

CreativeTimes

SUMMER 2024 NEWSLETTER



STATEMENT MARKETING EXPLAINED: A key part of your marketing!

» P6

IN THIS ISSUE:

Your Own Custom Apparel Store

» P2

Why Should I Redesign My Website?

» P4

LKCS Has World Class Customer Satisfaction!

» P8

Logoed Products

» P10

815.223.0391



lk-cs.com

Your Own Custom Apparel Store

How can you use an online store?



Employee Recognition

Give employees online credits to use towards the purchase of logoed apparel and products. This is a wonderful way to motivate employees, stay connected with staff, and retain talent.



Company Swag

Employees love representing an organization they are proud to be a part of. Company Stores give employees the chance to feel appreciated by being able to select from high-end, company-branded gear. You get the ability to pick the available products and styles to fit your branding.



Corporate Gifts

Company stores are a convenient way for you to provide employees with popular branded gifts. Digital gift cards allow them to purchase the items that have meaning to them.



Holidays & Events

Company stores are a terrific way to celebrate with employees before an upcoming holiday or to promote a special company event.

WE DO THAT.



Who enjoys collecting apparel orders for your institution? It is usually an ordeal when it comes to collecting the orders, and collecting payments when the orders are received. What if you had a way to make that process easier?

LKCS now offers you a way to have your own store. Our company stores offer a simple and efficient way to provide uniforms and apparel to employees without the hassle of manually collecting orders. Additionally, employees enjoy the option of shopping at your store and purchasing their own branded items at their leisure.

To make your logoed purchases easier to maintain and control, call LKCS today. We will give you the freedom, simplicity, and control that you desire. Your employees will appreciate the ability to pick what they really want.

Want to learn more? Request a demonstration by visiting us online at **lk-cs.com/apparel-store**, or by calling us at **815.223.0391** today!



Why Should I Redesign My Website?

There are many reasons why you might consider redesigning your website. These are some of the most common reasons:

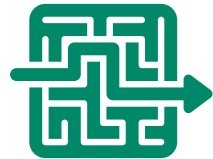


Outdated Design

If your website looks dated, it can create a negative impression and deter visitors. Modern design trends prioritize clean layouts, easy navigation, and high-quality visuals to provide a positive user experience.

Improved User Experience (UX)

A well-designed website should be intuitive and easy to navigate. If users find it difficult to find the information they are looking for or complete desired actions, they are more likely to leave and go elsewhere.



Content and Functionality Updates

A redesign can be an opportunity to ensure your website content accurately reflects your current products, services, and brand message. You can also leverage the redesign to incorporate new functionalities that better serve your visitors' needs.

Brand Alignment

A redesign can ensure your website's visual elements (color scheme, logos, fonts) are consistent with your current branding for a cohesive brand image.





Boost Traffic and Conversions

A redesign can focus on improving SEO (search engine optimization) and incorporating conversion-focused elements (clear calls to action) to help you achieve your marketing goals.

Mobile Friendliness

If your website is not responsive or optimized for mobile viewing, it can be frustrating for users and lead them to bounce off your site.



The decision to redesign depends on your specific goals and the current state of your website. **If it has been three or more years** since your last website refresh or update, then you should seriously consider budgeting for website changes.

Contact your LKCS sales representative to get a free quote to update your website. **Our award-winning designers will create a custom site that is just for you.** They also have access to the latest tools and software that will make your site bring in more business!



P5



Statement Marketing Explained!

Your monthly statements should be a key part of your marketing. Every month you have contact with these account holders. Use this contact to promote your products and services!

Use your statement to:

- » Cross-sell services
- » Promote new products
- » Advertise upcoming events
- » Promote your special offers

You can even send out variable ads within the same monthly statement run. **Whether you send out our printed statements or e-statements, they will look the same to your account holders.** All our statement marketing options will work with either format.

Do you need help in creating your statement ads?

LKCS allows you to use our Online catalog to pick from our designs. Use these designs as is or customize them to meet your needs.

As your financial marketing partner, your sales representative can show you our full suite of marketing products that are available to you. You will be able to link your marketing efforts and keep your messages in front of your targeted audiences.

P6



90% of purchasing decisions are made subconsciously.



Did we mention that we are very easy to work with?

We understand that you have other choices for the services that we provide. Because of this, we strive to always be the best at the services we provide. “We Do That” is more than just our motto.

Our full range of products allows you to work with one supplier instead of several. How much time could you save by only speaking with one supplier instead of several?

Some of the services we provide:

- » Multi-Channel Marketing
- » Pre-Screen Marketing using all three Credit Bureaus
- » Web Development & Digital Marketing
- » Wide Format Printing
- » Offset and Digital Printing
- » Direct Mail Services

Attend our webinar on September 11th to learn more about Statement Marketing. You can also call **815.223.0391** to speak with a sales representative today. Schedule an appointment or learn more at **lk-cs.com/statements**.



— FREE WEBINAR —

Statement Marketing Explained

» **September 11, 2024 • 1 pm CDT**

REGISTER ONLINE AT:
lk-cs.com/webinar



LKCS Has World Class Customer Satisfaction!

Net Promoter Scores can range from -100 to +100. A positive score, or an NPS above 0, is “good”. Any scores greater than fifty are “excellent”, with scores anywhere above seventy considered to be “world-class.”

LKCS is pleased to announce that our Net Promoter Score has exceeded ninety for the third time! The last time we calculated it, we were just out of the pandemic. We wanted to be sure we maintained the level of service our customers have come to expect from us. We received a resounding score of 91. For comparative purposes, FiServ has a published NPS score of -10. Our customer service and response time is truly exceptional.

This time we have been going through a period of exceptional growth. We have added employees, and our sales are up over 20%. We were concerned that some customers may have felt they were not getting the service they deserved. We were pleased to see that our score remained a 91!



Why is our Net Promoter Score (NPS) so important?



Customer Loyalty

It tells us how likely customers are to recommend our services, which is a strong indicator of loyalty.



Provides Actionable Insights

Helps us prioritize our efforts to truly improve the customer experience. We can pinpoint areas where we are excelling and areas that need work.



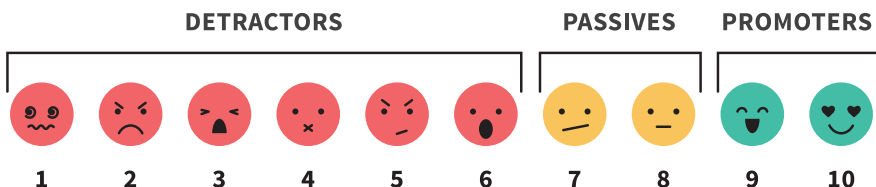
Focus on Growth

Ultimately, NPS can be a key driver of business growth. Loyal customers who promote our business organically has led to our increased sales and customer lifetime value.

Overall, a strong NPS indicates a healthy customer base and robust growth potential. By tracking and acting on your NPS, you can gain valuable insights to improve customer loyalty and achieve long-term success.

"Serving our clients is our number one priority and their experience is at the heart of all we do" said Tim Turczyn, Vice President of Sales at LKCS. "I firmly believe our NPS score reflects our team's incredible dedication to each and every client."

Do you need help to determine your Net Promoter Score? We can help you to survey your account holders and tabulate your results. You will then receive your score and all the feedback that has been received. Use this to improve your customer experience!



Fall Into Great Products

Leave An Ever-Lasting Impression

Fall is a busy season full of promotional opportunities and ways to show your support. October, also known as Pink October, is National Breast Cancer Awareness month with the goal to get as many people as possible involved to raise awareness about breast health.

SHOW YOUR SUPPORT:

Breast Cancer Awareness Debossed Wristbands

Search CPN-7319735



Raise Awareness!

Offer this wearable to show your support and spread awareness for breast cancer. Measuring 1/2" or 1", each wristband is made of silicone, is offered in an assortment of colors and can be customized with your message using deboss imprinting. Great for charity events, fundraisers, marathons, 5Ks, tradeshow giveaways and much more. Honor a fighter or celebrate a survivor by picking up these wristbands today!

Consider these other items:

- » Ribbon Lapel Pin
- » Charm Keychain
- » Lanyard
- » Pink Bandana
- » Fall Apparel
- » Sunglasses
- » Plush Bear
- » and more!

PLANT THE SEEDS OF HOPE:

Breast Cancer Awareness Seed Paper Bookmark

Search CPN-553803639



Grow Your Message

Literally! Your entire message will turn into flowers! Your full-color, custom message is printed on the Premium seed paper with Earth-friendly inks that won't damage the seeds. Our seed paper is made by hand from 100%-recycled material and embedded with a hardy mixture of wildflower seeds. Just plant, water, and enjoy the wildflowers!

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 **815.223.0391** or visit our online logoed product store.





WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



4130 Plank Road
Peru, IL 61354

Electronic Service Requested

PRSRT. STD.
U.S. POSTAGE
PAID
LKCS, Inc.