



MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

# Profit Principles

» SUMMER 2020 MARKETING NEWSLETTER

## Improving Customer Communications

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

# Improving Customer Communications

At LKCS, we've been helping our clients nationwide communicate with their patrons, quickly and efficiently, in a variety of ways. No one knows what will be the new normal or when the next crisis will hit. It's best to be ready! We've assembled a few easy-to-implement solutions that may benefit your financial institution now and well into the future.



## Text Messaging

Over 90% of text messages get read within three minutes of receipt! Our platform supports instant opt-out and numerous other features.

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## Form Builder

Build responsive, fully secure, and extremely powerful online forms WITHOUT PROGRAMMING! Even include sophisticated logic and capture data from incomplete form submissions. See article on page 16 for more information.

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## Online Chat

Add personal one-on-one communications to your website. And, your employees don't need to be in the office to answer a chat.

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## Website Tools

These tools enable clients with and without Content Management Systems to update announcements, rates, banner ads, and more as needed – sometimes multiple times per day – without coding or programming of any kind.

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## Digital Mortgage and Home Equity Platforms

Most online mortgage platforms are focused on the back-end loan origination process. Instead, employ a system like ours that is devoted to providing a superior user experience to the borrower with the ability to integrate with ANY loan origination system.



## E-mail Marketing

We're constantly amazed at how many banks aren't utilizing e-mail marketing. LKCS makes it easy (and inexpensive) to craft and send responsive emails to 100 or 100,000 contacts in a matter of minutes. Then move on to automate your communications to increase engagement and capitalize on newly discovered opportunities.

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## Web Development

From a simple banner ad, to a landing page, or even a complete site redesign, we have the talent and expertise to complete the project beyond your expectations. And, we back it up with advanced security and SOC2 credentials.

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## Direct Mail

Americans are homebound. Targeted, well designed direct mail campaigns with proper messaging will prove to be highly effective during this period.

### Join us on July 8th for our webinar.

Learn more about these improved communication options at our upcoming webinar. You can also visit our website to schedule a demonstration for any of these solutions or contact us at **866.552.7866** to speak with a sales representative today.

# Free Webinar Improving Account Holder Communications

» July 8, 2020 | 1 pm CDT

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





# Free Webinar

## Provide an Exceptional Website User Experience

» August 12, 2020 | 1 pm CDT

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



# Provide an Exceptional Website User Experience

The best websites provide a premium user experience. Your site's ability to get web visitors to convert – fill out a form, open an account, add a service, generate revenue – needs to be top of mind for web designers and developers.

In today's competitive marketplace, search engine optimization, ease of use, security, and technical details are also paramount to your online success.

LKCS' WEB DEVELOPMENT TEAM  
PAYS CAREFUL ATTENTION TO:

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- » **Information architecture**
- » **Navigation structure**
- » **Marketing presence**
- » **Usability**
- » **Browser compatibility**
- » **Text composition**
- » **Corporate branding**

Get your website to appear near the top of a search when customers are looking for the products and services you offer.

LKCS CAN HELP YOU DO THIS BY:

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- » **Optimizing page content**
- » **Streamlining code**
- » **Creating relevant page names and meta tags**
- » **Adding structured tags**

**LKCS' award-winning web department will create a custom online presence to fit your unique needs. See the next article for our most recent awards!**

Visit our website portfolio to see examples of how we've helped our clients achieve online success. With experienced designers and programmers on-staff, we craft websites of all sizes.

**Join us on August 12th for our webinar.**

Learn more about how we can create your exceptional website at our upcoming webinar. Visit us online at [lk-cs.com/web](http://lk-cs.com/web) or call **866.552.7866** to speak with a sales representative today!



**COULD YOUR WEBSITE**  
be the next award winner?



## **Award Winning Website Designs**

"We are honored to win these awards," says Karl Ribas, Director of Digital Services at LKCS. "We pride ourselves in our ability to provide custom design and marketing solutions that meet and exceed our clients' expectations. We are excited to share these awards with our clients! Our website design team continues to grow and impress me with the results of their teamwork."

Please take time to view our award winning sites and read the customer testimonials. See for yourself the dedication and commitment to success that LKCS will bring to your website redesign.

Attend our webinar on August 12th, highlighted on page four, to learn how you too can have an exceptional website. Visit us online at [lk-cs.com/web](http://lk-cs.com/web) or call **866.552.7866** to speak with a sales representative today!



## CSD Credit Union

WWW.CSDCU.ORG | GOLD COMMUNICATOR AND BRONZE HORIZON AWARD WINNER

“Amy Rankin was assigned as my liaison for LKCS. She and her entire web design team were absolutely amazing to work with. I am sure I sent them more emails with changes and questions than several financial institutions combined. Amy was so incredibly patient and pleasant with each and every reply. One email Amy sent me included this reply: “Basically however you would want this to work, we can make it work! That’s our ‘We Do That’ attitude!” LKCS lives up to that attitude every day.”

Glenda Collins | VP Business Development





## Eureka Savings Bank

WWW.EUREKASAVINGS.COM | SILVER COMMUNICATOR AND  
HORIZON AWARD WINNER



"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







## First Southern State Bank

WWW.FSSBANK.COM | SILVER COMMUNICATOR AWARD WINNER

"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 **fssbank.com** and we highly recommend them."

Gail Moore | Vice President



## Dreaming of home improvement?

- No application fee or closing costs
- Up to 10 years to repay
- 48 hour turnaround time with all required documents
- For qualified applicants

Learn More



Online Banking Login

Username

Password

LOGIN

Forgot Username? | Forgot Password?

How can Cove Federal Credit Union help you?

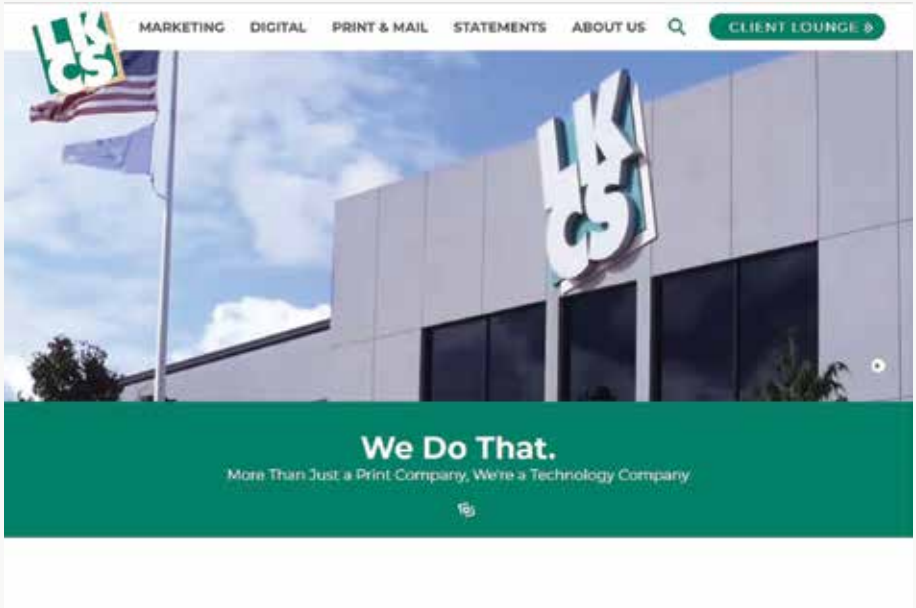
## Cove Federal Credit Union

WWW.COVEFCU.COM | GOLD HORIZON AWARD WINNER



Congratulations to LKCS from Cove Federal Credit Union! Cove partnered with LKCS to create a site that increased visitor engagement in an easy to navigate format. LKCS accomplished this while being extremely responsive and easy to work with from start to finish.

Tom Burns | CEO



## LKCS

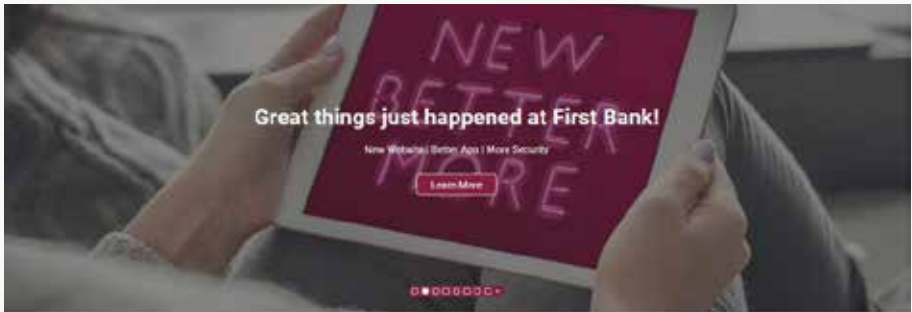
WWW.LK-CS.COM | BRONZE HORIZON AWARD WINNER

“Launching the new website, along with our updated branding, has been a great way for us to start the year,” said Karl Ribas, Director of Digital Services. “We’re so focused on launching our customers’ sites as a priority, that it was nice to step back and give our site a complete overhaul.”

The new website was built on the Sitefinity Online Marketing platform, developed by Progress. Sitefinity CMS is a web content management system for delivering personalized experiences across sites and devices. The Online Marketing edition gives site owners the ability to experience website personalization and to test and optimize pages for continuous improvement and lead generation.

Karl Ribas | Director of Digital Services





## First Bank

WWW.MYFIRST.BANK | GOLD HERMES AWARD WINNER



“Our goal was to build a site that’s a resource for all of our target segments – small businesses, farmers and families,” says Lori Newman, Chief Marketing Officer at First Bank. “Having these three unique audiences made our planning and development a little more challenging. LKCS helped take our vision to the next level by achieving a customized experience by segment. MyFirst.Bank is now a much-improved channel for us and has already resulted in significant increases in cross sales and leads.”

Lori Newman | Chief Marketing Officer



## Earthmover Credit Union

WWW.EARTHMOVERCU.COM | GOLD HERMES AWARD WINNER

“The team at LKCS never seems to disappoint,” shared Janel Cabadas, Vice President of Marketing and Business Development at Earthmover Credit Union. “They listened carefully to our vision for our new website and helped us bring it to life. The outcome is proof of what happens when you work with a true partner from start to finish. We are happy to see them getting recognized for all their work.”

Janel Cabadas | VP of Marketing and Business Development



## 📺 Videos Command More Attention

Users are expecting content that is eye-catching and easy to digest. Stopping to read paragraphs of text is no longer an option. Videos present an alternative way to deliver important information you don't want people to miss.

### UTILIZE VIDEOS FOR A VARIETY OF TOPICS

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- » **Promote your latest offers**
- » **Give an overview of your online or mobile banking tools**
- » **Explain how to open an account with your financial institution**
- » **Cover frequently asked questions your staff receives**
- » **And much more!**

LKCS offers an array of video services which can help you create engaging content for your financial institution.



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**FUN FACTS:** 72% of customers would rather learn about a product or service by way of video.

Our multimedia designers specialize in:



### Animated Videos

Get your point across fast and clearly.

### Video Editing

Send your unedited file to our team and we can edit it and pull it all together.

That's A Wrap! When your video project is complete, you will receive a finalized file. **Feature your new video on your:**

- » Website
- » Social Media
- » Online Advertising
- » E-mail Marketing
- » Digital Signage

Let's discuss your video goals and begin brainstorming creative ideas to deliver your message. Contact us today at **866.552.7866** to get started!



# Build Beautiful, Secure Online Forms Without Code.

## 📄 Oh yes you can!

*LKCS now offers an intuitive, drag-and-drop online form builder that works with any website, with or without a CMS.*

### Get these benefits:

#### » Responsive Forms

Let people complete your forms on any device.

#### » Conditional Logic

Easily allow customers to skip irrelevant form questions to save time and improve the user experience.

#### » Drag & Drop

We really mean it! Build your forms with drag and drop ease without any coding knowledge required!

#### » Save & Resume

Give people the convenience to save a form and return to it later.

#### » Design & Branding

Start with pre-made templates or build from scratch and incorporate your corporate colors and standards.

#### » A/B Testing

Test two forms against each other to see which one is better.

#### » Partial Submissions

Capture all of the data that a customer entered before they abandoned your form. No lost leads!

#### » Field Bottlenecks

Pinpoint any trouble areas that cause people to leave your forms.

#### » Social Autofill

Let visitors prefill form fields with data from their social media profiles, saving them time.

#### » Integrations

We've got them! Start with Google Analytics and then connect your CRM, e-mail marketing or automation platform, and many more!

#### » Routing Workflow

Leverage LKCS' Forms Manager to route form results through your institution, record notes, and track each interaction through completion of each opportunity.





And these are just a few of the benefits you'll experience! Find out more about this latest solution at our upcoming webinar.

**Join us on September 9th for our webinar.**

Learn more at our upcoming webinar. Or, contact us online at [lk-cs.com](https://lk-cs.com) or call **866.552.7866** to speak with a sales representative today!

# Free Webinar

## Build Forms and Increase Conversions with Formstack

» **September 9, 2020 | 1 pm CDT**

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



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 Go to [lk-cs.com/form](https://lk-cs.com/form) for more information.

# MARKETERS, START YOUR ENGINES!

*It's the perfect time to hand out some driving gear!*



## Revving Up for the Summer

Get your customers thinking about their next vehicle and how they could finance it with you. This handy car kit can be invaluable in a tight spot. Don't forget to add a custom imprint of your bank's name or logo. A useful way to remind your customers that you have the financial tools to help them achieve success!

Featured Products *(not shown in actual size)*:


- A)** Bring-It-All Utility Trunk Organizer: CPN-552471481
- B)** Stay Safe Multi-Function Auto Emergency Lite: CPN-6263248
- C)** Lark 4-Piece Car Kit: CPN-7509521

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!





LKCS has thousands of products to choose from at any price range you need. Here are some other gift items to consider:

- » USB Car Chargers
- » Car Kits
- » Custom Pens
- » Money Clips
- » Lanyards
- » Mugs
- » Water Bottles
- » Coasters
- » Flashlights
- » Magnets
- » And More...

## NEED SUGGESTIONS OR ADVICE?

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### **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!

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Call our experts toll free at **866.552.7866**



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