

CreativeTimes

WINTER 2023 NEWSLETTER



MAXIMIZE YOUR SOCIAL MEDIA RESULTS!

» P2

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866.552.7866



lk-cs.com

Maximize Your Social Media Results!

Your social media marketing needs to be relevant to keep people's attention. You also need to provide a reason for them to follow your feeds. LKCS has what you need to improve your number of followers and keep your content fresh.

Ways to improve your results:

- » **Add advertising to your social media marketing plan to increase reach, engagement and find new followers.**
- » **Run contests with giveaways to increase page reach and find new followers. Also provides an incentive for people to follow your page.**
- » **Use social media management to create, schedule and analyze your content.**

We've found that most of the clients we talk to wish to stick to Facebook, Twitter, Instagram, and LinkedIn. These are great places to post to and don't require a lot of additional costs or equipment.

But what about TikTok and Snapchat? These channels appeal to a much younger audience and engaging will require a completely different content strategy, set of tools, and overall approach, one focused heavily on video development.

Attend our webinar on February 8th to get more information on improving your social media results. Can't wait, then call **866.552.7866** to schedule a meeting with your sales representative. You can also go to **www.lk-cs.com/social-media** to learn more.





— FREE WEBINAR —

Maximize Your Social Media Results!

» February 8, 2023 • 1 pm CST

REGISTER ONLINE AT:
lk-cs.com/webinar





68% of marketers say combining digital and direct mail increases website visits.

Improving Your Marketing!

Direct mail has been proven to perform better than digital advertising. We typically look at a new email for just two seconds. Because of the sheer volume of digital ads and messages we receive, digital messages can be less memorable than print messages. But digital advertising is easier on your budget. There are benefits to both and both should be part of your marketing strategy.

Benefits of Direct Mail:

- » **Ability to easily target your desired audience**
- » **Can piggyback additional brochures and sales information**
- » **Better for generating new prospects**
- » **Can include more copy compared to an email marketing message**
- » **It's easy to delete an email, but the average life span of a direct mailer is 17 days**

Benefits of Digital Advertising:

- » **Less expensive**
- » **Immediate delivery**
- » **Measurable**
- » **Trackable**

How do you decide between direct mail and email marketing?

With LKCS' Campaign Suite, you don't need to. We'll give you the ability to combine direct mail, online follow up ads, social media targeting and reporting.

You now can maximize the benefits of both marketing channels. Extend the relevance and automate the follow-up of your direct mail. Call **866.552.7866** to speak with a sales representative. Learn more about Campaign Suite today by going to **lk-cs.com/campaign-suite**. You can also schedule an appointment online with our website.



Grow Within Your Existing Accounts!

In today's lending market, finding new loans has gotten harder. Interest rates have increased at unprecedented speed and housing values have been increasing. While this should push housing values down, the short supply of available homes is helping to keep values up. **Home Equity loans will become more popular as consumers look for ways to fund their home renovations or consolidate their debt.**

But how can you find your loans that have equity built up?

LKCS offers DataFlex Reporting and Tracking to make this easier. Use it to create targeted lists for marketing campaigns. DataFlex merges advanced analytic capabilities, a straightforward drag and drop interface, and graphical visualizations that instantly enable you to analyze your account holders to make offers for products that consumers want.





— FREE WEBINAR —

Grow Within Your Existing Accounts!

» March 8, 2023 • 1 pm CST

REGISTER ONLINE AT:
lk-cs.com/webinar



Another option would be to protect your high balance depositors. Create reports to help you keep track of when their CDs are coming due. Maybe large money market balances should be moved to short-term CDs? DataFlex can help you protect and keep in contact with your depositors.

Attend our webinar on March 8th to see for yourself how easy using DataFlex can be. It's much easier to use compared to an MCIF system. It's also much less expensive than a MCIF system. Contact your account representative at **866.552.7866** to schedule a demonstration now. You can also schedule an appointment on our website at **www.lk-cs.com**.



Financial Calculators

Improve your account holders and prospects financial journey. Help them with questions about buying a car, paying off debt, or saving for retirement.

A few of the key benefits:



LKCS offers a wide range of financial calculators that are easy-to-use and understand.



Our calculators provide a great user experience, with a clean and modern look.



We can meet 100% of your branding goals and everything is customizable.



Our calculators feature clear call-to-actions, with the option of charts and graphs to help users better understand calculations.



Improve lead generation with optional forms filled out by account holders and prospects, which are collected and can be used by your teams to follow-up on.

Contact your LKCS sales representative to schedule a demonstration of our calculators. Call them at **866.552.7866**. You can also go to **lk-cs.com** to schedule an appointment.

*Developed
in partnership with*



CALCULATOR EXAMPLES

Auto Loan Amount

Interest

Loan Term (months)

Monthly Payment

\$490.53

Payoff Schedule Chart

Principal Balance Chart

Amortization Chart

Amortization Schedule

Month	Starting Balance	Payment	Interest Paid	Principal Paid	Ending Balance
1	\$26,000.00	\$491.00	\$100.00	\$380.00	\$25,610.00
2	\$25,610.00	\$491.00	\$107.50	\$384.00	\$25,224.00
3	\$25,224.00	\$491.00	\$109.00	\$386.00	\$24,846.00
4	\$24,846.00	\$491.00	\$100.00	\$388.00	\$24,461.00
5	\$24,461.00	\$491.00	\$100.00	\$388.00	\$24,072.00
6	\$24,072.00	\$491.00	\$100.00	\$391.00	\$23,682.00

Initial Balance or Deposit

Length of CD (Months)

Annual Interest Rate

Marginal Tax Bracket

Interest Compounding Frequency

Ending Balance

\$6,181.51

APY

0.04334%

Certificate of Deposit Growth

Certificate of Deposit Schedule

Year	Starting Balance	Interest	Ending Balance	Taxes
1	\$5,000.00	\$217.00	\$5,217.00	\$24.00
2	\$5,217.00	\$226.00	\$5,443.00	\$27.00
3	\$5,443.00	\$236.00	\$5,620.00	\$28.00
4	\$5,675.00	\$246.00	\$5,903.00	\$30.00
5	\$5,925.00	\$257.00	\$6,117.00	\$34.00

Let Us Help You Get Ready For Spring!

It's a great time to meet account holders at local community events!

Whether you're hosting appreciation days, youth financial literacy events, or special car loan promotions, we have every springtime logoed product item you could need!

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.

Want to search for items yourself?

Contact us today or visit our online logoed products store! 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!



« Expandable Auto Organizer

CPN-6814843

Great for traveling and shopping trips, this expandable auto organizer folds flat out but expands wide with a cardboard reinforced center divider. Featuring outer pockets on the front and back for additional storage, this 14 1/4" x 12 1/4" x 17 1/2" organizer has hook and loop fastener closures along the sides to reduce the size to a single compartment tote.





Shopping Bag

CPN-554210993

The large grocery shopping bags are strong and durable and can hold up to 50 lbs. of items. The grocery bag has long and wide handles for easy carrying by hand. Durable fabric ensures that the bag will not break. The shopping tote bags' special fabric is easy to clean.

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

- Water Bottle
- Baseball Cap
- Beach Chair
- Coloring Book
- Tire Gauge
- Auto Safety Tool
- Key Chain
- Gardening Tools
- Gardening Gloves
- Seed Packets
- Sunglasses
- And More...



Auto Vent Phone Holder

CPN-551426849

Provide a safe home for your phone while you drive with this auto vent phone holder! Measuring 4" and available in several colors, this handy product clips onto your vehicle's air conditioning vents and makes for a perfect stand to safely operate your GPS. The resting space can be adjusted to 3 1/2"W for larger phones. Customize with a pad-printed imprint of your logo.





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Address Service Requested

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