

CreativeTimes

SUMMER 2023 NEWSLETTER



ONLINE LENDING SOLUTIONS!

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866.552.7866



lk-cs.com

Online Lending Solutions!

Give your borrower a guided, digital, step-by-step loan application process. Our digital experience translates consumer traffic into leads and completed loan applications. Deliver a complete solution from educational tools, to presenting real-time rates and payments. **This results in closing more loans!**

You may offer an online application, but is that the friendliest process? Do borrowers abandon your current process because it's too confusing? Are you able to re-engage the conversation to help? Is your processing time too cumbersome or just simply taking too long?

Our solutions are built to complement your existing back-office systems and processing, meaning fewer disruptions to your operations. Optional automation tools are all plug-in-play to fit your desired needs. Options: AVM, Credit Pull (Tri-Merge or Soft), OFAC, MLA, VOI, VOA, VOE, ID Verification, Title Ordering, Home & Auto Insurance quotes, and Document Uploaders.



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You won't need to pay per application fees with our solution!

We offer these lending solutions:

- » **Mortgages with PreQual Express**
- » **Home Equity - HELOC Loans**
- » **Consumer**
 - **Auto**
 - **Other Vehicle Types**
 - **Unsecured Personal Loans**
- » **Commercial Lending**
- » **Reverse Mortgages**
- » **Prequalify or Preapprovals**
- » **Construction Lending**
- » **and much more...**

Our digital platforms will be personalized to match your branding! You will receive a best-in-class online lending platform that is affordable.

Attend our webinar on August 9th to learn firsthand why our solution is better. Before renewing your current solution, you need to see ours.

We will help to close more loans while paying less for your online solution! Can't wait? Call **866.552.7866** to schedule your own private webinar or to discuss your needs with your sales representative today. You can also visit our website to learn more.

— FREE WEBINAR —

Online Lending Solutions!

» **August 9, 2023 • 1 pm CDT**

REGISTER ONLINE AT:
lk-cs.com/webinar





Marketing Automation: *Your Marketing Assistant!*

Marketing automation is technology that helps automate marketing tasks, such as email marketing, lead nurturing, and social media marketing. Free up time so you can focus on more strategic tasks, such as developing new marketing campaigns and creating high-quality content.

Use Marketing Automation to:

- » **Automate email marketing campaigns:** Send out email newsletters, marketing campaigns, and drip campaigns. Ensure that your email marketing is consistent and effective, all while saving time.
- » **Nurture leads:** Track, and nurture leads throughout the sales funnel. This can help to qualify leads and identify the most likely prospects to convert into account holders.
- » **Manage social media marketing:** Schedule social media posts, track social media analytics, and engage with followers. Save time and improve your social media marketing efforts.



— FREE WEBINAR —

Marketing Automation: Your Marketing Assistant!

» September 13, 2023 • 1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar



Marketing Automation benefits:

- » **Increased efficiency:** Save time and resources by automating repetitive tasks.
- » **Improved consumer experience:** Segment account holders and prospects based on their interests and behavior, and then deliver targeted content and offers.
- » **Increased ROI:** Measure the results of your marketing campaigns and adjust as needed.

If you are looking for ways to improve your marketing efficiency, effectiveness, and ROI, then you should consider our marketing automation options. Attend our webinar or call **866.552.7866** today to schedule a demonstration or speak with a sales representative.



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lk-cs.com/automation



Is Your Website Outdated?

A properly designed website will allow users to have an experience that is as good or better than when they visit your branch. Does your website provide a great user experience and have the necessary tools users need?

Design trends and technology change rapidly. A website designed a few years ago can look old and outdated. LKCS will work with you to redesign your website and help you enhance the user experience aspect of your design!

Your website is usually the first place a prospect goes to learn about your services. It's also where existing account holders go to use your digital tools. If your website is difficult to use, then your user conversions will go down.

Our award-winning digital services team will create a custom online presence that meets your specific online goals and properly supports your products and services. To learn more about how LKCS can create your exceptional website, call your sales representative at **866.552.7866** or visit **lk-cs.com/web-redesign** to schedule an appointment.



Attributes of a great website include:

- » Site content is easy to find and skim
- » Intuitive online forms, applications and calculators
- » Can help to generate new leads:
 - Guide prospects with personalized content
 - Provide automated follow-up with relevant information
- » Is ADA accessible and allows users to report any accessibility issues



Award Winning Designs!

LKCS has once again been recognized for our award-winning designs! *“Our designers are asked to never stop learning and to stay current with design trends”,* says Mike Dudek, President of LKCS. *“We ask them to spend 10% of their time growing their abilities. These awards show that these efforts are paying off.”*

Working with our clients to custom design their project is normal for LKCS. *“We Do That is more than just a slogan”,* says Karl Ribas, Vice President of Digital Services. *“Our Digital Services team continues to grow and impress me with the results of their teamwork.”*

Don't settle for good enough when you can have outstanding! Contact your sales representative at **866.552.7866** to get a quote for your next project. **Please review our customer testimonials to see what they have to say about their award-winning project experiences.**





Santa Fe Federal Credit Union

SANTAFECU.COM | HORIZON SILVER AWARD WINNER

“LKCS has been a core component in our statement and website operations for years and we were excited to work with them again on this project. In true LKCS fashion, they provided excellent service and brought our vision to life with a user-friendly and stunning design. They created a quality website that truly showcases our credit union, and we are very proud of it!”

Mary Martinez | Marketing Director



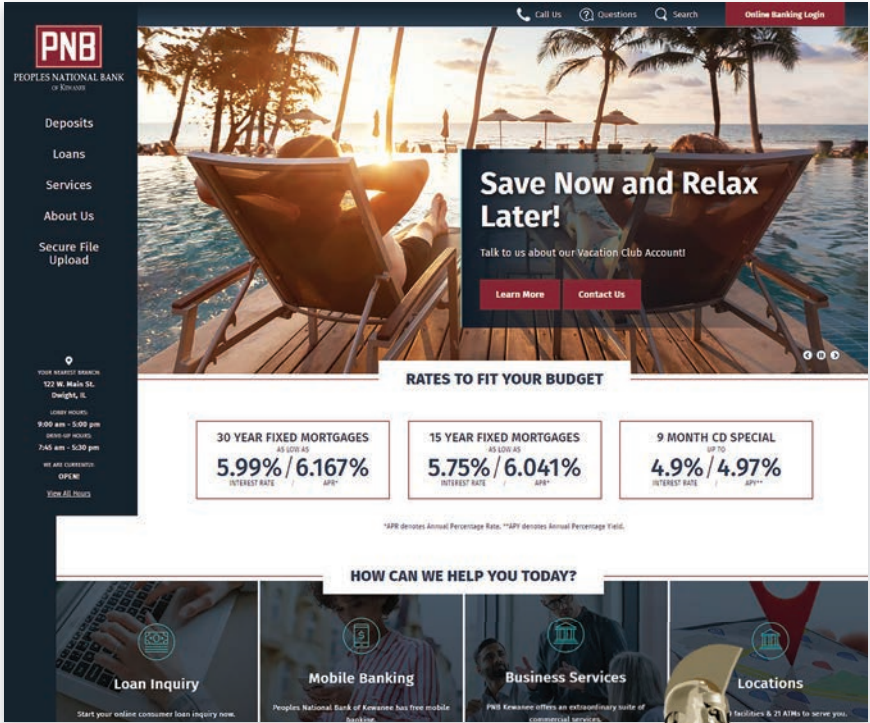


InTouch Credit Union

MAIL PIECE | MUSE SILVER AWARD WINNER

“When it comes to producing eye-catching creative with an engaging message, the team at LKCS has consistently exceeded our expectations. This Holiday Skip-A-Pay campaign continues their record of delivering captivating communication to our membership, and during a particularly busy time of the year where everyone is competing to get noticed in the holiday rush, too. ‘We Do That.’ is not just LKCS’ motto as much as it is their promise.”

Alex Schitter | Marketing Assistant Manager



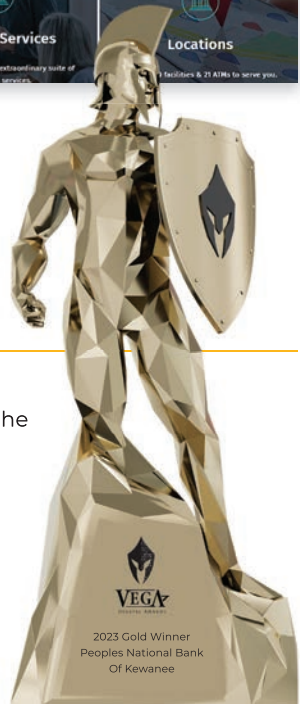
Peoples National Bank of Kewanee

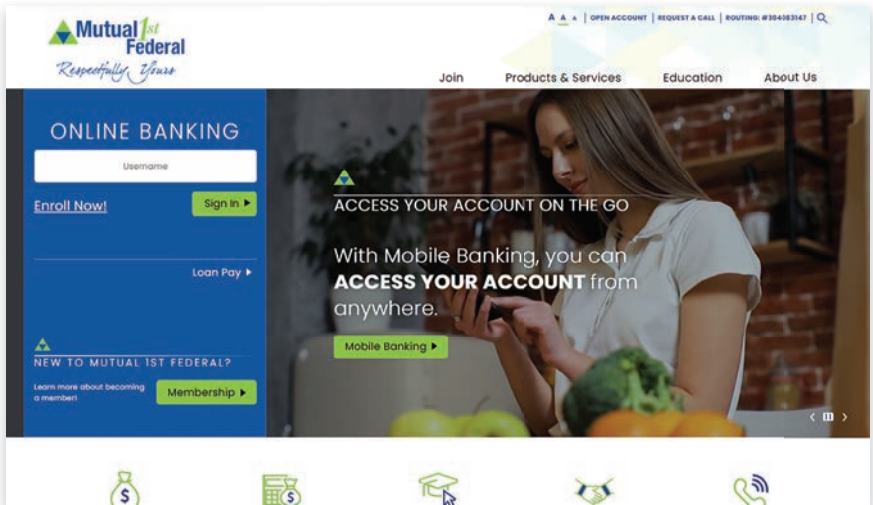
PNB-KEWANEE.COM

VEGA DIGITAL GOLD AWARD WINNER

“We are very pleased with our new website. LKCS made the entire process smooth and efficient, and the result is a modern and sleek, customer-friendly site that we are proud to share.”

Rachel Price | Marketing Coordinator





Mutual 1st Federal Credit Union

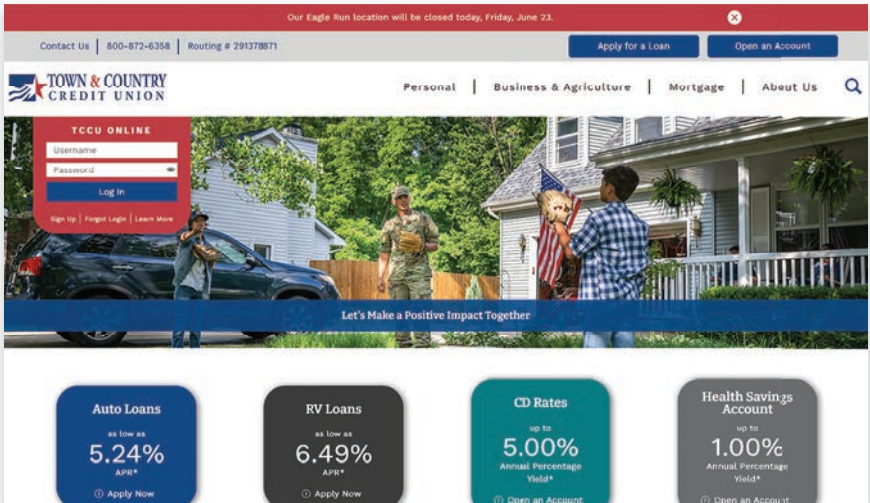
MUTUALFIRST.COM | VEGA DIGITAL SILVER AWARD WINNER



“We knew it was time to give our website some much needed updates. LKCS helped us brainstorm the type of content, look, and feel we wanted for our new site. They took the information we provided and presented us with a preview of the new site. One of the new features that we liked right away was the splash screen, which helps visitors navigate their first time on the site. We also asked to make our online banking log-in extremely prominent, and that has worked out great. We also brought in some movement to our homepage with video banners, which is eye-catching and gives us so many more opportunities.

Deciding how we wanted to set up the drop-down menus on our site was something we changed our minds about as we got closer to launch. But LKCS was more than willing to help us make those updates and any other last-minute changes we had. They also helped us navigate the new features in Tool Suite and Sitefinity. We are grateful for the creativity and support we received from LKCS during our site refresh!”

Jill Stewart | Executive Assistant & Marketing Coordinator



Town & Country Credit Union

TOWNANDCOUNTRY.ORG | HORIZON SILVER AWARD WINNER

"We are grateful to have worked with LKCS on our website redesign. The LKCS team took the time to understand our specific needs, goals and brand identity and translated them into a visually appealing and highly functional website, exceeding our expectations.

The design process was a collaborative effort. LKCS skillfully incorporated our feedback and ideas into the website's structure, layout, and overall design. They balanced creativity with practicality, ensuring that our website provided an intuitive user experience while seamlessly integrating forms and applications.

One of our favorite qualities of LKCS is their team's commitment to delivering exceptional customer service. They are incredibly responsive and communicative, promptly addressing our questions or requests. Their dedication to our satisfaction is still evident in each interaction."

Shannon Webster | SVP Marketing



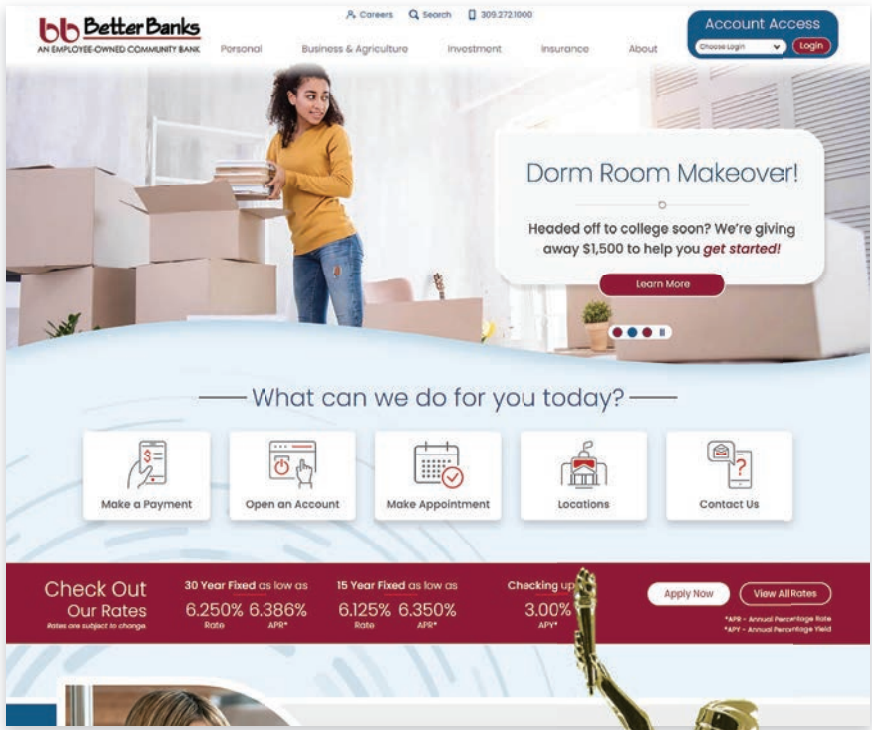


Boston Firefighters Credit Union

BILLBOARD | MUSE SILVER AWARD WINNER

“As a credit union without a full marketing department, working with LKCS has been an invaluable resource. Tim and his team take the time to listen and understand our brand identity and they create consistent content across all platforms. They are professional, reliable, and very responsive to our needs. We are happy to call them our partners for both our marketing and website needs.”

Kristen Russell | VP Business and Strategic Development



Better Banks

BETTERBANKS.COM | MARCOM GOLD AWARD WINNER

“We are so happy with our new website design... and our partnership with LKCS! The LKCS team was so easy to work with and responsive to our many questions and suggestions. They made our transition from our very outdated website easy. We get compliments on the new design quite frequently and the backend is very easy to manage. Winning an award for our new design is great but finding a team to work with that is responsive and quick is a huge improvement for us!”

Elizabeth Allen | Marketing Director





Abri Credit Union

BILLBOARD | COMMUNICATOR AWARD WINNER

“We chose to work with LKCS on our Bundle UP Debt Consolidation campaign due to their flexibility and quick turnaround. They are easy to work with, open to our creative input and provide a higher level of service than many other vendors.”

Robin Piraino | Marketing Supervisor



Illinois Valley Sunrise Rotary Club

BROCHURE | HERMES GOLD AWARD WINNER

“Creating our brochure couldn’t have been any easier! I gave the information I wanted to include and LKCS did the rest. LKCS organized this information and positioned it in a very logical way. The artwork they added was also awesome.

We’ve received several comments from other Rotary Clubs about our brochure. We’re not a big organization, but LKCS sure treated us like one! We’d recommend them to anyone.”

Richard Hillenbrand | President



Fall is Just Around the Corner!

Summer is rolling along but autumn will be here before you know it. Keep your marketing fresh with custom swag! Perfect for late-summer festivals, back-to-school activities, and community events, branded giveaways are a great way to generate buzz and get your name noticed.

Need suggestions or advice?

Our experts are also available to help you personally! We can search through hundreds of thousands of products to find what you need, within your budget. Our mission is to help you create long-lasting relationships through the power of promotional products.

Contact us today or visit our online logoed products store!

Want to search for items yourself?

We have made it easy for you to find logoed products based on the price range you need, the event you are planning or promotion you are marketing!

Brushed Cotton Twill Baseball Cap

Search CPN-552055550

The perfect cap for any activity features a cool comfort performance sweatband and a low-fitting style. Select from an assortment of bright and bold colors to showcase your brand!



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We are here to help! Call our experts toll free at **866.552.7866** for advice or suggestions.

LKCS has thousands of products to choose from at any price range you need. Here are some other gift items to consider:

- > Apparel Items
- > Writing Instruments
- > Tech Products
- > Kids Club Items
- > Car Cleaning Gel
- > Breast Cancer Awareness Lanyard
- > Breast Cancer Awareness Bracelet
- > Bookmark
- > Travel Pillow
- > Tumbler
- > Multi-Tool
- > And More...



≡ Sports Wrist Bracer

Search CPN-555537286

This sweatproof sports wristband is a blend of cotton, polyester and elastic material for a comfortable, smooth wear. The elastic, non-fuzz, absorbant wrist strap is available in a variety of colors. It's great for those on the go.



Breast Cancer Awareness Aviator Sunglasses ≡

Search CPN-552723105

Timeless aviator sunglasses are ideal for charities, events, fundraisers and races. Wearers will always want these shades on hand, allowing brands to spread awareness all year round!





WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

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