



DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

Marketing Matters

› FALL 2018 MARKETING NEWSLETTER



75% of people
judge a business' credibility
based on its website design.

▣ WHERE DOES THAT PUT
YOUR BUSINESS?

Need to Kick-start Your Website?

› TURN TO PAGE 2

Six Prestigious Web Design Awards › PAGE 4

Campaign Suite Provides Five Marketing Essentials › PAGE 6

Digital Marketing Solutions › PAGE 8

A Pleasant Daily Reminder › PAGE 10



Marketing Manager: Is your site's user experience lacking?

Consider refreshing your online presence!



Need to Kick-start Your Website?

Chances are very good that a consumer is going to look at your website before making a purchase. The Web has proven to be an awesome tool for researching and comparing products and services. How does your website compare to the competition's?

Design trends and technology change so rapidly, a website designed a few years ago can look old and outdated. The designs, layouts and even functionality that we implement today is going to change. Business owners must be aware of this product lifecycle and plan accordingly.

Here are a few signs that your website is in need of a redesign.

Does your website:

- Respond and resize to mobile devices?
- Incorporate social media?
- Let you change content easily?
- Reflect your current branding?
- Meet ADA Accessibility guidelines?

Contact LKCS today to discuss your website. Visit us online at lk-cs.com/web or call **866.552.7866** to speak with a sales representative.

Don't forget that LKCS also offers these web services and electronic marketing options:

- Social Media Marketing
- Website Vulnerability Scanning
- E-Mail Marketing
- Search Engine Optimization
- Online Advertising
- Online Surveys



Six Prestigious Web Design Awards

Six LKCS customers recently received awards from the Horizon Interactive Awards and the Communicator Awards competitions for excellence in web design.

These international website design competitions were both evaluated by diverse panels of leading professionals within the visual arts and interactive media industries. This thorough judging is what makes these awards some of the most competitive of their kind.

The Horizon Interactive Awards winners:

- **Freedom Credit Union** – freedomcu.com
- **MidAmerica National Bank** – midatbank.com
- **Bar-Cons Federal Credit Union** – barcons.org

The 23rd annual Communicator Awards recognized the following:



› **Quad Cities Postal Credit Union**
with a **Silver Award of Distinction** –
qcpcu.com

› **Merck Sharp & Dohme Federal Credit Union** with a **Silver Award of Distinction** –
msdfcu.org

› **EWEB Employees Federal Credit Union** with a **Gold Award of Excellence** –
myewebcu.org



“These awards lay a foundation for our customers to continue to build their brands online,” says Sid Haas, LKCS Vice President of Business Development. “This recognition demonstrates our company’s commitment to providing high-end digital marketing solutions to financial institutions nationwide. We are honored to share these awards with these fantastic clients.”

LKCS’ web development team worked closely with each of these financial institutions to custom design their websites. These sites, along with all of the sites LKCS launches for our clients, are mobile-responsive and meet the WCAG web accessibility guidelines.

Campaign Suite Provides Five Marketing Essentials

If the old way of handling direct mailing services doesn't thrill you, experience the magic of Campaign Suite!

Campaign Suite is a suite of services that seamlessly maximizes your marketing impact. It operates on a five-step process, where regular direct mail only operates on one. Instead of only sending out postcards, take advantage of the benefits of Campaign Suite's five features.



Five Marketing Essentials:

- 1 > Direct Mail
- 2 > Mail Tracking
- 3 > Online Follow-Up Ads
- 4 > Social Media/Facebook
- 5 > Call Tracking

Have you ever visited a website and thought to yourself, **"How old is this?"** What about, **"Is this company that far behind the times?"**

Does that sound about right? If you're thinking it, the chances are pretty good that someone else is too.

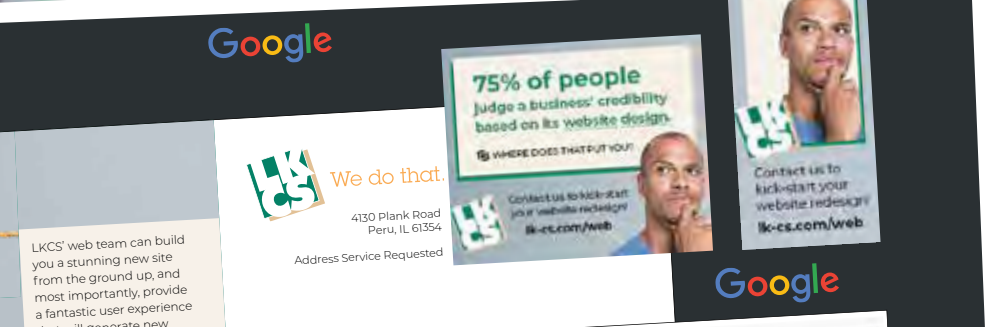
Five ways your outdated website could be hurting your institution:

- 1> **Website visitors think you just don't care**
We get it, updating a website can be expensive and very time consuming. But, when your website looks ignored, people associate that with how you will treat them.
- 2> **User experience is lacking**
Can users find what they are looking for quickly and easily? Are your call to actions in the right places to ensure your website drives new leads and new business?
- 3> **You feed your competition**
When someone looking for financial services lands on your web page, they may leave to visit a competitor.
- 4> **You provide poor service**
A website that is outdated can leave visitors frustrated and looking for technology that older sites just can't match.
- 5> **Google rankings drop**
Google strives to deliver a list of the best online resources through its search engine. If your outdated website, your content doesn't meet Google's standards, your rankings will drop.

Benefits of Campaign Suite:

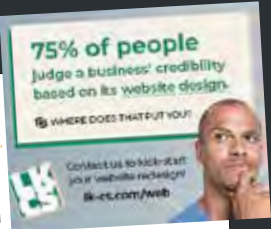
- HIGHER RETURN ON INVESTMENT
- NO LEADS LEFT BEHIND
- COMPLETE ONLINE DASHBOARD

Let us help you add Campaign Suite to your next mailing! Contact us toll free at **866.552.7866**.



LKCS' web team can build you a stunning new site from the ground up, and most importantly, provide a fantastic user experience that will generate new business for your institution. **We make you look good without busting your budget.**

Contact us today to kick-start your website redesign! Visit our website at lk-cs.com/web or call **Steve Piano** at **815.220.3909**.



confused, as they are used to current

they think a user is searching for. With an

lk-cs.c

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Turn up the volume!

Crank up your online marketing success.



Digital Marketing Solutions

LKCS is proud to offer comprehensive Digital Marketing Solutions as part of our suite of award winning services. Our experienced team can develop and manage strategies designed specifically to help grow traffic to your website and build your customer base.

› Search Engine Optimization

SEO is the art of getting your website naturally found on search engines like Google. Build up your listings and traffic by optimizing your website with specific keywords, original content, localized data, and SEO-friendly programming.

› Pay Per Click (PPC) Advertising

Ready to get traffic to your website quick? Well managed PPC advertising via Google AdWords or Bing Ads by LKCS will do that. Use your ad listings to promote general services or promotions. Bid on the right keywords to drive up qualified leads.

› Social Media Management

Build up your brand loyalty and stay connected with your customers while also finding new ones with creative posts and ads targeting key demographics.

› Email Marketing

This fast and easy marketing tool has the highest conversion rates among the four core digital marketing strategies. Use it to send specific promotions, announcements, and newsletters to your customers on a regular basis.



CONTACT US ONLINE:

**[lk-cs.com/
digitalmarketing](http://lk-cs.com/digitalmarketing)**

OR CALL :

866.552.7866

TO SPEAK WITH A SALES
REPRESENTATIVE TODAY.



A Pleasant Daily Reminder

Looking for a new way to reach your customers every day of the year with just one giveaway? Consider a high quality logoed calendar from LKCS. Calendars are a perfect giveaway because they are useful and provide a daily reminder of your business and the services you provide.



Be front and center every day of the year

LKCS offers calendars of various sizes and shapes. Here are a few of the many options available:

- Custom 3-month view
- Perpetual calendar
- Multi-function LCD display
- Scroll banner pen
- Mouse pad
- 13-month spiral bound
- Pen holder with digital calendar
- Monthly pocket planner
- And more!



Need suggestions or advice? We can help you personally. Call our experts toll free at **866.552.7866**.



We have made it easy for you to find the logoed products that fit the event or promotion you are planning. Visit our logoed products store today!



We do that.

4130 Plank Road
Peru, IL 61354



PRSRT. STD.
U.S. POSTAGE
PAID
Creative Services

Address Service Requested

Start Planning Your 2019 Marketing Today!