

CreativeTimes

FALL 2023 NEWSLETTER



PLANNING FOR YOUR WEBSITE REDESIGN!

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Planning For Your Website Redesign

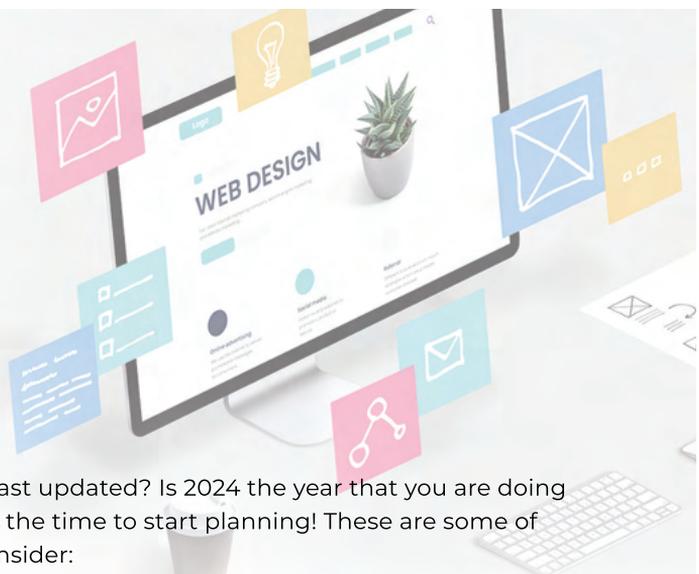
What is the cost difference of a new brick-and-mortar branch compared to an ultramodern website? A website with all the newest bells and whistles is probably 2-5% of the cost of a new branch. Even better, a digital branch is not limited to one location! Users can access this branch from anywhere.

What makes an ultramodern website?

- » **User friendly with simple navigation**
- » **Access to online forms**
- » **Personalization to all audiences**
- » **Online lending**
- » **Content Management System (CMS) to easily update the site**



A website with all the newest bells and whistles is probably 2-5% of the cost of a new branch.



One Branch or Infinite Branches?

YOU DECIDE!

When was your website last updated? Is 2024 the year that you are doing your update? If so, now is the time to start planning! These are some of the things you should consider:

- » **Will your site content be changing or need updating?**
- » **Which pages will you keep, and how will your navigation function?**
- » **Which online forms and applications will you need?**
- » **What specific tools and resources will account holders need?**
- » **Will you need video content?**
- » **Get your cost estimates and develop your budget**

Attend our webinar on December 13th to see what your website could be. Can't wait? Call **866.552.7866** to speak with your sales representative and schedule your own private webinar.

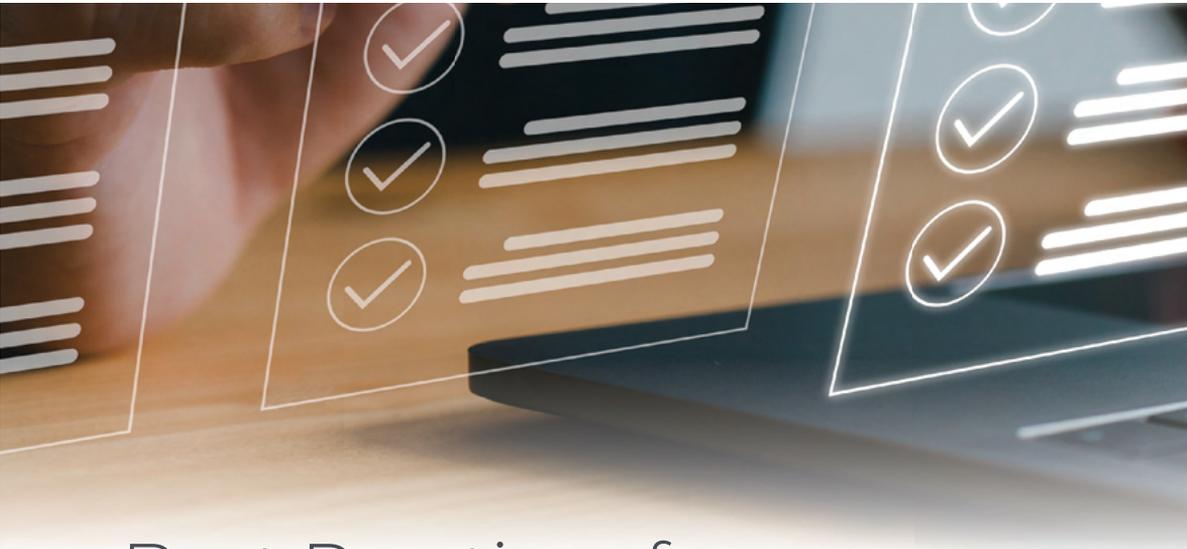
— FREE WEBINAR —

Planning For Your Website Redesign

» **December 13, 2023 • 1 pm CT**

REGISTER ONLINE AT:
lk-cs.com/webinar





Best Practices for Online Forms

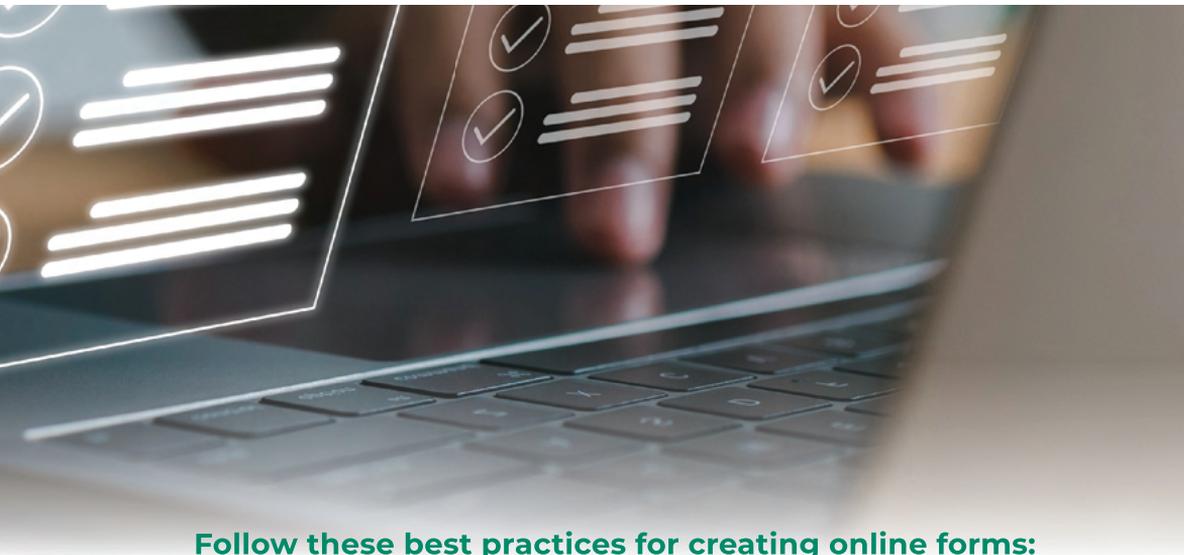
Online forms are now expected by your prospects and account holders! In fact, institutions that had simple, and logical digital work flows fared much better than the institutions that didn't during the pandemic.

Here are some of the most common benefits:

- » **Efficiency** - You do not have to manually enter the data into your system.
- » **Accuracy** - Data is entered directly into a computer, and there is less chance of human error.
- » **Security** - Data is stored in a central location, and it is more difficult for unauthorized people to access it.
- » **Scalability** - If you need to collect more data, you can simply add more questions to your form.

If you are looking for a way to collect data more efficiently and effectively, then online forms are a great option. Our form builder tool will allow anyone to create secure online forms!





Follow these best practices for creating online forms:

- » **Start with a clear purpose.** What do you want to achieve with your form?
- » **Keep it short and simple.** Only ask for the information that you absolutely need.
- » **Have a save button.** Allow your users to save their progress and come back to finish the form.
- » **Use clear and concise language.** Avoid jargon and technical terms that your users may not understand.
- » **Provide feedback to users.** Let users know when they have entered invalid information and give clear instructions on how to correct it.
- » **Make your form mobile friendly.** Many users only use their phones.
- » **Test your form.** Before you launch your form, make sure that it is easy to use and understand.

Watch your user conversions increase! Using these best practices, you can create online forms that are more likely to be completed and will provide you with the information you need. Your users will also be happy that you did.

Learn more about LKCS' form builder at lk-cs.com/form-builder and schedule a demonstration. You can also call **866.552.7866** to speak with a sales representative.



Break Free to Statement Bliss!

Are you happy with your current statement processor? Most statement companies use a one size fits all approach to statement processing. Pick out your core software and see what your statement will look like. It also seems that once you sign their contract and they have your data, you become their hostage and not a partner.

Here are examples of what they will not do:

- » Allow you to design your own custom statement layout.
- » Make data changes on short notice.
- » Make data changes at a reasonable cost.
- » Do variable statement Inserts – custom ads to each of your audiences.

At LKCS, “We Do That” is more than just a motto. We understand that you have other choices for the services that we offer. Because of this, we strive to always be the best at the services we provide. We will never give you the run-around or hope you just forget. Each customer has multiple people they can speak with each month.



— FREE WEBINAR —

Break Free to Statement Bliss!

» **November 8, 2023 • 1 pm CT**

REGISTER ONLINE AT:
lk-cs.com/webinar



These are benefits of using LKCS:

- » No, is not part of our vocabulary. We want to help you succeed.
- » You can create your own perfect statement.
- » Send your monthly documents via mail or electronically.
- » Our Onboarding Process is second to none. We make it thorough and painless.
- » Each month, choose from an online catalog of marketing Inserts and ideas.
- » Single Sign On connections with most online banking providers. Happy to set up new connections when needed.

If you are tired of being treated poorly and want to improve your service, then you need to attend our webinar on November 8th. Learn what your statements can look like and how easy it all can be. You can also call **866.552.7866** to speak with a sales representative or to schedule an appointment.



Contract ALERT!

Too often, we hear stories of financial institutions being stuck with the same poor service they have been receiving. They get themselves tied into long-term contracts with automatic renewals. To make matters worse, 90 – 180 days' notice of ending the contract is often needed. If you do not cancel before this, your contract will automatically renew. Large monetary penalties are then threatened for breaking the contract early.

After signing a contract, you should give notice to cancel the contract at the end of the contract term. The contract is still fresh in your mind, and this eliminates the need to remember when to cancel the contract. This does not force you to change vendors and could help you to get better service.



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We will collaborate with you to meet your goals and requirements.

Since 1961, LKCS has been supplying superior service. We have always felt that if we are not doing an excellent job, then you should be able to leave. Our great service was the only contract that we needed. Times have changed and now examiners are requiring contracts with your partners. Our contracts protect you but also allow you to still leave if we are not meeting the contract requirements.

If you need to find a partner who will work as hard as you to make you successful, then look no further. **We will collaborate with you to meet your goals and requirements.** We understand that if we help you to look good, you will use more of our services.



Every Day Matters!

Reach your account holders each day of the year with a high quality logoed calendar from LKCS! Calendars are a great giveaway because they are useful and provide a consistent reminder of your financial institution and the services you provide.

Need suggestions or advice?

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 or visit our online logoed products store!

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!

2024 Paper Desk Caddy >>

Search CPN-552039705

Keep track of the days and keep your most-used office supplies neat and organized with this paper desk caddy.

Measuring 5.53" x 11.91" x 0.01", this customized caddy is ideal for promoting your brand and services to account holders all year long!



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

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

- Custom 3-Month View
- Vinyl Adhesive
- Perpetual
- Multi-function LCD Display
- Silicone Wristband Watch Displays Time/Date
- 13-Month Spiral
- Pen Holder with Digital Calendar
- Monthly Pocket Planner
- Scroll Banner Pen
- And more...



Rectangle Shaped Peel-N-Stick Calendar

Search CPN-552117973

Stick it to the competition, and go with a promotion that passes the test of time!

The self-adhesive action means it will stick almost anywhere from cubicle walls, refrigerators, desktops, filing cabinets to other flat surfaces.

2024 American Armed Forces Calendar ➤

Search CPN-552452667

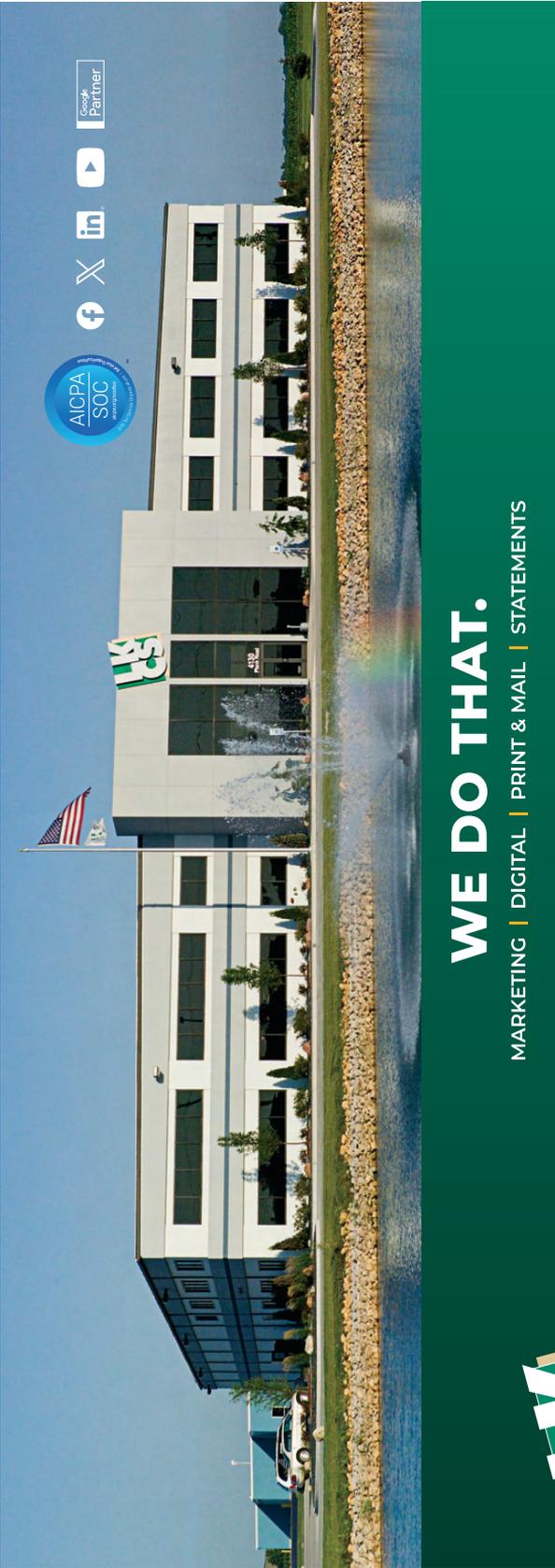
Celebrate our great military with the 2024 American Armed Forces calendar. This 13-month spiral-bound wall calendar is a big 11 x 19 when open and printed on high-quality 60# glossy paper with a UV-coated cover.



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getlogoed.lk-cs.com





WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

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Peru, IL 61354

Electronic Service Requested

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