

# Marketing Matters

SPRING 2021 NEWSLETTER



## ARE YOUR DUCKS IN A ROW?

Get the Marketing  
Assistant You Need!

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ilk-cs.com

# Put All Of Your Ducks

## Marketing Automation

### *The Most Important Marketing Initiative Revealed by the Pandemic*

The pandemic has revealed the “must have” marketing tool to survive: Marketing Automation.

MARKETERS CAN NOW DO THINGS THAT WE PREVIOUSLY HAD TO RELY ON SOFTWARE DEVELOPERS TO IMPLEMENT.

LKCS' Marketing Automation tool is a no-code development platform that allows you to manipulate functionality without programming for you:

- » **Landing Pages**
- » **Website Forms**
- » **Interactive Content**
- » **CRM and Lead Tracking**

It is like having an extra person on staff to take care of repetitive tasks that can improve your customer experience and increase sales and revenue.



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**Did you know?** 36% of users realized the benefits of integrating marketing automation in 6 months or less.

# in a Row!

Deliver highly personalized messages to connect with your target audience at the right time. Nurture your leads to take the next step based on where they are in the customer journey.

## Use Marketing Automation for:

- » **COLD LEADS:** Anonymous website visitors browse through your products and services. They tend to leave without taking any action. But you can change that.
- » **WARM LEADS:** Visitors that subscribe to your e-mail updates or fill out a form are now prospects with “sales” potential.
- » **CUSTOMERS:** Once a lead becomes a customer, nurturing doesn’t stop. Other nurturing begins to make way for additional product sales.
- » **SATISFIED CUSTOMERS:** Expand relationships with your business and spread the word in their social network (resulting in the inflow of new leads).

LKCS’ Marketing Automation tool makes it easy to set up and maintain your automations. Then, with lead scoring you can automatically funnel customers into new segmented lists and workflows. Build the 360-degree view of your customers that you have been looking for.

Learn more by attending our webinar or call **866.552.7866** today to schedule a demo or to speak with a sales representative!

— FREE WEBINAR —

## Marketing Automation The Assistant You Need!

» June 9, 2021  
1 pm CDT

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





## Get Your Message Out!

Free swag could be just the thing to top off your next staff meeting. It can also help build a better relationship with existing customers and prospects. Looking for more ideas? LKCS has promotional products for any age group.

VISIT OUR LOGOED PRODUCTS STORE TODAY!

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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).

## Look Mom, No Wires!

Crisp clear sound with a good amount of bass, these wireless ear buds are a great way to help make your next promotion viral. Your brand will pop on the large 1.55" x 1.5" imprint area. The convenient charging case packs anywhere and users can check earbud status through the clear cap.



### Earbuds with Wireless Charging Case

Search CPN-553406467



## Budget-Based Buds.

These colorful travel ear buds are perfect for those on the go. Add a full color digital imprint to the color-coordinated case with snap closure. Compatible with most headphone jacks, these ear buds make a handy giveaway for promotional events.



### Colorful Ear Bud Holder Set

Search CPN-554016520





# 📧 Improve Your Mail Results

## Combine Direct Mail with Online Advertising!

Improve your mail results and extend its relevance with automated online advertising follow up. Add LKCS' Campaign Suite tracking tools to improve your conversion rates on your next direct mail campaign.

### Would you like to:

- » Integrate your direct mail with Google and Facebook? *(Cool, right?)*
- » Track your prospects on the internet?
- » Keep your online ads in front of your direct mail prospects?

TRY CAMPAIGN SUITE ONCE, AND YOU'LL NEVER WANT TO SEND ANOTHER DIRECT MAIL CAMPAIGN WITHOUT IT.

See it for yourself. Learn more by attending our **free webinar on Wednesday, May 12, 2021**. Or, call **866.552.7866** to speak with a sales representative today.

Our clients love Campaign Suite because it is effective, measurable, automated and affordable!

**Your direct mail piece will now be more effective than ever before!**

— FREE WEBINAR —

### Combine Direct Mail with Online Advertising

» **May 12, 2021**  
**1 pm CDT**

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





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## **Make it Easier for Customers to FIND YOU!**

Local Search Engine Optimization (SEO) has become a critical factor when implementing digital marketing. Local SEO boosts your business' visibility in location-based searches.

### **How do you fix the invalid information and increase your ranking?**

First, find out how well you're currently doing. **Go to <https://scan.lk-cs.com> to get your free report.** This free business listing scan tool will instantly show you if you have inaccurate information on dozens of websites frequently indexed by search engines. (There is no obligation and no credit card required.)

### **SCAN YOUR LISTINGS TODAY!**

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Overall, it is imperative to monitor these listings. But it can be very time consuming, very difficult, and very overwhelming. **This is where LKCS' Business Citation Listing Service comes in.**



FREE WEBINAR

## Boost Your Local SEO!

» April 14, 2021  
1 pm CDT

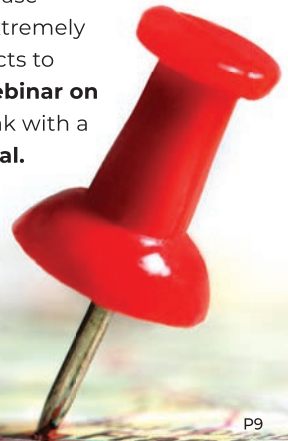
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**lk-cs.com/webinar**



### Use LKCS' Business Citation Listing Service to:

- » Find and update your location listings on several dozen leading business listing sites
- » Provide local search metrics to show your local search activity
- » Leverage direct API integrations with over 37 business listing directories, including Google Maps, Yelp, YellowPages, Bing, and Facebook
- » Submit manual updates to hundreds of other local listing sites

Boost your visibility on location-based searches, increase your local search rating, generate positive reviews (extremely important for ranking), and make it easier for prospects to find you online. Learn more by attending our **free webinar on Wednesday, April 14, 2021**. Call **866.552.7866** to speak with a sales representative today or visit us at **lk-cs.com/local**.



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# Imagine the Possibilities!



## 📌 **If My Website Isn't Broke, Why Fix It?** *Because It's Your Money Maker!*

The first step a prospect takes is they look up your website. Is your website going to win them over?

**To find out, ask yourself these questions to see if your website has any of these issues:**

### **Is your website providing a premium user experience?**

Your site's ability to get web visitors to convert (fill out a form, reach out for more information, add a service, generate revenue), needs to be a primary goal of your web development team. Your website will serve as your primary point of contact that users can access at any time to research your services, ask questions, establish and expand relationships, and access their accounts.



Premium User  
Experience



Mobile  
Friendly



Generate  
Leads

### Is your website mobile phone friendly?

If your website is not mobile responsive, you may be frustrating a large group of your customer base. According to data gathered by Statista, 52 percent of worldwide website traffic is on mobile devices.

### Is your navigation hard to sort through or overly complicated?

It is important to create a navigation drop down that will be quick and easy to use and also showcase everything that your customers need access to.

### Is your website generating new leads?

How is your site generating interest in your products and services and converting that interest into new customers and sales? If you can't answer that question, we need to talk. The most successful websites guide prospects with personalized content driving them to provide their contact details via gated content, email subscription, or a web form. At that point, automated follow-up continues providing relevant information to these prospects resulting in the highest possible conversion rates.

**Depending on your answers to any of these questions, it may be time to start thinking about a website redesign.** Our team of award-winning designers are ready and willing to help you out. Let us know what your goals are for your new site and we can create the custom site you desire! Call **866.552.7866** to speak with a sales representative today!



# WE DO THAT.

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