit up the gym to feel better physically, mentally and emotionally.



Embracing the 2019 Color of the Year

Pantone Names Living Coral

Have you heard the news? Pantone officially named its 2019 Color of the Year! In December, Pantone unveiled the color to celebrate in 2019 as Pantone 16-1546, or Living Coral.

This vivid hue falls somewhere between the shades of pink and orange, with a soft golden undertone which makes you feel like you're drifting underwater. But, this begs the question: How can you embrace Living Coral in the real world?



Use it with natural tones.

Like its name suggests, Living Coral has the ideal under-the-sea vibe, which means it pairs nicely with other natural tones, particularly in printing. Use it alongside shades of blues and greens for a relaxed, yet intriguing print piece.

Integrate with social media.

Its perfect mixture of pink, orange and gold shades makes Living Coral pop in all media, and especially on social media. Create an authentic, lively presence on the screen by integrating Living Coral into your social media posts.

Set a positive mood.

Pantone's Living Coral embodies playfulness, energy and a yearning to reconnect with nature. The choice also celebrates our innate need for optimism, authenticity, connection and life-affirming activities. So if your business or campaign strives to connect your brand with these attributes, use this Pantone Color of the Year to further your message.



February may be the shortest month, but it's not short on marketing opportunities. Use the variety of holidays to connect with customers through unique and personalized direct mail.

Why Your Business Should Be Blogging

First of all, let's get the big question out of the way. Should your business have a blog? Answer: yes. Here are a few reasons.

- 1 Generate consistent content.** You've probably heard the saying before: Content is king. In today's marketing climate, nothing could be more true. Fortunately, writing a blog gives your business new, exciting and—most importantly—consistent content.
- 2 Increase website visitors.** As you generate content through the blog on an ongoing basis, the website will increase visitors. Suddenly, the business has something to share besides its products and services; it can share information for customers to learn. This information will draw visitors into the website, where they can discover more about your offerings.
- 3 Communicate with customers.** Customers are regularly searching for, clicking on and reading through your website. So, why not use a blog to communicate with them? Discuss new product features, upcoming sales, industry updates, etc. When it comes to communicating with your customers through blogging, anything is possible.
- 4 Feed search engines.** Search engines reward websites for producing fresh content, using relevant keywords and staying up-to-date. A well-maintained blog checks off all three requirements. As you feed search engines, your website will jump through the page ranks.
- 5 Build your email list.** And of course, a blog provides a great tool when building your email list. If customers find the content interesting, they can enter their email address to subscribe to the blog, which you can use to send out other information about products or services.

TOP 5 SOCIAL MEDIA SITES FOR BUSINESS

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube



SOMETHING TO THINK ABOUT

According to HubSpot, 55% of marketers say blog content creation is their top inbound marketing priority.