

# Marketing Matters

FALL 2021 NEWSLETTER

## IDEAS FOR YOUR WEBSITE REDESIGN

Let LKCS do the  
sweating for you!

» P12



### IN THIS ISSUE:

Keep Warm This Fall » P2

Direct Mail Works! » P4

SUPERCHARGE Your Website Conversions » P6

Exceptional Customer Satisfaction » P8

Improve Social Media Engagement » P10

866.552.7866



lk-cs.com



## Keep Warm This Fall!

Get your fall apparel products now, so you don't get left out in the cold! One way you can plan to stay cozy warm, is with a fleece pullover hooded sweatshirt. Choose from a variety of colors to meet your needs.

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! For additional information about these products and much more, browse our catalog at [getlogoed.lk-cs.com](https://getlogoed.lk-cs.com).



## Stay Toasty Warm!

This cozy pullover hooded sweatshirt from Port & Company is perfect for any outdoor adventures this fall! It comes in a core weight of 7.8-ounces, is 50/50 cotton and poly fleece Air jet yarn, for a soft and pill-resistant finish.



### Core Fleece Pullover Hooded Sweatshirt

Search CPN-6124318



## Keep Your Favorite Drinks Hot or Cold for Hours.

This 14 oz. ThermoCafe™ Double-wall vacuum insulated mug by Thermos® fits in most automobile cup holders and features an integrated handle. It's condensation free and made of a stainless steel exterior with durable plastic liner, and has a slide-lock lid that easily removes for filling and cleaning. Add your logo for maximum visibility. Make your brand much more visible for marketing success!



### 14 oz. ThermoCafe™ Double Wall Mug

Search CPN-554086991



# Direct Mail Works!

It seems that postage increases are never ending. More of your marketing budget gets taken up with every cost increase. The short-sighted answer is to save this money and put it all towards email marketing and your social media efforts. But direct mail has better response rates.

We typically look at a new email for just two seconds. Because of the sheer volume of emails in our inbox and advertisements on the web, digital messages can be less memorable than print messages. Brand recall directly after seeing a digital ad is just 44%, in comparison to direct mail which has a brand recall of 75%.

## Benefits of Direct Mail

- » Better for generating new customers.
- » Ability to easily target your desired audience.
- » Can include more copy compared to an email marketing message.
- » Can piggy back additional brochures and sales information.
- » It's very easy to delete an email. But the average life span of a direct mailer is 17 days.



## Ways to Reduce Your Postage Costs

- » **Use a professional mailer that can get you automation mail discounts.**
- » **NEW Rate: 9"x6" postcards can now mail at the First-Class postcard rate of \$.335 each.**
- » **Use Standard Rate/Marketing Mail instead of First-Class postage. Standard Rate has an average cost of \$.31 per piece compared to \$.46 for First-Class. But plan ahead! Delivery takes 2-5 days for local mail, and 1-3 weeks nationally.**
- » **Use Every Door Direct Mail postage. This rate is \$.20 per piece. Because it must mail to every resident on a particular mail route, it's best for new locations or special sales events. Again, plan ahead! Delivery will take 7-14 days.**

How do you decide between direct mail print services and email marketing? There are benefits to each and they both should be a part of your marketing strategy. But keep in mind when sending an offer or coupon to a potential prospect, research has found that 66% of consumers are more likely to remember to use a voucher if they have a physical copy of a coupon verses an email copy.

Talk with your LKCS sales representative today to help determine what's best for you. Call **866.552.7866** today!



P5



# SUPERCHARGE Your

---

You have a beautiful, shiny website. And you're ready for a flood of new leads. But that predicted deluge is nothing more than a trickle. You need to implement ways for users to "convert" by giving them the ability to take action. Well-designed, user-friendly online forms are the answer.

## **Less is More = More New Customers!**

Decrease the number of form fields. As the number of fields increase, the conversion rate decreases. Be strategic. Don't ask for First Name, Last Name, Middle Initial, and Suffix. Ask for Full Name. Only ask for essential information. Clearly mark required and non-required fields. Add hints to explain what respondents need to provide. Break long forms into multiple pages, even allowing users to save it and resume later.

## **Digitally Easy = Exceptional User Experience**

The best way to get people to convert is to give your customers a good reason to do so. Users want to conduct business on your site. So, give them ways to do that. They don't want to visit your building to fill out a paper form. Convert those paper forms into digital forms. Existing customers will use them. Prospective customers will see how useful your website is compared to your competition.

## **Mobile Easy = New Accounts**

Your forms need to be optimized for mobile use. This is no longer an option; it is a necessity. If your forms don't fit on a smartphone or are difficult to complete on a mobile device, people will abandon them.

## **No Coding Needed = Easy Do It Yourself Setup**

LKCS' Form Builder will allow you to easily create secure online forms without coding knowledge. This drag-and-drop form tool will work with any website, with or without a Content Management System (CMS).

The recent pandemic has shown that institutions without mature digital workflows suffered greatly.



# Website Conversions

---



GET AHEAD OF THE CURVE AND IMPROVE YOUR WEBSITE RESULTS, SAVE TIME AND MONEY WITH FORM BUILDER.

---

Call **866.552.7866** to speak with a sales person today or to schedule your own private demonstration.

# Exceptional Customer

## 📄 LKCS Again Measures Exceptional Customer Satisfaction with Near-Perfect Net Promoter Score



**LKCS is pleased to announce that even during the pandemic they have continued to achieve a Net Promoter Score (NPS) of 91 on a February, 2021 customer survey.**

The score highlights that the success of LKCS' "We do that" culture continued throughout the turbulence of the pandemic.

The NPS is used to measure each client's willingness to recommend a company's products or services to others, to determine the customer's loyalty to the brand, and as a way to measure overall customer satisfaction with the company's products or services.

Net Promoter Scores can range from -100 to +100. A positive score, or an NPS above 0, is considered to be "good." Any scores greater than 50 are "excellent", with scores anywhere above 70 considered to be "world-class."





# Satisfaction...

---

“We decided to survey our clients during the COVID-19 pandemic because a significant number of both our own staff and our clients' staff were working from home. While we believed we were giving the same high-level of customer service clients were accustomed to, we didn't want to just assume” said Sid Haas, Vice President of Business Development at LKCS. “Serving our clients is our number one priority and their experience is at the heart of all we do.”

**THE VAST MAJORITY OF LKCS CLIENTS ARE CLEARLY INDICATING THAT THEY ARE LOYAL AND ENTHUSIASTIC PROMOTERS OF THE COMPANY.**

---

“We were surprised and very pleased that we once again achieved an NPS score above 91%” says Rose Pollard, LKCS' Chief Financial Officer. “With the enormous paradigm shift caused by the pandemic, we wanted to be certain that we never take our clients' loyalty for granted. I firmly believe our NPS score reflects our team's incredible dedication to each and every client”.



# Improve Social Media Engagement

---

Use social media to increase customer engagement and build brand loyalty. The ability to constantly provide new content aids in keeping viewers interested.

LKCS has the team and tools you need to help you keep your content fresh. Our social media management helps you create, schedule, and analyze the content posted on your social media platforms, including Facebook, Instagram, Twitter, and others. Let us be your marketing assistant to aid in this. We can assist you with:

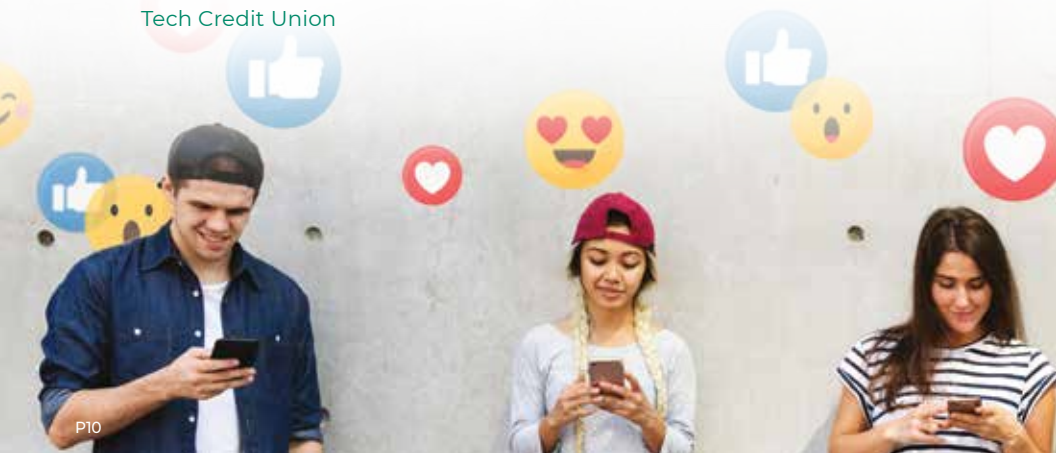
- » **Brand Reputation**
- » **Customer Service**
- » **Content Publishing**
- » **Reports**

Taking a strategic approach to social media and finding great ways to control, systemize, and automate your activities, will ultimately help your bottom line. With LKCS, it just got easier. Here's what some of our clients have to say:

---

*"LKCS is great. I wouldn't know what to do without them, especially Jessica! As marketers, everyone is so busy and we just do not have the time and resources to do what they do. We love the content, graphics and follow up on what is fresh and relevant to what's happening now!"*

Betsy Granko | Marketing Specialist  
Tech Credit Union



P10

"Sid, I have no idea how much CCU pays you, but it's worth it! Over my long career, I can think of only one or two places that has offered your level of responsiveness and execution, and I've dealt with many vendors/firms/etc. over the years. So, thanks again!"

Jason Morgan | Digital Marketing Specialist  
Consumers Credit Union

"Thank you so much for redesigning the Facebook, Twitter and website reports. I can't say enough about how accommodating you and your entire team are to work with!"

Peggy Sprout | Vice President of Marketing  
Security Savings Bank

Attend our webinar on December 8th to learn how we can assist you. You'll be wondering why you waited so long for help! Can't wait until December? Call **866.552.7866** to schedule a demonstration with your sales representative today.

— FREE WEBINAR —

## Improve Social Media Engagement

» December 8, 2021 • 1 pm CST

REGISTER ONLINE AT:  
**lk-cs.com/webinar**



[lk-cs.com/social-media-management](https://lk-cs.com/social-media-management)





# Ideas For Your Website Redesign

---

## Let LKCS do the sweating for you!

Does the thought of redesigning your website give you the cold sweats? Our team of programmers and designers can take your vision and create the website you desire.

You should be able to expect more from your website. Your new website will help you convert more leads and generate new business. It will also meet ADA Requirements and allow users to easily navigate your new site. We can also help you to create digital forms that bring leads in.

### **Here's what some of our customers have to say about their new website experience:**

*"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.*

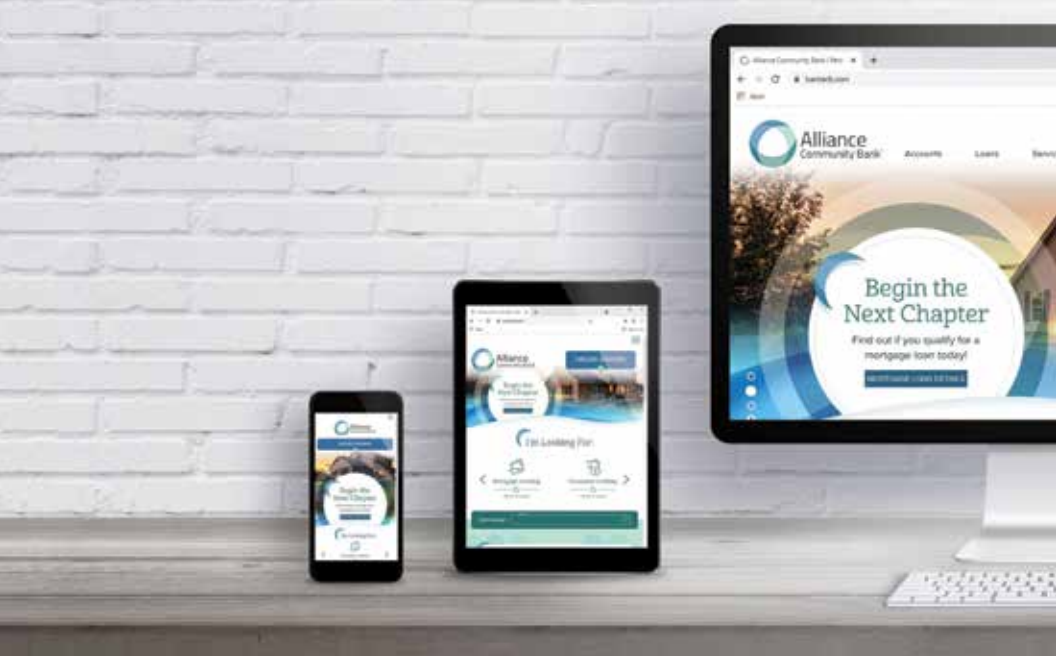
*Our timing for the new site could not have been better! As the COVID-19 crisis hit, our customers have found the site as a no-contact way to communicate with us and to continue to do their banking.*

*We are grateful to LKCS for developing, maintaining, and hosting [www.fssbank.com](http://www.fssbank.com) and we highly recommend them."*

Gail Moore | Vice President  
First Southern State Bank







*"LKCS is great to work with! We have partnered with them for over five years now on website and print design. We appreciate how accommodating they are to our requests. We just have to send them a few thoughts on our ad or campaign idea and then they deliver quality designs in a very timely fashion. We are definitely a satisfied customer!"*

Megan Thompson | Vice President  
Farmers National Bank

---

*"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  
Eureka Savings Bank





*"LKCS was the right choice for the redesign project of the website for Hoyne Savings Bank. The team there was great to work with and developed a new website that we are very pleased with."*

Michael L. Bagniewski | Vice President  
Hoyne Savings Bank

Do you need help redesigning your website? Learn more about your options by attending our webinar on October 13th. Can't wait? Call **866.552.7866** to speak with a sales person and schedule your own private demonstration.

— FREE WEBINAR —

## Ideas For Your Website Redesign

» **October 13, 2021 • 1 pm CDT**

REGISTER ONLINE AT:  
**[lk-cs.com/webinar](https://lk-cs.com/webinar)**





# WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



4130 Plank Road  
Peru, IL 61354

Address Service Requested

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