

# LET LKCS HELP YOU PLAN NEXT YEAR'S BUDGET



## Profit Principles **FALL 2017**

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We do that.

LKCS Financial Institution,  
get the marketing help you need!





# Next Year's Budget

## MULTI-CHANNEL MARKETING CAMPAIGNS

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Utilizing multiple channels gives you greater exposure and provides a wide variety of opportunities to attract new customers. Multi-channel consumers will respond three to four times more than single-channel consumers.

Use multi-channel marketing campaigns to communicate similar messages across multiple channels. **Create targeted campaigns to streamline your efforts, increase effectiveness, and boost cost efficiency.**

Communicate your messages to the right prospects at the right time for maximum payoff at minimum cost.

**Let LKCS assist you in utilizing your budget for maximum return.** You could consider us a package deal! See how easy it is to share your message across multiple channels with LKCS!

### WEB

- Web Development
- E-mail Marketing
- Social Media
- Campaign Suite

### PRINT

- Direct Mail
- Brochures
- Newsletters

### STATEMENTS

- Onserts
- E-Statement Marketing

### IN-BRANCH

- Posters
- Digital Signage

### LOGOED PRODUCTS

**Multi-channel marketing improves your marketing results.** Pick and choose which services best match your needs and budget to create your winning combination.

Want more information on how to make the most of your marketing budget? **Call today to schedule a free, private webinar! Or, contact us online at [www.lk-cs.com](http://www.lk-cs.com) or call 866.552.7866 to speak with a sales representative.**

Free Webinar

Multi-Channel Marketing Campaigns

Scan this QR Code with your mobile reader to register at [www.lk-cs.com/webinar](http://www.lk-cs.com/webinar).





We do that.





# E-Statements

**E-STATEMENTS = EXCEPTIONAL STATEMENTS**

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A package is only as good as what's inside. Make a statement with your e-statements and statements! **By leveraging the marketing capabilities within your statements, you can:**

- **Effectively cross-sell new products and services**
- **On-board new customers beginning with their first statement**
- **Turn unprofitable accounts into profitable relationships**

For your financial institution, e-statements can provide a tremendous monthly and quarterly cost savings. But, e-statement benefits are not only limited to saving money. **Consider these packaged benefits from LKCS:**

## **ENHANCED E-MARKETING CAPABILITIES**

- Link banner ads to your website, inserts, online forms, and calculators
- Customize e-mail notifications and even send text messages
- Present targeted full color ads on statements

## **DOCUMENT RETRIEVAL**

- All customer statements are available online including those for non e-statement users
- Notices, tax forms, and other documents can also be available
- Documents hosted for as long as you need – 12 months, 24 months, or even longer

## **SIMPLIFIED USER MANAGEMENT**

- Allow users access to multiple accounts from one login
- Sign up customers when creating their accounts
- View reports that you can understand and use

E-Statements are expected by your customers. They appreciate the convenience of having access to their statements from anywhere with access to the internet.

**Call today to schedule a private webinar! Or, contact us online at [www.lk-cs.com](http://www.lk-cs.com) or call 866.552.7866 to speak with a sales representative.**

**Free Webinar** e-Statements = Exceptional Statements

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Scan this QR Code with your mobile reader to register at [www.lk-cs.com/webinar](http://www.lk-cs.com/webinar).





We do that.





# Website Redesign

**EVERYTHING YOUR WEBSITE NEEDS**

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Chances are very good that a consumer is going to look at your website before making a financial change. 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. Financial institutions 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?**

**What's in the box, you ask? 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**

**Contact LKCS today to discuss your website. Visit us online at [www.lk-cs.com/web](http://www.lk-cs.com/web) or call 866.552.7866 to speak with a sales representative.**

Free Webinar

Everything Your Website Needs

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**Wednesday, November 8, 2017 • 1 pm CST**

Scan this QR Code with your mobile reader to register at [www.lk-cs.com/webinar](http://www.lk-cs.com/webinar).





We do that.







# Newsletters

## YOUR CONTENT LIBRARY

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A successful newsletter should include several informative articles. If one article catches a customer's attention, they will scan the rest of your newsletter. If your articles are interesting and educational, you will also increase your readership. Start thinking outside of the box and make your articles different!

Wouldn't it be great to extend the life of your newsletters and save time? Use your same text and artwork for your other promotional campaigns. **Imagine how much easier your next promotion will be if you have already made your major text and design decisions. Use them for your:**

- **Facebook Posts**
- **Direct Mail**
- **Banner Ads**
- **Statement Ads**
- **Blogs**
- **E-mail Marketing Messages**

Does your newsletter need the "works"? LKCS can help with all aspects of newsletter production:

- **Copy Writing**
- **Design**
- **Printing**
- **Mailing**

**Make your newsletter a success with LKCS! Call 866.552.7866 today to discuss your needs. How can we help you?**





We do that.





# Logoed Products

**INSPIRING THANKFULNESS!**

Fall brings a season of thankfulness and giving. Avoid the rush of last minute decisions and order your gifts now. We've made it easy for you with **The Gift Book!** Use the links below to take a look at our online catalog or email us to request one of your own.

## THE CLASSICS

Discover timeless gifts for the home or office. From chic leather cases to elegant pens and drinkware, these are the ideas that complete the perfect promotion.

## FOOD & DRINK

A collection of sublime indulgences that make a lasting impression. Share the irresistible flavors of sweet treats and savory favorites for a deeply satisfying experience.

## INDEX

We've included a price index in **The Gift Book** so you can stay on budget and look for gifts in any price range you need.

View our online Holiday Gift Book Catalog at  
<http://lkcs.co/GiftBook17>

Or, request your own Gift Book by emailing us at  
[getlogoed@lk-cs.com](mailto:getlogoed@lk-cs.com) with the  
**SUBJECT LINE: Gift Book Request.**

**The Gift Book** is the perfect place to find a wide range of products for this holiday season. Need help finding the perfect gift or something specific? Visit our logoed product store today!

Our experts are also available to help you personally! We can search through hundreds of thousands of products to find what you need, within your budget. Our mission is to help you create long-lasting relationships through the power of promotional products.





4130 Plank Road  
Peru, IL 61354

Address Service Requested

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



# Screenscape

## ENGAGE YOUR DIGITAL AUDIENCE

Save thousands of dollars in startup and recurring monthly costs while delivering advanced professional digital signage.

**Simple.** Simply plug a tiny device, not much bigger than a USB thumb drive, into your TV.

**Standard.** Turn any TV with an HDMI port into a connected digital sign. No cable box needed. Just wifi!

**Secure.** Built from the ground up with secure hardware and firmware from Dell and ScreenScape.

Use built-in templates to generate beautiful display content to promote your products and services, promotions, and events. Supplement that with LKCS-designed content packages to keep your merchandising on the ball. Incorporate news and sports feeds, weather forecasts, and more.

**Find out how much you can save by contacting LKCS.**

[www.lk-cs.com](http://www.lk-cs.com) | 866.552.7866

MARKETING | DESIGN | PRINT | MAIL | WEB | STATEMENTS

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