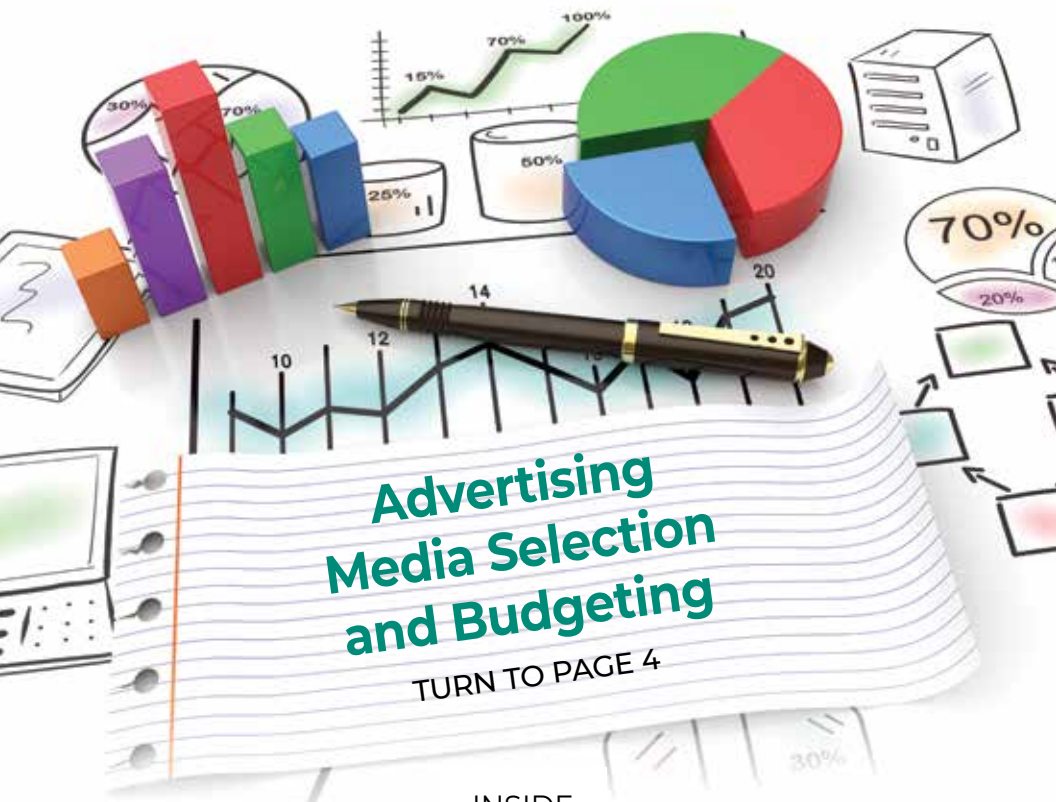




DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

# Profit Principles

► FALL 2019 MARKETING NEWSLETTER



## Advertising Media Selection and Budgeting

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

## ❏ Does Your Website Need to be Compatible with Internet Explorer?

According to Chris Jackson, Microsoft's Worldwide Lead for Cybersecurity, the answer is NO! He doesn't even consider IE to be a browser, at least in the modern, standards-based sense. *"You see, Internet Explorer is a compatibility solution,"* wrote Jackson in a blog. ***"We're not supporting new web standards for it and, while many sites work fine, developers by and large just aren't testing for Internet Explorer these days. They're testing on modern browsers."***

Jackson explains that as IE began to support more standards, Microsoft also realized it risked breaking applications written for an older interpretation of the standards. *"So, with Internet Explorer 8 (IE8), we added IE8 standards, but also kept Internet Explorer 7 (IE7) standards,"* explains Jackson, noting this was also an 'easy button' solution.



# NO



Because Internet Explorer needs to remain compatible with their older versions, Microsoft cannot add all the new functions available with other browsers. They have ended up with a “new version” that is built on a very old software foundation.

This has led Microsoft to the decision that it should get out of the browser software development business. In fact, even Microsoft Edge is now being moved to the Chromium Platform. It will essentially be Chrome with a Microsoft logo.

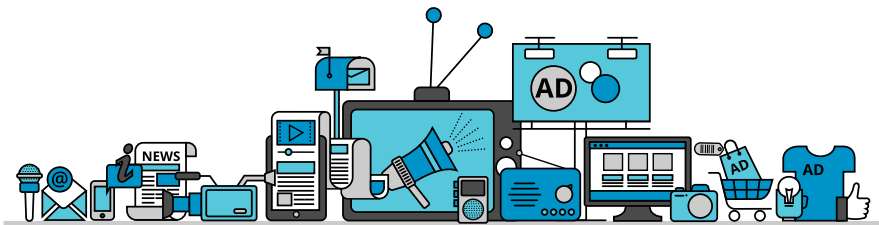
Microsoft wants to retire Internet Explorer once and for all. The process was started in 2015, but some users just don't want to give it up. It can be relied on for certain legacy solutions, but it shouldn't be used as anyone's primary browser.



***“We’re not supporting new web standards for it...”***

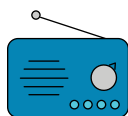
**- Microsoft**

*Learn more online at [lk-cs.com/ie](http://lk-cs.com/ie)*



## Advertising Media Selection and Budgeting

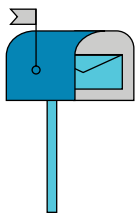
As another year comes to an end, it's time to set your marketing budget for 2020. Start by reviewing your marketing objectives. What you expect to accomplish helps to determine where you need to allocate your resources and which media types will work best. A good marketing plan spreads your message across a variety of media.



➤ **RADIO BUDGETING:** Ad production costs are typically free, but can cost \$300 - \$1,000 if you hire out copywriting, voice talent, etc. Airtime costs average \$500 - \$5,000 per week depending on your location. You'll want to focus on one daypart and advertise with good frequency (i.e. at least three spots within that daypart Monday through Friday).



➤ **NEWSPAPER BUDGETING:** Ad production costs are typically free, but can cost \$150 - \$500 if you hire out copywriting, graphic design, etc. Advertising costs vary by circulation, ad size/color, and frequency. Priced per column inch (i.e. # of columns wide X # of inches high x cost per column inch) or modular pricing: full page, half page, quarter page, etc.



➤ **DIRECT MAIL BUDGETING:** Direct mail costs vary by quantity, list source, size/color, production specifications, and how it is mailed. At LKCS for example, full-color personalized letters cost approximately \$1.30 each to design, print, and mail. This budget figure includes all design and production costs for the letter and envelope, the mailing list, standard rate (marketing mail) postage, mail processing, personalization, inserting, etc. and assumes a quantity of at least 3,000 pieces being mailed. A full-color postcard would cost around \$.78 each for everything including postage.\*



> **ONLINE ADVERTISING BUDGETING:** Ad production costs are typically included in agency fees, or ads can be produced at low cost; web development costs for landing pages are additional. Advertising budgets can be set to any amount you are comfortable with. Daily or monthly limits can be put in place for each campaign. Maximum “bid” amounts, and time of day can be set for each pay-per-click campaign.



> **SEARCH ENGINE OPTIMIZATION (SEO):** SEO is the process of getting your web pages to show up organically near the top of search results without paid ads. Unfortunately, this is a digital marketing strategy with no end. Google changes their search algorithms more than once a day, so constant tweaking is required. It is all about your website content and coding, it is nearly impossible to get great search positions for “everything”. Plan on spending at least \$750 - \$1,500 per month for budgeting purposes.



> **DISPLAY ADS:** Unlike search ads, display ads are graphical, and not just text-based. Google “rents” small spots on millions of websites. These are where your ads can be displayed. You can target by age, gender, interests, topics, even select specific websites where you want your ads to appear. You can also retarget people who previously visited your website. Advertising budgets can be set to any amount.

Attend our webinar on Wednesday, October 9th to learn more.

**We'll be presenting more information and examples to help explain your options.** You can also call **1-866-552-7866** to speak with a sales representative today.

FREE WEBINAR

## Advertising Media Selection and Budgeting

October 9, 2019 @ 1 pm CDT

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





**Many people consider monthly statements to be a regulatory headache!**

*They don't like sending them and get confused by what files to send to each vendor. Then if you get the date range wrong, imagine the cost and headaches created if your vendor doesn't catch your error.*

**You've got better things to do besides stressing over this once a month with nobody watching your back!**



## **Stress-Free Statement Processing**

At LKCS, our goal is to make your job easier and your statements a marketing tool! Each month we promise to help you in these ways:

### **> A ONE SOURCE SOLUTION for printed and electronic statements:**

- Send us separate files or let us sort your file by codes to separate them.
- We'll help you manage your email list and allow you to personalize your email notifications each month.

### **> QUALITY CONTROL:**

- Processing, Printing and Mailing Departments all check statement date ranges as part of their processing checklists. This redundancy assures you that only the correct period's statements will get mailed.
- Our inserters use verification barcodes to make sure all your statements get mailed correctly. We even use custom-designed glue detectors to make sure our envelopes have the proper amount of glue and will seal correctly.

## > PERSONALIZE YOUR STATEMENTS:

- Mail your statements using custom designed envelopes and preprints.
- We take your statement file and allow you to make design changes to your data layout.

## > TRANSPROMO MARKETING:

- Use targeted ads and messages that are printed directly on your statements.
- One customer has used 45 different ads in one month's statement mailing.

The thought of switching statement processors is too much for some people. It is a very complicated process and a lack of experience can cause problems. **At LKCS, we have a team of programmer's with over 60 combined years of statement programming experience.** We also assign a dedicated contact person who will help you to coordinate your changes and let you speak directly with a programmer when necessary.

**We even have complete design and printing services in-house to print your newsletter or inserts.** This allows you more time to provide your most current rates or to accommodate rush inserts. You will also save on shipping costs and the time required to deliver them.

**If you're ready to make your monthly statement processing easier, and want to get marketing value from your statements, then you need to switch to LKCS.** Attend our webinar on November 13th to learn more. Can't wait that long, then call **1-866-552-7866** to speak with a sales representative today.

FREE WEBINAR

# Stress-Free Statement Processing November 13, 2019 @ 1 pm CDT

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



## Online Advertising 101

A search on Google is often where a person's first experience with a brand starts. It's an easy way for new customers, searching for products or services you offer, to discover and get acquainted with your brand. However, it can be difficult to be found on Google. This is especially true for highly competitive keyword searches.

**Purchasing ad space directly on Google allows you to appear among the top results for these keyword searches.** It gives you the opportunity to bring in new website visitors who are actively searching for phrases you might not naturally appear for.

Each time someone clicks on your ads, you are charged a nominal fee. **One of the big concerns with online advertising is cost control.** There are, however, many aspects of your advertising you'll have control over.

You'll get to:

- Choose which keyword searches your ads can show up for.
- Set how much you're willing to pay each time your ad is clicked on.
- Set a daily budget to keep clicks and costs under control.
- Define locations customers must be within to be eligible to view your ads.
- Target past website visitors with specific banner ads.
- Advertise to new visitors who are in the market for specific products with banner ads.







The key to success is finding the right combination of strategies and putting the tools to work for you. **LKCS' digital marketers are experts in online advertising and are certified Google Partners.** We know the ins and outs of this platform and how to make it work for the specific goals of our clients.

LKCS will continuously monitor and adjust your account on a month to month basis. **We test ad copy, refine keyword selections, adjust targeting, and stay within your set budget.** We'll touch base with you on any promotional offers to ensure your advertising includes these updates.

### Here's what we're working on:

- Day to day account management
- Ad copy testing and improvement
- Keyword selection, refinement and new opportunities
- Ad extension implementation and improvement
- Ad targeting and bid adjustments
- Budget allocation
- Targeting past website visitors with ads



Join our webinar on December 11th to hear how online advertising can get traffic to your website quicker. If you're ready to start now, call **1-866-552-7866** to speak with a sales representative today.

FREE WEBINAR

## Online Advertising 101

December 11, 2019 @ 1 pm CDT

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





# CARPE DIEM!

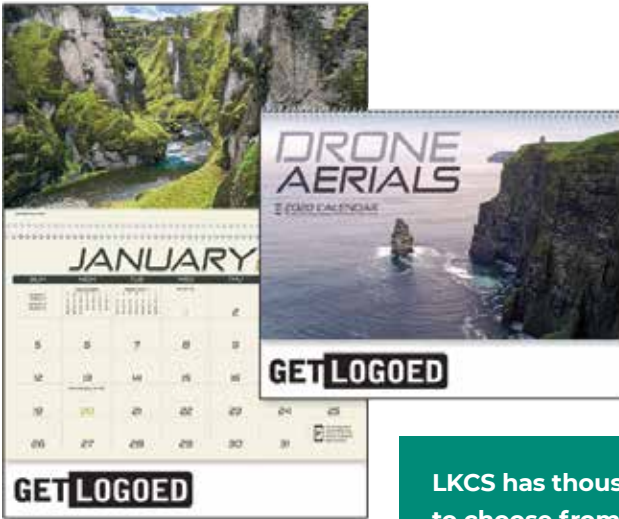
*Help your customers know what day they are seizing with a logoed calendar!*



## Make Every Day Count

Reach your customers each day of the year with a high quality logoed calendar from LKCS! Calendars are a great giveaway because they are useful and provide a consistent reminder of your bank and the services you provide.





## Visit our logoed products store today!

Want to search for items yourself? We have 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!

## Need suggestions or advice?

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. Contact us today!

LKCS has thousands of products to choose from at any price range you need:

- › Custom 3-Month View
- › Vinyl Adhesive
- › Perpetual
- › Multi-function LCD Display
- › Silicone Wristband Watch Displays Time/Date
- › 13-Month Spiral
- › Pen Holder with Digital Calendar
- › Monthly Pocket Planner
- › Scroll Banner Pen
- › And more...



We do that.

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