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Marketing Matters

» FALL 2020 MARKETING NEWSLETTER

Improving Customer Communications

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Call toll free **866.552.7866** or visit us online at **lk-cs.com**

Improving Customer Communications

At LKCS, we've been helping our clients nationwide communicate with their patrons, quickly and efficiently, in a variety of ways. No one knows what will be the new normal or when the next crisis will hit. It's best to be ready! We've assembled a few easy-to-implement solutions that may benefit your business now and well into the future.



Text Messaging

Over 90% of text messages get read within three minutes of receipt! Our platform supports instant opt-out and numerous other features.



Form Builder

Build responsive, fully secure, and extremely powerful online forms WITHOUT PROGRAMMING! Even include sophisticated logic and capture data from incomplete form submissions. See article on page 12 for more information.



Online Chat

Add personal one-on-one communications to your website. And, your employees don't need to be in the office to answer a chat.



Website Tools

These tools enable clients with and without Content Management Systems to update announcements, rates, banner ads, and more as needed – sometimes multiple times per day – without coding or programming of any kind.





E-mail Marketing

We're constantly amazed at how many businesses aren't utilizing e-mail marketing. LKCS makes it easy (and inexpensive) to craft and send responsive emails to 100 or 100,000 contacts in a matter of minutes. Then move on to automate your communications to increase engagement and capitalize on newly discovered opportunities.



Web Development

From a simple banner ad, to a landing page, or even a complete site redesign, we have the talent and expertise to complete the project beyond your expectations. And, we back it up with advanced security and SOC2 credentials.



Direct Mail

Americans are homebound. Targeted, well designed direct mail campaigns with proper messaging will prove to be highly effective during this period.

Learn more about these improved communication options by visiting our website. You can also visit our website to schedule a demonstration for any of these solutions or contact us at **866.552.7866** to speak with a sales representative today.



COULD YOUR WEBSITE
be the next award winner?

Award Winning Website Designs

"We are honored to win these awards," says Karl Ribas, Director of Digital 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! Our website design team continues to grow and impress me with the results of their teamwork."

Please take time to view our award winning sites and read the customer testimonials. See for yourself the dedication and commitment to success that LKCS will bring to your website redesign.

Learn how you too can have an exceptional website. Visit us online at lk-cs.com/web or call **866.552.7866** to speak with a sales representative today!



CSD Credit Union

WWW.CSDCU.ORG | GOLD COMMUNICATOR
AND BRONZE HORIZON AWARD WINNER

“Amy Rankin was assigned as my liaison for LKCS. She and her entire web design team were absolutely amazing to work with. I am sure I sent them more emails with changes and questions than several financial institutions combined. Amy was so incredibly patient and pleasant with each and every reply. One email Amy sent me included this reply: “Basically however you would want this to work, we can make it work! That’s our ‘We Do That’ attitude!” LKCS lives up to that attitude every day.”

Glenda Collins | VP
Business Development



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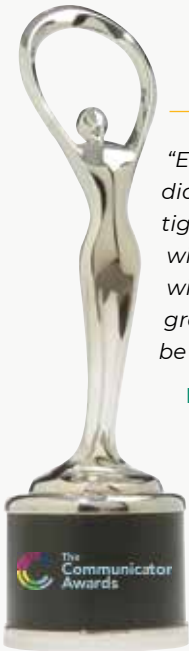


Eureka Savings Bank

WWW.EUREKASAVINGS.COM | SILVER COMMUNICATOR
AND HORIZON AWARD WINNER

"Eureka Savings Bank is very happy with the work that LKCS did in helping us create our new website! We gave them a tight deadline so that the new site would be active to coincide with our core conversion. The whole team worked seamlessly with the bank to reach this goal, and the end result was a great re-imagining of our site. We couldn't be happier with the end result!"

Michael S. Porter | Vice President





First Southern State Bank

WWW.FSSBANK.COM | SILVER COMMUNICATOR AWARD WINNER

"It was a pleasure working with Tim Turczyn and the entire team at LKCS on the development and launch of First Southern State Bank's new website! Our goal was to update our web presence with a site that was secure, visually appealing, easy to edit, and would serve as a virtual branch for our customers. The LKCS team listened to our needs and was able to exceed our expectations by turning our vision into reality. In addition, their customer service and responsiveness to our questions and concerns after the launch have been equally impressive.

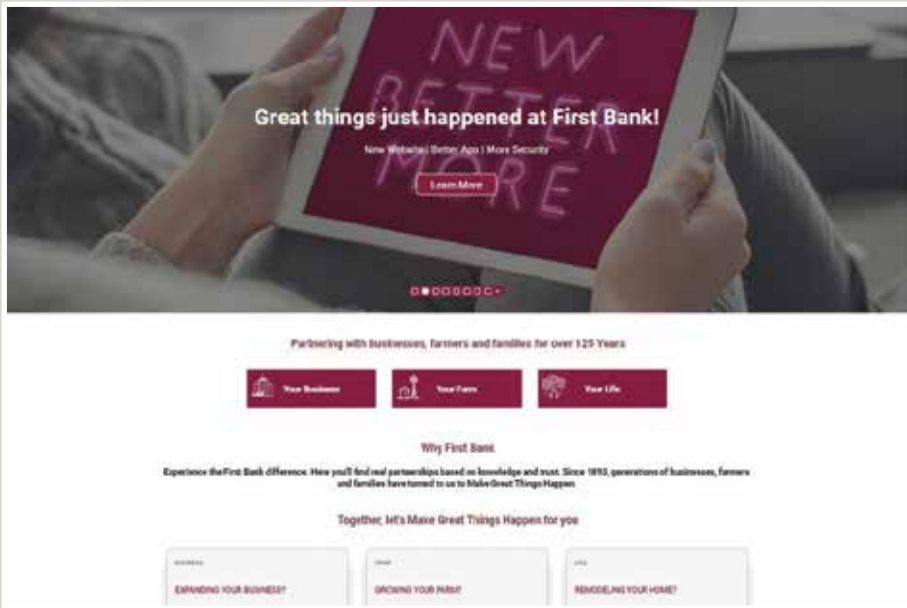
Our timing for the new site could not have been better! As the COVID-19 crisis hit, our customers have found the site as a no-contact way to communicate with us and to continue to do their banking.

*We are grateful to LKCS for developing, maintaining, and hosting **fssbank.com** and we highly recommend them."*

Gail Moore | Vice President



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First Bank

WWW.MYFIRST.BANK | GOLD HERMES AWARD WINNER



“Our goal was to build a site that’s a resource for all of our target segments – small businesses, farmers and families,” says Lori Newman, Chief Marketing Officer at First Bank.

*“Having these three unique audiences made our planning and development a little more challenging. LKCS helped take our vision to the next level by achieving a customized experience by segment. **MyFirst.Bank** is now a much-improved channel for us and has already resulted in significant increases in cross sales and leads.”*

Lori Newman | Chief Marketing Officer



Earthmover Credit Union

WWW.EARTHMOVERCU.COM | GOLD HERMES
AWARD WINNER

“The team at LKCS never seems to disappoint,” shared Janel Cabadas, Vice President of Marketing and Business Development at Earthmover Credit Union. “They listened carefully to our vision for our new website and helped us bring it to life. The outcome is proof of what happens when you work with a true partner from start to finish. We are happy to see them getting recognized for all their work.”

Janel Cabadas | VP of Marketing and
Business Development



📺 Videos Command More Attention

Users are expecting content that is eye-catching and easy to digest. Stopping to read paragraphs of text is no longer an option. Videos present an alternative way to deliver important information you don't want people to miss.

UTILIZE VIDEOS FOR A VARIETY OF TOPICS

- » **Promote your latest offers**
- » **Give an overview of your products and services**
- » **Explain how to use your products**
- » **Cover frequently asked questions your staff receives**
- » **And much more!**

LKCS offers an array of video services which can help you create engaging content for your company.



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FUN FACTS: 72% of customers would rather learn about a product or service by way of video.

Our multimedia designers specialize in:



Animated Videos

Get your point across fast and clearly.

Video Editing

Send your unedited file to our team and we can edit it and pull it all together.

That's A Wrap! When your video project is complete, you will receive a finalized file. **Feature your new video on your:**

- » **Website**
- » **E-mail Marketing**
- » **Social Media**
- » **Digital Signage**
- » **Online Advertising**

Let's discuss your video goals and begin brainstorming creative ideas to deliver your message. Contact us today at **866.552.7866** to get started!



📄 Build Beautiful, Secure Online Forms Without Code?

Oh Yes You Can!

LKCS now offers an intuitive, drag-and-drop online form builder that works with any website, with or without a CMS.

GET THESE BENEFITS:

» Responsive Forms

Let people complete your forms on any device.

» Conditional Logic

Easily allow customers to skip irrelevant form questions to save time and improve the user experience.

» Drag & Drop

We really mean it! Build your forms with drag and drop ease without any coding knowledge required!

» Save & Resume

Give people the convenience to save a form and return to it later.

» Design & Branding

Start with pre-made templates or build from scratch and incorporate your corporate colors and standards.

» A/B Testing

Test two forms against each other to see which one is better.

» Partial Submissions

Capture all of the data that a customer entered before they abandoned your form. No lost leads!

» Field Bottlenecks

Pinpoint any trouble areas that cause people to leave your forms.



» **Social Autofill**

Let visitors prefill form fields with data from their social media profiles, saving them time.

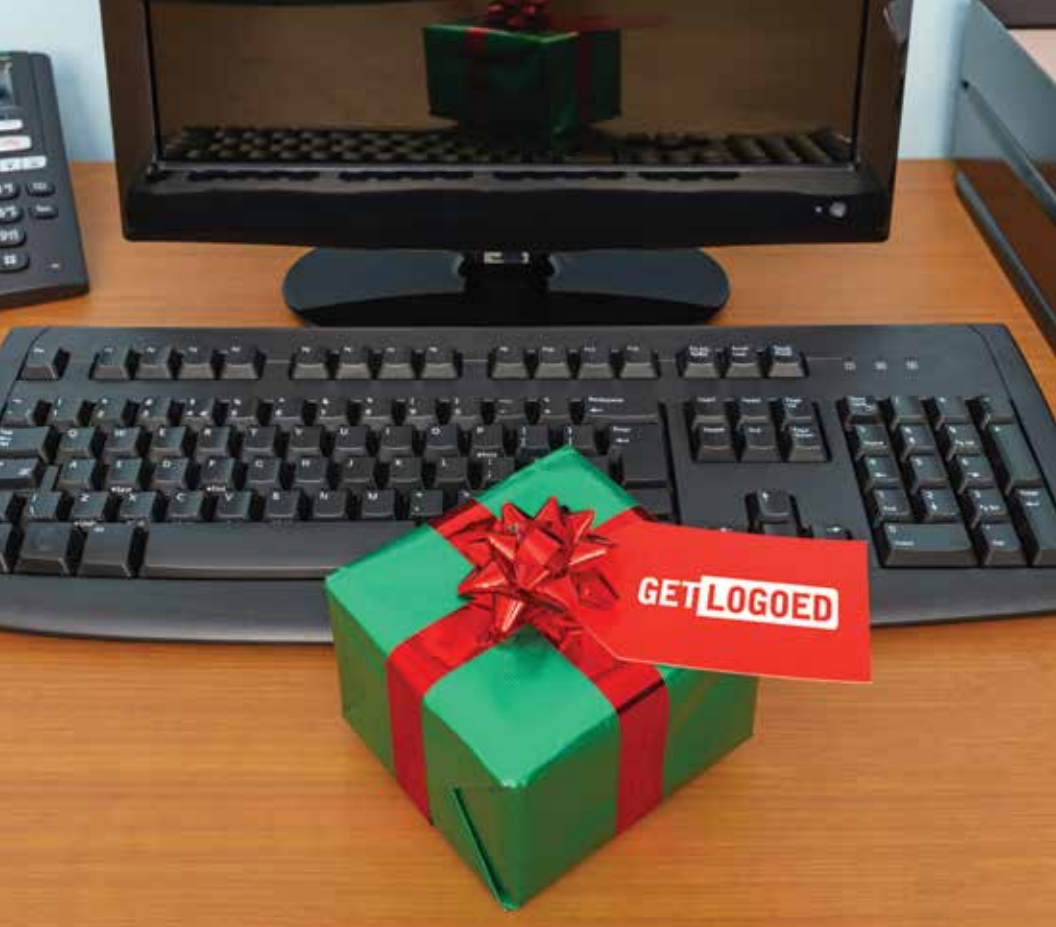
» **Integrations**

We've got them! Start with Google Analytics and then connect your CRM, e-mail marketing or automation platform, and many more!

» **Routing Workflow**

Leverage LKCS' Forms Manager to route form results through your company, record notes, and track each interaction through completion of each opportunity.

To speak with a sales representative call **866.552.7866** today!



Office Party Holiday Gift Ideas

Finding the right gift for any occasion can be difficult. But this holiday season, we've found a couple of electronic gifts that we believe will bring some good cheer to your staff. Looking for more ideas? LKCS has thousands of gift ideas to choose from at any price range you want.

VISIT OUR LOGOED PRODUCTS STORE TODAY!

We've 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!

Help everyone simplify their busy lives.

Offer your staff this Click+ Single Pack! Featuring Bluetooth 4.0 technology, users can set up three customizable commands with a single or double click or click and hold. Maybe it's finding a phone, taking a photo, controlling music, sharing a location or another simple task. Once the device is paired to their phone or tablet with the Click+ app (compatible with iOS 6.0 or later and Android OS 4.2.2 or later), it's ready to go. It connects up to 30 feet from a phone or tablet and has an adhesive base that allows it to be placed on walls, on desks or in cars.



Click+ Single Pack

Search CPN-552995094



Keep them fully charged!

This aluminum phone support power bank, features 8800 mah capacity with 5v/1A,2A output. Available in blue, red, gold, silver and black.



Phone Support Power Bank

Search CPN-553296997





WE DO THAT.

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