



DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

Marketing Matters

› FALL 2019 MARKETING NEWSLETTER



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Call toll free **866.552.7866** or visit us online at **lk-cs.com**



*If you're not on the first page of Google,
you're losing sales to your competitors!
97% don't click past the first page result!*



Optimize Your Local Listings to Generate Business

We all want prospects to be able to find us on the web. **In fact, 76% of local searches result in a phone call!** But how do you get your company to show up near the top of search results?

Get control of your online listings to boost your company's visibility in location-based searches that now make up 1/3 of all mobile searches.

How Do You Improve Your Local Search Ranking?

- Make sure your locations are listed on multiple websites with high quality reputations
- Make sure that each address listing is exactly the same
- Eliminate any duplicate listings which will negatively affect your ranking
- Publish special offers, events, and more to Google My Business listings for each location
- Get positive online reviews on Google and Facebook

Publishing and maintaining this information on so many listing sites can be a daunting task! This is where LKCS' business citation listing services come in.

Use LKCS' Business Citation List Management Service To:

- Integrate directly via a dashboard to over 45 business listing directories including Google Maps, Yelp, YellowPages, FourSquare, Bing, and Facebook
- Measure local search metrics to show the visibility of your locations
- Submit manual updates to hundreds of other local listing sites
- Implement a successful review generation workflow

If your information is inconsistent across business directories, social media sites, review sites, industry listings, and other local listing sites, you will rank lower on searches, and possibly miss out on new business.

And your local listing data is probably 75-95% INACCURATE!

Contact us today to boost your company's visibility on location-based searches. **Learn more about increasing your local search rating, generating positive reviews, and making it easier for prospects to find you online.** Call **866.552.7866** or visit us online at **lk-cs.com/local**.

*Dear Josh,
Thank you for 8 years
as a Customer.*

*Once a customer, always a
customer. We look forward to
many more years together.*



*Julie,
Love your current vehicle?*

*Refinance your
auto loan to
reduce your
payment by*

2% APR!



Variable Data Printing

Despite the vast advancements in technology, one of the best ways to capture your customer's attention is through their mail.

Direct mail advertising shows a level of personalization and care that appeals to customers. It is this personalization and effort that really grabs their attention and keeps it.

You can add elements of personalization by using Variable Data Printing (VDP). **It offers the flexibility necessary for highly targeted and effective marketing campaigns.**

Achieve great results and really get your customer's attention by using their data to target their interests.

WAYS TO CUSTOMIZE YOUR DOCUMENTS:

- Change the colors and pictures based on demographics
- Address the customer by name
- List different offices based on the customer's location
- Offer specific services only to those who qualify

Speak one-on-one with your customers through VDP and reap greater response rates!

For more information, contact us online at www.lk-cs.com/vdp or call **866.552.7866** to speak with a sales representative.

❏ Does Your Website Need to be Compatible with Internet Explorer?

According to Chris Jackson, Microsoft's Worldwide Lead for Cybersecurity, the answer is NO! He doesn't even consider IE to be a browser, at least in the modern, standards-based sense. *"You see, Internet Explorer is a compatibility solution,"* wrote Jackson in a blog. ***"We're not supporting new web standards for it and, while many sites work fine, developers by and large just aren't testing for Internet Explorer these days. They're testing on modern browsers."***

Jackson explains that as IE began to support more standards, Microsoft also realized it risked breaking applications written for an older interpretation of the standards. *"So, with Internet Explorer 8 (IE8), we added IE8 standards, but also kept Internet Explorer 7 (IE7) standards,"* explains Jackson, noting this was also an 'easy button' solution.



NO



Because Internet Explorer needs to remain compatible with their older versions, Microsoft cannot add all the new functions available with other browsers. They have ended up with a “new version” that is built on a very old software foundation.

This has led Microsoft to the decision that it should get out of the browser software development business. In fact, even Microsoft Edge is now being moved to the Chromium Platform. It will essentially be Chrome with a Microsoft logo.

Microsoft wants to retire Internet Explorer once and for all. The process was started in 2015, but some users just don't want to give it up. It can be relied on for certain legacy solutions, but it shouldn't be used as anyone's primary browser.



“We’re not supporting new web standards for it...”

- Microsoft

📄 Websites - The Door to Your Digital Office

Your website is probably the first place a prospective customer goes to learn about your business. **When a user comes to your website, you want to make sure the experience is as good or better than if they came into the office to visit.** Think of it as your office that never closes.

Design trends and technology change so rapidly, a website designed a few years ago can look old and outdated.

User experience has often been the most overlooked aspect of website design. **Content must be easy to find, skim, and understand.** Forms, applications, and calculators must be easy to use from any device, or a visitor may get frustrated and leave – taking their business elsewhere.

LKCS can help you redesign your website and nail the user experience aspect of the design. **Our award-winning web team will create a custom online presence that meets your specific online goals, supports your brand, and properly promotes your products and services.**

Learn more about user experience and the latest in design trends. Visit us online at lk-cs.com/web or call **866.552.7866** to speak with a sales representative.



Did you know? Mobile users are five times more likely to abandon your website if it's not optimized for their device.





CARPE DIEM!

Help your customers know what day they are seizing with a logoed calendar!

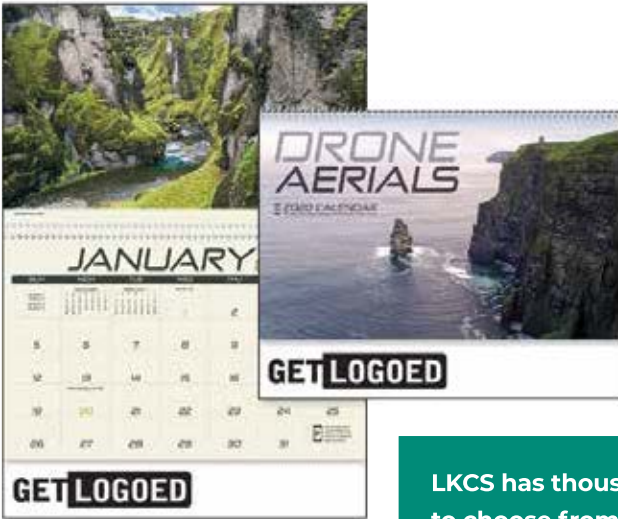


📅 Make Every Day Count

Reach your customers 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 business and the services you provide.



Did you know? 81% of consumers keep promotional products for more than a year.



Visit our logoed products store today!

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!

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. Call our experts toll free at **866.552.7866**.

LKCS has thousands of products 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...



We do that.

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