

Profit Principles

FALL 2021 NEWSLETTER

IDEAS FOR YOUR WEBSITE REDESIGN

Let LKCS do the
sweating for you!

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Statement Processing You'd Recommend!



Who has your back every month when it comes time to process your statements?



Does your current statement processor help you with your marketing, check your message, spelling, or dates and ask when your counts don't look right?



Do you get quick answers to your questions?



Are you allowed to design the look of your statement?

With LKCS as your statement processing partner, you get all of this and more. You'll have the ability to speak directly with our statement mailing coordinator, your LKCS sales representative or their sales assistant. A designated programmer processes your file each month and looks it over closely for any irregularities. Then laser printing and mailing equipment operators continue to look for any problems or issues.

LKCS isn't a one size fits all statement processor. We know that each customer is unique and we let you express this. But don't take our word for it. **See the next page for what some of our customers have to say!**



Statements are your only communication with many of your customers. Are you getting value from these contacts?



Would you say this about your STATEMENT PROCESSOR?



"Streator Community Credit Union has used LKCS statement services for a number of years. We are always pleased with their service and enjoy working with them on a personal basis as well. I don't know where you could get better service and we plan on continuing our partnership with LKCS for many years to come!"

Betsy Rhynes | President
Streator Community Credit Union

"We've had the pleasure of working with LKCS for many different services including statement services. LKCS delivers remarkable, personalized service month after month. The quality of all of LKCS' services is commendable and makes working with LKCS feel like a true extension of our credit union. We genuinely feel like they are a true partner in the operation of our daily business."

Janel Cabadas | Vice President of Marketing & Business Development
Earthmover Credit Union

"I couldn't be happier with the statement services provided by LKCS. The reps are all friendly, knowledgeable, and easy to work with. The statement design matches my credit union's color branding, and there are virtually limitless insert options available to help promote our products and services. I would recommend LKCS to anyone looking for a new statement provider."

Christie Golenski | Marketing Manager
Emerald Credit Union

Join us for our webinar on November 10th to see your statement processing options. If you want a partner who will help you with your statements and your marketing, then look no further. Call **866.552.7866** to speak with a sales person and schedule your personal demonstration.

— FREE WEBINAR —

Statement Processing You'd Recommend!

» November 10, 2021 • 1 pm CST

REGISTER ONLINE AT:
lk-cs.com/webinar





Ideas For Your Website Redesign

Let LKCS do the sweating for you!

Does the thought of redesigning your website give you the cold sweats? Our team of programmers and designers can take your vision and create the website you desire.

You should be able to expect more from your website. Your new website will help you convert more leads and generate new business. It will also meet ADA Requirements and allow users to easily navigate your new site. We can also help you to create digital forms that bring leads in.

Here's what some of our customers have to say about their new website experience:

"It was a pleasure working with Tim Turczyn and the entire team at LKCS on the development and launch of First Southern State Bank's new website! Our goal was to update our web presence with a site that was secure, visually appealing, easy to edit, and would serve as a virtual branch for our customers. The LKCS team listened to our needs and was able to exceed our expectations by turning our vision into reality. In addition, their customer service and responsiveness to our questions and concerns after the launch have been equally impressive.

Our timing for the new site could not have been better! As the COVID-19 crisis hit, our customers have found the site as a no-contact way to communicate with us and to continue to do their banking.

We are grateful to LKCS for developing, maintaining, and hosting www.fssbank.com and we highly recommend them."

Gail Moore | Vice President
First Southern State Bank





"LKCS is great to work with! We have partnered with them for over five years now on website and print design. We appreciate how accommodating they are to our requests. We just have to send them a few thoughts on our ad or campaign idea and then they deliver quality designs in a very timely fashion. We are definitely a satisfied customer!"

Megan Thompson | Vice President
Farmers National Bank

"Eureka Savings Bank is very happy with the work that LKCS did in helping us create our new website! We gave them a tight deadline so that the new site would be active to coincide with our core conversion. The whole team worked seamlessly with the bank to reach this goal, and the end result was a great re-imagining of our site. We couldn't be happier with the end result!"

Michael S. Porter | Vice-President
Eureka Savings Bank

"LKCS was the right choice for the redesign project of the website for Hoyne Savings Bank. The team there was great to work with and developed a new website that we are very pleased with."

Michael L. Bagniewski | Vice President
Hoyne Savings Bank

Do you need help redesigning your website? Learn more about your options by attending our webinar on October 13th. Can't wait? Call **866.552.7866** to speak with a sales person and schedule your own private demonstration.

— FREE WEBINAR —

Ideas For Your Website Redesign

» **October 13, 2021 • 1 pm CDT**

REGISTER ONLINE AT:
lk-cs.com/webinar






Keep Warm This Fall!

Get your fall apparel products now, so you don't get left out in the cold! One way you can plan to stay cozy warm, is with a fleece pullover hooded sweatshirt. Choose from a variety of colors to meet your needs.

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.

Stay Toasty Warm!

This cozy pullover hooded sweatshirt from Port & Company is perfect for any outdoor adventures this fall! It comes in a core weight of 7.8-ounces, is 50/50 cotton and poly fleece Air jet yarn, for a soft and pill-resistant finish.

Core Fleece Pullover Hooded Sweatshirt

Search CPN-6124318



Keep Your Favorite Drinks Hot or Cold for Hours.

This 14 oz. ThermoCafe™ Double-wall vacuum insulated mug by Thermos® fits in most automobile cup holders and features an integrated handle. It's condensation free and made of a stainless steel exterior with durable plastic liner, and has a slide-lock lid that easily removes for filling and cleaning. Add your logo for maximum visibility. Make your brand much more visible for marketing success!

14 oz. ThermoCafe™ Double Wall Mug

Search CPN-554086991



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

getlogoed.lk-cs.com



Improve Social Media Engagement

Use social media to increase customer engagement and build brand loyalty. The ability to constantly provide new content aids in keeping viewers interested.

LKCS has the team and tools you need to help you keep your content fresh. Our social media management helps you create, schedule, and analyze the content posted on your social media platforms, including Facebook, Instagram, Twitter, and others. Let us be your marketing assistant to aid in this. We can assist you with:

- » **Brand Reputation**
- » **Customer Service**
- » **Content Publishing**
- » **Reports**

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. Here's what some of our clients have to say:

"LKCS is great. I wouldn't know what to do without them, especially Jessica! As marketers, everyone is so busy and we just do not have the time and resources to do what they do. We love the content, graphics and follow up on what is fresh and relevant to what's happening now!"

Betsy Granko | Marketing Specialist
Tech Credit Union

"Sid, I have no idea how much CCU pays you, but it's worth it! Over my long career, I can think of only one or two places that has offered your level of responsiveness and execution, and I've dealt with many vendors/firms/etc. over the years. So, thanks again!"

Jason Morgan | Digital Marketing Specialist
Consumers Credit Union

"Thank you so much for redesigning the Facebook, Twitter and website reports. I can't say enough about how accommodating you and your entire team are to work with!"

Peggy Sprout | Vice President of Marketing
Security Savings Bank

Attend our webinar on December 8th to learn how we can assist you. You'll be wondering why you waited so long for help! Can't wait until December? Call **866.552.7866** to schedule a demonstration with your sales representative today.

FREE WEBINAR

Improve Social Media Engagement

» **December 8, 2021 • 1 pm CST**

REGISTER ONLINE AT:
lk-cs.com/webinar



Direct Mail Works!

It seems that postage increases are never ending. More of your marketing budget gets taken up with every cost increase. The short-sighted answer is to save this money and put it all towards email marketing and your social media efforts. But direct mail has better response rates.

We typically look at a new email for just two seconds. Because of the sheer volume of emails in our inbox and advertisements on the web, digital messages can be less memorable than print messages. Brand recall directly after seeing a digital ad is just 44%, in comparison to direct mail which has a brand recall of 75%.

Benefits of Direct Mail

- » Better for generating new customers.
- » Ability to easily target your desired audience.
- » Can include more copy compared to an email marketing message.
- » Can piggy back additional brochures and sales information.
- » It's very easy to delete an email. But the average life span of a direct mailer is 17 days.



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Ways to Reduce Your Postage Costs

- » Use a professional mailer that can get you automation mail discounts.
- » **NEW Rate: 9"x6" postcards can now mail at the First-Class postcard rate of \$.335 each.**
- » Use Standard Rate/Marketing Mail instead of First-Class postage. Standard Rate has an average cost of \$.31 per piece compared to \$.46 for First-Class. But plan ahead! Delivery takes 2-5 days for local mail, and 1-3 weeks nationally.
- » Use Every Door Direct Mail postage. This rate is \$.20 per piece. Because it must mail to every resident on a particular mail route, best for new branches or new customer campaigns. Again, plan ahead! Delivery will take 7-14 days.

How do you decide between direct mail print services and email marketing? There are benefits to each and they both should be a part of your marketing strategy. But keep in mind when sending an offer or coupon to a potential prospect, research has found that 66% of consumers are more likely to remember to use a voucher if they have a physical copy of a coupon verses an email copy.

Talk with your LKCS sales representative today to help determine what's best for you. Call **866.552.7866** today!



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WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



4130 Plank Road
Peru, IL 61354

Address Service Requested

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