



MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

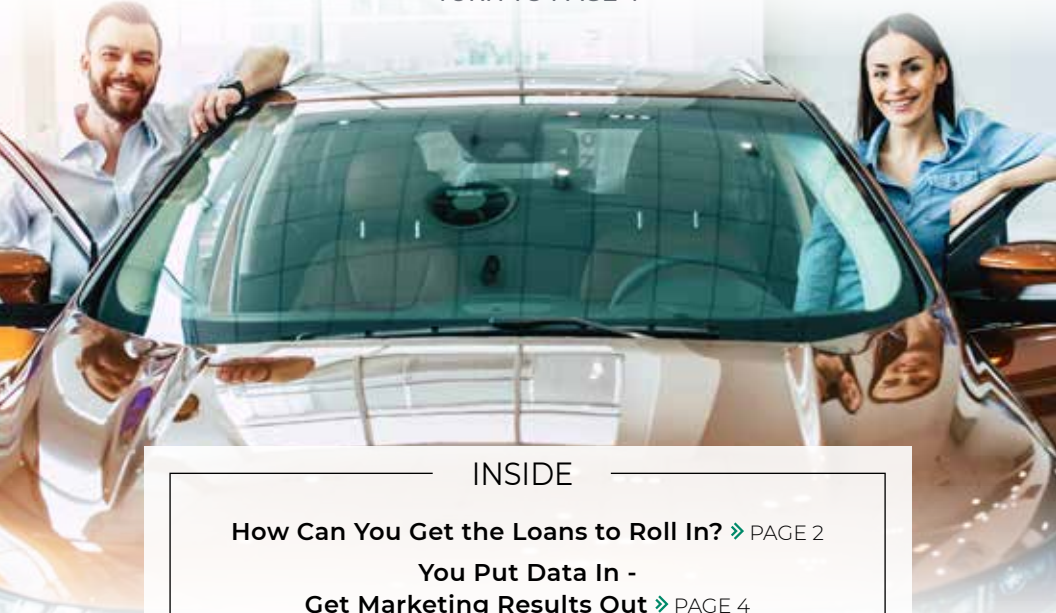
# Profit Principles

» FALL 2020 MARKETING NEWSLETTER

## Cross Selling Magic

» **Drive Results with Transpromo Marketing**

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

# 📱 How Can You Get the Loans to Roll In? *(Hint: Make it Easy!)*

If you want more loans, you need to make it easy for your customers. Borrowers no longer want to come in and sit with a loan officer during COVID-19 times. And, they don't want long tedious forms to fill out.

## **Let your borrowers control their loan experience.**

Make applying for a loan an experience where they can learn, shop, select, apply and most importantly – COMMIT!

Our platform, Lenderful Solutions, gives your borrowers the modern and digital mortgage experience you have been waiting for. And, it is white-labeled with your branding and is also available in Spanish.



## 📱 Digital Mortgage

| 6-8 minute loan application

Engage and educate customers to quickly pull them through your purchase or refinance funnel towards a completed application.



## 📱 Digital Home Equity

| 5-minute loan application

Help home equity loan and line of credit borrowers understand your products and determine how much they qualify for.



## 📱 PreQual Express

| 5-minute mortgage pre-qualification

Implement personalized loan originator landing pages to capture more business. Enable customers to qualify themselves using your underwriting parameters.



## Why Lenderful Solutions?

Because your borrowers and your loan officers want a best-in-class online experience at a price well below competitive offerings.

### **We Have the Complete Solution: *Speedy, Intuitive, and Seamless***

We can deploy our platform in a matter of weeks, getting you to market and engage customers much faster. And, our software platform guides borrowers through an intuitive online application process. Our solutions are built to complement your existing systems and processes, meaning fewer disruptions to your operations.

**Join us on October 14th for our free webinar.** Or, contact us online at [lk-cs.com](http://lk-cs.com) or call **866.552.7866** to speak with a sales representative today!

FREE WEBINAR

## User Friendly Online Mortgages

» **October 14, 2020**  
**1 pm CDT**

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



# You Put Data In – Get Marketing Results Out!

LKCS can improve your paper statements and e-statements. Simply send us your statement file from any data processing system and we can add our magic.

## AND THE MAGIC IS – TRANSPROMO MARKETING

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Statements and e-statements now become highly targeted and measurable direct mail campaigns instead of just another monthly expense. Just use LKCS' transpromo marketing options to combine your transactional documents with promotional campaigns, as an inexpensive opportunity to cross-sell additional products and services.

### Want to Amp Up Your Results Even Faster?

Then get really selective! Use our DataFlex Document Solutions to assist you in triggering targeted ads to be printed directly onto your statements.

All of our financial partners, small and large, appreciate the knowledge and experience that LKCS provides. We guarantee to listen to your questions, concerns, and ideas.

**Attend our webinar on November 11th.** Learn how you too can get marketing value from your statements. Call **866.552.7866** to speak with a sales representative today.

FREE WEBINAR

## Transpromo Statement Marketing

» **November 11, 2020**  
**1 pm CDT**

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





# Social Media Marketing Strategy

Add efficiency and mitigate the challenges and risks involved with social media marketing. Social media management helps you create, schedule, and analyze the content posted on your social media platforms; including Facebook, Instagram, Twitter, and others.

## Benefits of Social Media Management:

- » **Protect brand reputation**
- » **Scheduled content publishing**
- » **Customer service monitoring**
- » **Automated reporting and archiving**

It is hard to find a reason not to implement social media into your marketing strategy. The sooner you start, the sooner you'll see growth.

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.

**Join us for our webinar on December 9th to learn more.**

Call **866.552.7866** to speak with a sales representative today and schedule a demonstration.



FREE WEBINAR

## Social Media Marketing Strategy

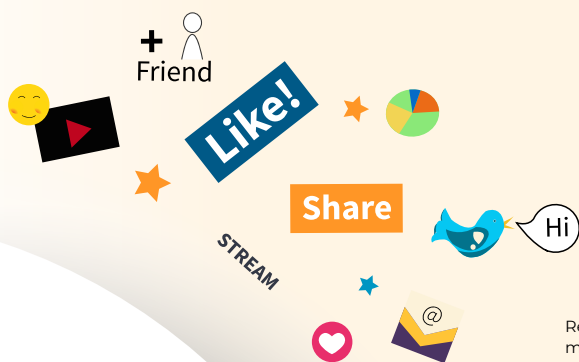
» **December 9, 2020**  
**1 pm CDT**

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



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**Did you know?** *Every financial institution should have a compliance risk management plan.*



Create Content

Schedule Posts

Analyze Data

Respond to social media mentions, posts, and comments and automate responses to certain activities.



Publish and schedule content to be posted to all established social media profiles (Facebook, Twitter, Instagram, LinkedIn, Google My Business, and other supported sites).



Receive customized reports of social media posts, mentions and monitoring, etc. on a daily, weekly, or monthly basis.



Download all posts, profiles, user data, etc. for further analysis and archiving.

# IMPROVE YOUR MARKETING RESULTS



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**Did you know?** A 2% increase in customer retention has the same effect as decreasing costs by 10%.



Did your marketing budget recently go up or down? It doesn't matter! Everyone needs to show good results. Use LKCS' Campaign Marketing to achieve higher response and conversion rates.

Campaign Marketing creates multiple touch points with your customers, keeping your marketing message consistent and in front of them, thereby improving your results:

- **Uses targeted statement ads or onserts**
- **Repeats these ads on Facebook and Google**
- **Creates banner ads to support your campaigns**
- **Use these ads at drive up, as lobby posters and envelope ads**



## Why market to your current customers?

Marketing to your current customers is **significantly cheaper** and the results can be **exponentially better**. They already have accounts with you and are ripe for adding new services.

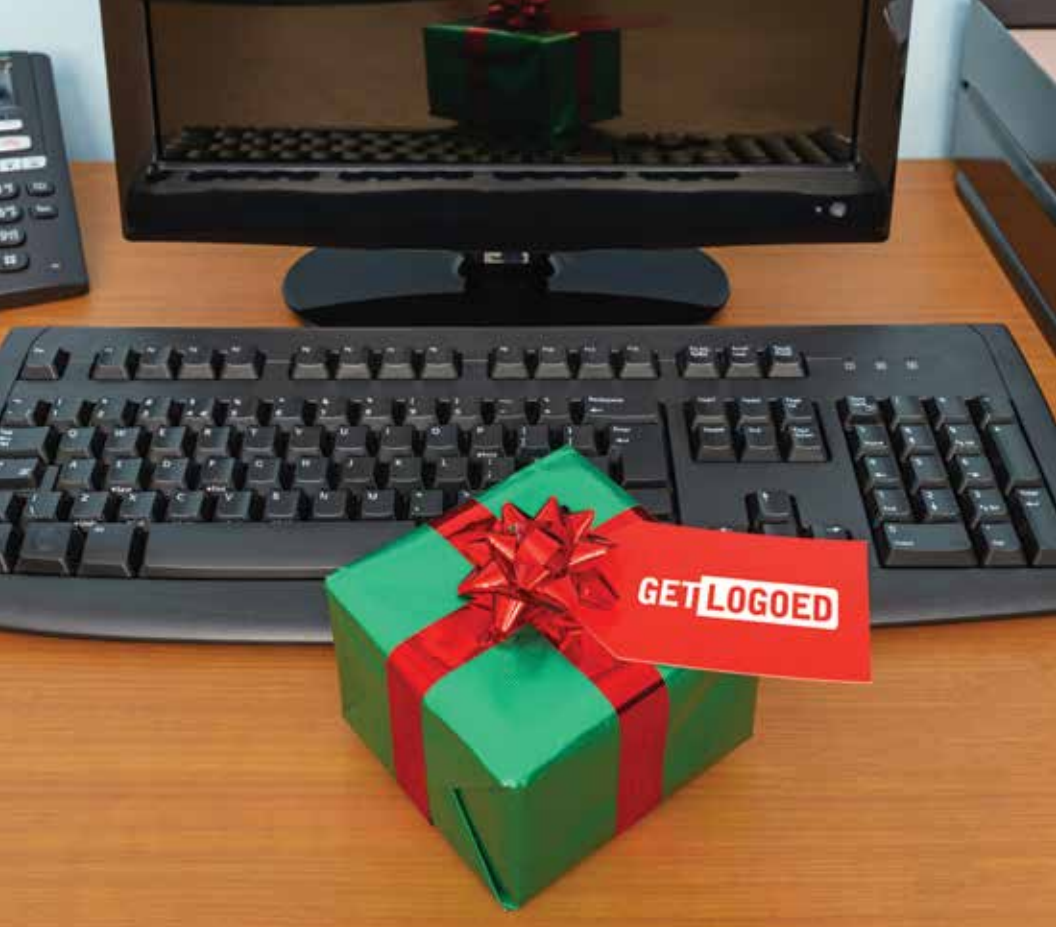
Create **matrix (drip) campaigns** to target your customers with products they currently don't have. Your customers **WILL add additional services** when you use:

- **Targeted product letters based on products they don't currently use**
- **E-Mail marketing messages they open at their leisure**
- **Statement ads or onserts seen when they are checking their balances**

## LKCS MAKES IT EASY!

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We will work with you to develop, create, and coordinate your custom marketing campaigns that are used across multiple channels. Call **866.552.7866** to speak with a sales representative today!



## Office Party Holiday Gift Ideas

Finding the right gift for any occasion can be difficult. But this holiday season, we've found a couple of electronic gifts that we believe will bring some good cheer to your staff. Looking for more ideas? LKCS has thousands of gift ideas to choose from at any price range you want.

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!

## Help everyone simplify their busy lives.

Offer your staff this Click+ Single Pack! Featuring Bluetooth 4.0 technology, users can set up three customizable commands with a single or double click or click and hold. Maybe it's finding a phone, taking a photo, controlling music, sharing a location or another simple task. Once the device is paired to their phone or tablet with the Click+ app (compatible with iOS 6.0 or later and Android OS 4.2.2 or later), it's ready to go. It connects up to 30 feet from a phone or tablet and has an adhesive base that allows it to be placed on walls, on desks or in cars.



### Click+ Single Pack

Search CPN-552995094



## Keep them fully charged!

This aluminum phone support power bank, features 8800 mah capacity with 5v/1A,2A output. Available in blue, red, gold, silver and black.



### Phone Support Power Bank

Search CPN-553296997





# WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



4130 Plank Road  
Peru, IL 61354

Address Service Requested

PRSR: STD.  
U.S. POSTAGE  
**PAID**  
Creative Services