



We do that.

Win With LKCS!



Marketing Matters **FALL 2016**

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We do that.

LKCS FINANCIAL 2017 BUDGET WISH LIST

Website Redesign

Direct Mail Campaign

Digital Signage

Social Media

Logoed Products

**CONTACT YOUR
SALES REP TODAY!**



Win With LKCS

CAMPAIGN MARKETING SOLUTIONS

You need marketing to make money, but marketing can be expensive. What you need is to find a better way to budget. The solution: Run your entire campaign with LKCS.

Create targeted campaigns to streamline your efforts, increase effectiveness, and boost cost efficiency. Use multi-channel campaign marketing to communicate similar messages across multiple channels. **Communicate your messages to the right prospects at the right time for maximum payoff at minimum cost.**

Budget better with LKCS! You won't spread yourself thin by spending more for multiple marketing partners when you can partner with just one.

Spread your message across multiple channels with LKCS!

PRINT

- Direct Mail
- Brochures
- Newsletters

WEB

- Web Development
- Email Marketing
- Social Media

IN-HOUSE

- Posters
- Digital Signage

MARKETING

- Branding
- Campaign Development

LOGOED PRODUCTS

Multi-channel marketing improves your marketing results. Pick and choose which services best match your needs to create a winning combination.

Let LKCS assist you in utilizing your budget for maximum return.

Want more information on how to make the most of your marketing budget? Check out our free webinar! Or, contact us online at www.lk-cs.com or call **866.552.7866** to speak with a sales representative.

Free Webinar

Campaign Marketing Solutions

Wednesday, October 12, 2016 • 1 pm CST

Scan this QR Code with your mobile reader
to register at www.lk-cs.com/webinar.





We do that.



Award of Distinction





The Great Communicator

LKCS' CLIENTS RECEIVE PRESTIGIOUS AWARDS

The 22nd Annual Communicator Awards has concluded, and LKCS has come out on top. **Thanks to our Design and Web departments, three of our clients won Awards of Distinction:**

- **Presence St. Mary Hospital: Gala Marketing Campaign**
- **Moews Seed: Seed Catalog Print Advertising**
- **Lincoln County Credit Union: Banking/Bill Pay Website**

“We are honored to win these awards,” says Karl Ribas, Director of Web Services at LKCS. **“We pride ourselves in our ability to provide custom design and marketing solutions that meet and exceed our clients’ expectations.** We are excited to share these awards with our clients!”

The desire to acknowledge creative excellence in the professional communications field is exactly why two decades ago the Communicator Awards was founded. **Since its founding, it has become the largest and most competitive awards program honoring creative excellence for communication professionals.** This year alone they had over 6,000 entries from across the world.

The Award of Distinction is presented for projects that exceed industry standards in quality and achievement. For three of LKCS’ clients to have won Distinction Awards reflects our dedication to excellence and quality customer service.





We do that.

social media





Campaign Manager's Best Friend

SOCIAL MEDIA SOLUTIONS

One of the keys to marketing is being where the people are. And the people are on social media. Latest polls say 78% of the population (over 251 million people) have a social media account.

If your business isn't active on social media, you are missing out on literally millions of people. Not only that, you're missing out on the benefits of an account: connecting with your customers, marketing and community-building opportunities, and business awareness and brand exposure.

Just as bad as having no social media platform is neglecting your platform. Considering how fast everything changes online, it's no wonder that social media is dependent on keeping up-to-date. You need to keep a consistent posting schedule or you will fall behind in the race.

LKCS can help you win on social media! We offer Social Media Marketing and Management services to help you establish and manage social media accounts so that your business gets the proper attention.

These social media services include:

- **Account Setup**
- **Profile Design**
- **Content Development**
- **Daily Management**
- **Social Media Training**
- **Social Media Monitoring**
- **Community Building Strategies**
- **Social Media Contests**
- **Social Media Advertising**

Want more information on how to best use social media? **Check out our free webinar!** Or, contact us online at **www.lk-cs.com** or call **866.552.7866** to speak with a sales representative.

Free Webinar

Social Media Solutions

Wednesday, December 14, 2016 • 1 pm CST

Scan this QR Code with your mobile reader
to register at www.lk-cs.com/webinar.





We do that.





Website Tool Suite

MAKING CHANGE EASY!

With the web constantly changing, you need to be the front runner in order to keep your customers and make a good impression with new ones. But updating a website can be difficult if you're not familiar with programming or web design.

Win the hearts of voters with LKCS's Website Tool Suite. **It's a platform of website management tools that allows you to make everyday changes quickly and easily.**

Our tool suite is easy to use because it has intuitive features like point-and-click and drag-and-drop. With these features, you can easily manage banner ads, post important customer service notifications, and much more. Plus, the tool suite can be customized to fit your specific needs.

You can customize it to include:

- **Banner Manager**
- **Rates Manager**
- **Forms Manager**
- **Marketplace Manager**
- **Announcement Manager**
- **Poll Manager**
- **Ads Manager**
- **External Link Manager**
- **User Manager**
- **Activity Feed**

Additionally, the tool suite also meets financial compliance needs— all data is securely stored for future reference and can be easily shared during compliance reviews and audits. Not to mention that all editing occurs from within a secured, structured, and easy-to-use web-based setting. Our tool suite features 256-bit encryption, and data is securely stored within our SOC2 compliant data center.

It's safe, it's simple, and it's affordable.

**Want more information on how to easily manage your website?
Contact us today!**





We do that.



BRAND YOUR CANDIDACY

★ GET LOGOED 2016 ★





Logoed Calendars

BRAND YOUR CANDIDACY!

Customers could see your name and logo every day of the year with a logoed calendar from LKCS! **Calendars are a great giveaway and they provide an everyday reminder of your business and the services you provide.** LKCS has many options to choose from.

Choose from a large variety of photo themes - from landscapes, wildlife, patriotic scenes, classic cars, dream vacations, gardens, seascapes, waterfalls, recipes, golf courses, puppies and kittens, to breathtaking views of the world. LKCS offers calendars of every size and shape.

- **13-Month Spiral Calendars**
- **Small Desk Calendars**
- **Wallet Card Calendars**
- **Calendar Magnets in Many Shapes and Sizes**
- **Daily/Monthly Pocket Planners**
- **Full-Color Large Wall Calendars**
- **Sticky Note Keeper with Calendar**
- **Mouse Pad Calendars**
- **Folded Greeting Card with Calendar Magnet**
- **And More!**

We have made it easy for you to view logoed products based on the event you are planning or promotion you are marketing! Find a huge selection of products on our website at www.lk-cs.com/getlogoed. Or, visit www.lk-cs.com/getlogoedideas to download logoed product recommendations for many upcoming events and holidays.

Our logoed product 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.

Contact us today.





ScreenScape
Engage your audience



Save thousands of dollars in startup and recurring monthly costs while delivering advanced functionality suitable for professional digital signage.

Simple. Simply plug a tiny device, not much bigger than a USB thumb drive, into your TV.

Standard. Turn any TV with an HDMI port into a connected digital sign. No cable box needed. Just wifi!

Secure. Built from the ground up with secure hardware and firmware from Dell and ScreenScape.

Use built-in templates to generate beautiful display content to promote your products and services, promotions, and events. Supplement that with LKCS-designed content packages to keep your merchandising fresh and timely. Incorporate news and sports feeds, weather forecasts, and more.

Find out how much you can save by contacting LKCS.



We do that.

4130 Plank Road
Peru, IL 61354

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