



GARDEN & RENTAL CENTER, INC.

17th & Perkins – Mt. Vernon, IL 62864
618-244-0884
7-5 M-Sat * 12 - 4 Sunday (April 28 - June 1)

Open House Saturday, April 27th

-Beautiful Flowers & Vegetables-
Strawberry Plants & Roots, Assorted Berry Plants, Rhubarb Plants, Asparagus, Vegetable Seeds and Onion Sets
Trees and Shrubs

-Unique Garden Decor-
Patio Blocks, Garden Stones, Bird Houses & Bird Seed
A Large Selection of Hummingbird Feeders
Condolence Chimes and Lanterns

-Delivery Service-
Driveway & Landscape, Rock & Sand, Asphalt Milling & Pot Hole Mix

- Rental Equipment-
Outdoor Equipment to Homeowners and Contractors
Landscaping, Sewer Equipment, Floor Sanders & more

-Wedding ,Party and Event Rental-
Large Selection of Tables, Chairs, Tents, Dishes, Candelabras, Chafing Dishes & more



2019
Local Businesses



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April Showers Bring May Flowers *Gardening Tips for Beginners*

With a slight chill in the air and sunshine in the sky, April is the perfect month to go outside. And with buds just beginning to blossom, now is the perfect time to turn attention to the garden. Add a little bit of sunshine, rain and beginner tips and your garden will flourish in the coming months.

Check the sun exposure.

You know what they say: It's all about location. In this case, it's the location of the sun. Before you start gardening, check how sunlight plays across your yard. Choose a place where plants will get plenty of sunshine when needed.

Stay close to water.

You won't want to carry water out to the garden every single time your plants need a drink. So be sure your little flower bed is within reach of a water source, like a hose.

Invest in soil.

Soil can make or break how long the plants last. Consider soil an investment: Put more in, get more out. Choose soil that is rich in nutrients and well drained. This also means adding plenty of mulch and compost as you begin gardening.



Pick your plants.

This might sound simple, but remember that certain plants grow better in certain regions. Particularly for beginners, start with "easy" plants, like vegetables, sunflowers or ferns. Consider the placement in your yard too. If it's a shadier spot, don't put a sun plant there, and vice versa.

Add in nutrients.

Plants look and feel their best when they have plenty of TLC. One month after planting, start feeding your garden with nutrient-dense plant food. And of course, provide a consistent and ample amount of water. Soon enough, your garden will be thriving come May.

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- Why You Should Invest in Vehicle Wraps





6 Spring Season Marketing Suggestions

Spring is in the air, and with it comes budding opportunities for new marketing campaigns. No matter what line of work you're in, take advantage of these fresh tips for marketing this season.



1 Add a splash of color.
Spring is all about nature blooming, the sun shining and colors popping. Say goodbye to the winter blues by blending in a mix of bright pastels and colorful images into your marketing efforts.

2 Play on spring cleaning.
Inspire customers to take action this season and take advantage of spring cleaning. Clients are already cleaning their homes, so use the concept as an opportunity to connect.

3 Embrace the sunshine.
Come springtime, everyone is ready to throw out their winter coat and pull on a pair of shorts (even if it's still *slightly* chilly). Soak up the sun in your marketing by incorporating warm weather content.

4 Go green.
April is home to Earth Day, which makes spring the perfect time to embrace the green lifestyle. Show off your eco-friendly side by promoting a green initiative in your marketing campaigns.

5 Incorporate tax refunds.
Don't forget about Tax Day! Encourage customers to spend their refunds on your products or services by providing discounts or special offers the week of April 15.

6 Hit the holidays.
Holidays are great opportunities to identify with customers and prompt them to try your business. Tie campaigns into holidays like Easter, May Day or Mother's Day to relate to your target audience.

Reclaim Control

How to Perfect the Work-Life Balance

We know, we know; you're busy. Whether you're a part-time college student, a working parent or a big-time CEO, everyone has a lot on their plate. But that doesn't mean you let your personal life fall to the wayside. In life, it's all about *balance*—finding, maintaining and most importantly, perfecting it.

Play to your strengths.

You can't be all things to all people, especially when you're not very good at some of them. Why use up time worrying about what you're bad at, when you could put your energy elsewhere? Instead, focus on what you *are* skilled in first, then (if there's time), add extra activities.

Prioritize your time.

There are only so many hours in a day, which means time is your Most. Valuable. Asset. Make a list of everything you have to do (both work and personal) then rank them in order of priority. Keep these categories in mind: (1) urgent and important; (2) important but not urgent; (3) urgent but not important; (4) neither urgent nor important.

Learn the art of saying "no."

Once you prioritize your time, you must master the difficult craft of saying "no." Saying no is not easy, particularly in our "yes, and" society. But it matters! Just because there's an empty space in your calendar does *not* mean that you need to fill it. On the contrary, learn to take a step back and turn people down every now and then.

Pull the plug.

Technology is great, but it also makes it pretty difficult to cut out work distractions during personal time. Make your home life a priority and pull the plug on all of your devices when you're away from the office. You can still be readily available for any calls, questions or concerns during the regular 40-hour work week.

TOP 5 APPS for TIME MANAGEMENT

- 1 Focus Booster
- 2 Dropbox
- 3 Evernote
- 4 MyLifeOrganized
- 5 RescueTime



Why You Should Invest in Vehicle Wraps

Are you ready for the next big thing in marketing? Check your parking lot. Vehicle advertising has grown increasingly popular, and for good reason. No matter how big your business is, vehicle wraps can increase your exposure in a unique way.

Cost-Effective

According to Outdoor Advertising Association of America, more than 95% of Americans are reached by vehicle advertising. One vehicle receives approximately 30,000–80,000 impressions per day. With the average cost of a vehicle wrap falling between \$1,500 and \$3,000, that's a significant number of views for a fraction of the cost of conventional marketing.

Eye-Catching

If you want to increase brand awareness, then an eye-catching wrap is the way to go. Well-designed wraps grab viewers' attention and encourage them to learn about your business through a properly placed logo, phone number and website. And with longer exposure than a billboard, viewers actually have *time* to read your info.

Expertly-Timed

Unlike radio, television and online advertisements, vehicle wraps provide a 24/7 marketing opportunity. Day or night, rain or shine, vehicle advertising is viewable by anyone within eyeshot. With one initial investment, you can take advantage of a mobile billboard that connects with potential customers and never has to come down.



SOMETHING TO THINK ABOUT

According to *The Business Journals*, vehicle fleet wraps increase brand recognition by 15 times the amount of other advertising efforts.



PROOF POSITIVE

Before diving into designing a vehicle wrap, pause. Take a long look at the *actual* vehicle before finishing the design. While templates can be helpful, you never know what unique features or problems you might encounter during the application process, which could cost time and money.



WORDS TO LIVE BY

"You will never feel truly satisfied by work until you are satisfied by life." —HEATHER SCHUCK