

## IDEAS FOR YOUR WEBSITE REDESIGN

Let LKCS do the  
sweating for you!

» P6



### IN THIS ISSUE:

Statement Processing  
You'd Recommend! » P2

Keep Warm This Fall » P10

Improve Social Media Engagement » P12

Direct Mail Works! » P14

# 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 members. 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 any credit union 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:

*"We contacted LKCS to initiate the process of doing a complete website redesign. From the very moment we started working together their team was so professional and so helpful. They made, what can be a daunting undertaking, a very easy process. The communication was fantastic! I highly recommend LKCS for web design needs. They do a wonderful job of listening to what your needs and expectations are."*

Kendra M. Long | Executive Secretary/Marketing  
West Branch Valley Federal Credit Union

*"We partnered with LKCS for a total redesign of our website. After a couple conversations, the web design team was able to capture the look and feel we wanted for our credit union website. They communicated well throughout the process and responded quickly. We are beyond satisfied with the end result."*

Peg Niedbalski | Senior Vice President  
Columbus United Federal Credit Union



*"From the moment we signed on with LKCS, I knew we were in good hands. We gave them our vision for our new website and they exceeded our expectations. They are one of the best vendors I have worked with – great communicators, efficient and timely. We are so grateful we teamed up with LKCS!"*

Kelsey Joseph | Director of Marketing  
Superior Credit Union

*"Working with LKCS on a new website redesign was a very pleasant and successful experience. I highly recommend LKCS for any of your web design needs. I had researched other vendors and none compared to the presentation and information we received from the LKCS team. They were very pleasant/professional, easy to reach and always went above and beyond to help me understand and to answer any questions."*

Marisela Zambrano | Director of Business Development  
Illiana Financial

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](http://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



# Improve Social Media Engagement

Use social media to increase member 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**
- » **Member 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.



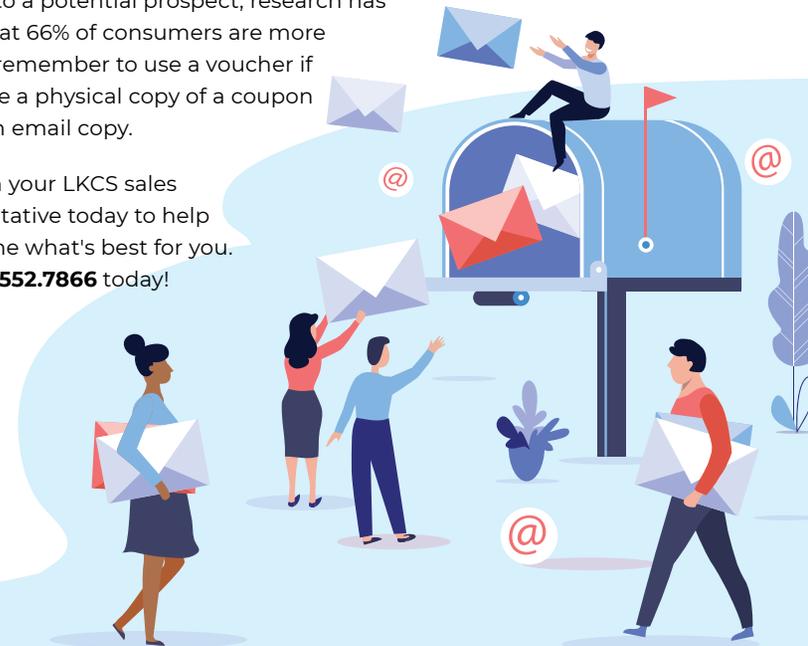
P14

## 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 member 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!



P15





# 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