

## **MATRIX MARKETING: Create growth while reducing marketing costs!**

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# Your Statement Processing Partner

## Your job duties keep you very busy!

Worrying when your statements will mail out shouldn't be something that you need to think about. With LKCS, you'll have multiple people that you can speak with if you ever have any questions or concerns about your statements.

**Our great customer service starts with our onboarding process.** You'll meet our team and discuss what your needs and desires are to make your perfect statement.



## Included as part of our standard setup package:

- » LKCS works directly with your core processor to make converting smoother.
- » Targeted marketing on both printed and E-statements that follow your branding standards.
- » E-statement landing page matches your website and branding.
- » Free online catalog for Onsert designs.



## When you are an LKCS Client:



### Superior customer service

With LKCS, you'll have **multiple people** that you can speak with if you ever have any questions or concerns about your statements. We are known for our superior customer service.

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### Marketing needs

Your marketing staff will appreciate our online catalog and the ability to pick from our Onsert designs. Use these designs as is or customize them to meet your needs.

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### Targeted messaging

LKCS gives you the ability to print variable marketing Onserts and messages within a statement run by using data from within your statement file, or from other sources that contain an account number, such as a separate control file or supplied list.

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With LKCS, you will have a complete marketing partner who will improve your marketing and make your monthly statement process easier. As your financial marketing partner, you'll have full access to all our financial marketing products.

### Find out how much easier your marketing can be today.

Call **866-552-7866** to speak with your sales representative. You can also learn more and schedule an appointment online at **[lk-cs.com/statements](http://lk-cs.com/statements)**.



# Matrix Marketing:

**Create growth while reducing marketing costs!**

Educate your account holders and grow the services they use with Matrix Marketing! Empower all your channels to keep your products in front of them. LKCS can guide you through this with DataFlex!

Use DataFlex to automate your marketing to send a series of data-driven campaigns. DataFlex merges advanced analytics, a drag and drop interface, and graphical visualizations. This enables you to analyze your account relationships, account balances, and demographic traits to make offers account holders want.

## **Create campaigns that aid in:**

- » Onboarding new account holders.
- » Re-engaging inactive accounts.
- » Growing indirect lending relationships.
- » Educating newly acquired accounts from mergers and acquisitions.



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*Using DataFlex is like gaining a marketing assistant!*

**Use DataFlex to grow your loan portfolio by targeting:**

- » Accounts with home equity available.
- » Auto loans close to being paid off.

Attend our webinar on May 8th to learn more about DataFlex and how it can aid you with your marketing. Contact your sales representative at **866.552.7866** to learn more today! Visit [lk-cs.com/dataflex](https://lk-cs.com/dataflex) to learn more or schedule a demonstration.

— FREE WEBINAR —

**Matrix Marketing:  
Create Growth While  
Reducing Marketing Costs**

» **May 8, 2024 • 1 pm CDT**

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





# Website Toolbox!

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Your website is the first place that many account holders and prospects go to research your products and services. Are they able to get the information they need? After they leave, are you able to pull them back to your website and get them to take another look?

LKCS offers you the tools and services you need to **close more opportunities**. We can make it easier to find the information they desire and make the process easier for the consumer and you!

Get these tools for your website

## Sitefinity CMS and Tool Suite:

- » Easily update rates, announcements, and banner ads.
- » Includes the ability to document site changes.

## Form Builder:

- » Create secure, online digital forms without being a programmer.
- » Capture data from incomplete forms.



## Interactive Financial Calculators:

- » Allows users to learn, explore and complete applications.
- » Delivers you qualified leads.



## Online Chat and Chatbot:

- » Creates one-to-one communications on your website.
- » Staff can respond from anywhere to enhance engagement and reduce costs.



## Digital Lending:

- » Integrates with ANY loan origination system.
- » Educate borrowers about their loan options.

## Marketing Automation:

- » Pull users back to your website by tagging them.
- » Improve lead generation and automate follow-ups.
- » Encourage users to take the next step.
- » Help to grow your online audience.

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You can learn more about these products by attending our webinar on June 12th. Go to [lk-cs.com/webtools](https://lk-cs.com/webtools) to learn more or schedule a call with your sales representative.

— FREE WEBINAR —

### Website Toolbox

» **June 12, 2024 • 1 pm CDT**

REGISTER ONLINE AT:

**[lk-cs.com/webinar](https://lk-cs.com/webinar)**





# Award-Winning Designs!

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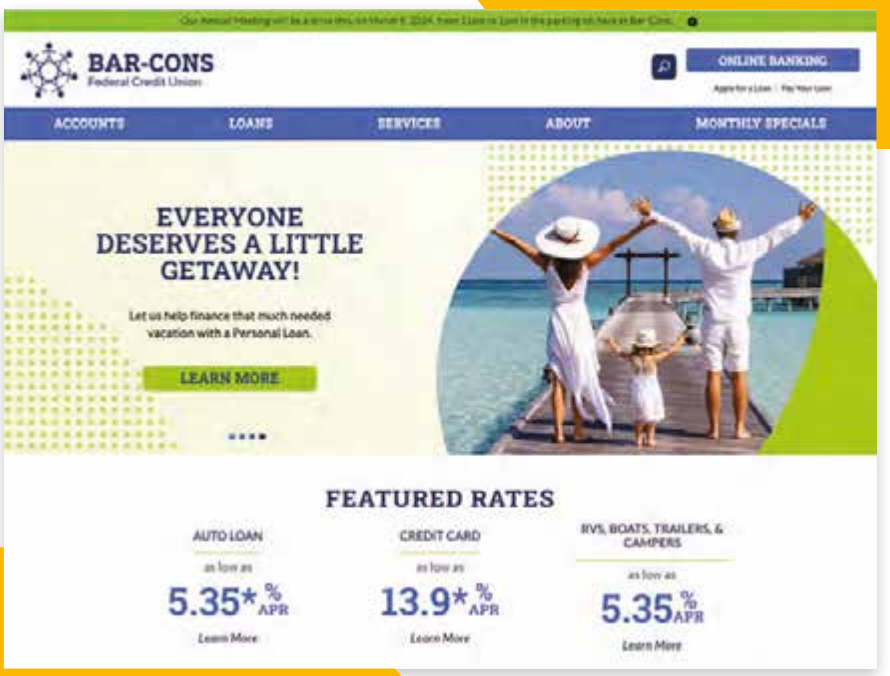
We're very proud to show you our latest batch of awards. We push our designers to make every job special and unique. This helps them grow their abilities and stops them from getting bored. It also helps our customers since they aren't getting a one-size-fits-all design.

Don't settle for good enough when you can have outstanding! Contact your sales representative at **866.552.7866** to start your next project.

**Please review our customer testimonials to see what they have to say about their award-winning project experiences.**







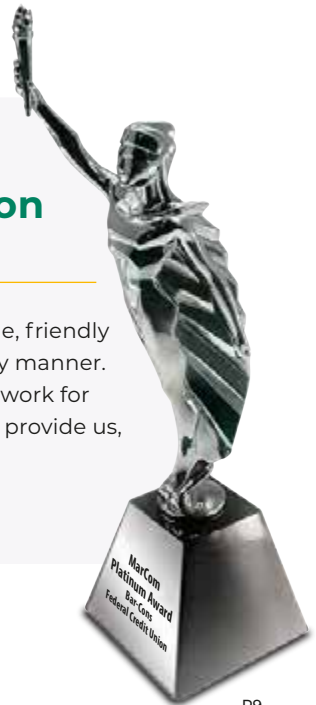
MARCOM PLATINUM AWARD WINNER

## Bar-Cons Federal Credit Union

WEBSITE REDESIGN | BARCONS.ORG

The entire team at LKCS are extremely knowledgeable, friendly and answer all our questions and concerns in a timely manner. LKCS is awesome to work with and they do excellent work for Bar-Cons FCU. When it comes to all the services they provide us, Bar-Cons has been nothing but pleased.

Gretchen Seeley | Business Development Specialist



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## HAVE YOU MET

The Investment Services team with LPL Financial Located at Itasca Bank and Trust Co?

LEARN MORE



## HELPFUL RESOURCES



### CONTACT

Whether you're an individual or a business, we can help you.



### LOCATIONS

Visit us at any of our branches.



### LOST DEBIT CARD

Report a lost or stolen card immediately.



### ATMs

Thousands of ATMs nationwide.



## MUSE CREATIVE SILVER AWARD

# Itasca Bank & Trust

WEBSITE REDESIGN | ITASCABANK.COM

The previous website for Itasca Bank & Trust Co. had a lot of information which was split into a consumer and business side, and the navigation was cumbersome.

We wanted better organization, navigation, and more white space. We worked closely with the LKCS design team and they produced a functional site that met our goals of easier navigation with an updated contemporary design. Our bank President and staff have been very pleased with the result! We have had a lot of compliments from our customers, too.”

Ginny Wagner | VP & Director of Marketing



DOTCOMM GOLD AWARD WINNER

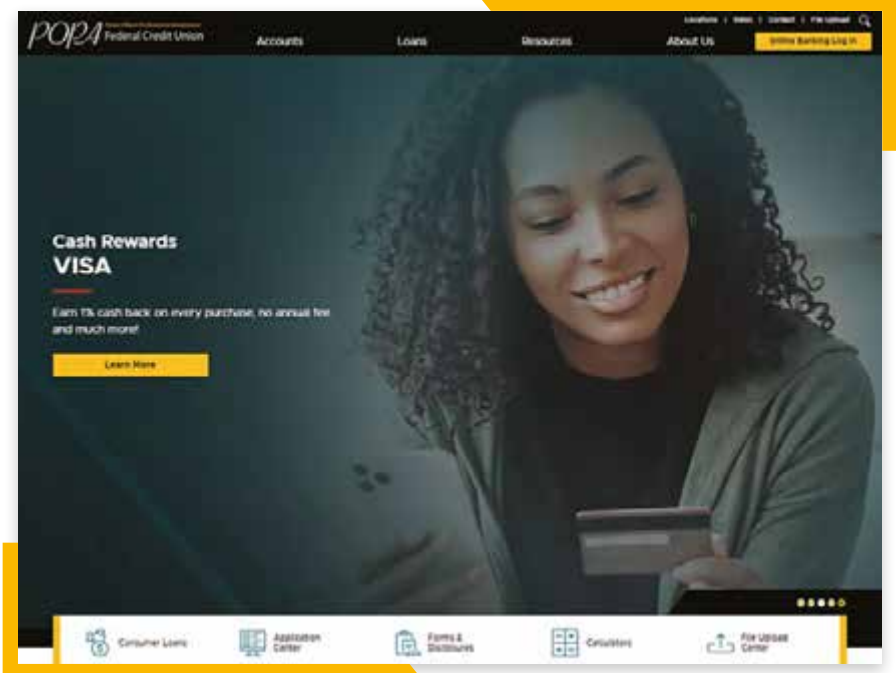
## CFCU Community Credit Union

MYCFCU.COM

We are very happy that we chose LKCS as our website partner. The process to re-design, build, test, and launch our new website with them was shockingly easy for such a big project. We credit this smooth process to the way LKCS seamlessly guided us through everything. Throughout the re-design and ever since, LKCS has been extremely reliable. They are very quick to answer any questions we have or make any changes we asked for. We really appreciate their expertise and responsiveness.

Vanessa Conroy | Market Analyst & Event Specialist





MUSE CREATIVE SILVER AWARD

## POPA Federal Credit Union

WEBSITE REDESIGN | POPAFCU.ORG

LKCS did a fantastic job! Tim and his team were able to take us through the entire website redesign experience from start to finish. Everything from contract, vendor due diligence, design concept, development, and all the way to the finished product. Now, months after the project has been completed, the LKCS team continues to be invaluable with support and follow-ups to ensure all mine and my team's questions are addressed.

Tjayi Malone | Marketing Development Manager

**MEET MIDLAND,  
YOUR BUSINESS PARTNER.**

We've been helping business owners like you since 1881 in over 50 locations across Illinois and Missouri.

At Midland States Bank, our teams work closely together to help businesses grow, families prosper and communities thrive. You can count on us for local, flexible and thoughtful decision-making, quick loan reviews and services tailored to your unique needs.



SMALL BUSINESS BANKING



**MONEY OUT**  
SMALL BUSINESS CREDIT CARDS\*  
Choose from our popular business credit cards.

your expense for and mobile banking convenience.

**DEBIT CARDS**  
Here's a debit card that does more than just pay for things:

- Enjoy automatic rebates on your business spending with Mastercard Easy Savings\*
- Receive built-in benefits like discounts on essential software, Global Emergency Services, Car Rental Insurance, and more.
- Control your card with your smartphone.
- Add your card to your Mobile Wallet to make secure, touchless payments.

SCAN TO LEARN MORE OR TO APPLY FOR A CREDIT CARD ONLINE!

**INTERNET SOLUTIONS:**  
Keep your finances on track by increasing liquidity and control over cash flow.

- Electronic Payments**  
Make ACH payments, send wires, and use our bill pay system to initiate single or recurring payments to vendors. You can also receive your bill electronically (e-bill).
- Security & Fraud Solutions**  
Monitor check and debit activity with tightened controls to reduce your chances of fraud.
- International**  
We provide multi-national payment services from wires, check, and electronic payment control risks. You have better options.

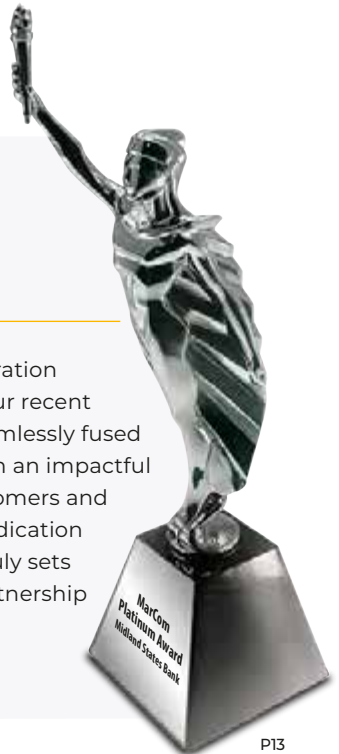
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MARCOM PLATINUM AWARD WINNER

**Midland States Bank**  
SMALL BUSINESS BANKING BOOK

I'm thrilled to acknowledge the exemplary collaboration between LKCS and my in-house design team on our recent Small Business Booklet project. Together, they seamlessly fused our creative visions with their expertise, resulting in an impactful resource booklet that resonates well with our customers and complements the efforts of our sales team. The dedication to collaboration and commitment to excellence truly sets LKCS apart. We look forward to continuing our partnership with them for future endeavors.

Dena Steele | Director of Marketing



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# Beach or Backyard Ready

## Step Out This Summer in Style »

Your promotional future is so bright, you'll need to wear shades! Protect your eyes from harmful UV rays with these matte plastic 5.5" x 1.875" sunglasses. They're a great way to outfit your account holders for all sort of outdoor activities and events. Whether at the beach or by the pool, they're sure to look cool wearing colorful eyewear customized with your logo.



Consider these other  
cool items to add to  
your order!





## BEACH READY:

### Single Color Matte Sunglasses

Search CPN-555396559

*Available in blue, red, white, pink, purple, green, yellow, orange and black.*



## Keep Your Cool as Temperatures Rise

The Izzy 40 oz. Travel Mug is the perfect tumbler for those who love to indulge in their favorite beverages, or simply want to stay hydrated throughout the day without the need for frequent refills. The Izzy comes with a transparent push-on lid with slide closure to reduce spills and the included drinking straw is a great option for those who like to sip while on the go.



## BACKYARD READY:

### Izzy 40 oz. Steel/PP Liner Travel Mug

Search CPN-555584404

*Available in aqua, lavender, pink, black, cream, light green, light blue, navy, white and peach.*

### 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. Call **866.552.7866** or visit our online logoed product store.







# WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

4130 Plank Road  
Peru, IL 61354



Electronic Service Requested