

MarketingMatters

SPRING 2022 NEWSLETTER



DIGITAL OFFICE TOOLS

**Fit your business
in the palm of
their hand!**

» P4

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866.552.7866



lk-cs.com



LKCS Renews Annual SOC 2 Security and Confidentiality

LKCS has again successfully completed an annual SOC 2 Audit on Controls at a service organization relevant to security, availability, processing integrity, confidentiality and privacy.

The successful completion of this comprehensive audit demonstrates LKCS' commitment to implementing processes and controls for delivery of high-quality services to its customers. Key services included in the scope of the audit were LKCS' statement processing and e-statement operations, database marketing, direct mail, information technology policies and procedures, and website hosting services.

According to Rose Pollard, Chief Financial Officer, "LKCS focuses extensively on ensuring the absolute safety and security of our clients' confidential data. Our SOC 2 report reflects the processes and procedures we follow daily, the suitability of our controls design, and the operating effectiveness of the controls we have in place."

About SOC 2 Certification

The American Institute of Certified Public Accountants (AICPA) has developed the SOC 2 report based on the trust services principles, criteria, and illustrations for security, availability, privacy, confidentiality and processing integrity for services organizations. The SOC 2 report includes the AICPA's predefined criteria for industry best practices regarding policies, procedures, and processes related to security, availability, and confidentiality for demonstrating a strong system of internal controls. It is a report by an independent accounting and auditing firm on management's description of a service organization's system and the suitability of the design and operating effectiveness of controls. For more information regarding SOC 2 auditing, please visit <http://www.aicpa.org>.



Digital Office Tools

Fit your business in the palm of their hand!

The pandemic has shown us that having the ability to interact with customers and prospects digitally is a necessity. They require the convenience and simplicity of a well-designed customer experience.

LKCS OFFERS THESE PRODUCTS TO IMPROVE YOUR DIGITAL OFFICE:

Site Management

Sitefinity CMS and Tool Suite

- » Easily update announcements, prices, banner ads and more
- » Includes change management tools to document site changes

Marketing Automation

Improve lead generation with automated follow-ups

- » Grow your audience
- » Strengthen relationships
- » Encourage them to take the next step

Form Builder

Secure, Online Digital Forms

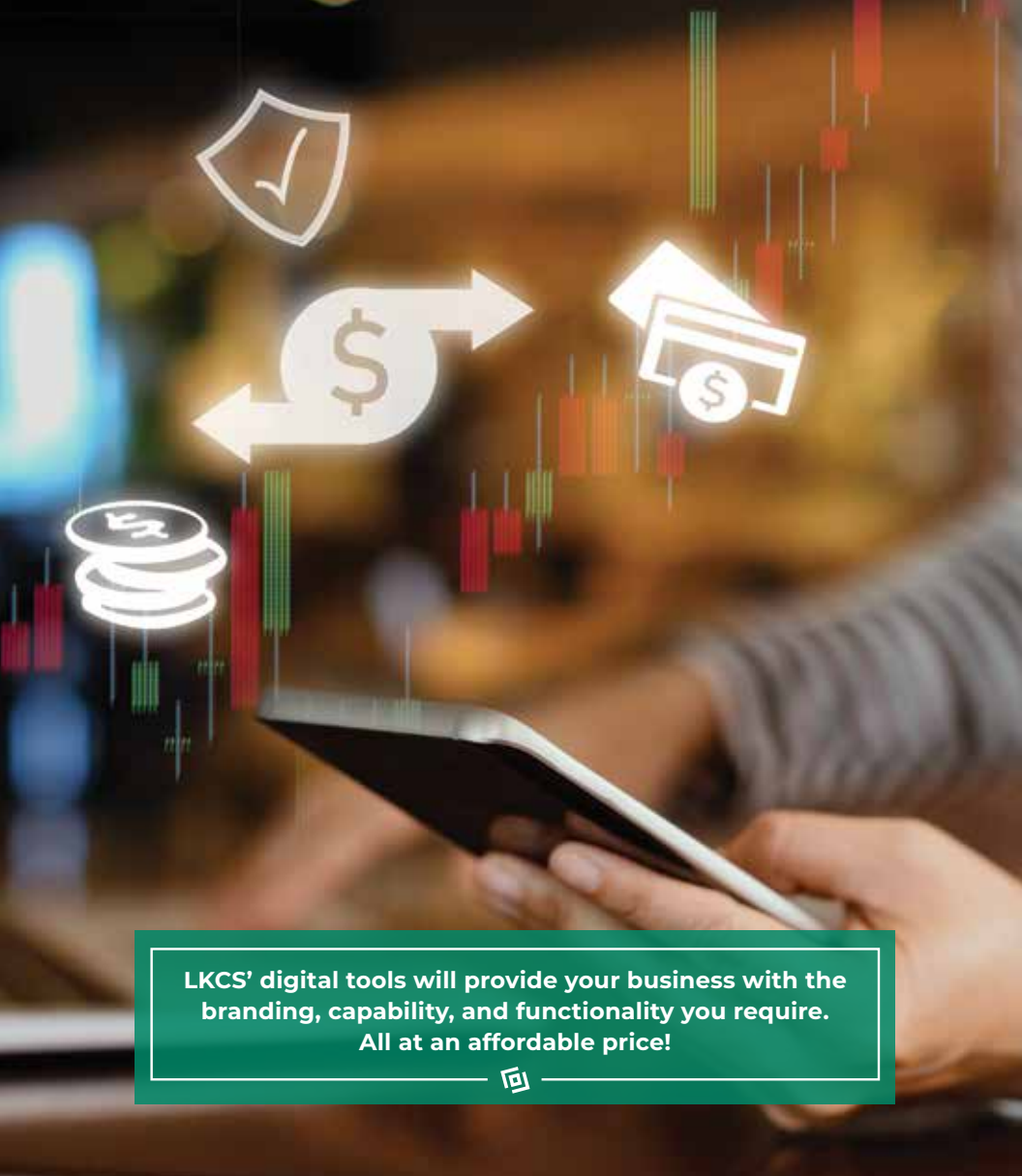
- » No programming experience needed
- » Digitize your paper processes
- » Capture data from incomplete forms

Online Chat and Chatbot

Enhance customer engagement and reduce costs

- » Offer one-to-one communications on your website
- » Staff not required to be in the office to respond





LKCS' digital tools will provide your business with the branding, capability, and functionality you require. All at an affordable price!



Visit our website to schedule a demonstration for any of these tools. Contact us at **866.552.7866** to speak with a sales representative today.





Improve ROI with Varia

High-quality variable data printing (VDP) offers relevant direct mail that speaks to individuals on a truly 1:1 basis. **What's more engaging: a generic mailer sent out to everyone on a list or one that uses your customer database to tailor the messaging to each customer?**

Why Customization?

According to surveys by the Data and Marketing Association (DMA), mailing campaigns that use personalization achieve response rates of 6%, a big improvement over the 1-2% for non-personalized direct mail.

Compared to a standard direct mail campaign, narrowly targeting certain demographics or behaviors makes the campaign more relevant and valuable to the customer, leading to a higher response. The smaller-volume mail campaign increases the ROI due to lower postage and printing costs.

Data to Customize On:

- » Location of nearest office
- » Sales person's territory
- » New products
- » Special offers
- » Products purchased history
- » New customer onboarding





able Data Printing!

Best Formats for VDP:

- » Postcards
- » Envelopes – print targeted images and teasers
- » Folded Self-Mailers
- » Laser letters
- » Laser letters

Additional Benefits of VDP:

- » Combine multiple product offerings in one mailing – save on postage
- » Based on data - campaigns can have multiple components to mail for several months until a recipient acts on the offer

VDP is more than just personalization. Treat each individual as a person, not part of a group or mass audience. **Improve your results by adding digital remarketing ads with Campaign Suite.** Your offers can follow customers as they surf the Internet.

Call **866.552.7866** to speak with a sales representative today. You can also go to **lk-cs.com/vdp** to learn more and schedule an appointment.



Designing Your Digital Storefront

Your website is usually the first place a prospective customer goes to learn about your services. It's also where existing customers go to use your digital tools. **If your website is difficult to use, then your user conversions will go down.**

A properly designed website will allow users to have an experience that is as good or better than when they visit your store. Here are some of the attributes of a great digital store:

- » **Content is easy to find, skim and understand**
- » **Forms and applications are easy to use on any device and store contact details**
- » **Has ability to generate new leads**
 - Guide prospects with personalized content
 - Provide automated follow-up with relevant information
- » **Is ADA accessible and allows users to report any accessibility issues**

User experience is often the most overlooked aspect of a new website build. **Every little detail must be easy to find, understand and use from a visitor's perspective.**

LKCS can help you redesign your website and meet the user experience aspect of your design. Our award-winning web team will create a custom online presence that meets your specific goals and properly supports your products and services.

Visit us online at **lk-cs.com/web** or call **866.552.7866** to speak with a sales representative today!



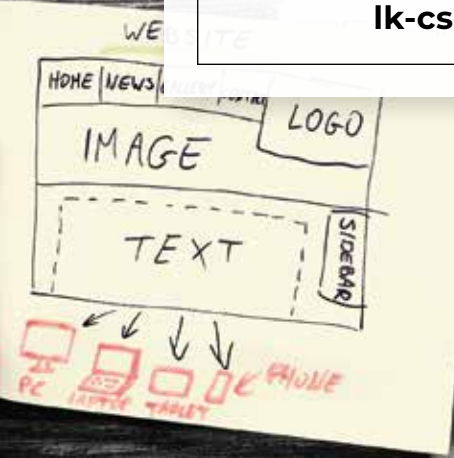
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place for your text. Post here everything that is related to your busi
u care, what are the best. Your achievements. Give details of op
greatest achievement.
panies cooperating with us located **here**.
of the description invite you to read the rest of the tabs.

— FREE WEBINAR —

Designing Your Digital Storefront

» May 11, 2022 • 1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar



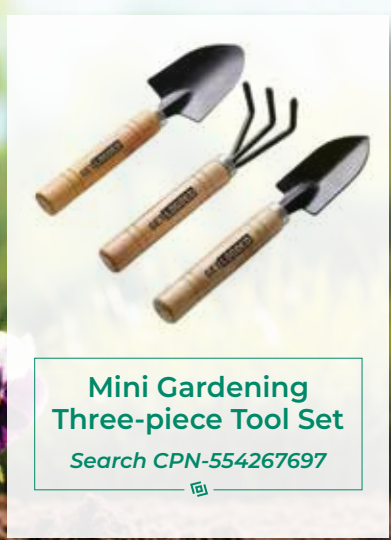
Spring is in the Air!

Get the Right Tools to Cultivate Success

Encourage your customers to freshen up their yard with our featured mini gardening three-piece tool set! These mini sized portable tools measure approximately 7.28" long, are made of iron and wood, and are perfect for tending to smaller gardens and potted plants. Whether you want to loosen soil for aeration, dig into hard soil, prepare a new flower bed or transplant delicate seedlings, you can use it with confidence. What a great way to remind your customers that you have the right tools to help them cultivate success!

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.



**Mini Gardening
Three-piece Tool Set**
Search CPN-554267697



P10



We are here to help! Call our experts toll free at **866.552.7866** for advice or suggestions.

Put a New Spin on Your Marketing

This animal wind spinner will add charm to any outdoor setting! It's made of polyester knitted fabric and comes in the shape of different animals on top. When the breeze comes along it will begin to twist, showing off your imprinted company logo. Your name can be added to the spiral section of this item for great visibility. Take advantage of an item that will get your customers excited about what else you have to offer!



Animal Wind Spinner

Search CPN-551172262



Grow Your Marketing Presence

Easy to use, the grow bag is perfect for use on your home balcony, in the garden or other outdoor spaces. It's excellent for planting potatoes, carrots, onions, and many other vegetables. Add your logo to this sturdy fabric grow bag and grow your marketing presence along with some healthy vegetables! The bag features a breathable window design on the side that can be opened and closed easily. It is designed with handles, allowing for convenient moving.



7 Gallon Felt Garden Planting Grow Bags

Search CPN-554438308





WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

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Peru, IL 61354



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