



DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

Profit Principles

› SUMMER 2019 MARKETING NEWSLETTER



Attract Loans with Credit Prospecting

TURN TO PAGE 6

Websites - The Door to Your Digital Branch › PAGE 2

Optimize Your Local Listings to Generate Business › PAGE 4

Top 10 Reasons You Should Send a Printed Newsletter › PAGE 8

On the Go? Get Logoad! › PAGE 10

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

Websites - The Door to Your Digital Branch

Your website is probably the first place a prospective customer goes to learn about your financial institution. **When a user comes to your website, you want to make sure the experience is as good or better than if they came into the branch to visit.** Think of it as your branch that never closes.

Design trends and technology change so rapidly, a website designed a few years ago can look old and outdated.

User experience has often been the most overlooked aspect of website design. **Content must be easy to find, skim, and understand.** Forms, applications, and calculators must be easy to use from any device, or a visitor may get frustrated and leave – taking their business elsewhere.

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

Attend our upcoming webinar to learn more about user experience and the latest in design trends. Visit us online at lk-cs.com/web or call **866.552.7866** to speak with a sales representative.

FREE WEBINAR


Websites - The Door to Your Digital Branch

August 14, 2019 @ 1 pm CDT

REGISTER ONLINE AT: lk-cs.com/webinar







*If you're not on the first page of Google,
you're losing sales to your competitors!
97% don't click past the first page result!*



Optimize Your Local Listings to Generate Business

We all want prospects to be able to find us on the web. **In fact, 76% of local searches result in a phone call!** But how do you get your financial institution to show up near the top of search results?

Get control of your online listings to boost your financial institution's visibility in location-based searches that now make up 1/3 of all mobile searches.

If your information is inconsistent across business directories, social media sites, review sites, industry listings, and other local listing sites, you will rank lower on searches, and possibly miss out on new business. **And your local listing data is probably 75-95% INACCURATE!**

Attend our webinar to learn more about increasing your local search rating, generating positive reviews, and making it easier for prospects to find you online.

How Do You Improve Your Local Search Ranking?

- Make sure your locations are listed on multiple websites with high quality reputations
- Make sure that each address listing is exactly the same
- Eliminate any duplicate listings which will negatively affect your ranking
- Publish special offers, events, and more to Google My Business listings for each location
- Get positive online reviews on Google and Facebook

Publishing and maintaining this information on so many listing sites can be a daunting task! This is where LKCS' business citation listing services come in.

Use LKCS' Business Citation List Management Service To:

- Integrate directly via a dashboard to over 45 business listing directories including Google Maps, Yelp, YellowPages, FourSquare, Bing, and Facebook
- Measure local search metrics to show the visibility of your locations
- Submit manual updates to hundreds of other local listing sites
- Implement a successful review generation workflow

Contact us today to boost your financial institution's visibility on location-based searches. Call **866.552.7866** or visit us online at lk-cs.com/local.

FREE WEBINAR

Optimize Your Local Listings to Generate Business

July 10, 2019 @ 1 pm CST

REGISTER ONLINE AT: lk-cs.com/webinar



📄 Attract Loans with Credit Prospecting

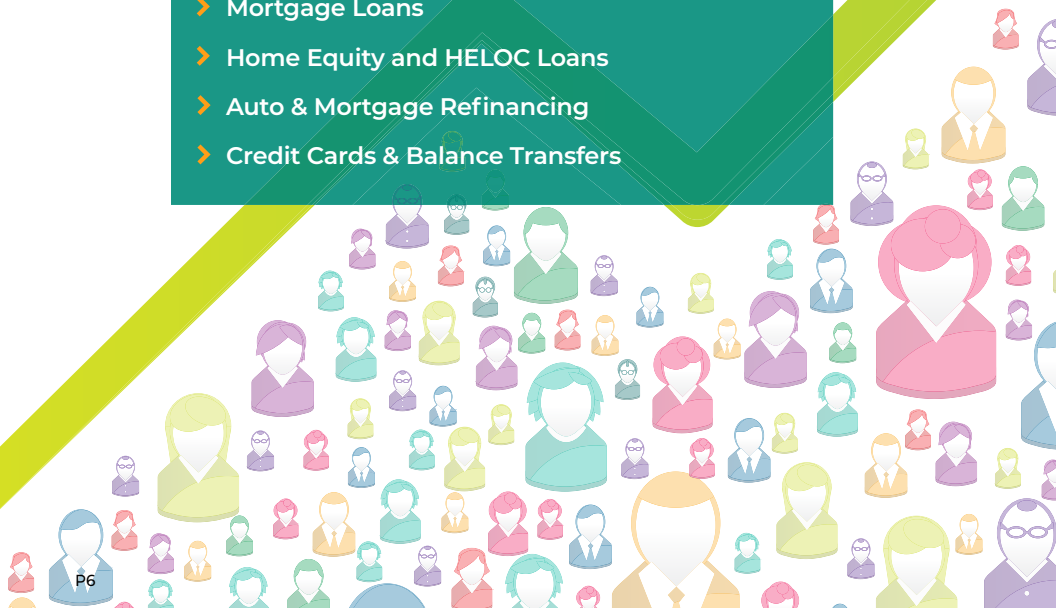
Do you need to acquire new customers? Do you want to increase your loan revenue with your existing customers? Credit prospecting allows you to achieve both of these goals!

Targeted data is available for refinance offers and new loan acquisitions. You determine the credit requirements (FICO scores, equity, LTV, etc.) your borrowers need to meet for your financial institution, and only purchase the leads that meet your requirements.

Pre-screen prospecting is much less expensive and easier than you would think. **LKCS even allows you to run multiple offers at the same time to promote any of your loan products.**

Extend Credit Pre-screen Offers For:

- Auto Loans
- Mortgage Loans
- Home Equity and HELOC Loans
- Auto & Mortgage Refinancing
- Credit Cards & Balance Transfers



Did you know? Fair Credit Reporting Act, 15 U.S. §1681 explicitly provides for pre-screening.

Still not convinced? LKCS will run counts at no charge to determine the cost of your pre-screen marketing campaign. **When your marketing is focused on the right individuals, your results will improve!**

LKCS can help from concept to completion. **We can generate the data, design the campaign, and send it out.** Call **866.552.7866** to speak with a sales representative today.



— FREE WEBINAR —

Attract Loans with Credit Prospecting

September 11, 2019 @ 1 pm CDT

REGISTER ONLINE AT: lk-cs.com/webinar



Call toll free **866.522.7866** or visit us online at lk-cs.com/prescreen

Top 10 Reasons You Should Send a Printed Newsletter

10

Sending out a printed copy of your newsletter versus an electronic newsletter, allows other members of the household to view and learn about your financial institution and its offerings. These generate new customers and new product leads.

Just selling two or three new products or services quarterly will pay for the cost of the newsletter.

09

08

Newsletters help cross-sell additional services that customers can benefit from.

Printed newsletters can constantly remind and reinforce customers of services and products they may have forgotten your financial institution offers.

07

06

Newsletters are a great way to maintain a connection and stay top-of mind with existing customers.

05

People are 70% more likely to remember information seen in print vs. online.

Recipient's brains are 20% more engaged and motivated when reading print-based compared to web-based articles.

04

61% of Generation Z (consumers under 23 years of age) think their generation should unplug more. They turn to printed content "for trusted information".

03

Besides your website, on average, over 60% of customers refer to the printed newsletter to gain information about your financial institution.

02

01

Why a printed newsletter? **Because it really works! And keeps working for you.**

FEATURED ITEM

**12 oz. Silver
Lil Chill Tumbler**
#P6-LC12S

NEW

12 oz Lil Chill Tumbler is a stemless wine tumbler, featuring stainless steel, double-walled vacuum sealed construction and copper lining. Perfect for summer parties and all year use. Available in three colors!

For more information about this item, search product #P6-LC12S at
getlogoed.lk-cs.com



GET LOGOED

On The Go? Get Logoed!

Did you know certain promotional products have statistically remained more popular than others? Nearly nine in 10 consumers reportedly own logoed pens as well as branded drinkware, and with summer upon us, outdoor parties, picnics and camping are on the forefront. Why not make your logoed products stand out this year with something new and unexpected like wine tumblers!

Visit our logoed products store today!

LKCS can help you find the right product to promote your financial institution! For more information, visit us online at getlogoed.lk-cs.com.

Need suggestions or advice?

We can help you personally. Call our experts toll free at **866.552.7866**.

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

- **Luggage Tags**
- **Reusable Grocery Tote Bags**
- **Tumblers**
- **Pet Leashes**
- **Pens**
- **Lunch Coolers**
- **Folding Camping Chairs**
- **Keychains**
- **Plus Much More!**





We do that.

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