

CreativeTimes

FALL 2026 NEWSLETTER



TURN YOUR FINANCIAL WEBSITE INTO A GROWTH ENGINE

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815.223.0391



lk-cs.com



Turn Statements into a Powerful Marketing Channel

Statements do more than deliver account information. They also give your institution a **direct, timely opportunity** to reach account holders with **relevant, targeted marketing messages** through a communication they already receive. They create a valuable opportunity to deliver relevant, timely marketing messages directly to your account holders.

With LKCS, the strategic marketing enhancements available on **printed statements** can also be applied to **e-statements and email notifications**, helping your institution promote products, share updates, and **drive digital engagement**:

- » **Targeted offers** for specific account holder segments
- » **Segmented newsletters and financial education content**
- » Promotions that encourage account holders to visit your website and act

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Adding targeted marketing to your statements improves your marketing!

FREE WEBINAR

Turn Statements into a Powerful Marketing Channel

» November 18, 2026 • 1 pm CST

REGISTER ONLINE AT:
lk-cs.com/webinar



By placing **targeted ads or onserts**, which are personalized promotional inserts printed directly on statements, your institution can deliver promotional messages **without adding postage costs**.

Our team customizes **statements around your goals, data, and brand**. **Whether you need** to reposition data, add color, or build new summary tables, LKCS can create clearer, more engaging statements. Our experienced programmers understand statement data and can **work directly with your core system** to support efficient implementation.

LKCS can help if your financial institution is:

- » Experiencing issues with its current statement processor
- » Preparing for a core conversion
- » Looking to increase the marketing value of its statements

See these capabilities in action during our **November 18, 2026**, webinar, where we'll share practical ways LKCS can turn statements and e-statements into more effective marketing tools.

Visit **lk-cs.com/statements** to learn more, register for the webinar, or schedule a personal demonstration.



Expand Your Digital Marketing Reach!

Consumers now move across **search engines, social media, streaming platforms, and AI tools** as they research financial products and make decisions. Yet many financial institutions still concentrate most of their digital marketing on search and social media. As you plan for 2027, **expanding your channel mix** can help your institution **reach more prospects**, and **compete more effectively for attention**.

One emerging opportunity is **ChatGPT advertising**. Consumers increasingly use AI tools such as ChatGPT to research deposit accounts and compare financial products. Website optimization can help your institution appear in **AI generated results**, while **paid placements** offer another way to reach prospects during the research process and direct them to relevant landing pages or product information. LKCS can assist eligible financial institutions through the approval process and help develop campaigns designed to attract qualified **website traffic**.

Connected TV (CTV) and YouTube advertising offer additional ways to **extend your reach**. Financial institutions can deliver television-style campaigns across platforms such as Roku, Hulu, Disney+, ESPN, Tubi, Pluto TV, DIRECTV, and local or national news networks often at a **lower cost than traditional broadcast advertising**. LKCS can place an existing commercial or develop a new one to help your institution reach viewers across the streaming services they use.

A broader digital strategy can also include **Spotify, Reddit, LinkedIn, Facebook, and Instagram**. These channels reach consumers before they begin actively searching for a financial product, helping your institution **build familiarity**, reinforce its message and **remain top of mind** when a need arises.

Let's Start Planning for 2027

The institutions that **start planning now** to evaluate emerging channels, establish priorities and build an **effective 2027 campaign plan** today will be best positioned to capture attention tomorrow. If you're exploring new ways to reach account holders and prospects, **contact LKCS** to develop a digital marketing strategy aligned with your audience, goals, and budget.





Turn Your Financial Website Into a Growth Engine

Your website is often the **first branch account holders and prospects visit**, and their experience can determine what they do next. A modern financial website should make it easy to research products, access services, complete forms, and **move forward with confidence**. When the experience is confusing, slow, or outdated, **potential conversions can quickly be lost**.

LKCS combines **strategy, technology, and award-winning design** to create **modern, user-focused websites**. Each website is built to strengthen engagement, simplify online experience, and **turn more visitors into measurable leads**.

Key features users expect:

- » **Online access to forms and documents**
- » **Digital lending options**
- » **Simple, intuitive navigation** designed around user needs
- » **Interactive financial calculators**
- » **Online chat support**

Tools that help your website perform:

- » A **CMS for fast, easy updates**
- » **Marketing automation** to improve lead generation
- » A form builder for **secure digital forms**

An **ADA-accessible website** creates a more inclusive experience and helps **reduce compliance risk**, while **search engine optimization and AI search readiness** make it easier for consumers to find your institution. With LKCS strategy, technical expertise, and ongoing support, your institution can launch a **custom website built around your brand, goals, and digital-first users** and keep it effective as expectations and technology evolve.





— FREE WEBINAR —

Turn Your Financial Website Into a Growth Engine

» December 9, 2026 • 1 pm CST

REGISTER ONLINE AT:
lk-cs.com/webinar



See how LKCS can help your institution build a website that strengthens engagement and supports growth. Join us **December 9th** to explore the capabilities today's financial websites need, visit **lk-cs.com/web**, or call **815.223.0391** to schedule a conversation.





Turn Your Marketing Budget into Measurable Account Growth

The fastest path to growth often starts with the relationships you already have. Current account holders know your institution, trust your brand, and are more likely to respond to relevant offers. A disciplined cross-sell strategy can increase product penetration, deepen loyalty, and improve household lifetime value without the higher cost of acquiring a new relationship.

Targeted matrix or drip campaigns, help you match each audience with the next-best product and maintain momentum across channels.

A coordinated program can include:

- » Statement ads and onserts targeted by account profile, product ownership, or financial need
- » Personalized letters and postcards featuring the most relevant next-product offer
- » Coordinated email follow-up that reinforces the message and drives response





We work with your marketing team to plan, build, and coordinate campaigns around your growth priorities, and budget, ensuring every touchpoint supports a consistent customer or member experience.

Campaign Suite helps direct mail work harder by adding automated digital follow-up after each piece reaches the household. Financial marketers can extend campaign reach, reinforce offers, and capture more response through one coordinated campaign. Key advantages include:

- » **Integrated** – Connects direct mail and digital advertising in one coordinated campaign
- » **Measurable** – Tracks response and website engagement with unique web codes
- » **Automated** – Re-engages targeted households across Google and Meta advertising networks
- » **Cost-effective** – Adds digital reinforcement for pennies per mail piece

Put more of your marketing budget to work with LKCS.

An integrated, measurable campaign strategy can help you deliver more relevant offers, improve cross-channel performance, and turn existing account holder relationships into sustainable growth.

Visit lk-cs.com/multi-channel to learn more or call **815.223.0391** to speak with a sales representative today.

Stay Top of Mind for 12 Months with One Smart Investment



Custom calendars deliver 12 months of brand visibility while providing account holders with a useful, everyday resource. Showcase your brand, promote services, highlight community involvement, and stay front and center long after other marketing campaigns end.

Need suggestions or advice?

Our experts are 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!

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*We are here to help! Call our experts at 815.223.0391
for advice or suggestions.*

Deluxe Daily Planner »

CPN-5623967

Help your account holders plan their month at a glance with this lively daily planner. This 9"H x 11.25"W 12-month vinyl planner is fit for desktop use or to hang from a hook. The two-color ruled pad, frosted corners and bold colors attract attention. Add your logo and contact information, or go high tech with QR codes, websites or social media feeds.



4" x 7" Large Magnetic Calendar



CPN-553403593

Reach out to your account holders with a product they can use all year round! This magnetic calendar measures 7"H x 4"W. It's made in the USA, is non-toxic, flexible and features round or square corners. It's perfect for sticking on a refrigerator, filing cabinet or any other magnetic surface. Choose from an assortment of stock designs, or create your own. With personalization offered, you can guarantee that your organization name, logo or message gets noticed!

LKCS has thousands of practical everyday items to choose from at any price range you need:

- › Desk calendars
- › Pocket planners
- › Appointment books
- › Notepads and memo cubes
- › Checkbook covers
- › Mouse pads
- › Emergency contact magnets
- › and more!



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MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



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