LKCS

We do that.

LKCS FINANCIAL CREDIT UNION

TEAM UP WITH LKCS TO BECOME A MARKET LEADER!

Creative Times   SUMMER 2017

LKCS Financial
Credit Union,
Rev Your
Marketing
Engines!

Rev Your Engines
WITH CAMPAIGN SUITE!

Did you know that 90% of the people who are interested in your services will go online to learn more without calling or visiting a branch? Did you also know that 96% of those people that visited you online will leave your website without taking any action? What can you do to turn those leads into members?

LKCS is introducing its brand new product, Campaign Suite, to get your motor running! Campaign Suite bundles five features in one package. Old-school direct mail only utilizes one. Campaign Suite is a seamlessly integrated system that maximizes your marketing impact. Instead of just sending out a direct mailing, Campaign Suite consists of Direct Mail, Mail Tracking, Online Follow-up Ads, Social Media Promotion, and Call Tracking. **Here's how it all fits together:**

- **Your mail pieces are sent to your target market.**
- **Mail pieces are tracked using cutting-edge barcode technology. Know exactly when your mail is being delivered.**
- **Automatic online follow-up through Google AND Facebook where image ads matching your campaign follow your website visitors if your leads don't take action!**
- **A unique phone number tracks the amount of calls your campaign generates and calls are recorded so you can monitor and improve internal processes.**

Campaign Suite is ridiculously inexpensive – just pennies per piece. And it's all visible to you in an easy online dashboard. However, since each campaign is tailored to your specific business, we need to have a quick chat with you about your business before giving you a quote, but don't worry – it's FREE!

Let us help you add Campaign Suite to your next mailing and get your leads to the finish line! **Learn more by visiting us online at www.lk-cs.com/campaignsuite or by attending our upcoming webinar.** You may also call **866.552.7866** to speak with a sales representative today.

Free Webinar

LKCS Campaign Suite

Wednesday, July 12, 2017 • 1 pm CST
Scan this QR Code with your mobile reader
to register at www.lk-cs.com/webinar.

We do that.

Avoid the Black Flag!

Avoid The Black Flag

MEETING ADA WEB GUIDELINES

Web site accessibility has become a serious concern for financial institutions nationwide. Unfortunately, this trend is for all the wrong reasons. By itself web accessibility is a good thing for everyone visiting your web site.

But now, banks and credit unions are under threat of potential litigation because their websites aren't fully accessible by the disabled. The plaintiffs and law firms behind these threats have no relationship with the financial institutions they are targeting. They don't have accounts with those banks and credit unions. They are likely not even in the same state. But they've found a way to make money by using the Americans with Disabilities Act against you.

Getting your site to meet the Web Content Accessibility Guidelines is possible. And it's not as difficult as some people try to make you believe.

The Web Content Accessibility Guidelines are comprised of a myriad of small recommendations. Each one makes your site work better for different assistive technologies used by the disabled. But you'll likely find tens of thousands, or hundreds of thousands, of items on your site that need to be reviewed individually to achieve your goal of meeting the WCAG level AA accessibility.

This can be a daunting task – especially since web accessibility isn't even close to your primary job responsibility. But a firm like LKCS that has experience with the web accessibility guidelines can correct your site at a much lower cost than settling a potential lawsuit.

Visit us online at www.lk-cs.com/ada or attend our upcoming webinar to learn more about meeting ADA web guidelines. You may also call **866.552.7866** to speak with a sales representative today.

Free Webinar

Meeting ADA Web Guidelines

Wednesday, August 9, 2017 • 1 pm CST
Scan this QR Code with your mobile reader
to register at www.lk-cs.com/webinar.

Driven to Help You Succeed!

Transpromo Marketing

DRIVEN TO HELP YOU SUCCEED

Monthly statements and e-statements are the only contact you may have with a large percentage of your members. You need to make your best impression when sending out these statements. **Use LKCS to protect your image.**

Proper quality control procedures for printing and mailing are required. Having a SOC2 Certification for the handling of your sensitive data is expected. **But is your current processor making sure your supplied statement file is correct? Expect LKCS to:**

- **Check and notify you if you have embarassing spelling errors or old or out of date messages.**
- **Check for the proper date range on statements.**
- **Look for proper transaction activity.**
- **Verify statement quantities from month to month and quarter to quarter.**
- **Account for every page and every statement.**

Our goal is to make your job easier and for you to look good!

Partnering with LKCS gets you more than great customer service; you also get a knowledgeable company that offers diverse solutions to fit your needs. Is your current statement processor or DP provider telling you something cannot be done with your statements? Our staff of programmers have provided the impossible solutions many times over the past 55 years. **What can we do for you? Yes! We do that!**

Visit us online at www.lk-cs.com/transpromo or attend our upcoming webinar to learn more about our statement processing services. You may also call **866.552.7866** to speak with a sales representative today.

Free Webinar

Transpromo Marketing

Wednesday, September 13, 2017 • 1 pm CST
Scan this QR Code with your mobile reader
to register at www.lk-cs.com/webinar.

Flag-to-Flag Coverage!

Flag-to-Flag Coverage
WITH SOCIAL MEDIA MANAGEMENT

People are getting their news, keeping up with friends, and following the latest trends through social media. Still, many financial institutions fear social media compliance and risk. **LKCS' Social Media Management platform has proven ways to manage social media compliance, and the risk that comes along with it.**

SOCIAL MEDIA MANAGEMENT BENEFITS:

Brand Reputation
- Establish unlimited brand and keyword monitoring groups.
- Receive optional daily or weekly email summaries of each group.
- Dozens of social media, blog/microblog, news, photo, and video sites supported in addition to Google alerts and RSS feeds.
- Can also be used to monitor competitor social media activity and mentions.

Member Service
- Receive inbox and/or e-mail notification for all posts on your social media sites.
- Assign different users to respond to posts and comments.

Content Publishing
- Publish and schedule content to be posted to all established social media profiles (Facebook, Twitter, LinkedIn, Google+, blogs and other sites supported.)
- Publish and schedule photos and videos. Even schedule when to publish Facebook cover photos.
- Workflow permissions available to require content approval from supervisors.
- No limit to the number of social media profiles you use.

Reporting
- Receive customized reports of social media posts, mentions, and monitoring.
- Reports delivered automatically on daily, weekly, or monthly basis.

This is just a summary of some of the features included in this tool. Call **866.552.7866** to speak with a sales representative today.

lk-cs.com/social

866.552.7866

LKCS

We do that.

Promote Your Brand at Full Speed!

"Be Prepared"
4 Piece Car Kit

GET LOGOED

Logoed Products

PROMOTE YOUR BRAND AT FULL SPEED!

Did you know the average promotional product is kept for 5+ months and 83% remember the advertiser of a promotional product? LKCS will not only provide you with all the logoed promotional products you need, but all your printing and marketing needs as well! From summer car loan promotions to community event giveaways, we have it all.

LKCS has thousands of products to choose from at any price range you need:

- **mobile phone charger**
- **tire gauge**
- **travel mugs**
- **key chain flashlight**
- **100% cotton crew-neck t-shirts**

- **caps, visors, & totes**
- **lightweight jacket**
- **water bottles**
- **golf outing accessories**
- **and more...**

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 the promotion you are marketing! Visit **our logoed product store today at www.lk-cs.com/getlogoed.**

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.

We do that.

4130 Plank Road
Peru, IL 61354

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Formerly SAS70 Reports

www.lk-cs.com | 866.552.7866

MARKETING | DESIGN | PRINT | MAIL | WEB | STATEMENTS

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Digital Services
JOIN OUR WINNING TEAM!

DIGITAL SERVICES

Horizon Interactive Awards recognized
LKCS' web site design excellence for:

- **InTouch Credit Union (Plano, TX)**
  www.itcu.org

- **Woodstone Credit Union (Federal Way, WA)**
  www.woodstonecu.org

- **First National Bank of Mattoon (Mattoon, IL)**
  www.fnbbankingcenters.com

- **Congressional Federal Credit Union (Washington DC)**
  www.congressionalfcu.org

For more information, visit us at *blog.lk-cs.com/
lkcs-wins-multiple-web-design-awards/* or scan
this QR Code with your mobile reader.